DRAFT

DTE Equity Insights and Engagement Study Community Surveys Results

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DTE Equity and Inclusion Study Mini-Survey Design

Six Mini-Surveys designed as a series
- Aiming for 10 questions per survey
- $10 incentive per survey
- Sweepstakes for additional incentives

Mini-Survey Goals
- Build rapport and understanding of survey respondents
- Increase DTE's empathy and strengthen insights about customer perspectives, values, challenges, sense of community, resources, etc.
- Enhance cultural sensitivity of program design, outreach, and implementation strategies

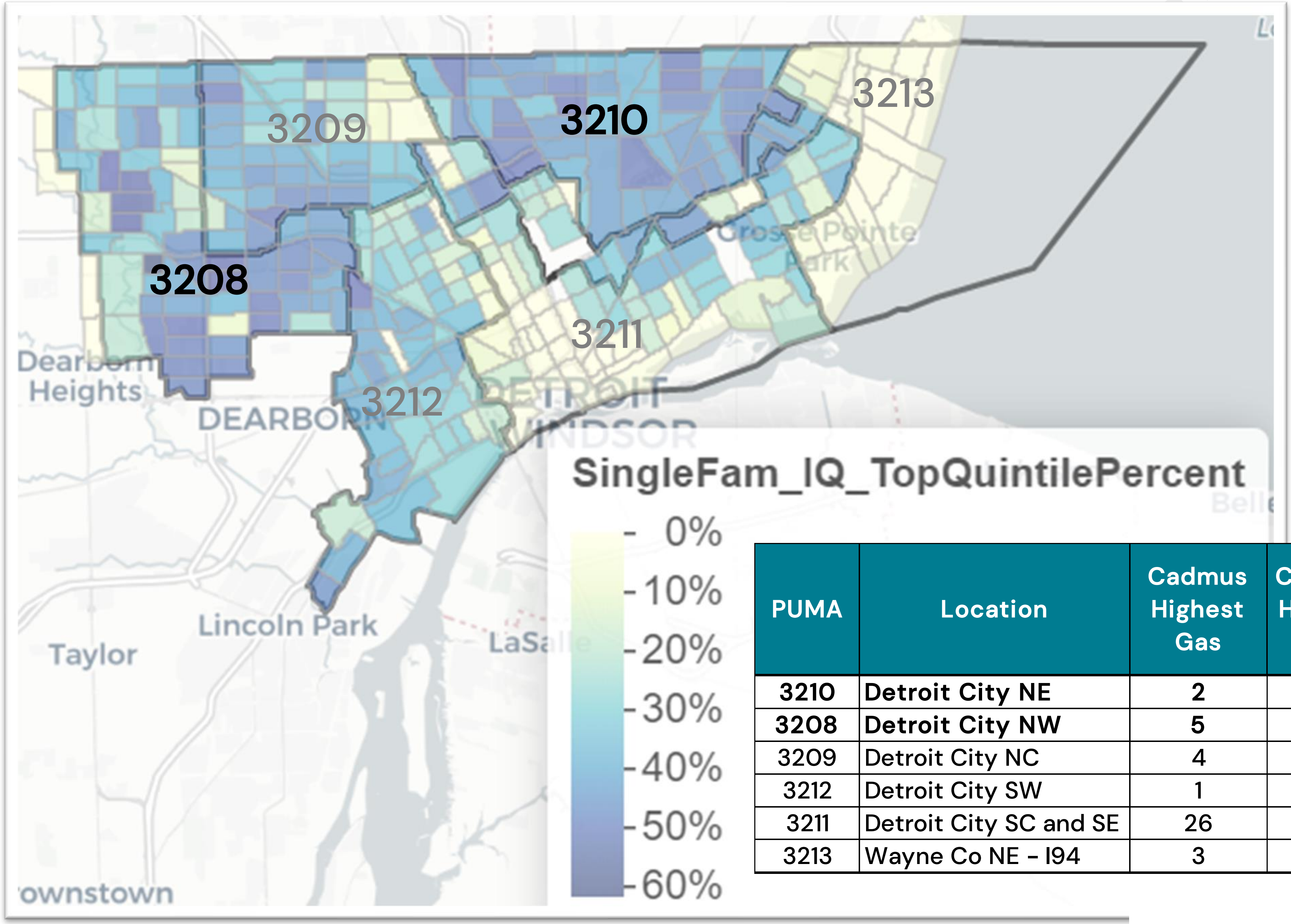
Mini-Survey Themes

1. Awareness, Experiences, and Perceptions of DTE and IQ Programs **(5/6 – 5/18)**
2. Home Related Challenges and Joys **(5/23 – 5/30)**
3. HVAC Concerns, Maintenance, and Temp Settings **(6/8 – 6/17)**
4. Resilience, Self-Reliance, and Community Connections **(6/22 – 6/30)**
5. Security of Food, Health, Housing, and Energy **(7/8 – 7/17)**
6. Household Insights, Interests, and Characteristics* **(7/22 – 8/1)**

Each survey respondent also completed a short entry-point survey.

*Originally titled: Household Composition, Demographics, and Home Use

DTE Equity Study Geographic Targeting



Focused surveys on Census Tracts analyzed according to Energy Burden, Intensity, and a Composite Score which also included Income.

PUMA	Location	Cadmus Highest Gas	Cadmus Highest Elec	Single Family, Income Qualified, Top Quintile % Energy Burden	% POC	Gas Cust.	Elec Cust.
3210	**Detroit City NE**	**2**	**5**	**39%**	**91%**	**19,700**	**19,700**
3208	**Detroit City NW**	**5**	**3**	**35%**	**88%**	**27,999**	**27,999**
3209	Detroit City NC	4	4	34%	98%	20,321	20,321
3212	Detroit City SW	1	1	35%	66%	17,374	17,374
3211	Detroit City SC and SE	26	6	22%	86%	13,751	13,750
3213	Wayne Co NE – I94	3	2	19%	69%	11,317	11,318

Cadmus Data
ICF Analysis

ICF

DTE Equity Study Surveys 1 - 6 Summary Results

- 2,090 unique respondents
- 6% response rate overall
- 122 Questions including Intake Survey and Contingent Questions

600 Target Completes per Survey

	Survey 1	Survey 2	Survey 3	Survey 4	Survey 5	Survey 6
Fielding Dates	5/6 - 5/18	5/23 - 5/30	6/8 - 6/17	6/22 – 6/30	7/8 – 7/17	7/22 – 8/1
Postcard Invitation	15,541	N/A	N/A	N/A	N/A	N/A
Email Invitation	N/A	13,083	13,056	13,051	13,050	13,047
First Email Reminder	13,056	811*	12,509	12,514	12,547	12,503
Second Email Reminder	12,469	N/A	12,434	N/A	469**	1,261**
Response Rate	7.2%	5.6%	5.4%	5.9%	6.1%	5.9%
Total Completions	1,118	737	709	771	792	776
Completed All Surveys To-Date		433	431	416	389	377

*Sent to nonrespondents who completed Survey 1
**Sent to nonrespondents who completed a prior survey

Source: ICF analysis

Sierra Club Responsive Comments, Docket UD-22-04, Exhibit 10

Demographics

90% Black or African American Respondents

28% Less than $10,000 Annual Income

41% High School/GED Education Level or Less

Relatively even split between PUMAs

51% Owners

44% Renters

Category	Subcategory	Survey 1-6 Range	Average
Household Income (N=1,997)	Less than $10,000	26-29%	28%
	$10,000 to $39,999	46-53%	48%
	$40,000 or more	19-25%	24%
Gender (N=1,968)	Female	73-79%	78%
	Male	18-24%	22%
	Non-Binary	0-0.3%	0.2%
	Another Gender Identity	0-0.1%	0.1%
Age (N=2,361)	18-34 years old	14-27%	22%
	35-44 years old	17-25%	21%
	45-54 years old	18-30%	21%
	55-64 years old	16-22%	19%
	65 years or older	16-17%	16%
Education (N=2,015)	Less than a High School degree / GED	7-9%	9%
	High School degree / GED	30-35%	32%
	Some college	25-27%	26%
	Certificate	8-12%	9%
	2-year college degree	10-12%	10%
	4-year college degree	4-11%	7%
	Post-Graduate degree	4-6%	5%
Race/Ethnicity (N=2,087)	Black or African American	92-94%	90%
	Hispanic, Latino/a/x, Spanish Origin	1-2%	1.1%
	Another Race	9-10%	9%
PUMA (N=2,361)	3208	53-57%	55%
	3210	43-47%	45%
Type of Home (N=2,064)	Detached single family home	84-87%	86%
	Attached single family home	7-10%	8%
	Apartment condominium	2-3%	3%
	Other	2-4%	3%
Own or Rent (N=2,070)	Own	49-58%	51%
	Rent	32-46%	44%
	Other Arrangement	3-10%	5%

Source: ICF analysis
Admission survey completes

Net Promoter Score (NPS) for All Respondents

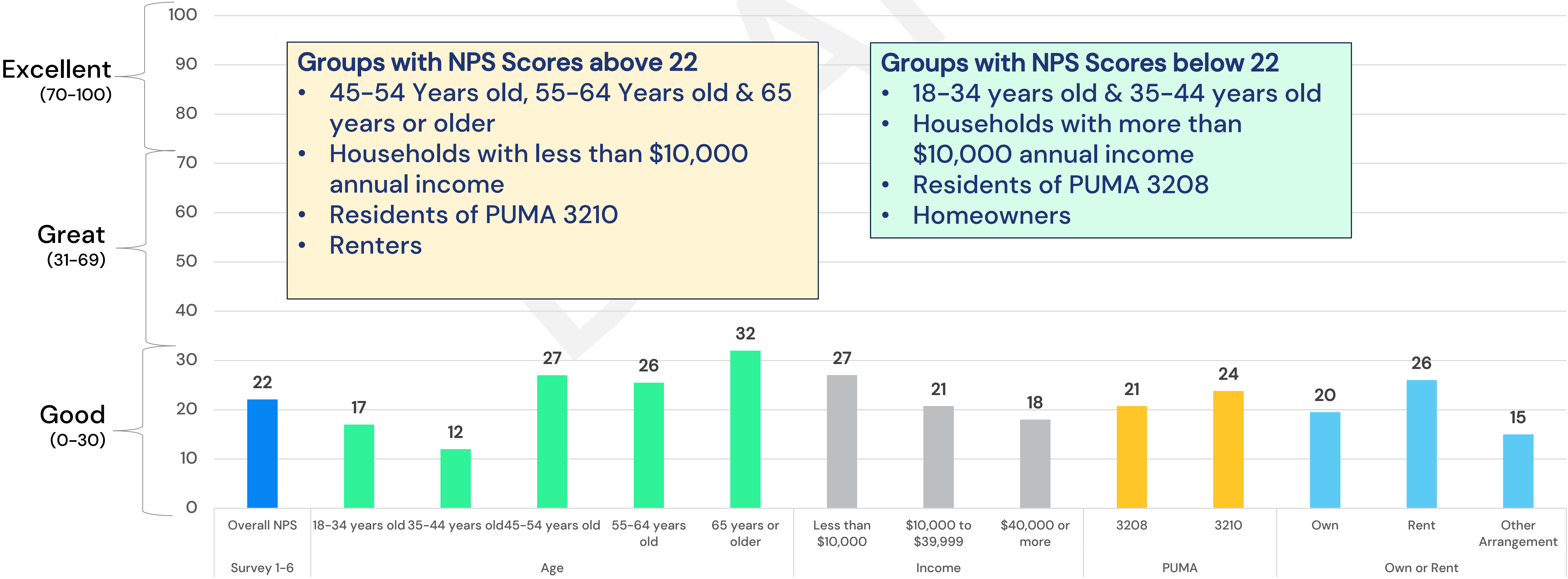
Net Promoter Score (NPS) is a widely used metric that asks respondents to rate the likelihood that they would recommend a company to family or friends on a scale of 0 (not likely) to 10 (extremely likely).

On a scale of 0 to 10, the average Net Promoter score was 22, indicating customers are passive, suggesting customers are satisfied but there's room for improvement. Customers in older age groups, very low household income (<$10k), and renters are more likely to recommend DTE to friends and family.

NPS by Demographics

Groups with NPS Scores above 22
- 45-54 Years old, 55-64 Years old & 65 years or older
- Households with less than $10,000 annual income
- Residents of PUMA 3210
- Renters

Groups with NPS Scores below 22
- 18-34 years old & 35-44 years old
- Households with more than $10,000 annual income
- Residents of PUMA 3208
- Homeowners



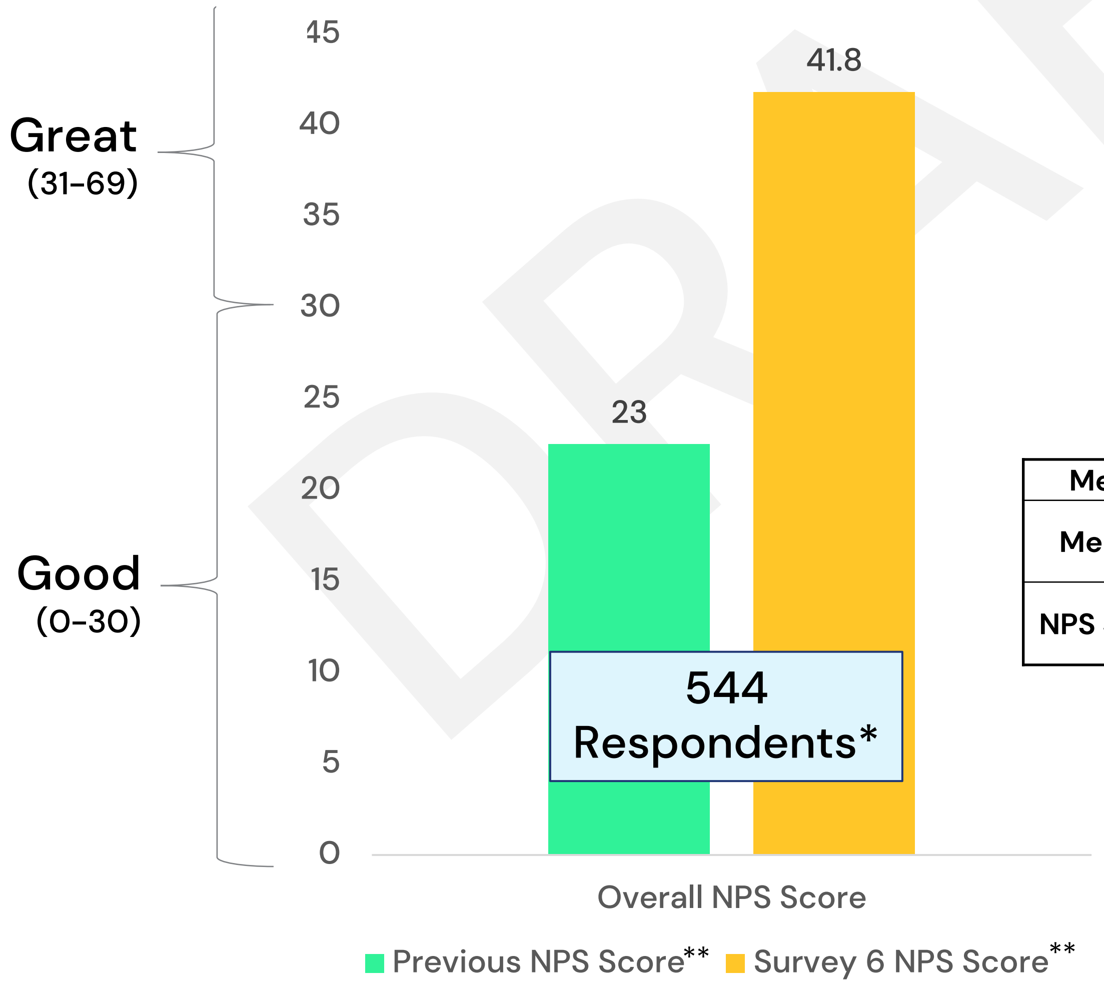
Source: ICF analysis

NPS. On a scale of 0 to 10, how likely are you to recommend DTE to a friend or family member? (N=1,626)

NPS = % of Promoters (9-10 on scale) – % of Detractors (0-6 on scale)

Change in NPS Score

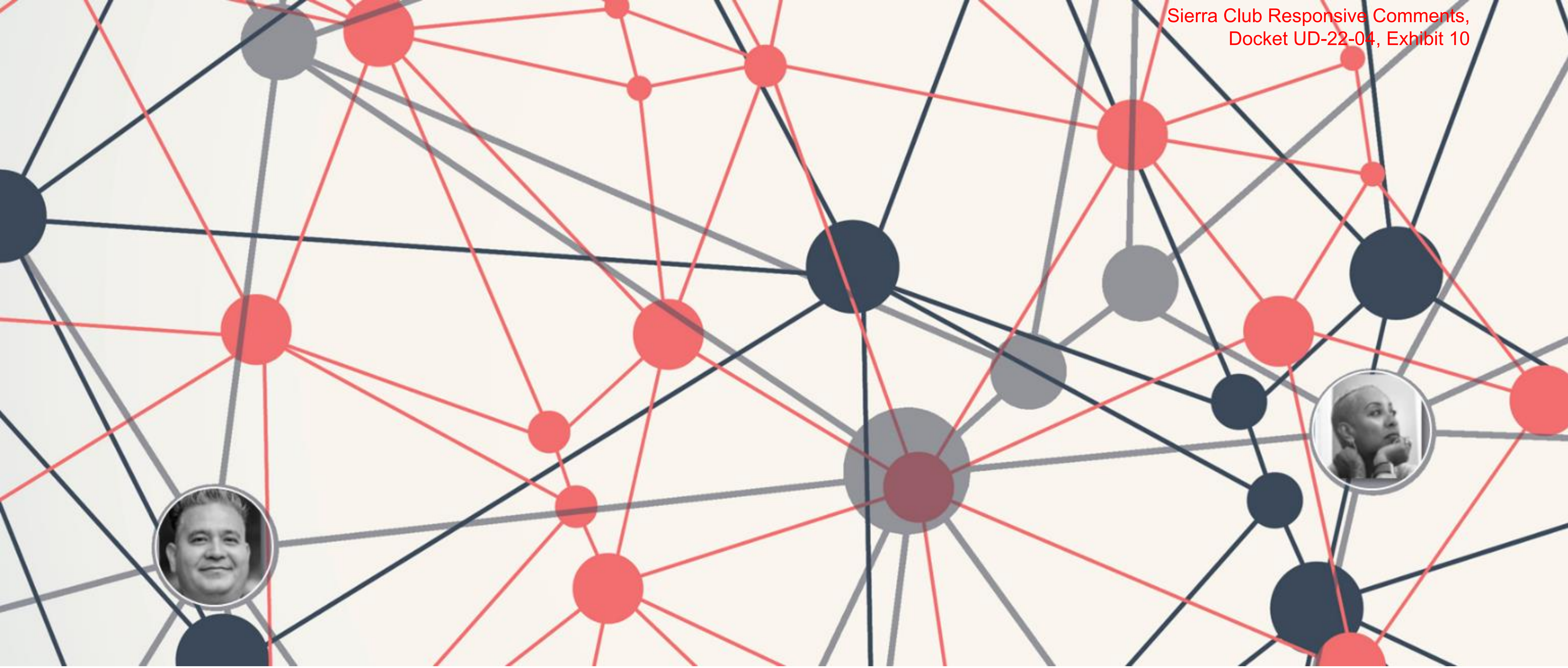
Respondents who participated in Survey 6 who also participated in Surveys 1, 2, or 3 were asked NPS rating again in Survey 6. This is a total of 544 customers. Among these customers, the overall NPS scores increased by 82%.



	Surveys 1-3	Survey 6
Mean	7.6	8.3
Median	8.8	9.2
NPS Score	22.5	41.8

NPS is a common metric used in customer experience programs to measures loyalty of customers to a company
NPS = % of Promoters (9-10 on scale) – % of Detractors (0-6 on scale)

*Only Survey Respondents from 1 – 3 were asked on Survey 6
**NPS Score not connected to scoring conducted for other DTE or program evaluator efforts



Insights

Survey 1 Customer Insights:
Awareness, Experiences, and Perceptions of DTE and IQ Programs

- Customers Sentiments about DTE are Largely Positive: 73% of respondent expressed some level of satisfaction with DTE, 56% are satisfied, 41% are highly satisfied, and 30% rated their satisfaction as 10 out of 10. Only 14% of customers expressed dissatisfaction. Net promoter scores are similar. These positive sentiments provide a positive backdrop for future work in selected communities and indicate customer receptiveness to working with DTE.
- Customer Engagement is High, but Awareness is Low: Customers have had high levels of engagement with the survey and have displayed high levels of authenticity in sharing their thoughts and recommendations, indicating a high level of self-efficacy among respondents. Customers have low levels of awareness and engagement in energy efficiency and DR programs but have expressed interest in practical and actionable solutions. Customers appear to be well poised to expand their engagement in accessible efficiency and DR programs.
- Customers Desire Better Communications, Expanded Programs, and Compassion: Some of the most noteworthy customer feedback focuses on the need for better communications about programs as well as more program opportunities for income qualified residents and seniors as well as compassion when interacting with DTE representatives.
- Bills and Community Organizations are Important Information Resources: Customers are most likely to learn about new opportunities when reviewing their utility bills and through interactions with community organizations. These communications strategies will be important means for delivering semi-tailored messaging to the Income Qualified Customer segment.

Survey 2 Customer Insights:
Home Related Challenges and Joys

Customers Largely Feel Good about Their Homes: Customers associate their homes with family, relaxation, and rest. They are largely satisfied with their level of comfort in their home and homeowners are particularly satisfied with the affordability of their monthly mortgage. Customers are less satisfied with health, safety, and security considerations and least satisfied with the location of their home.

About Half of Customers Need/Desire Major Changes in Their Home: About half of customers believe the size (square footage) of their home is just right, while 36% think it is a bit too small. And while many customers seem happy with the condition of their home (56%) - suggesting only a few changes are needed – 45% are facing some notable challenges or desire major changes. Many of the desired home upgrades are aligned with services provided by DTE, including windows, roofs, and heating equipment. Other upgrades of interest to customers could be leveraged if valued.

Ability to Keep Homes Warm is a Challenge: Half (50%) of customers have difficulty keeping their home warm at an affordable cost, highlighting the importance of the energy efficiency work DTE is providing.

Housing Location is Driven by Cost and Affordability: Customers' decision on housing location is largely driven by cost & affordability (38%). Safety and security is also a top priority for many (18%). It is important for DTE to recognize these constraints and emphasize the added comfort that can be attained while maintaining the affordability.

Survey 3 Customer Insights: HVAC Concerns, Maintenance, and Temp Settings

- Customers Recognize Need for Air Sealing and Insulation: Approximately ¼ of customers report they are too cold in the winter while 30% report that people in their home have mixed temperature preferences. Nearly 90% of customers experience some draftiness and 22% describe their home as very drafty. Half think their insulation is inadequate and most rely on DIY approaches for air sealing and insulation. Most respondents are aware of the need for major home improvements but have limited resources to address them. These insights point to the value of highlighting the opportunity to have air sealing and insulation work performed and have it done by professional contractors. Strategies for addressing mixed thermal comfort preferences would be valuable as well.
- HVAC Controls are Antiquated: Most customers have analog thermostats, some have programmable thermostats and only 6% have smart thermostats. There is an opportunity to replace and program thermostats for winter and summer settings and potentially install smart thermostats while encouraging customers to participate in DR programs.
- HVAC Maintenance is Neglected: Customers rarely have their heating systems serviced, about ¼ are experiencing system failures at least once per year, and very few are changing their furnace filters regularly. These point to opportunities for service/maintenance plans, direct installs or limited time offers on furnace filters, and education about the value and timing of changing filters.

Survey 4 Customer Insights: Resilience, Self-Reliance, and Community Connections

- **Customers are deeply rooted in their communities with strong connections to their neighbors.** A large majority of customers said they are familiar with their neighbors with 86% knowing the names of next-door neighbors and 67% speaking to neighbors at least once per week. This familiarity may be the product of living in the community for many years. For example, half of all respondents have lived in their current community for at least 11 years. Despite the connections with neighbors, feelings about the community are mixed with only half of customers saying they are satisfied, 30% neutral and 20% dissatisfied.

- **Customers help their neighbors and actively share information.** Approximately two-thirds of respondents reported helping neighbors with yardwork, providing neighbors with food, or shoveling snow. When talking with neighbors, home repairs are a popular topic – a subject of discussion for half (51%) of respondents in targeted communities in the past year. Health and safety issues (38%) and the cost of their energy bill (34%) are also topics of discussion. Younger customers are slightly more likely than older customers to discuss their experiences with DTE with neighbors (25%). Overall, 52% of respondents indicate DTE is their source of heating and cooling information, followed by family (34%), looking online (28%), friends or neighbors (22%), and contractors (14%).

- **Awareness and use of community programs varies:** When asked about their familiarity with the top six widely known community programs, familiarity was greatest for Women, Infants, and Children (WIC) (80%), The Heat and Warmth Fund (THAW) (76%), and Service. Employment. Redevelopment. Metro-Detroit (SER) (67%). Use of programs was much lower than awareness. Only 28% of respondents received services from WIC, 16% from THAW, and 38% from SER. More than one-third of respondents (36%) receive no services from listed organizations.

Survey 5 Customer Insights: Security of Food, Health, Housing, and Energy

Paying bills, physical health, and neighborhood safety are the most frequent concerns for respondents. Focus of household concerns varies with age and income level. Paying bills is biggest concern particularly for younger and lower-income households. Physical health and neighborhood safety are most frequent concerns for older households and higher income households (>$40k). Respondents fear mold the most as a potential danger in their home but are personally most concerned with water leaks and drafts and are most likely to have experienced these problems as well.

Lowest income households are least likely to have fire safety measures and to use inefficient & risky heating practices. Overall, 50% of customers do not have a CO detector or fire extinguisher in their home; 22% do not have a smoke detector on each floor; and 8.4% have none of the safety items listed. Younger households and those with the lowest incomes are least likely to have fire safety measures. Half of households typically use space heaters (21% have 1; 28% have >1). Nearly one half of customers (44%) close doors and vents to unused rooms making furnaces run less efficiently than otherwise; while 28% have used their oven to heat their homes during the most recent winter – 8% of respondents use their oven frequently and 13% use it sometimes. Lowest income households are most likely to use the oven as a supplemental heating source.

Financial strain causes half of customers to put off paying bills and utility bills among those that are most often deferred: 54% of households reported frequently putting off purchases or avoiding paying bills due to financial strain. Groceries are also frequently deferred. Renters, young people, and low-income among most impacted. Bill payment is highly difficult for 38% of customers and utility bills are most likely to be 60+ days overdue.

Survey 6 Customer Insights:
Communications and Utility Relations

- **Priority customers have lived in Detroit for many years, have a high level of interest in learning more about DTE's community programs, and face few cultural and technology barriers for communications.** Nearly three-quarters (73%) of respondents have lived in greater Detroit for more than 30 years, while 93% of respondents are eager to learn more. Wi-Fi and language barriers are minimal with 94% of respondents indicating that they have Wi-Fi at home, and 99% reporting English as their primary language.
- **Only a small majority of priority customers report being satisfied with DTE program information.** Slightly more than half of respondents (55%) rate their satisfaction with information they have received on DTE's EWR programs, payment assistance programs, and ways to save through shifts in behavior at 9/10 or higher, while only 13% report being dissatisfied, with the rest being neutral.
- **Email and Facebook are leading pathways for communicating with priority customers.** A surprisingly large percent of priority respondents (94%) say they have access to Wi-Fi in their homes and 82% prefer to receive communications via email (compared to U.S. mail and text messages). Facebook stands out as the most popular social media network used by 65% of respondents in target areas (65% use it at least once per week but 19% don't use any social media).
- **Nearly one-in-five priority customers are contacting DTE every month or more often.** A relatively large proportion of respondents (nearly 20%) are contacting DTE monthly or more often due to concerns about billing questions or power outages. 13% of customers have questions about their bill every month.
- **Positive experiences with community polls build rapport:** Nearly all customers (98%) said their experience with the community polls was positive and this was reflected in a dramatic increase in net promoter score ratings which rose from 23 to 41 among respondents who participated in at least one of the first three polls as well as the last poll.

Links to Survey Sections

1. Awareness, Experiences, and Perceptions of DTE and IQ Programs
2. Home Related Challenges and Joys
3. HVAC Concerns, Maintenance, and Temp Settings
4. Resilience, Self-Reliance, and Community Connections
5. Security of Food, Health, Housing, and Energy
6. Household Insights, Interests, and Characteristics*

Each survey respondent also completed a short entry-point survey.

*Originally titled: Household Composition, Demographics, and Home Use

Survey 1

Awareness, Experiences and Perceptions of DTE and IQ Programs

Return to Insights

Survey 1: Key Findings

Awareness, Experiences and Perceptions of DTE and IQ Programs

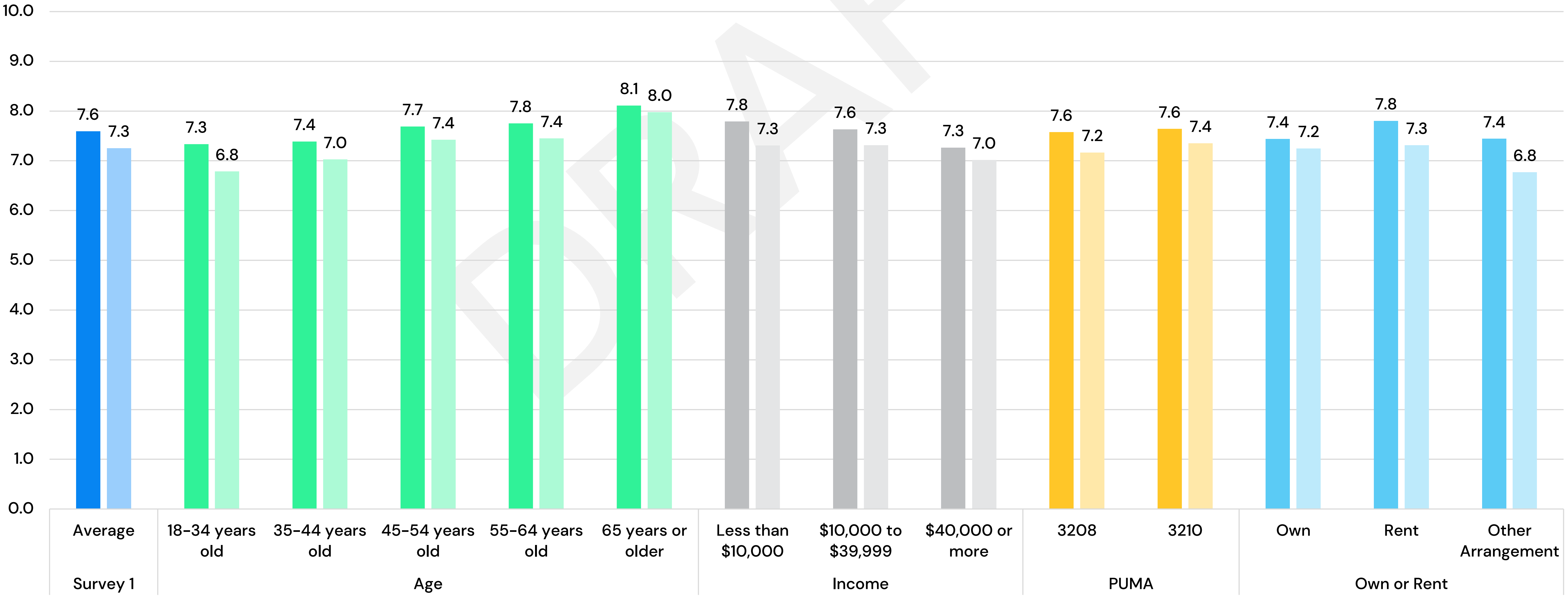
- **Satisfaction Metrics:** Customer satisfaction with DTE is moderate (7.3/10); as is the NPS score (7.6/10). Both scores are higher among older respondents and among the lowest income households.
- **Customer Sentiments:** Customer sentiments (a composite measure) about DTE are relatively positive with 68% of customers rating their overall level of trust, impression of services, equitable treatment and care for customer needs.
- **Perceptions of DTE:** Customers state they are generally supported (63%) by DTE when asked how DTE could improve its service to customers.
- **Program Awareness & Participation:** When asked about their awareness of DTE programs, customers were most aware of the Shutoff Protection program (75%). Sixty-three percent of customers said they had participated in the program.
- **Information Resources**: Utility bills are the main place customers see or hear about DTE (62%) , followed by advertisements (25%). Fifteen percent of customers learned about DTE through community organizations and events, (7+% each).

Satisfaction and NPS

Average NPS Score Rating: 7.6
Average Satisfaction Score: 7.3
(Scale from 0 to 10)

Customer satisfaction was rated relatively lower than NPS. Both satisfaction and NPS increased with age and decreased with income.

NPS Average Rating and Satisfaction by Demographics



Source: ICF analysis

NPS Rating | Satisfaction

NPS. On a scale of 0 to 10, how likely are you to recommend DTE to a friend or family member? (N=1,118)
SAT. On a scale of 0 to 10, how satisfied are you overall with DTE as a utility? (N=1,095)

Satisfaction and NPS

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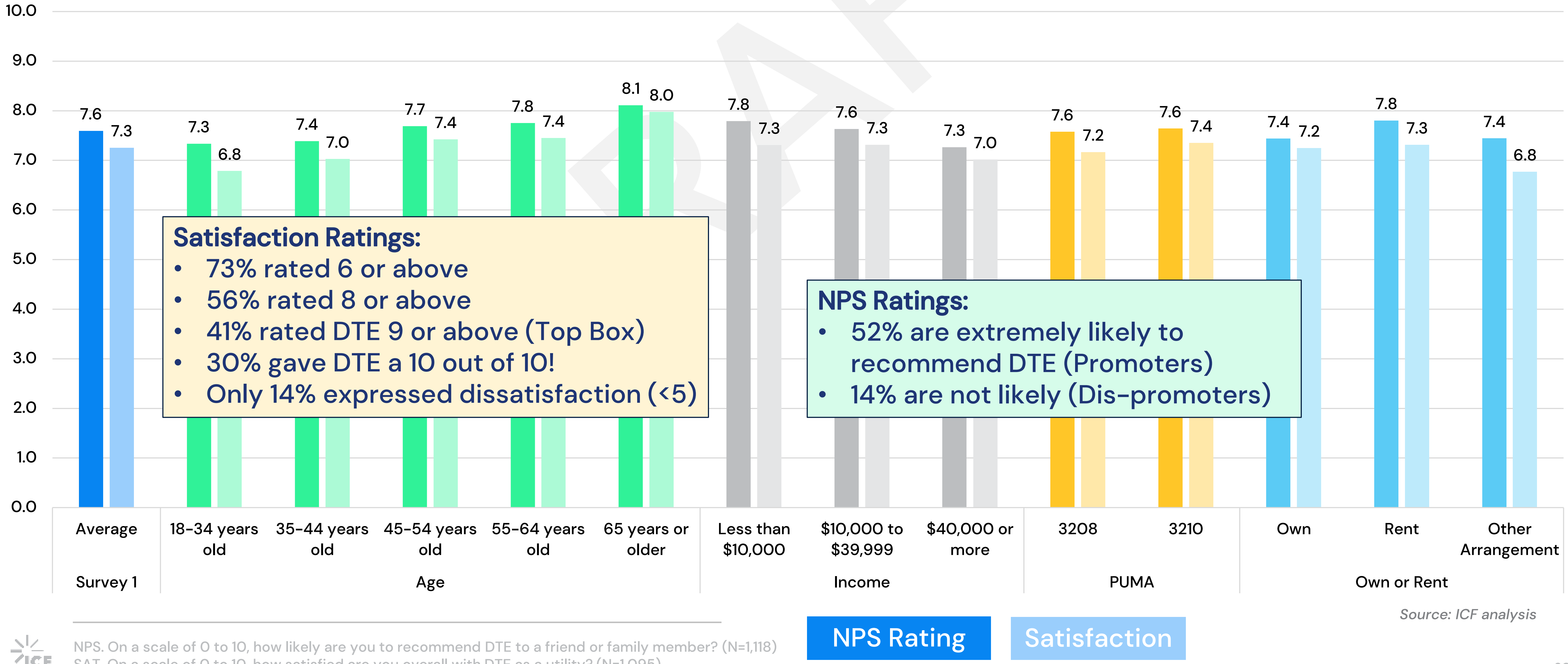
NPS and Satisfaction by Demographics



Satisfaction Ratings:
- 73% rated 6 or above
- 56% rated 8 or above
- 41% rated DTE 9 or above (Top Box)
- 30% gave DTE a 10 out of 10!
- Only 14% expressed dissatisfaction (<5)

NPS Ratings:
- 52% are extremely likely to recommend DTE (Promoters)
- 14% are not likely (Dis-promoters)

Source: ICF analysis

NPS. On a scale of 0 to 10, how likely are you to recommend DTE to a friend or family member? (N=1,118)
SAT. On a scale of 0 to 10, how satisfied are you overall with DTE as a utility? (N=1,095)

Return to Insights

Perceptions of DTE Qualities: Trust, Service, Satisfaction, Equity, and Need

Customers rated their level of trust in DTE and its program partners to perform work in their home moderately high with a median score of 8 out of 10. Customer views on equitable treatment and care for customer needs ranked lowest with median scores of 7.2.

	Mean Score (Our of 10)	Median	% of Responses above Six
Level of trust in DTE and its program partners to perform work in their home	7.4	8	85%
Overall impression of the services provided by DTE	7.2	7.6	86%
Overall level of satisfaction with DTE's efforts to support the needs of customers in Detroit	7	7.4	79%
DTE treats all of its customers equitably	6.8	7.2	78%
DTE cares about the needs of customers in Detroit	6.6	7.2	75%

Source: ICF analysis

TRUST. On a scale of 0 to 5, please rate your level of trust in DTE and its program partners to perform work in your home, such as energy efficiency upgrades. (N=1,083)
EXP1. On a scale of 0 to 5, please rate your overall impression of the services provided by DTE? (N=1,083)
NEED. On a scale of 0 to 5, please rate your overall level of satisfaction with DTE's efforts to support the needs of customers in Detroit. (N=1,079)
EQUITY. On a scale of 0 to 5, how much do you agree or disagree with the statement "DTE treats all of its customers equitably." (N=1,078)
CARE. On a scale of 0 to 5, how much do you agree or disagree with the statement, "DTE cares about the needs of customers in Detroit". (N=1,079)

Picture Painted of DTE by Customers

Customer perceptions of DTE are relatively positive, with almost a quarter (23%) of customers rating their sentiment with DTE services, despite the depth of need seen in the population.

23% DTE is knocking it out of the park – they are a great resource to their customers and provide high-quality programs and services.
[score between 63-70]

45% DTE is doing good work – they are providing important resources and services to their customers but still have room to improve.
[screen between 56-62]

31% DTE is taking some actions to help customers, but I wish they were doing more.
[score between 43-55]

0% DTE really needs to do more to support the needs of its customers.
[score between 0-42]

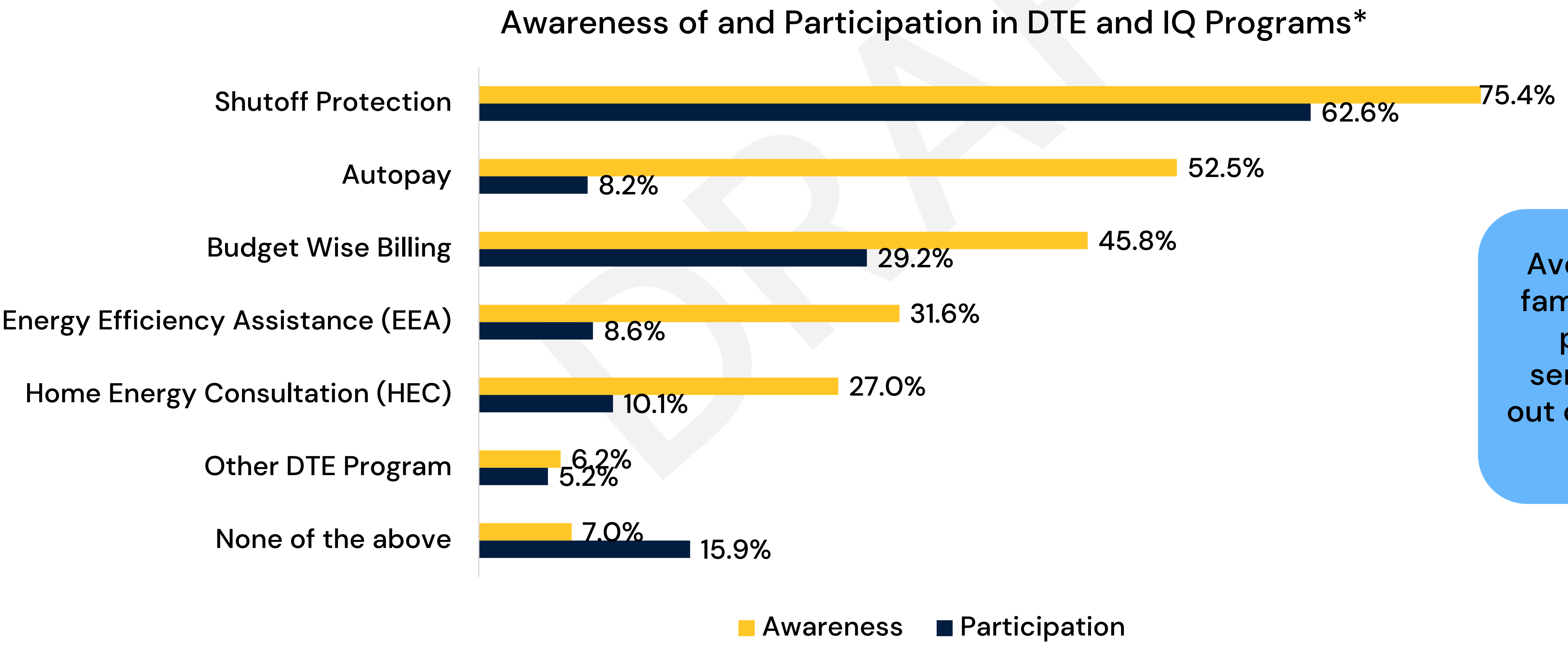
68%* of customers surveyed gave DTE a score **8/10** or higher

CALCULATION: SAT + (FAMI*2) + (EXP1*2) + (TRUST*2) + (CARE*2) + (NEED*2) + (EQUITY*2)

**Note: Percentages do not total to 100% due to rounding.*

Awareness and Participation

Awareness of DTE's Shutoff Protection program (75.4%) is double the awareness of the Energy Efficiency Assistance program with 62.6% of respondents having participated in the Shutoff Protection program.



Average customer familiarity with DTE programs and services was a 3.3 out of 5, on a scale of 0 to 5.

Source: ICF analysis

FAMI. On a scale of 0 to 5, how familiar are you with the programs and services offered by DTE? (N=1,092)
KNOW. Please indicate which of the following DTE programs you had heard of before today? Select all that apply (N=2,783)
PART. Which of the following DTE programs have you participated in during the past 10 years? Select all that apply. (N=1,430)

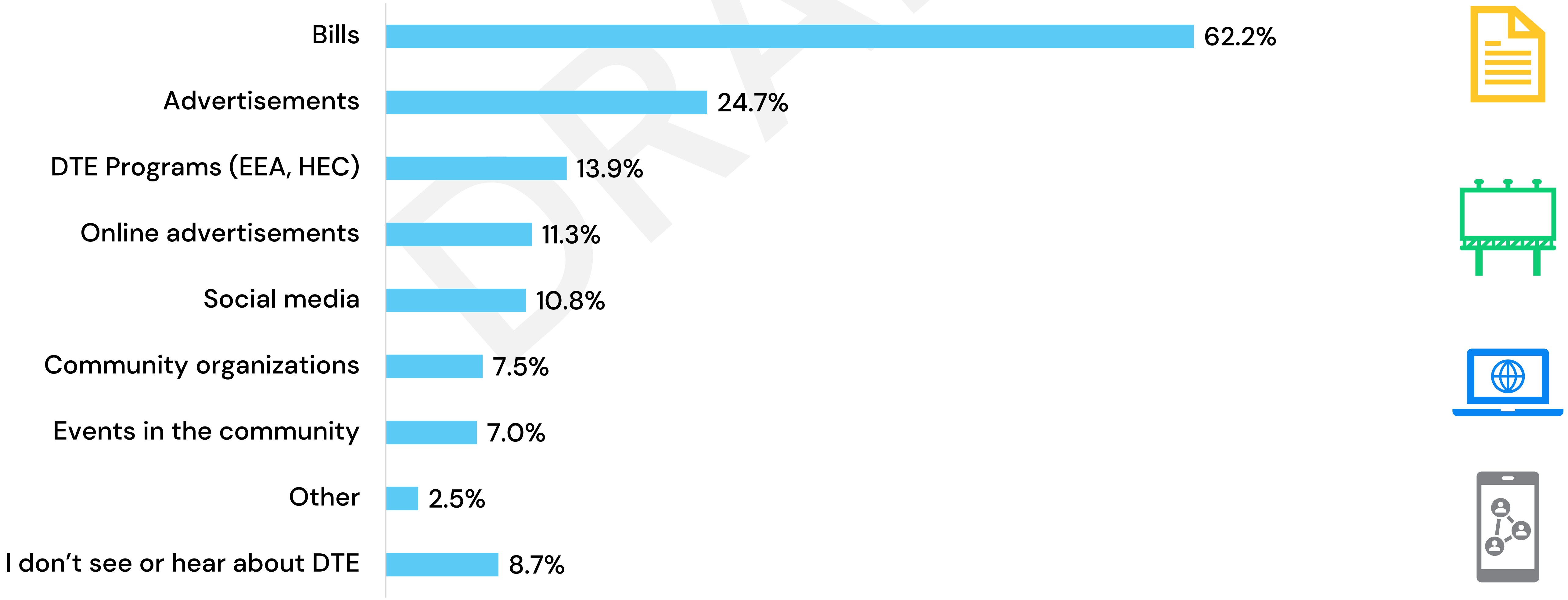
*In this question, we added a fictional program called, "Pay now save later." Approximately, 10.2% of respondents stated they were aware of the fictional program and 1.6% said they participated in it.

Return to Insights

Sources of Information

The main sources customers stated seeing or hearing about DTE is on their bill (62%) and advertisements (25%). Fifteen percent of customers learned about DTE through community organizations and events, respectively 7% each. Close to 9% of customers do not see or hear about DTE.

Sources Respondents See or Hear about DTE



Source: ICF analysis

HEAR. In which of the following sources do you usually see or hear about DTE most often? Please select up to two sources. (N: 1, 612)

Return to Insights

Customer's Recommendation to Help DTE Improve its Service to Customers

Theme	Respondent Feedback	Mentions	% of Total Mentions
General Support	General support / helping people in need "get connected with the assistance you need", "allow time for people that have fallen on hard times" General positive comment "good job", "I'm satisfied", "keep up the good work" No Critique	286	**63%**
	Cost / affordability / discounts	182	
	Customer service/communication	174	
Suggested Program Improvements	Change / expand DTE programs / services "more services that can be done online", "change low income amount so those that are close can still participate"	98	**17%**
	Increase awareness about programs / DTE "let everyone know about programs"	40	
	Services for seniors "have more programs for disabled, seniors", "seniors on fixed income should be given a substantial discount", "more help to seniors to make home more energy efficient"	32	
Issues and Non EWR	Power shutoffs / turning power back on	37	**21%**
	Wait times / speed of processes	32	
	Don't know / not sure	21	
	General negative comment "everything", "it's better that I don't answer this question")	6	
	Infrastructure/Non-EWR Issues	114	

REC. If you could make one recommendation to help DTE improve its service to customers like you, what would it be? (N=1, 058)

Return to Insights

Source: ICF analysis

Survey 2

Home Related Challenges and Joys

Return to Insights

Survey 2: Key Findings
Home Related Challenges and Joys

- **Home Related Metrics:** Customers are most satisfied with their level of comfort in their home (7.7 out of 10), and least satisfied and challenged with the location of their home (5.4).
- **Home Size:** About 50% of customers think the size (square footage) of their home is just right, with 36% feeling that their home is too small and 17% stating their home is too big.
- **Comfort Factors:** Important factors in making customers comfortable in their home include home security and privacy (17%) and the features of their homes (14%).
- **Home Improvement:** Renovating the kitchen (20%), new windows (19%), new roof or repair (15%) and bathroom renovations are the top major improvements customers would make to their home.
- **Warmth & Cost Challenges:** Half of customers expressed difficulty in keeping their home warm at an affordable cost.
- **Purchasing or Renting Factors:** When deciding where to purchase or rent a home, customers are most concerned with the cost & affordability (38%), location (22%) and safety/security (18%) considerations. Transportation considerations were last (2%).
- **Sentiments about Home:** While some customers seem pretty happy with their homes (56%) – suggesting only a few changes are needed, 45% are facing some notable challenges or desire major changes.

Home Attribute Satisfaction

Customers are most satisfied with their level of comfort in their home (7.7 out of 10), and least satisfied with the location of their home (5.4).

Satisfaction with Home Attributes (Mean Scores out of 10)			
	Average	Homeowner	Renter
Level of comfort	7.7	7.9	7.7
Affordability of monthly (mortgage / rent) payment	7.5	8.4	6.6
Overall satisfaction with their home	6.8	7.1	6.5
Satisfaction with the health and safety conditions	6.3	6.5	6.3
Sense of safety and security in their home	6.3	6.6	6.2
Quality of construction of their home	6	6.6	5.6
Satisfaction with the location of their home	5.4	5.6	5.2

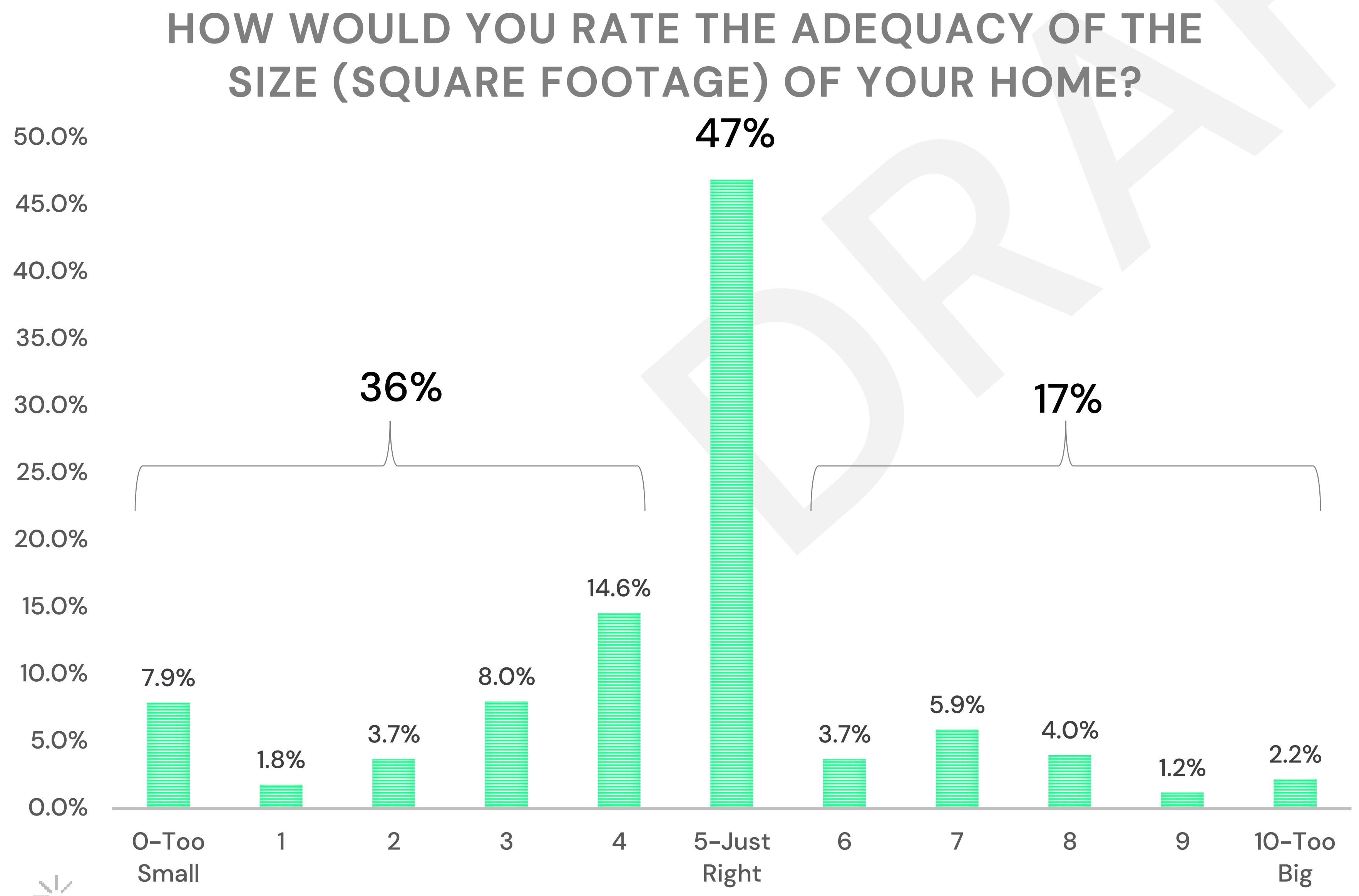
Source: ICF analysis

HSAT1. How would you rate your overall level of satisfaction with your home? N: 737
HSAT2. How would you rate your overall level of comfort when spending time in your home? N: 734
HSAT3. How would you rate the affordability of your monthly [if HOME2 or HOME2_EN = 1 insert mortgage payment] [if HOME2 or HOME2_EN = 2 insert rent payment] [if HOME2 or HOME2_EN = 3 insert mortgage/ rent payment] [if HOME2 or HOME2_EN = 88 insert mortgage/rent payment] ? N: 729
HSAT4. How would you rate the adequacy of the size (square footage) of your home? N: 729
HSAT5. How would you rate your level of satisfaction with the location of your home? N: 728
HSAT6. How would you rate your overall sense of safety and security in your home? N: 728
HSAT7. How would you rate the quality of construction of your home? N: 726
HSAT8. How would you rate your overall satisfaction with the health and safety conditions of your home? (Your response should consider potential health risks associated with the presence of mold, carbon monoxide poisoning, and pests among other health and safety considerations.) N:725

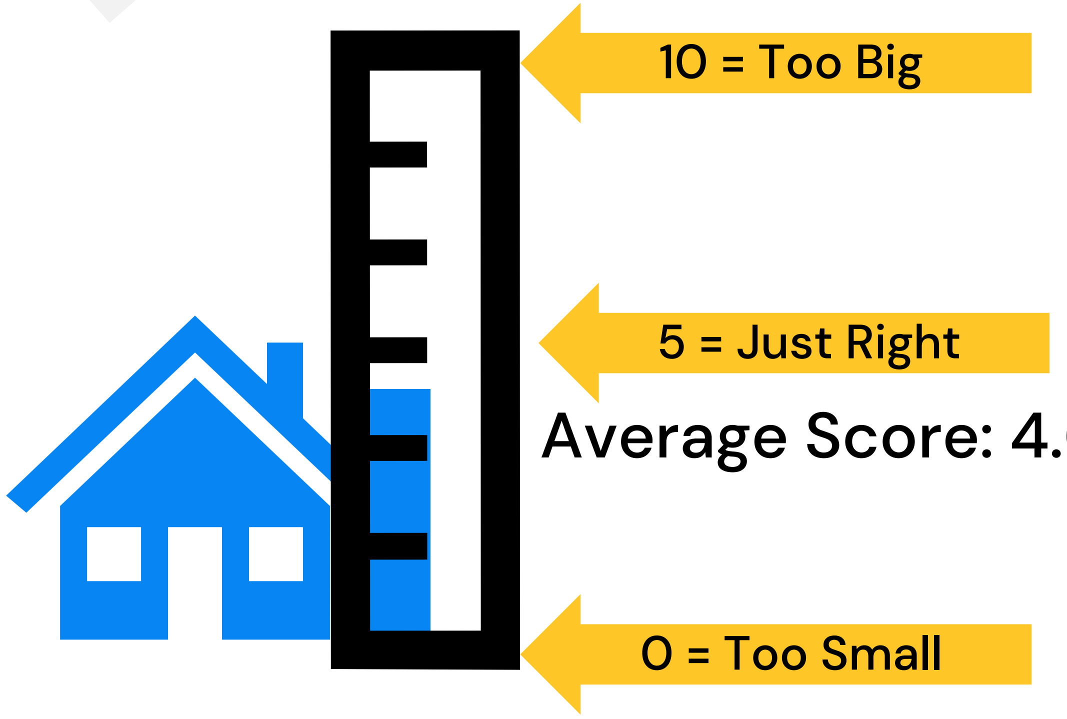
Return to Insights

Respondent's Rating of Size of Home

About 50% of customers state their size (square footage) of their home is just right, with 36% feeling that their home is too small and 17% stating their home is too big.



Size (square footage) of Your Home



Average Score: 4.6

Resident Status	Avg. Sat regarding Sq. Ft of Home
Own	4.7
Rent	4.4
Other arrangement	4.3
Total	4.6

Return to Insights

Factors that are most important when deciding to purchase or rent a home

38%
Cost & Affordability

22%
Location

18%
Safety / Security

14%
Size

4%
Health Considerations

2%
Transportation

Customers stated that cost & affordability (38%), location (22%) and safety/security (18%) are the most important factors when deciding to purchase or rent a home selecting the factor. The least important factor is transportation (2%).

0.6% Other

1.6% None of the above

Return to Insights

ICF

FACT. Which of the following factors tends to be most important to you when deciding to [IF HOME2=1 OR HOME2_EN=1 “purchase”] [IF HOME2=2 OR HOME2_EN=2 “rent”] a home? Please select up to two factors. N: 691

Home Comfort Factors

Top factors respondents list as increasing comfort in their homes include Security/Privacy (16.9%) and Features of the House (13.9%).

"What makes me comfortable in my home is home security, and excellent neighbors."
-DTE Customer

"When all components of the home are in good working condition such as gas, light fixtures, plumbing, and stairs are usable, and in good repaired condition."
-DTE Customer

Themes	Mentions
Security / Privacy	16.9%
Features of house (i.e. layout)	13.9%
Members of home (i.e. family, self, pets)	9.3%
General comfort	8.6%
Temperature / Heat / A/C	7.4%
Neighborhood / Neighbors	6.3%
Control / Ownership (i.e. "it's mine", I make decisions, having my own room)	5.7%
Elements inside of home (i.e. decoration / aesthetic)	5.5%
Finances / Financial security / Cost	4.4%
General location	3.7%
Technology (i.e. TV) / Appliances	3.5%
Cleanliness	3.1%
Utilities (i.e. lights, gas)	2.8%
Quietness	2.5%
Maintenance / Repairs / Upgrades	1.9%
Length of time in home (i.e. family home)	1.8%
Food / Cooking	1.4%
Yard / Land / Garden	0.9%
None	0.3%
Don't know / not sure	0.1%

"Because it's my home I am comfortable. I'm comfortable because I have a place to call home."
-DTE Customer

"Peace and quiet."
-DTE Customer

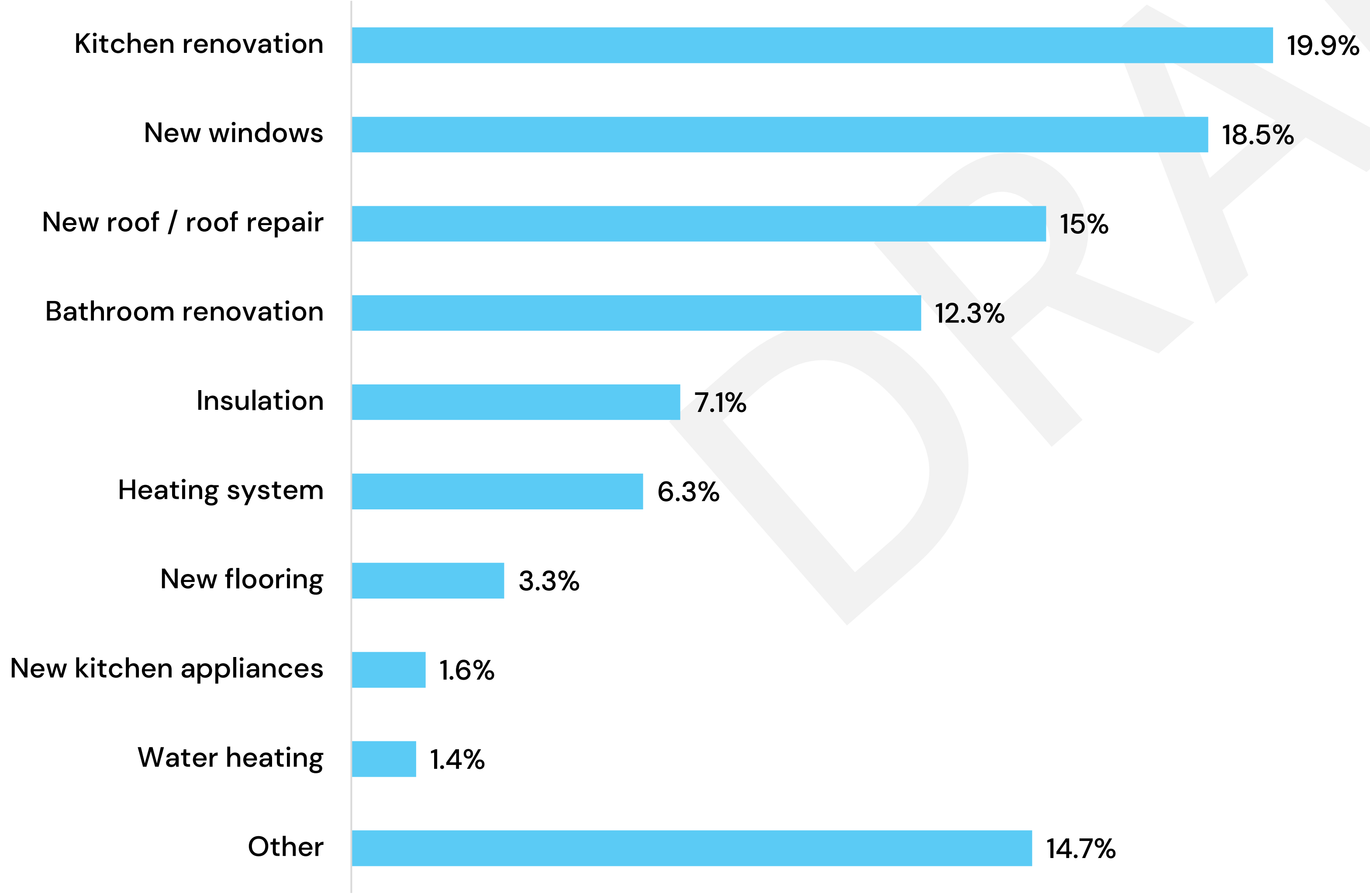
COMF2. What are the main things that make you comfortable in your home? (N: 717)

Source: ICF analysis

Home Improvements

Renovating the kitchen (20%), new windows (19%), new roof or repair (15%) and bathroom renovations (12%) are the top major improvements customers would make to their home; water heating is the lowest priority for home improvements (2%).

Top Major Home Improvements



Other Home Improvements

Other Home Improvements	Number of Mentions
Basement upgrades	13
Bathroom repairs	6
Plumbing or piping upgrades	5
Structure or foundation repairs	5
Everything	5
Porch upgrades	4
Kitchen repairs	4
Sliding upgrades	3
Gating or fencing repairs	3
Flooring or carpet upgrades	3

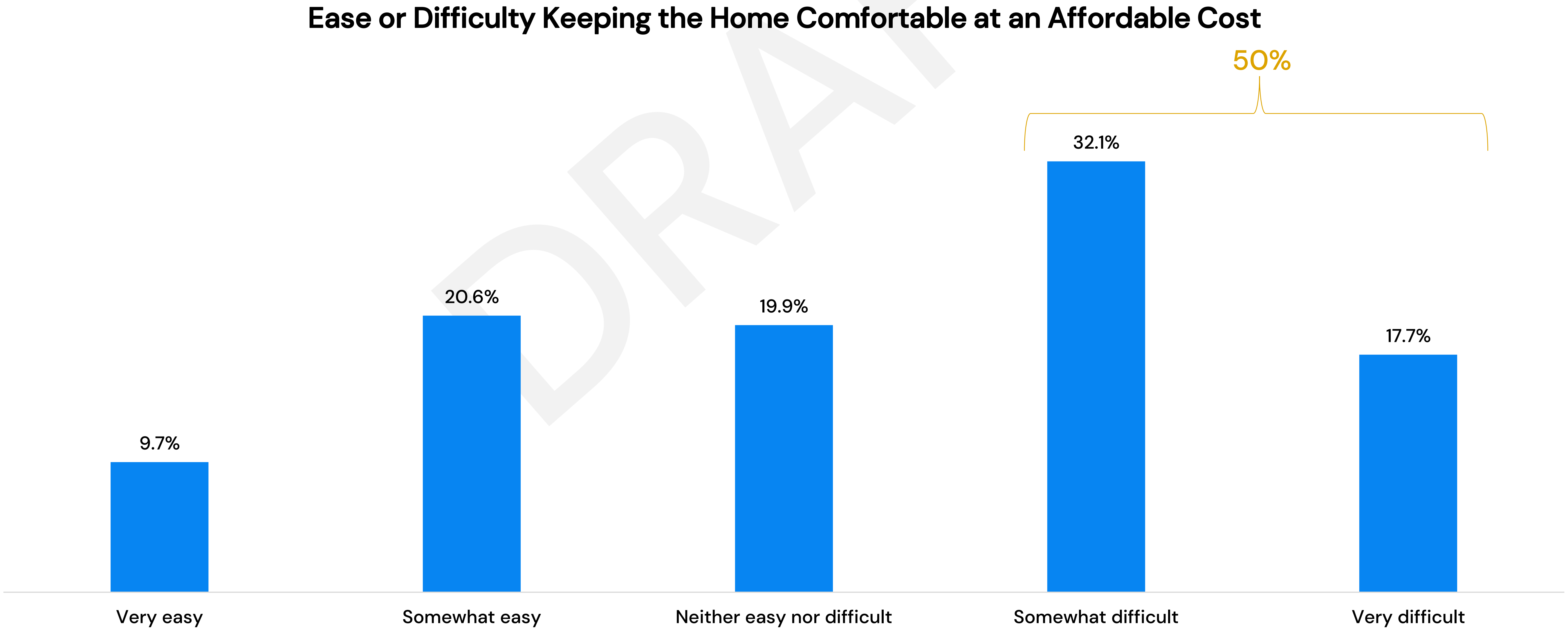
Source: ICF analysis

IMPR. If could make one major improvement to your home this year, what would it be? (N=367)

Return to Insights

Home Comfort

When asked about the ease of keeping their home warm at an affordable cost during the winter, half (50%) of customers have difficulty.



Source: ICF analysis

COMFORT. How easy or difficult is it to keep your home comfortably warm in the winter at an affordable cost? (N=715)

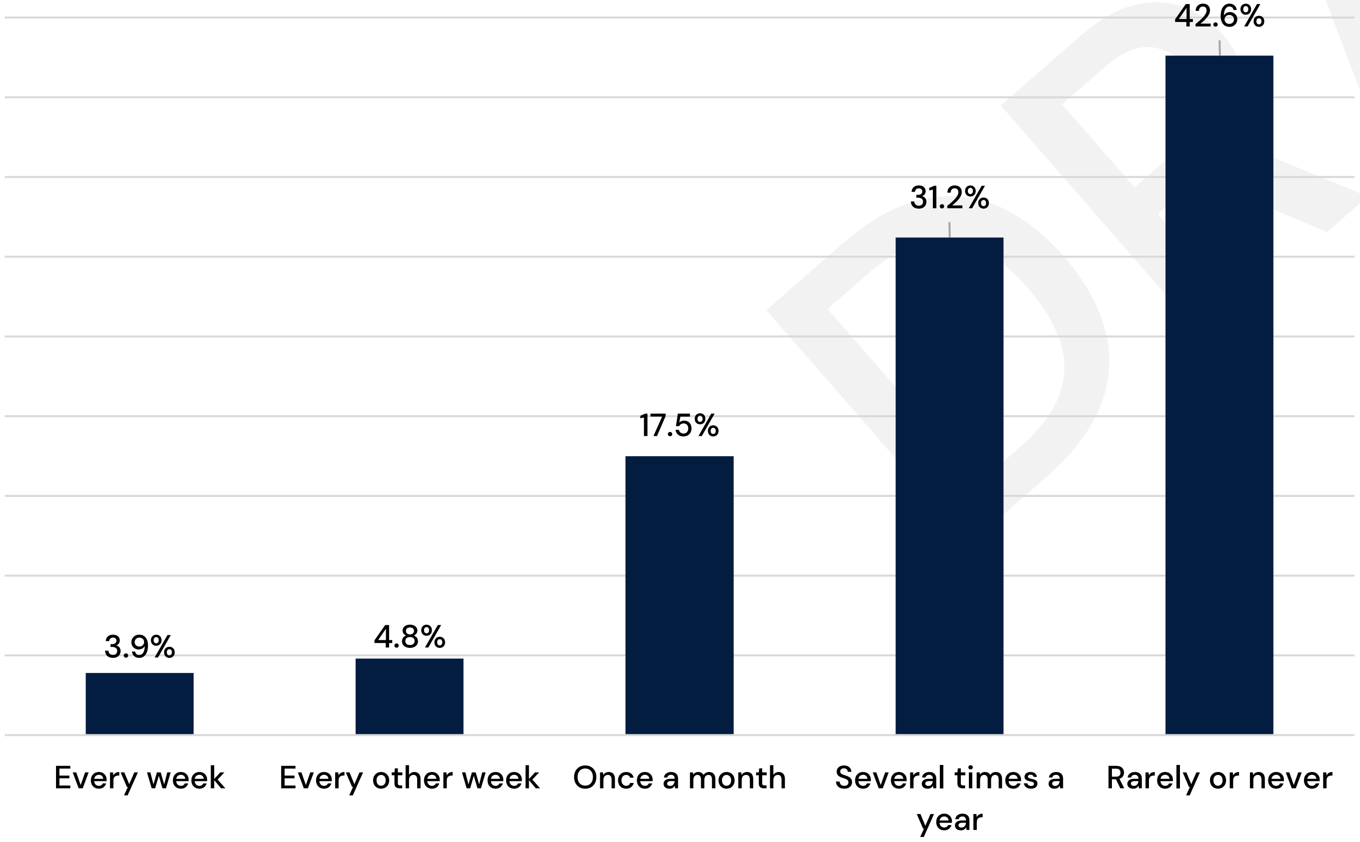
Return to Insights

Sierra Club Responsive Comments,
Docket UD-22-04, Exhibit 10

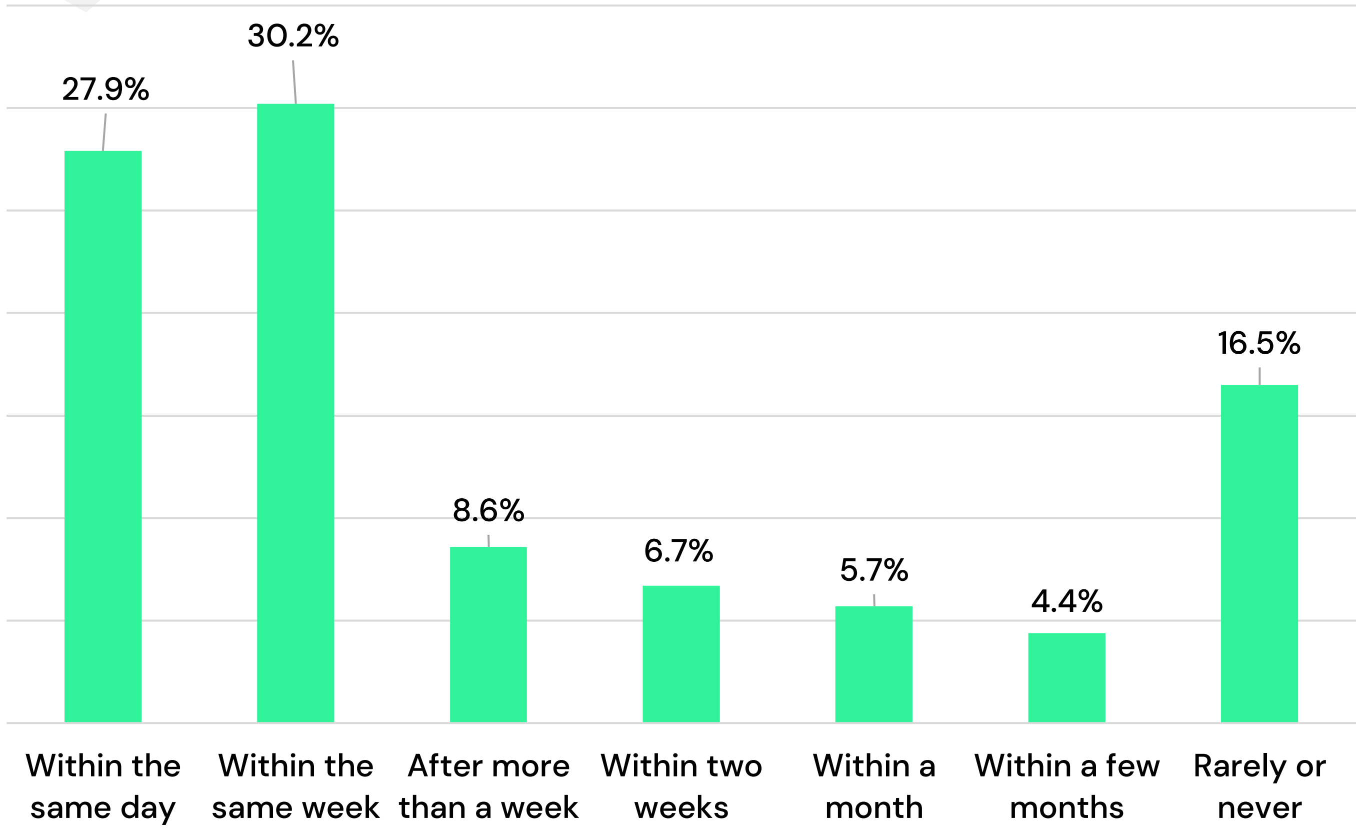
Maintenance

Renters seldomly contact their property owner or manager.

How often do you typically contact the property owner or manager for any type of maintenance?



How quickly does the property owner or manager typically respond to a maintenance request?



MAIN. How often do you typically contact the property owner or manager for any type of maintenance? (N=317)

MAIN2. How quickly does the property owner or manager typically respond to a maintenance request? (N=315)

Source: ICF analysis

Survey 3

Temperature Settings, Maintenance, and HVAC Concerns

Return to Insights

Survey 3: Key Findings
HVAC Concerns, Maintenance, and Temperature Setting

- **Thermostat Type:** A large portion (41%) of customers have programmable thermostats while close to half of customers (45%) have traditional analog thermostats. A small percentage of customers (7%) have a smart or WiFi – enabled thermostat.
- **Temperature Settings:** On average, customers set their temperature to roughly 71 degrees, with little difference between daytime and night-time settings. 27% report being too cold in the winter.
- **Home Maintenance:** Most customers (88%) state their homes have a draft. More customers checked for air leaks (39%) than for adequate insulation (22%) during the past 2 years. DIY repairs are main strategy.
- **HVAC Maintenance:** The majority (58%) of respondents only change their furnace filter twice a year or less frequently. 64% of respondents fail to service their furnaces regularly.
- **Level of Comfort:** Most customers are very comfortable (48%) or somewhat comfortable (27%) with a DTE employee or program partner in their home. Only 6% indicate they would be uncomfortable.
- **Home Comfort & HVAC Reliability:** More than half of customers (61% - composite measure) experience home comfort issues due to air drafts and poor insulation and have relatively reliable or unreliable home heating and cooling systems.

Thermostat Type and Adjustment

A large portion (41%) of respondents reported having programmable thermostats but close to half of customers (45%) have non-programmable thermostats while only a small amount (7%) of customers reported having a smart or WiFi – enabled thermostat in their home.
About half (49.9%) of customers rarely change the temperature on the thermostat throughout the day.

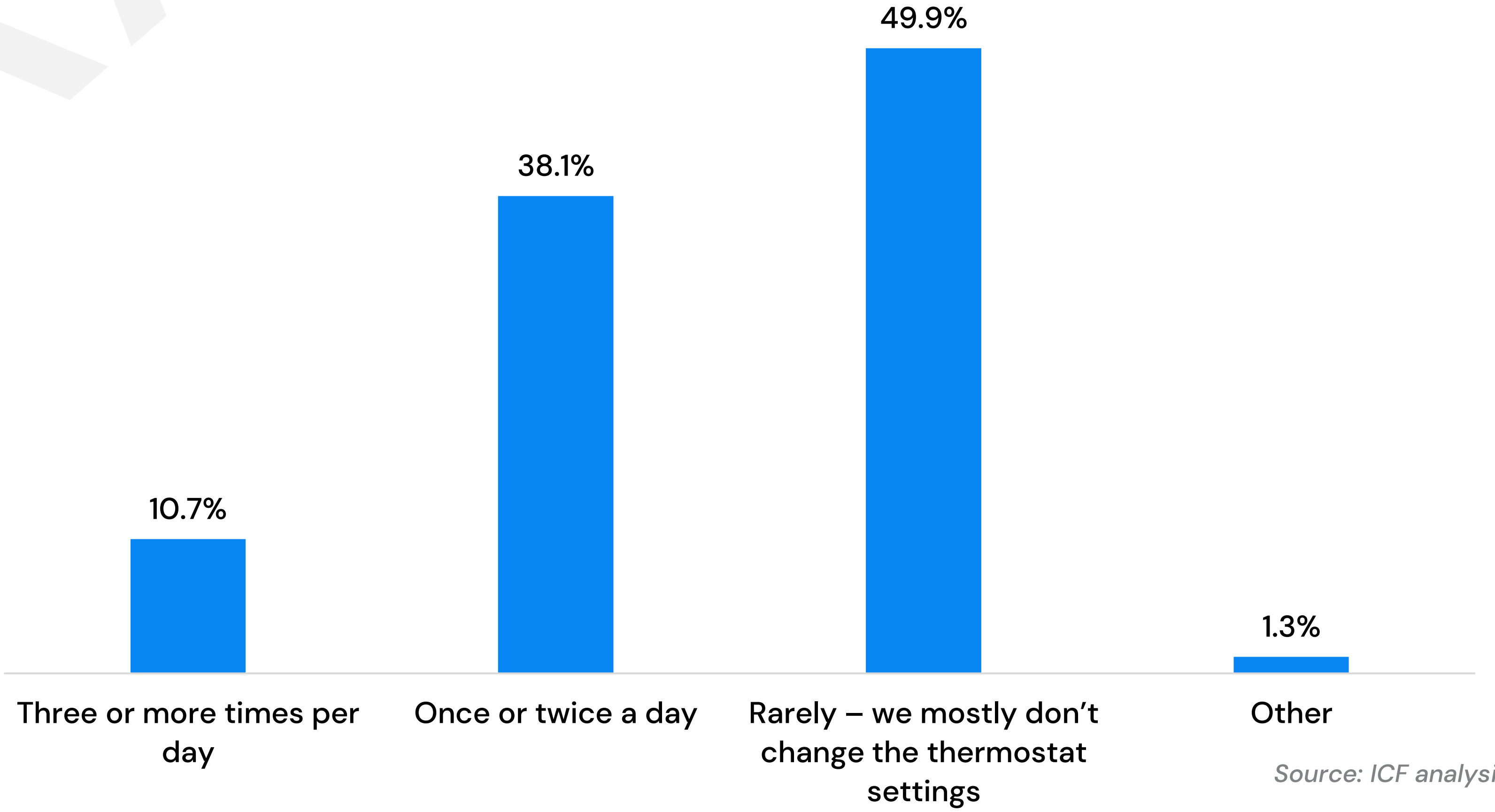
45.0%
Non-Programmable

40.6%
Programmable

6.8%
Smart or WiFi-Enabled

1.0% Other
6.6% Don't know

Number of Times per Day Customers Change the Thermostat Setting



THERM. What kind of thermostat do you have in your home? (N=701)

TEMP3. During the winter, how many times per day do you or other people in your home make changes to the temperature on the thermostat (either by changing the settings on the thermostat or with preset changes)? (N=706)

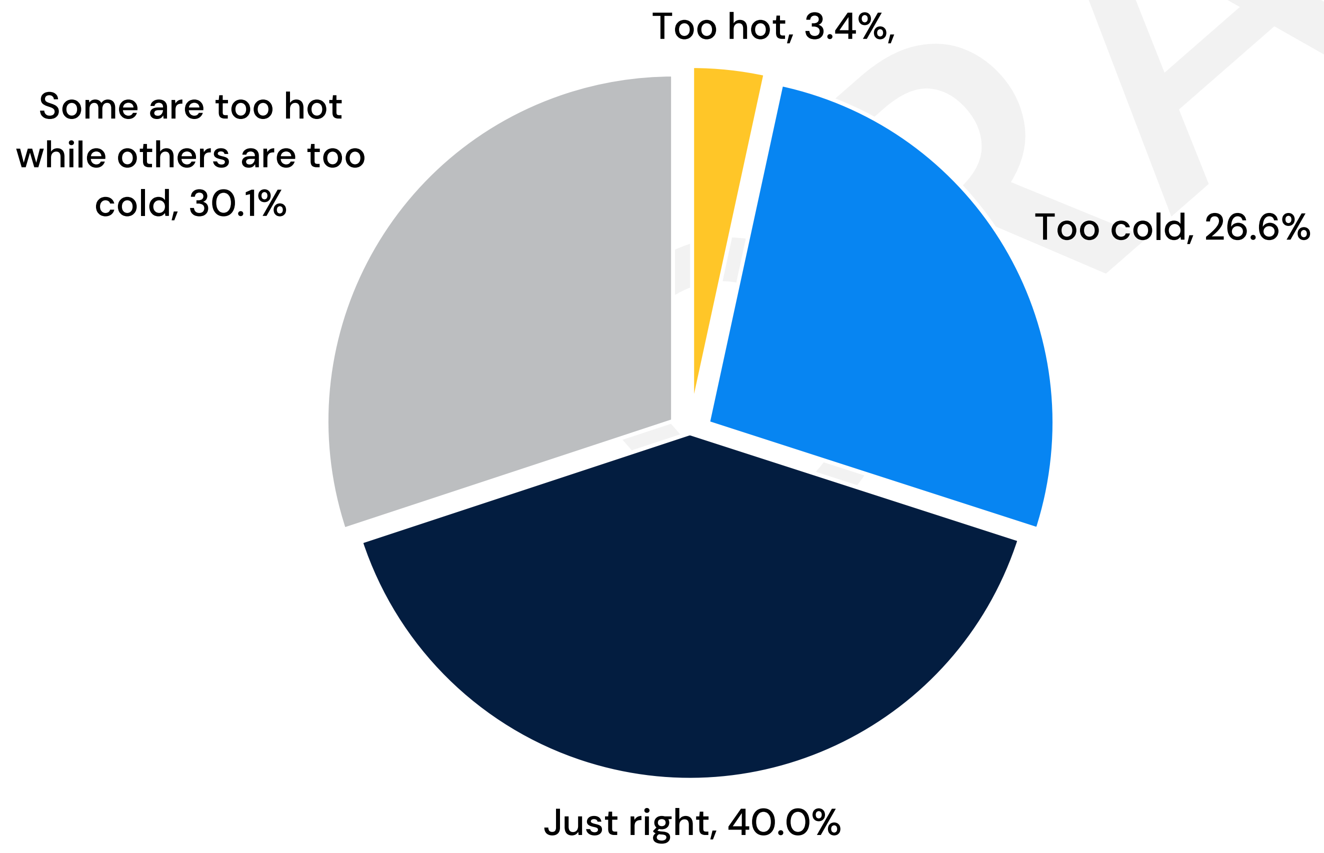
Source: ICF analysis

Return to Insights

Temperature Settings

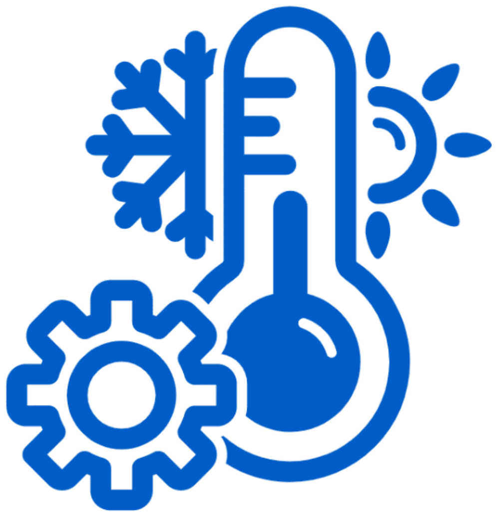
On average, customers set their temperature to roughly 71 degrees, with little difference between day and night temperature settings.

During the winter, are most members of your household generally too hot, too cold, or perfectly comfortable?



Average Temperature Settings

Average set point: 71 degrees
During the day: 71.5 degrees
At night: 72.2 degrees

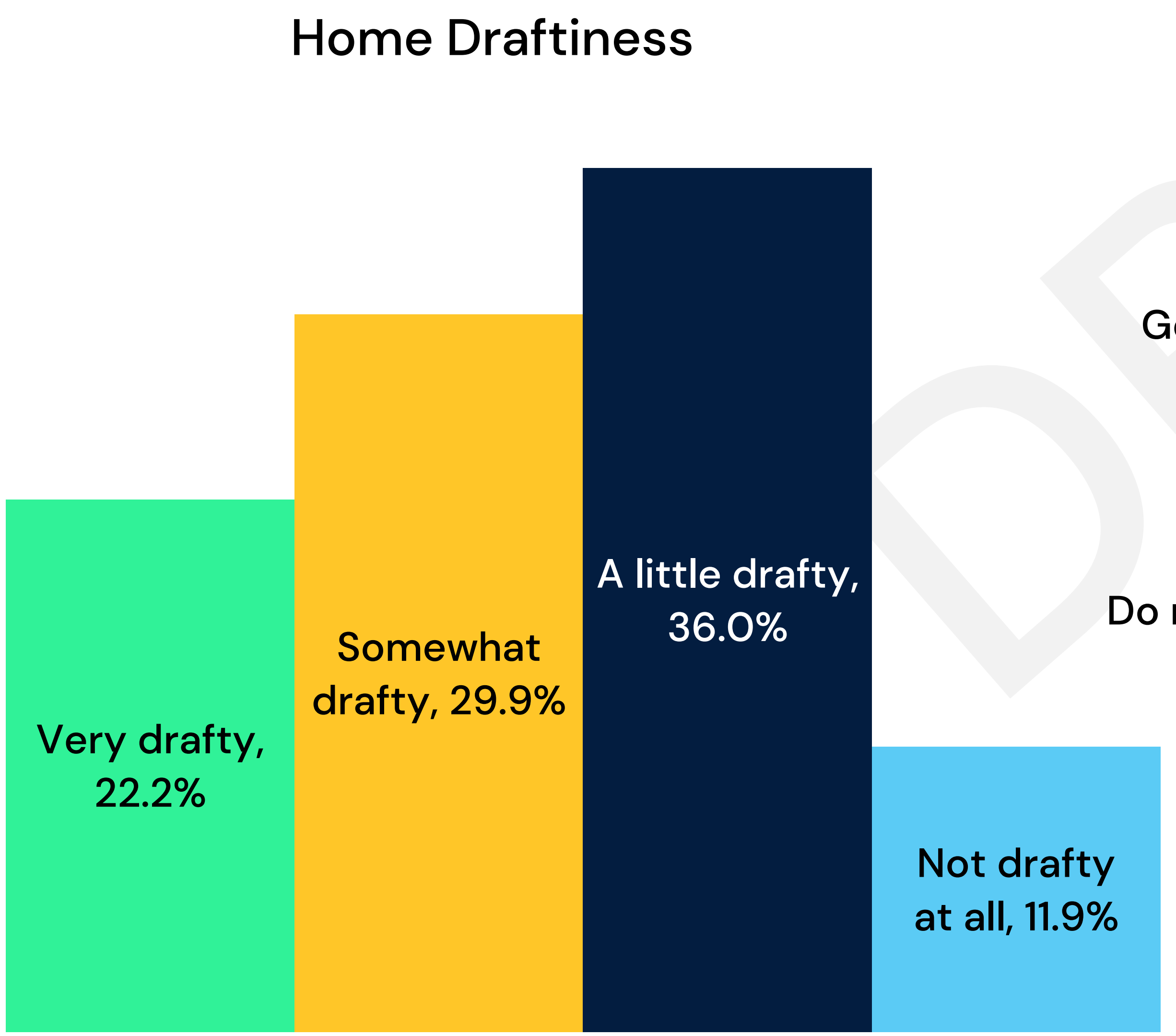


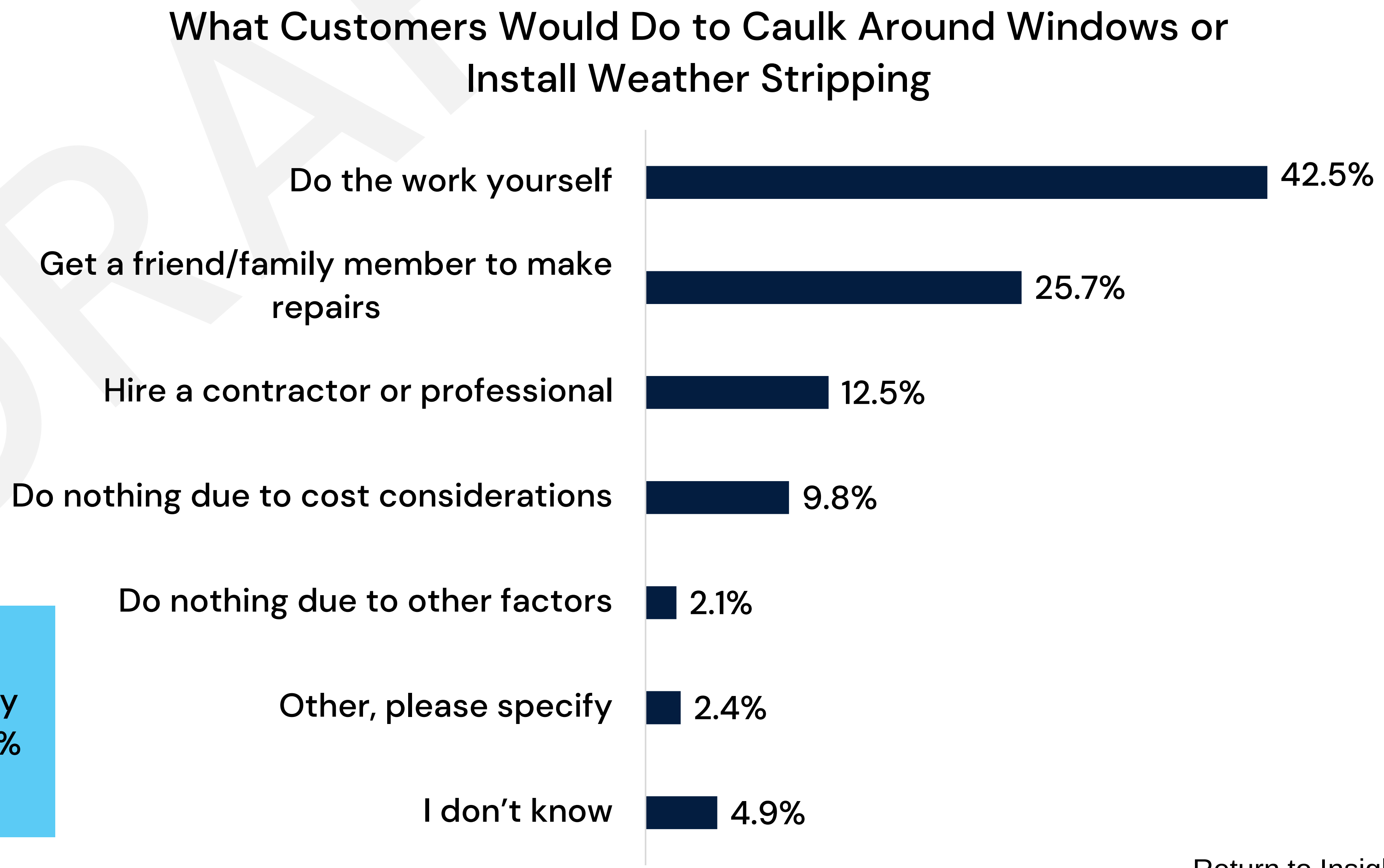
TEMP1. During the winter, are most members of your household generally too hot, too cold, or perfectly comfortable? (N=706)
TEMP2. When it is cold outside, what temperature is your thermostat typically set to? (N=706)
TEMP2_1. During the day? (N=706)
TEMP2_2. At night? (N=706)

Return to Insights

Drafts and Air Leaks

The majority (88.1%) of customers state their homes have a draft.
If customers need to caulk around windows or install weather stripping to reduce air leaks, close to half of customers (42.5%) said they would do the work themselves.





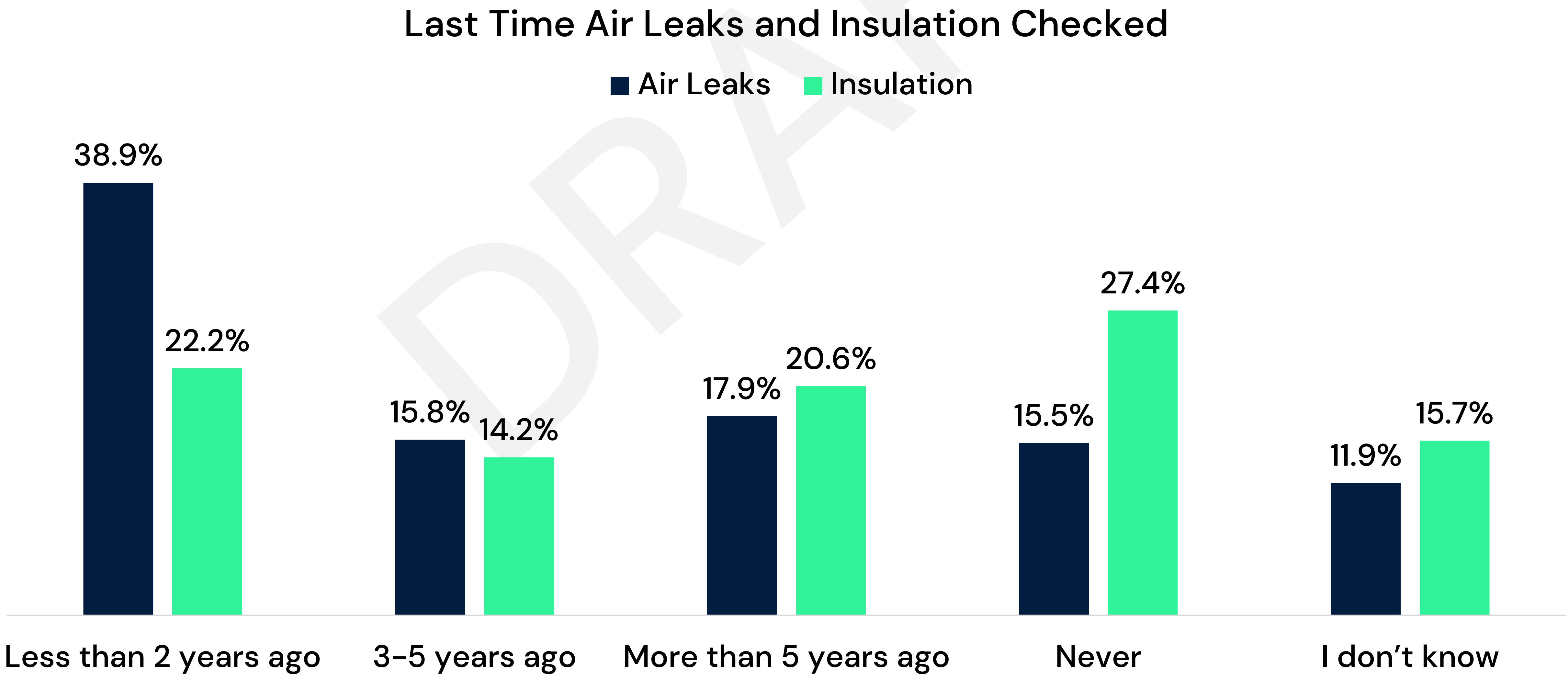
Return to Insights

AIR1. Drafts are when cold air from the outside enters your house, creating a pocket or flow of cold air. How would you characterize the draftiness of your home? (N=698)
WINDOW. If you needed to caulk around windows or install weather stripping to reduce air leaks, would you most likely... (N=702)

Source: ICF analysis

Insulation and Air Leaks

Insulation is checked less often than air leaks with 38.9% of customers saying they checked for air leaks less than 2 years ago, whereas 22.2% checked insulation.



Return to Insights

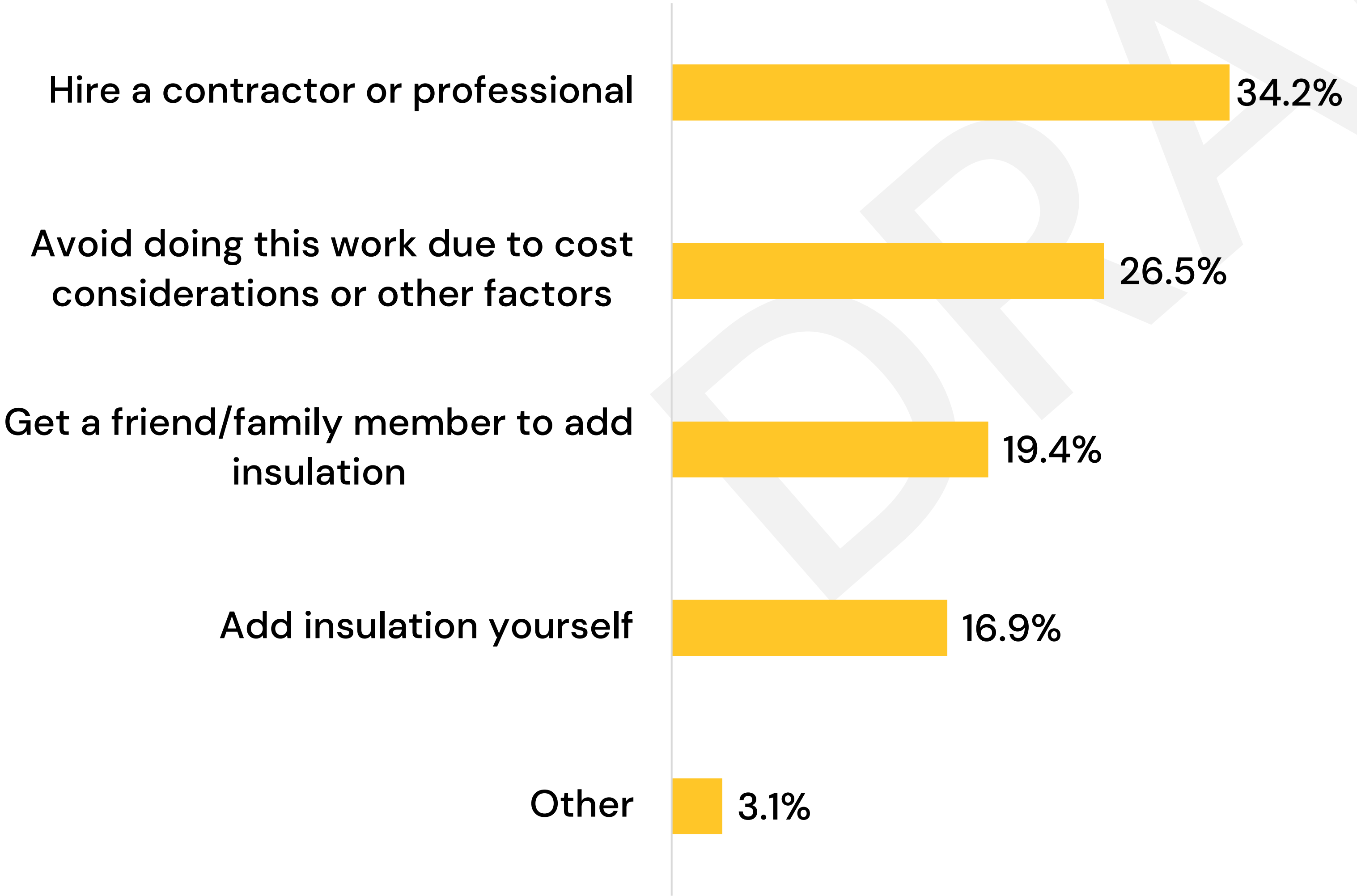
AIR2. When is the last time you (or someone else) checked for or repaired any air leaks and gaps in your windows and doorways that might cause air drafts? (N=698)

Source: ICF analysis

Comfort Levels Related to Home Insulation

Over a quarter of customers (26.5%) would avoid adding home insulation due to cost considerations or other factors even as 47% had a poor or very poor view of their home's current amount of insulation.

Installing Insulation



Respondent's Rating of Current Amount of Insulation

Excellent
5.4%

Good
39.5%

Poor
33.2%

Very Poor
13.6%

Don't Know
8.3%

INS3. When it comes to your home's insulation, are you most likely to... (N=699)

INS. Given the day-to-day comfort level in your home, how would you rate the current amount of insulation in your home? (N=697)

Source: ICF analysis

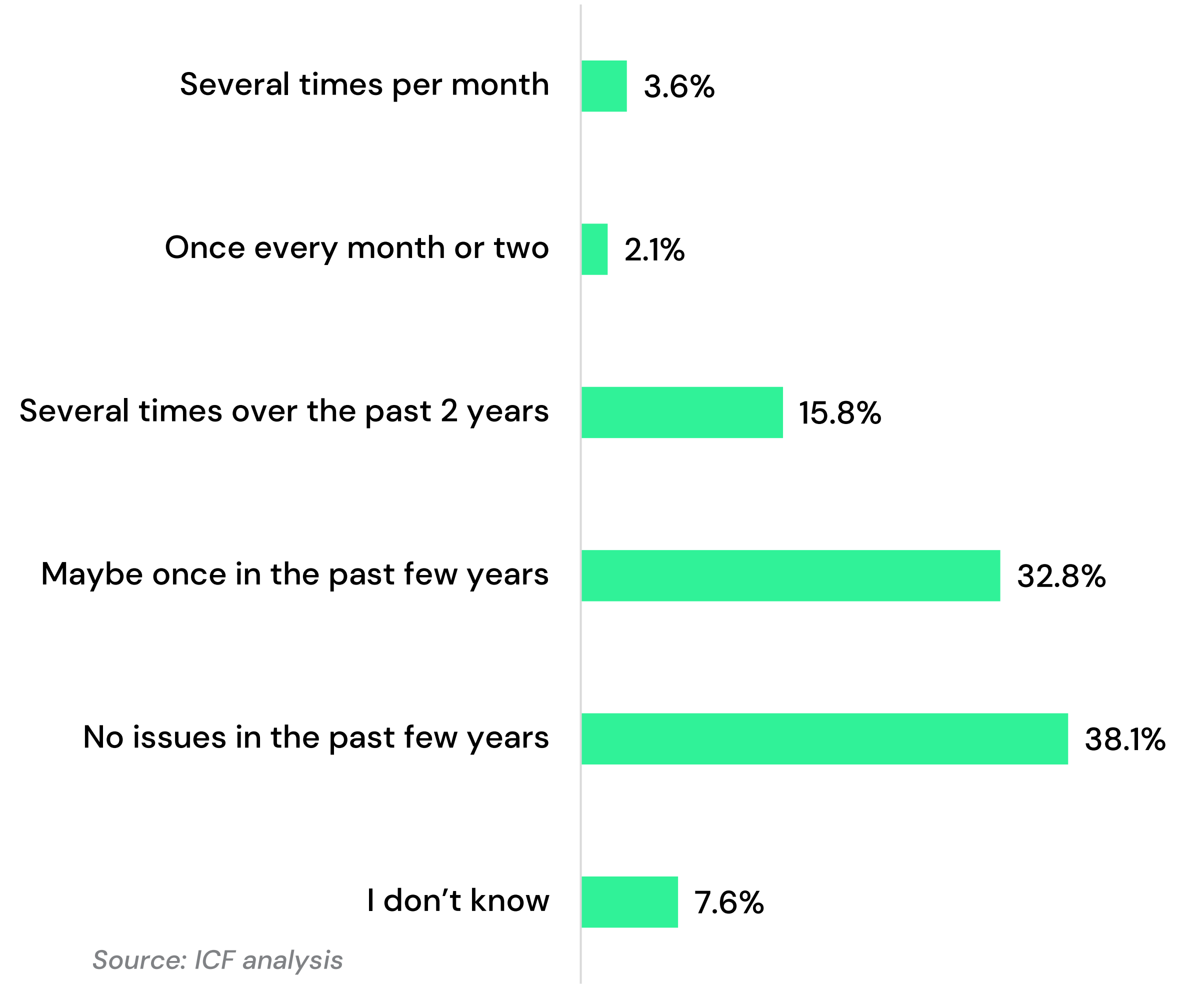
Home Heating and Cooling Maintenance

The majority of customers (64%) do not service their heating equipment regularly.
A large amount (38%) of customers have not had issues with their Heating or Cooling system not working in the past few years but 22% of customers have had equipment failures annually or more often.

Equipment Serviced Every Year or Two (not including repair work)	
None of the {options}	47.5%
Heating equipment (furnace, boiler, or other central heating equipment)	35.9%
Water heater	11.3%
Central air conditioning equipment	9.0%
I don't know	11.7%

Source: ICF analysis

Frequency of Heating or Cooling System Not Working



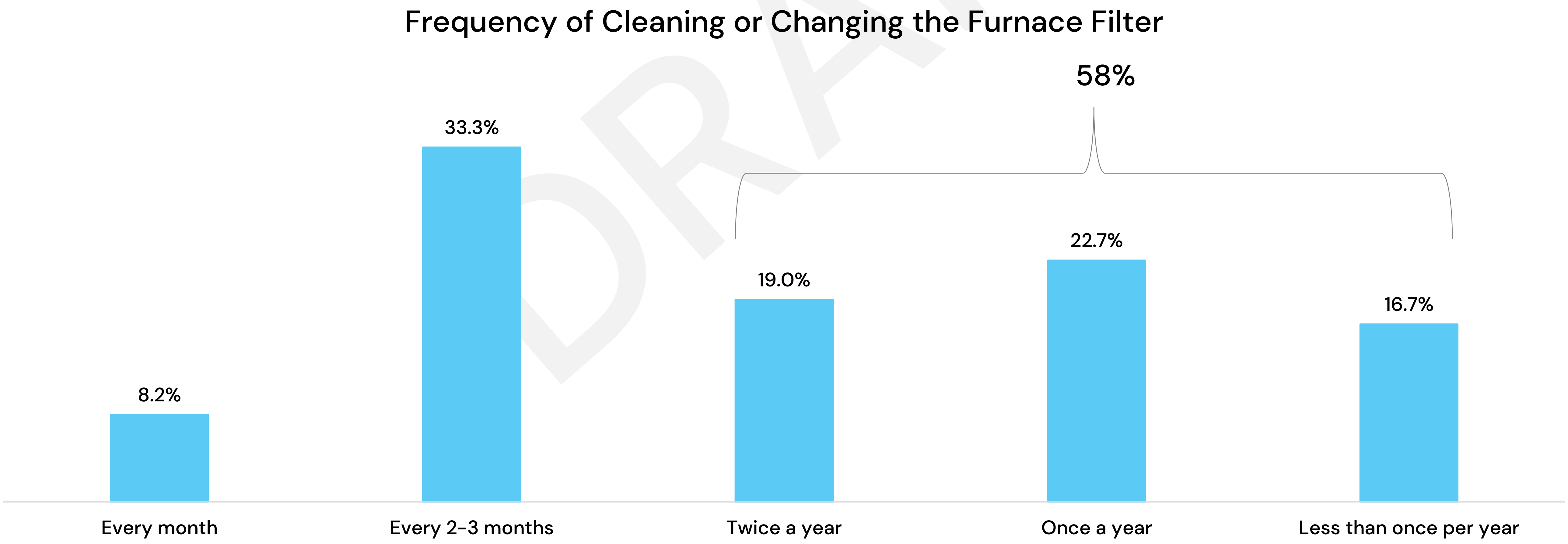
Source: ICF analysis

MEQUIP. Which of the following equipment do you have serviced every year or two (not including repair work)? Select all that apply. (N=705)
FILTER. How often do you (or someone else) typically clean/change your furnace filter during the heating season? (N=697)
MECH. In the past few years, how often has either your heating or cooling system stopped working? (N=697)

Return to Insights

Home Heating and Cooling Maintenance

Over half (58%) of respondents are only changing their furnace filters twice a year or less.



Source: ICF analysis

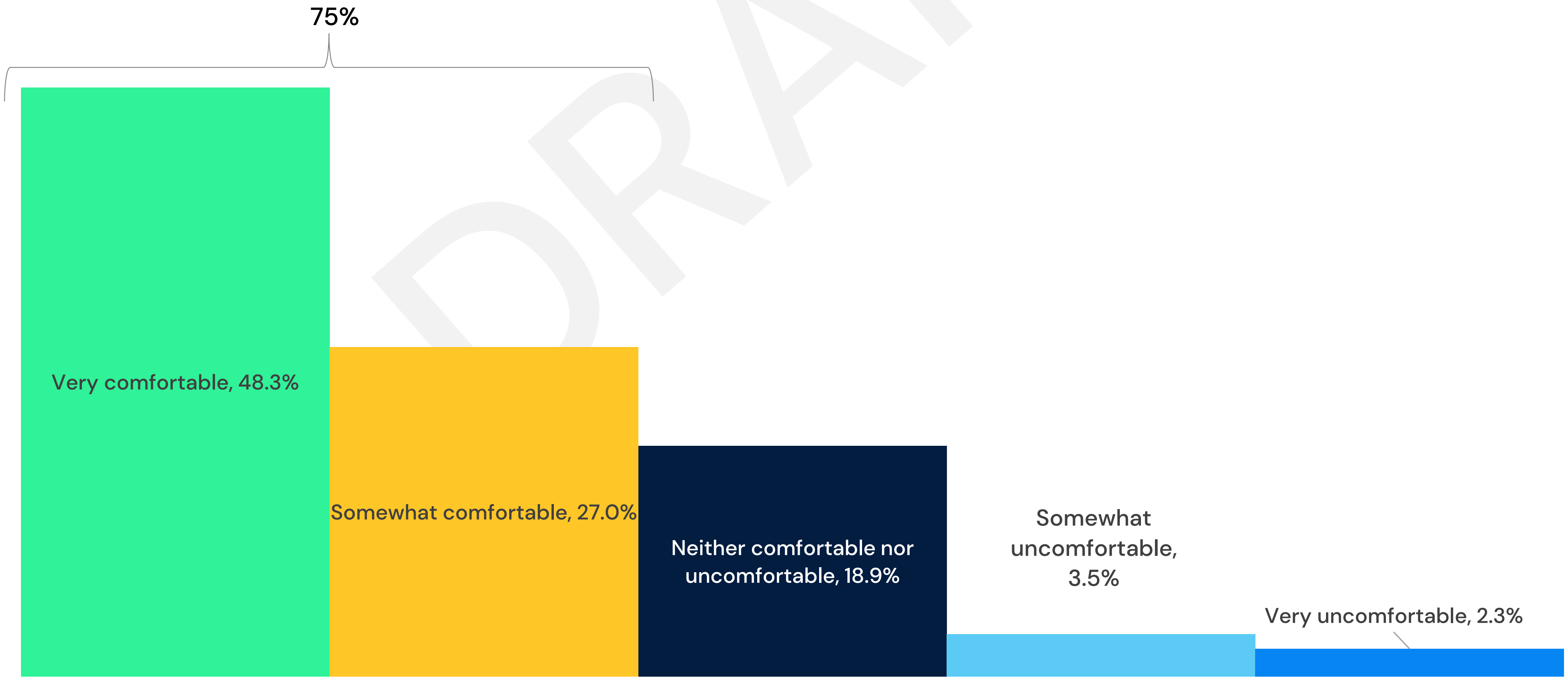
Return to Insights

MEQUIP. Which of the following equipment do you have serviced every year or two (not including repair work)? Select all that apply. (N=705)
FILTER. How often do you (or someone else) typically clean/change your furnace filter during the heating season? (N=697)
MECH. In the past few years, how often has either your heating or cooling system stopped working? (N=697)

Level of comfort with DTE in Customer's Homes

Three in four (75%) are very comfortable or somewhat comfortable with having DTE employees, representatives, or contractors entering to do work in their home.

Comfort with having **DTE employees, representatives, or contractors** entering and working in their home.



COMF3. Please rate your level of comfort with having DTE employees, representatives, or contractors entering and working in your home. This could include furnace, insulation, and window repair or replacement. (N+706)

Survey 4

Resilience, Self-Reliance, and Community Connections

Return to Insights

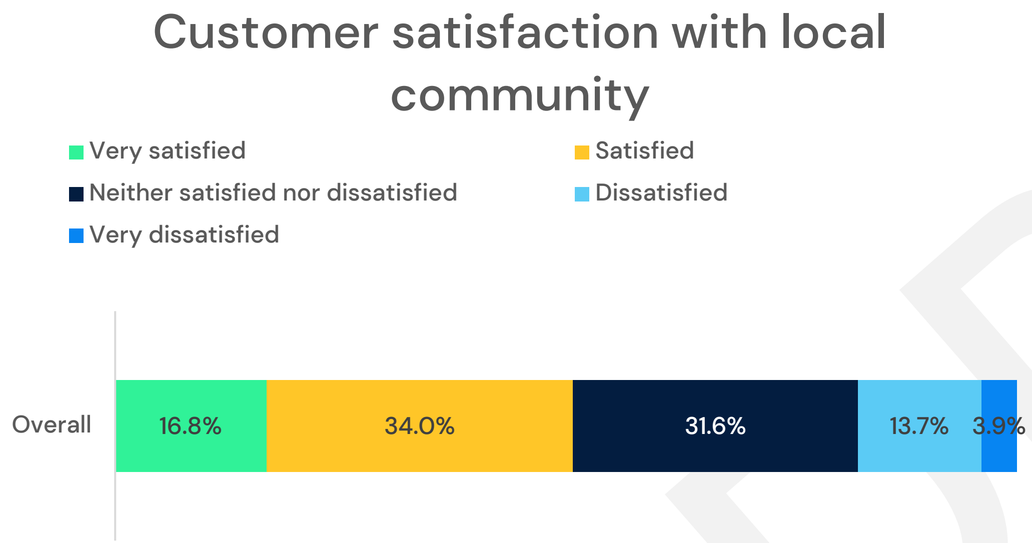
Survey 4: Key Findings

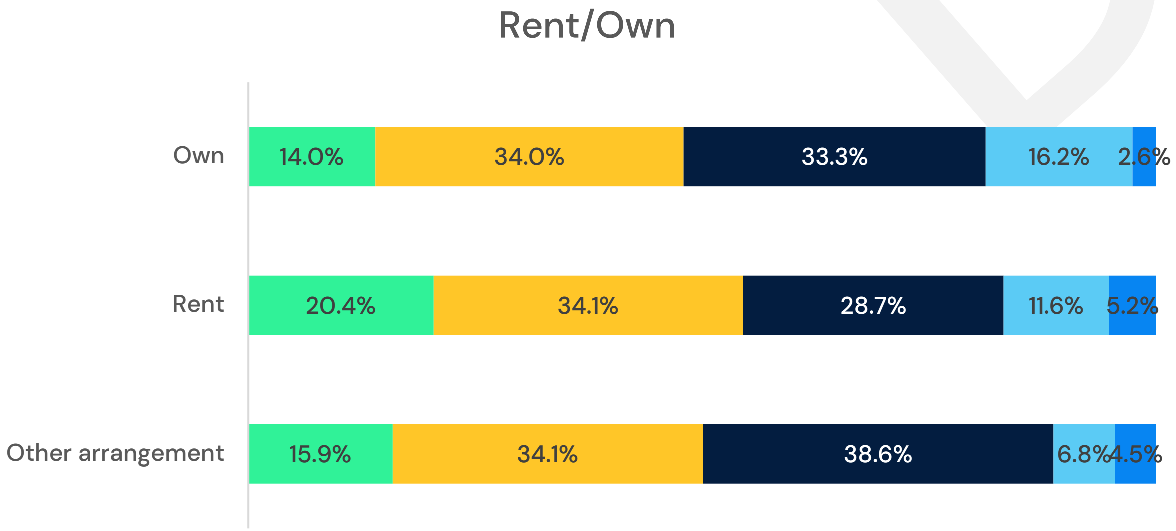
Resilience, Self-Reliance, and Community Connections

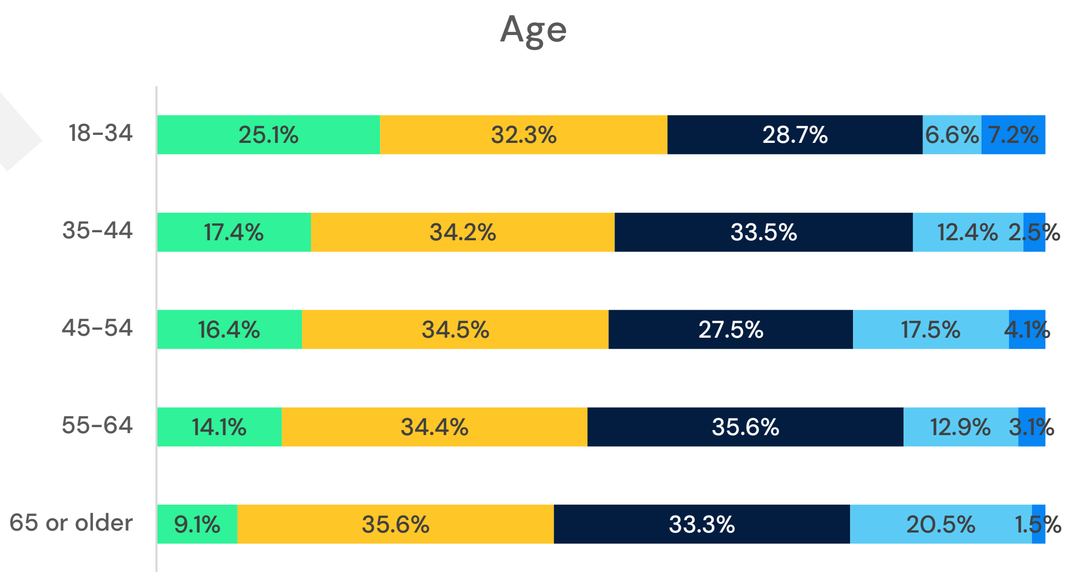
- **Longevity and Satisfaction in Community:** The median time spent in the current community is 11 years (avg. = 17.5 yrs.) Only about half of customers say they are satisfied with their community; 30% are neutral; 20% are dissatisfied. Findings are consistent across PUMAs.
- **Strong Connection to Neighbors:** Respondents are familiar with their neighbors with 86% knowing the names of next door neighbors and 67% speaking to neighbors at least once per week. Findings similar across PUMAs and renters/ owners. Older respondents more likely to know neighbors.
- **Home Repairs and Maintenance Discussed Often:** 51% of respondents discussed home repairs with neighbors in the past year; 38% health and safety issues and 34% the cost of their energy bill. Younger respondents are more likely to talk about their experiences with DTE (26% vs. 21%). Community resources and experiences with DTE were more prevalent topics for households in 3208 than 3210.
- **Heating and Cooling Information:** Overall, 52% of respondents indicate DTE is their source of heating and cooling information, followed by family (34%), looking online (28%), friends or neighbors (22%), and contractors (14%).
- **Neighbors are Helping Neighbors:** 67% of respondents help neighbors with yardwork, providing food or shoveling snow.
- **Safety:** 2/3 feel safe walking in their neighborhood alone.
- **Recognized Community Programs:** WIC, THAW, and SER are most widely known community programs. Renters are more familiar with SER; Owners are more familiar with WAP. SER, WIC and LIHEAP are the most widely used programs although 36% receive no services from listed organizations.

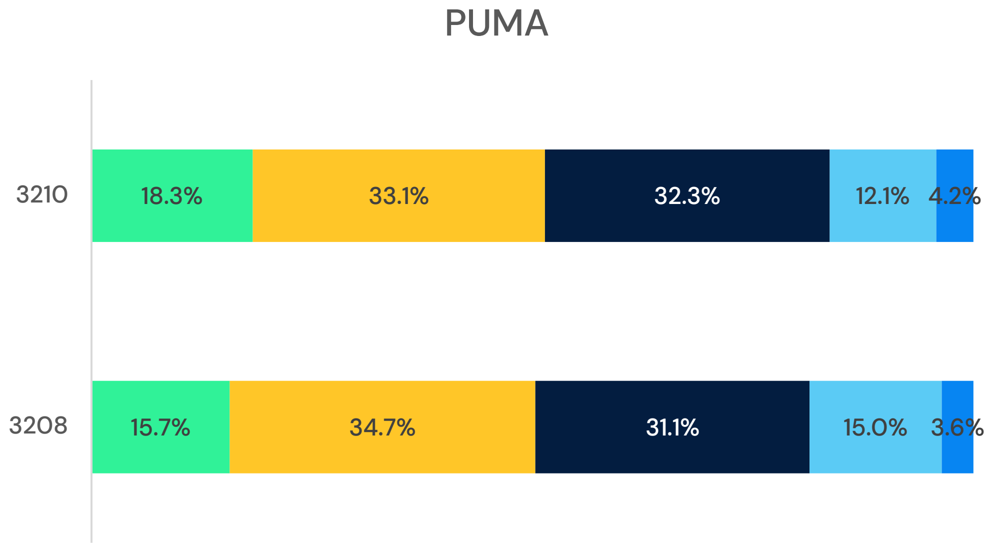
Satisfaction with Local Community

About 50% of customers are satisfied with their local communities, 30% are neutral and 19% are dissatisfied. Satisfaction is the same across PUMAs and higher for renters and younger respondents.









GEN. How satisfied are you with your local community? (N = 713)

Source: ICF analysis

Return to Insights

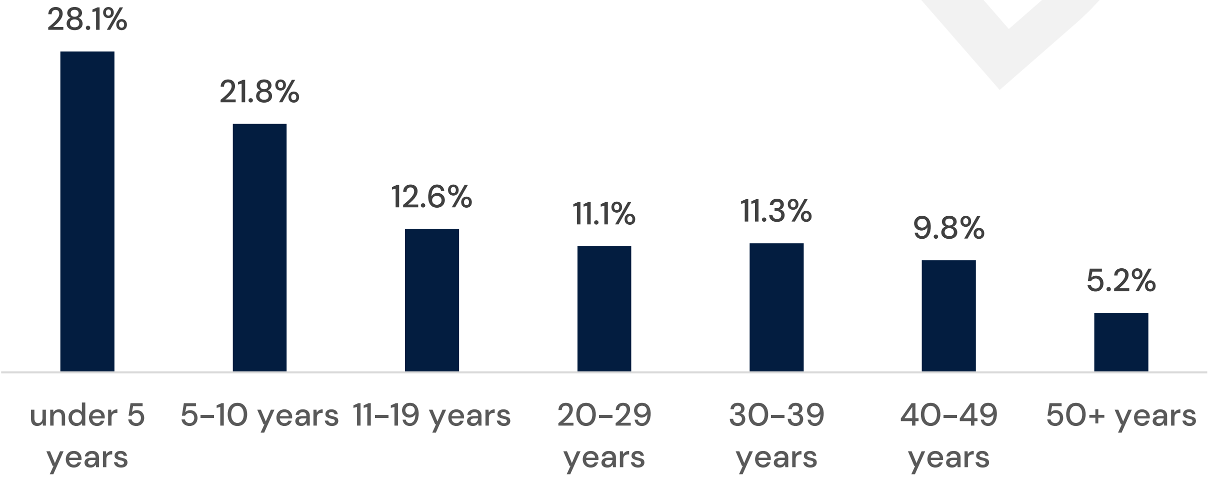
Years in Community

The average respondent has lived in their current community for 17.5 years. Owners tend to live in their communities longer than renters.

17.5 years

Average length in years that respondents have lived in their current community
(median = 11; range of less than 1 year to 79 years)

How long respondents have lived in their community



Category	Subcategory	Average (years)	Median
Overall Average		17.5	11
Household income	Less than $10,000	13.2	7
	$10,000 to $39,999	18.0	10
	$40,000 or more	21.1	20
Age	18-34 years old	8.4	4
	35-44 years old	11.9	7
	45-54 years old	15.5	10
	55-64 years old	22.7	20
	65 years or older	32.7	35
Own or Rent	Own	22.5	20
	Rent	11.4	5
	Other Arrangement	16.6	14

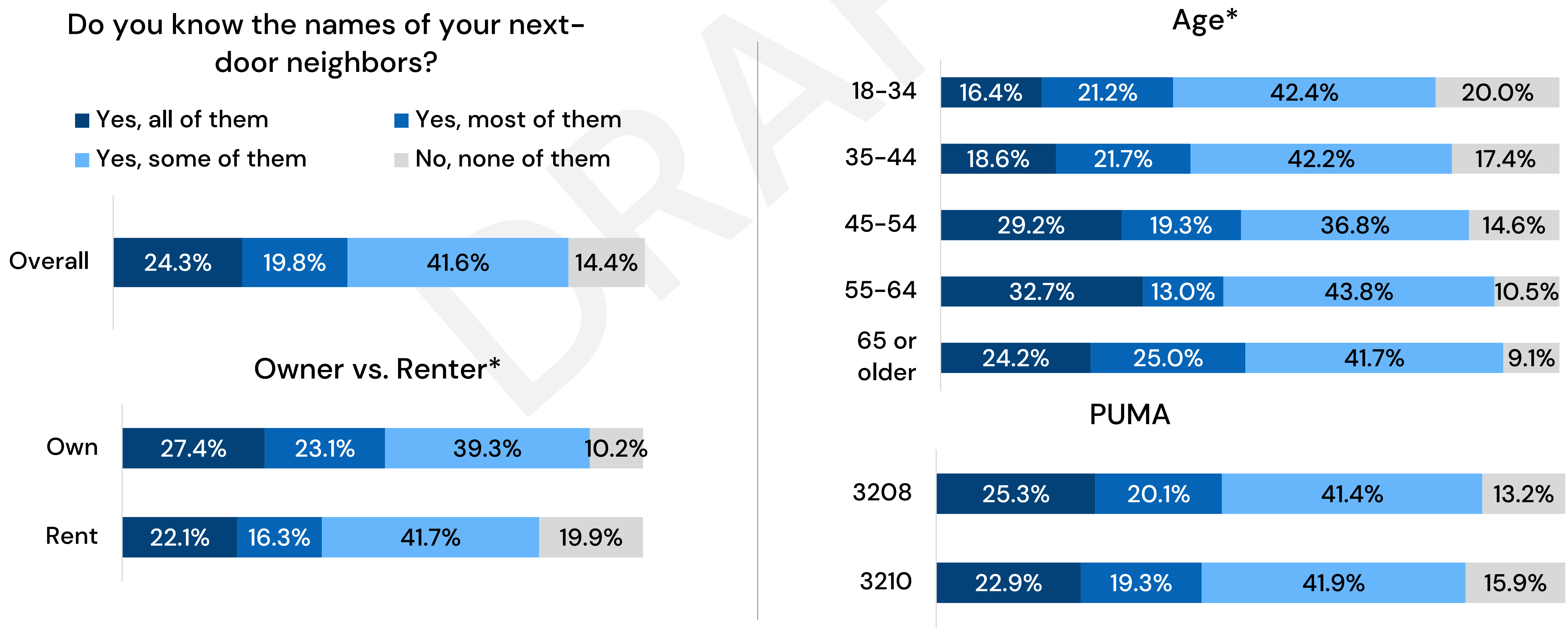
Source: ICF analysis

GEN1. Approximately, how long, in years, have you lived in your current community? (N = 798)

Return to Insights

Knowledge of Neighbors

Overall, the majority of respondents (86%) know at least some of their next-door neighbors. Home-owners and older respondents are more likely than renters and younger respondents to know at least some of their neighbors.



*Significant at p=0.05
NEIGH. Do you know the names of your next-door neighbors? (N = 800)

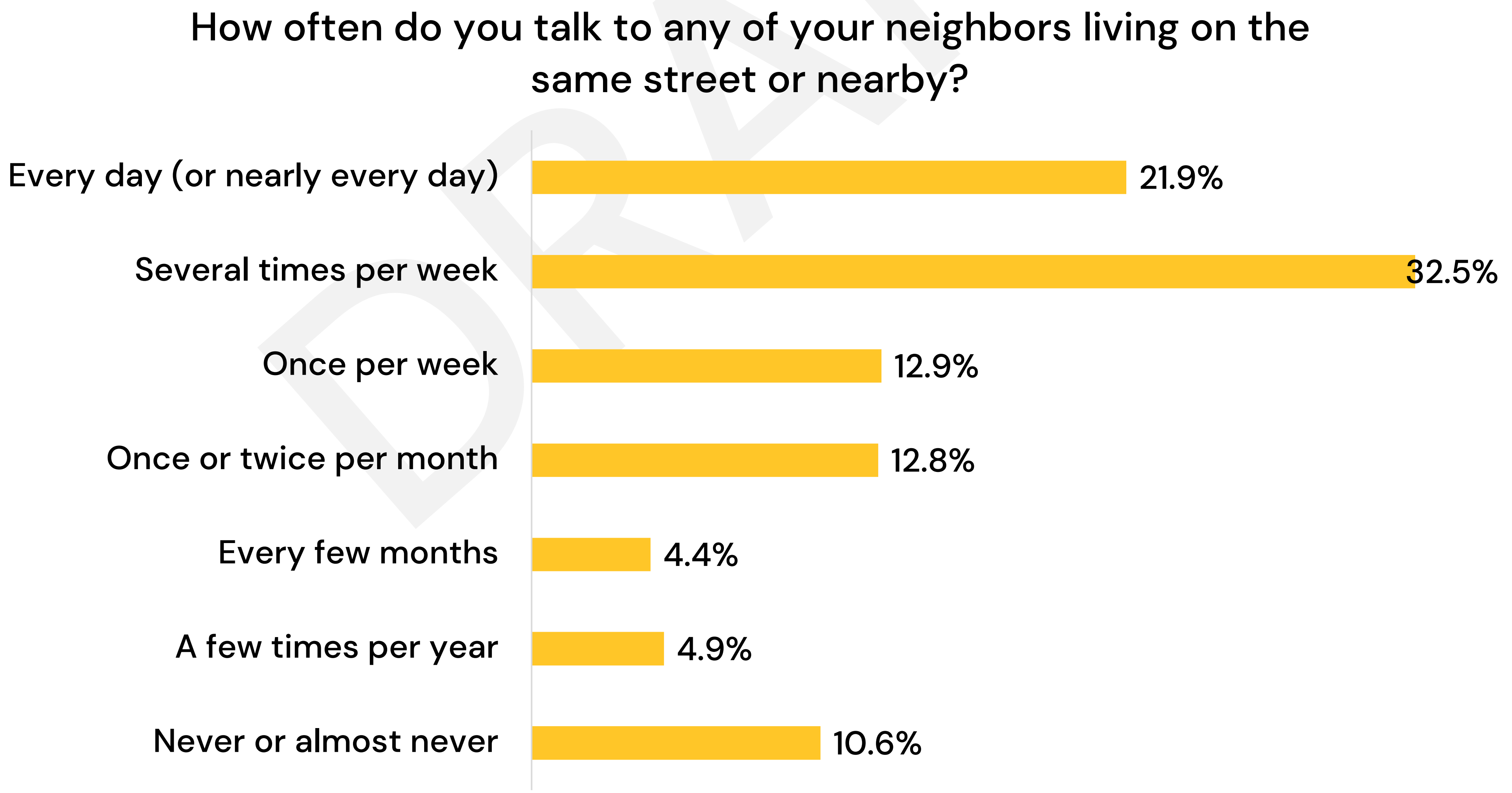
ICF

Source: ICF analysis

Return to Insights

Interacting With Neighbors

Two-thirds (67%) of respondents speak with their neighbors at least once per week. These trends were similar for owners and renters.
Over half of respondents in both PUMAs interact with their neighbors every day or several times per week.

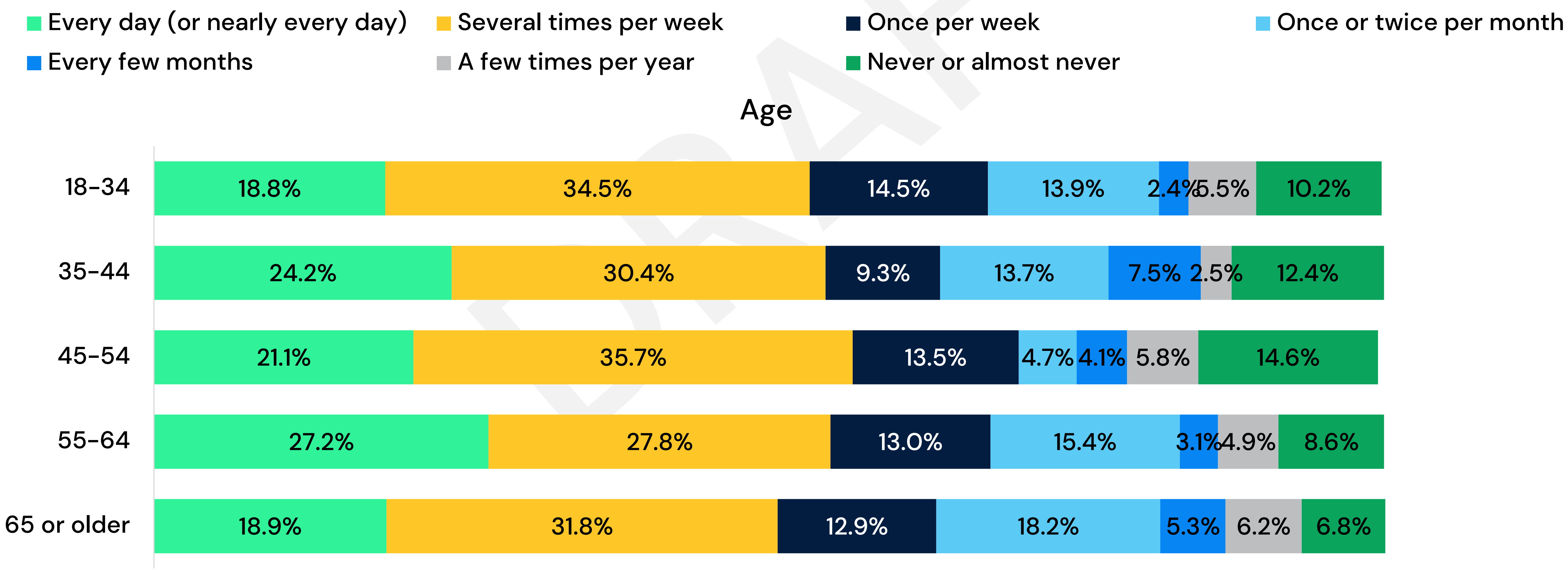


NEIGH2. How often do you talk to any of your neighbors living on the same street or nearby? (N = 799)

Source: ICF analysis

Interacting With Neighbors, by Age

For all age groups, 50% or more of respondents speak with their neighbors every day or several times per week.



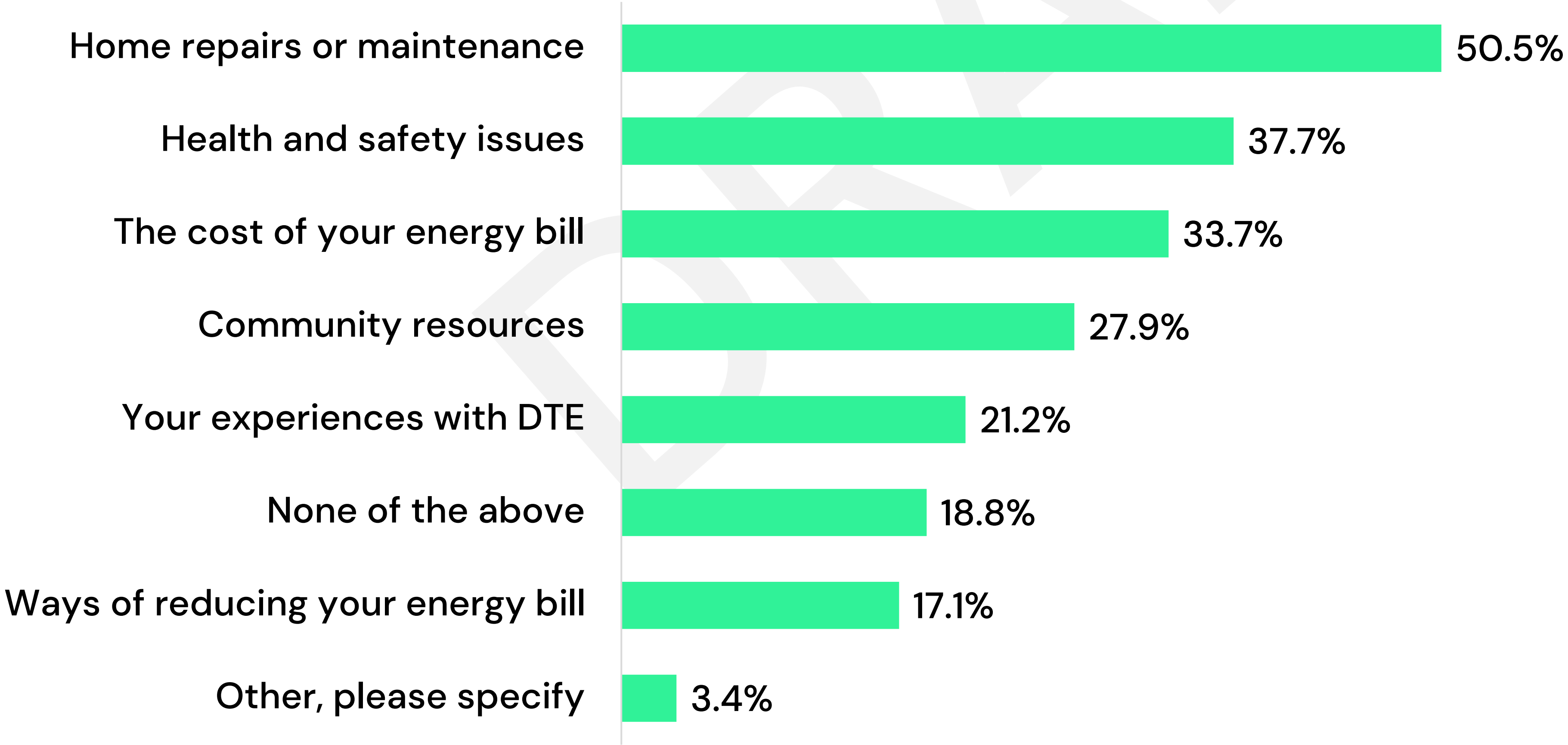
NEIGH2. How often do you talk to any of your neighbors living on the same street or nearby? (N = 799)

Source: ICF analysis

Topics Discussed with Neighbors or Friends in the Past Year

Home Repairs or Maintenance was the top topic respondents reported discussing with their neighbors or friends.

Which of the following have you discussed with your friends or neighbors in the past year or so?



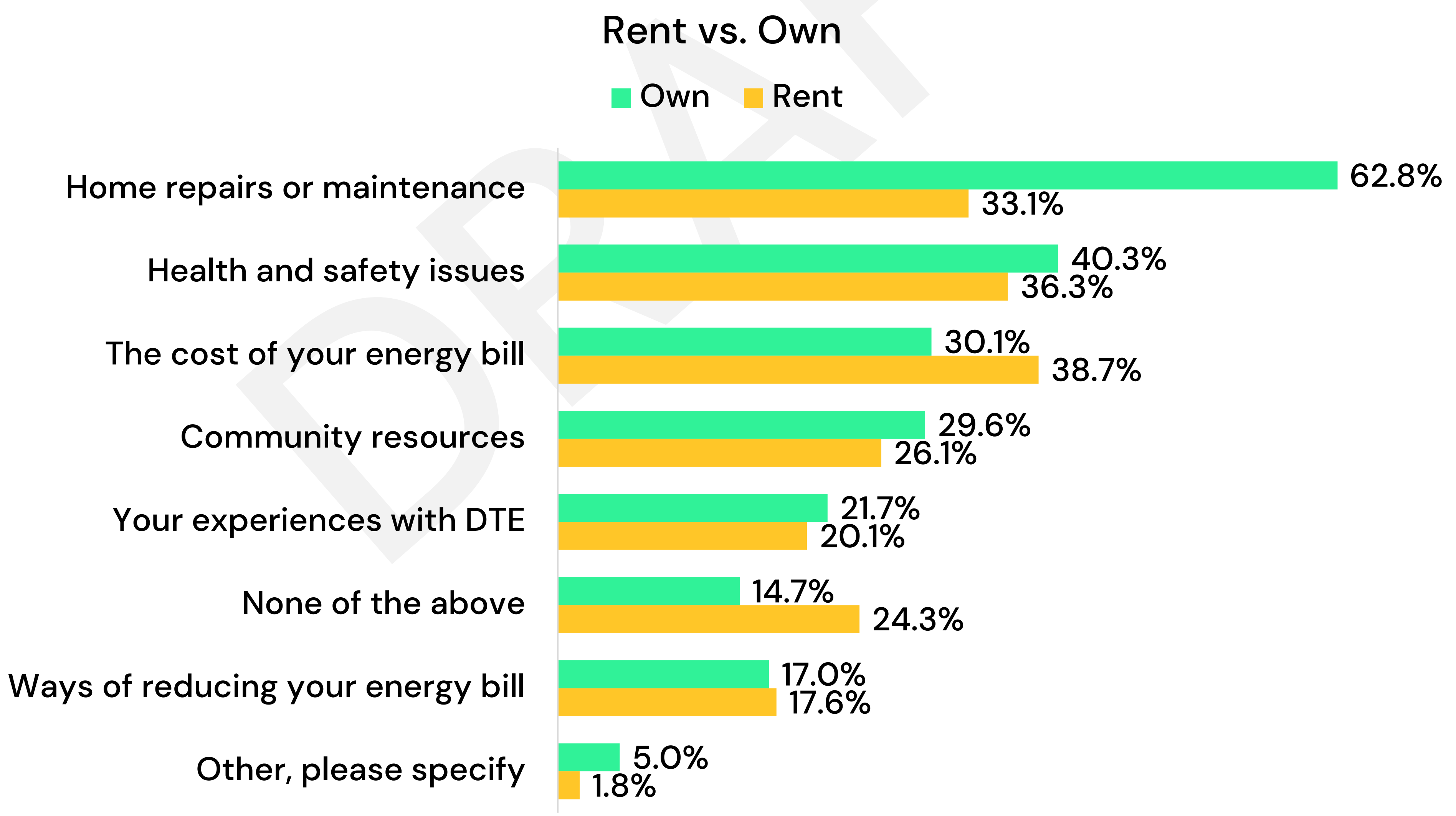
DISMI1-7 .Which of the following have you discussed with your friends or neighbors in the past year or so? (N = 713)

Source: ICF analysis

Return to Insights

Topics Discussed with Neighbors or Friends in the Past Year, Rent vs. Own

Compared to renters, more home-owners' discussions with their neighbor of friends focused on home repairs or maintenance (63% vs. 33%) and the cost of their energy bill (30% vs. 39%).

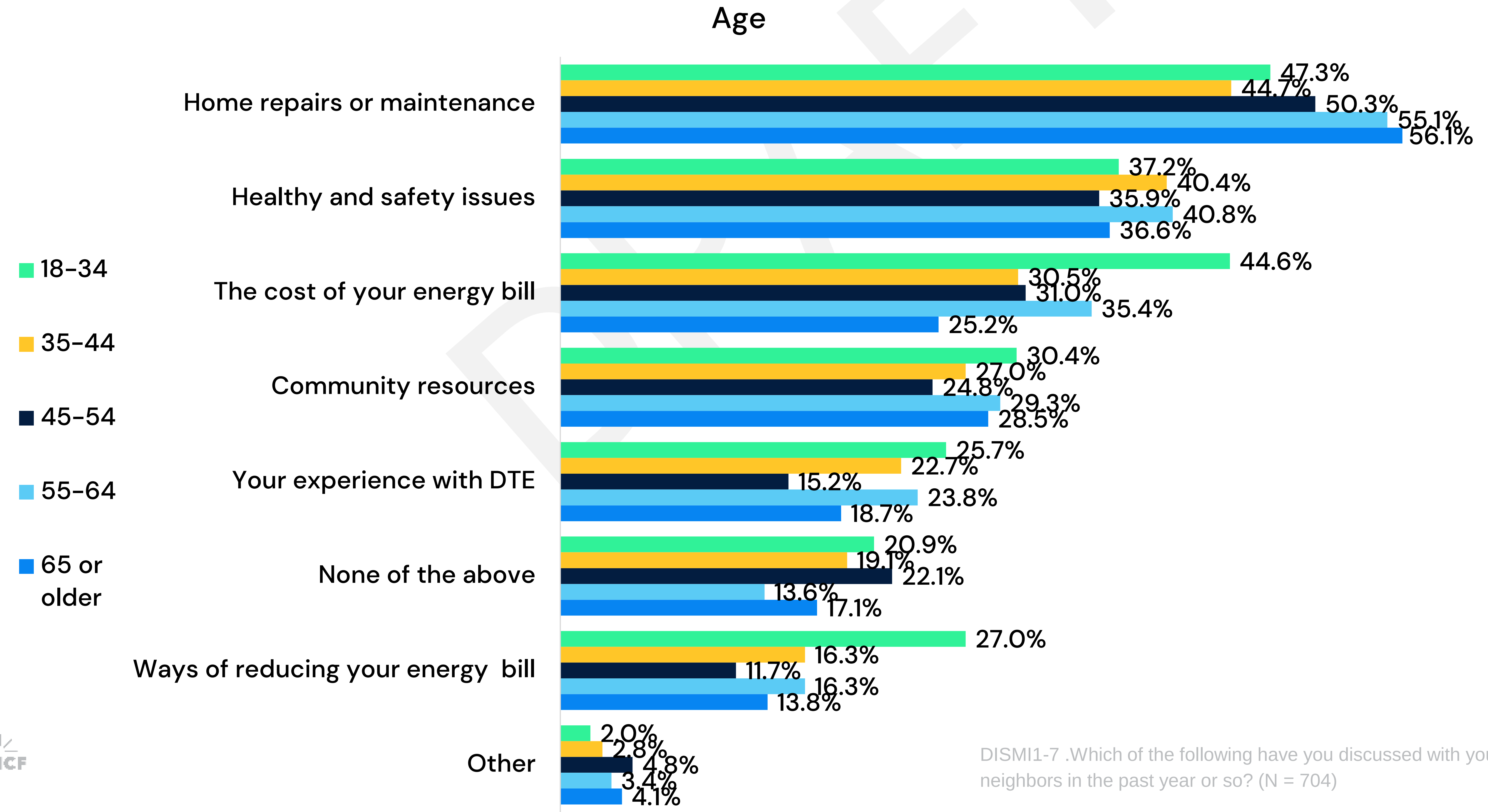


DISMI1-7 .Which of the following have you discussed with your friends or neighbors in the past year or so? (N = 703)

Source: ICF analysis

Topics Discussed with Neighbors or Friends in the Past Year, by Age

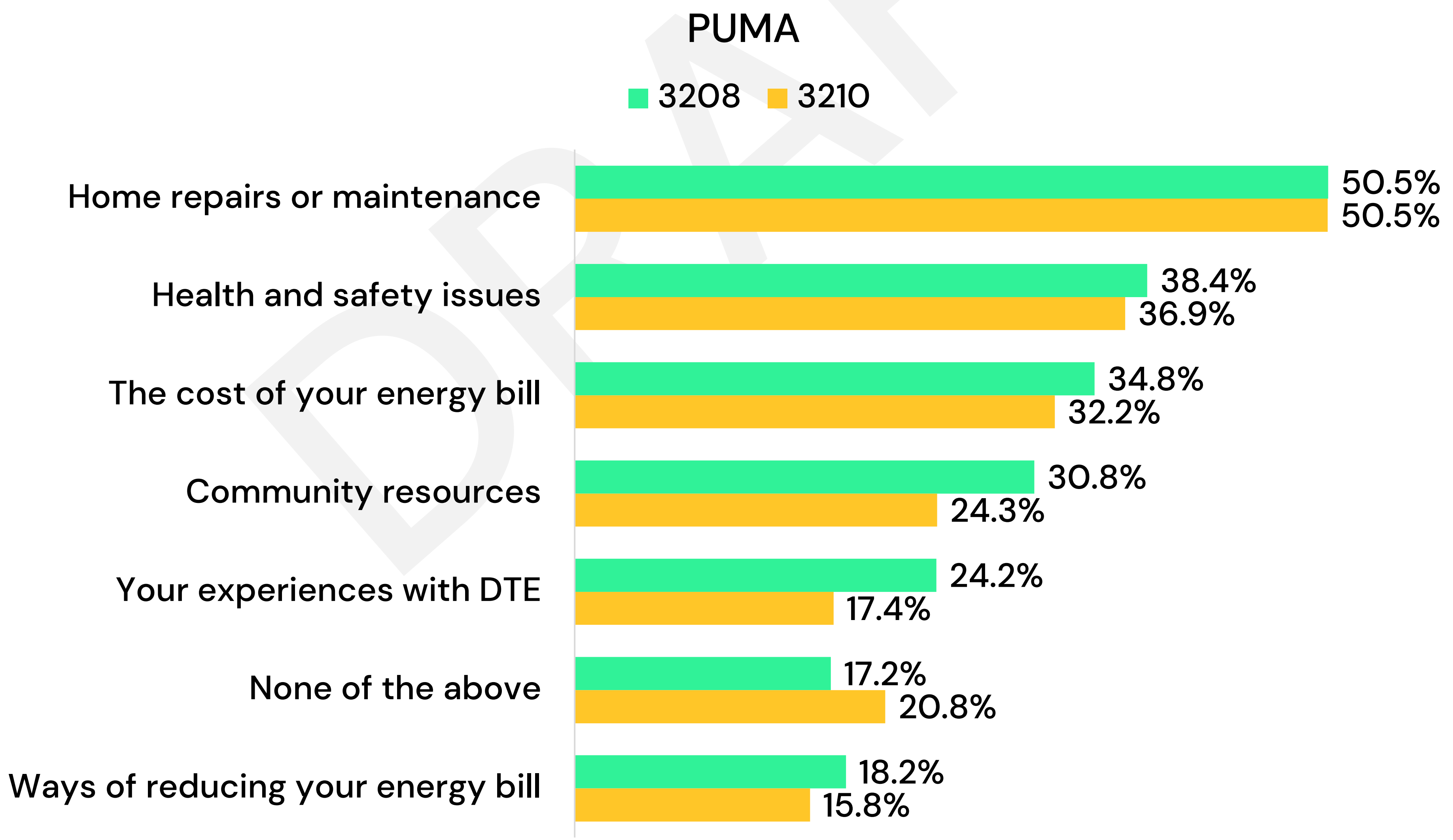
Topics discussed with neighbor or friends varied by age. Nearly half (45%) of the 18-34 demographic discussed Cost of Energy Bills. Over half of both the 55-64 (55%) and 65 or older (56%) demographics discuss Home Repairs or Maintenance.



DISMI1-7 .Which of the following have you discussed with your friends or neighbors in the past year or so? (N = 704)

Topics Discussed with Neighbors or Friends in the Past Year, PUMA

Half of respondents from both PUMAs selected Home Repairs or Maintenance as a topic discussed with neighbors or friends.

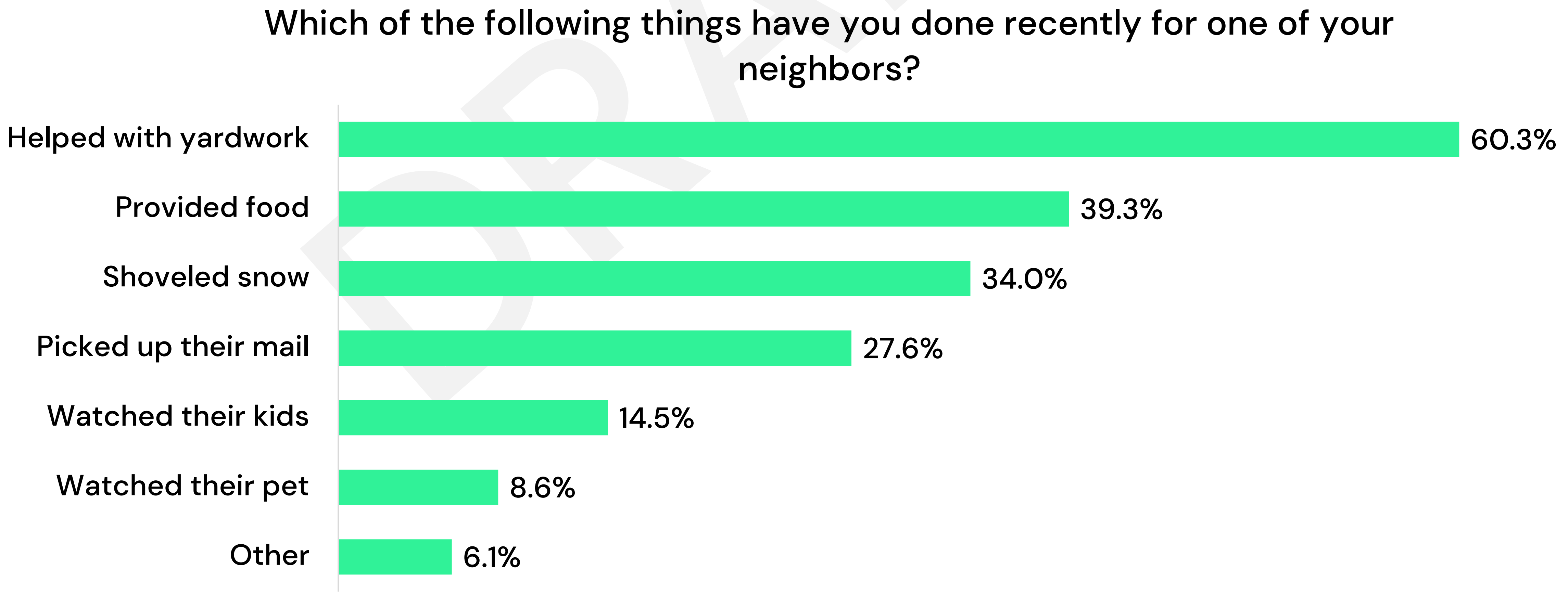


DISMI1-7 .Which of the following have you discussed with your friends or neighbors in the past year or so? (N = 713)

Source: ICF analysis

Helping Neighbors

Of the respondents who reported having helped their neighbors 67% did one action, 36% did two, 15% did three, and 6% did more than three. Home-owners and renters were similar in their responses to how they have helped their neighbors.



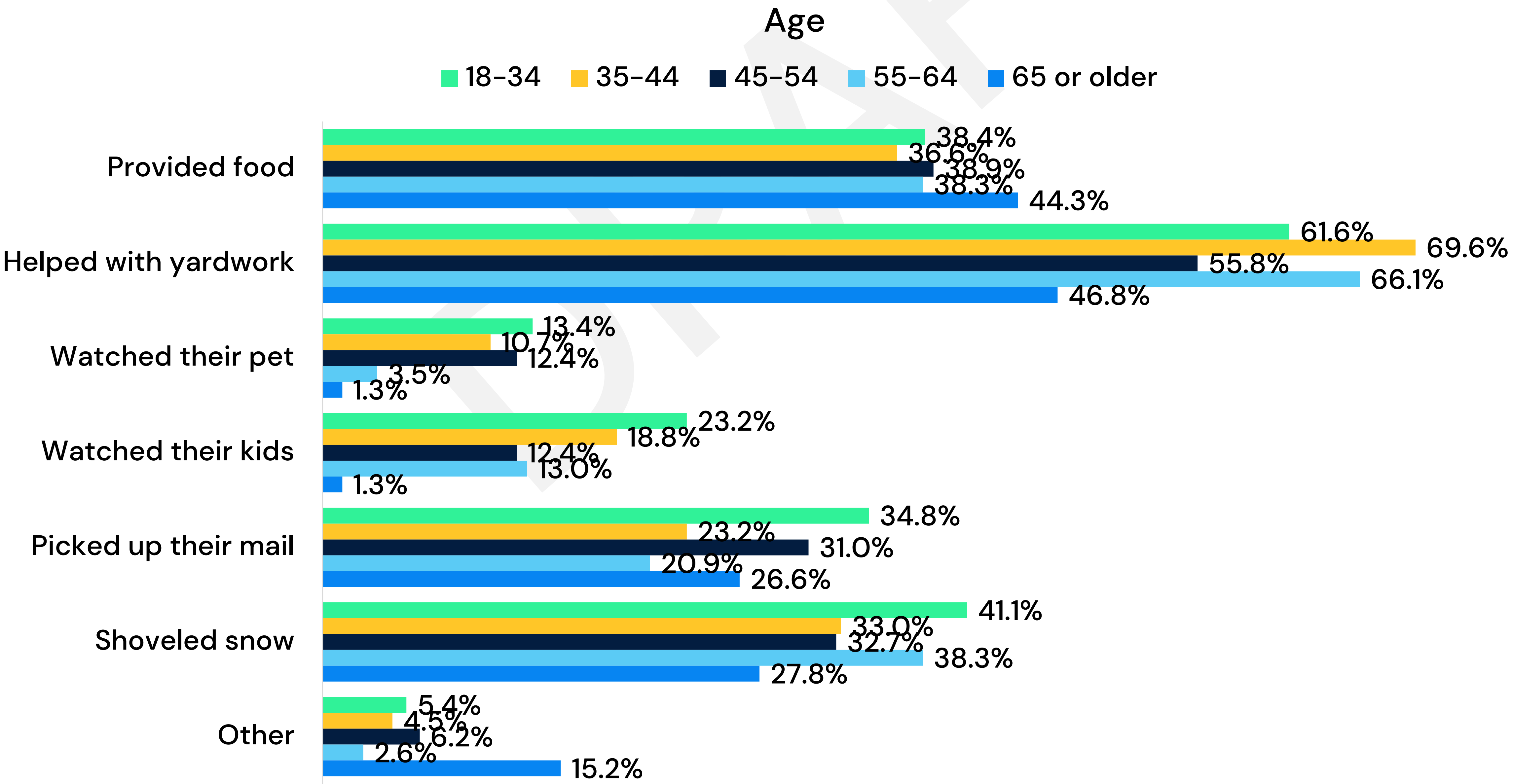
FUN4M1-7 .Which of the following have you discussed with your friends or neighbors in the past year or so? (N = 786)

Source: ICF analysis

Return to Insights

Helping Neighbors, by Age

Activities to help neighbors varied by age. Seniors were more likely than other age groups to report providing food. Younger respondents (18-34 years old) were more likely to report shoveling snow (27%), picking up mail (26%), and watching neighborhood kids (20%).

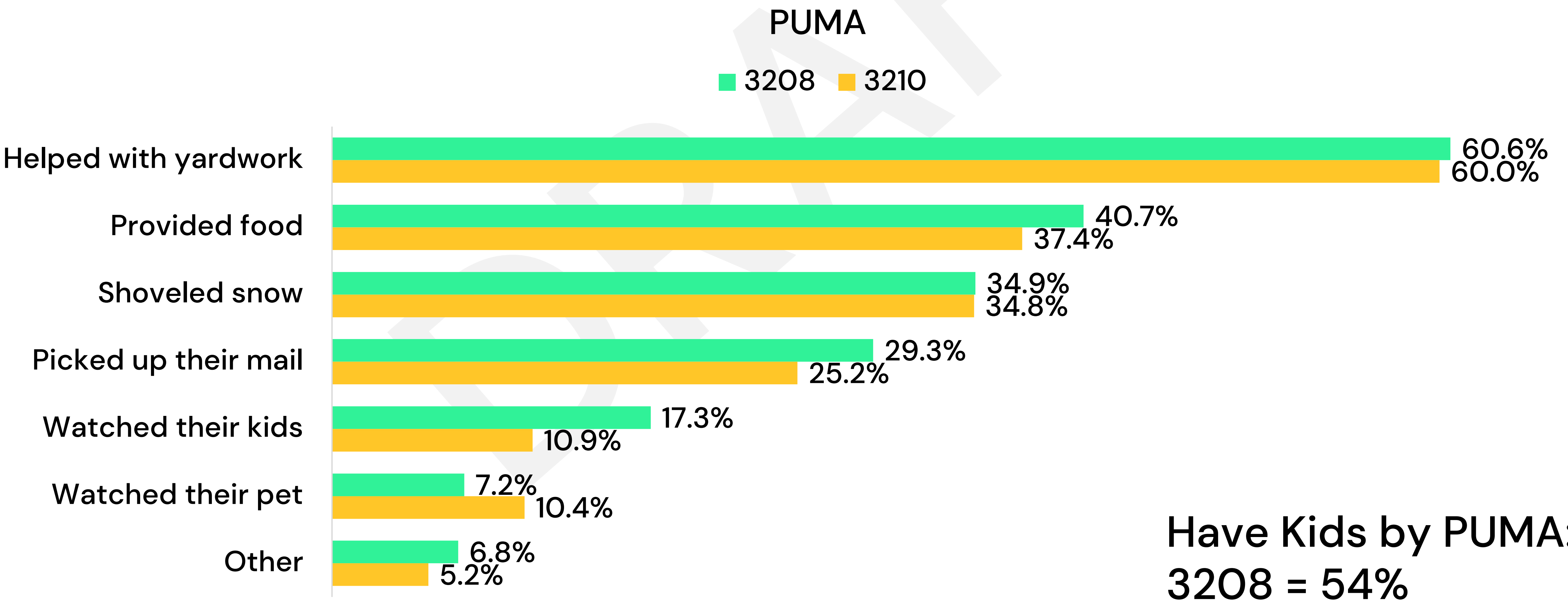


FUN4M1-7 .Which of the following have you discussed with your friends or neighbors in the past year or so? (N = 538)

Source: ICF analysis

Helping Neighbors, by PUMA

Respondent selections across PUMAs were similar with slightly more respondents in PUMA 3208 selecting Provided Food (41% vs 37%) and Watched their Kids (17% vs 11%) than in PUMA 3210.



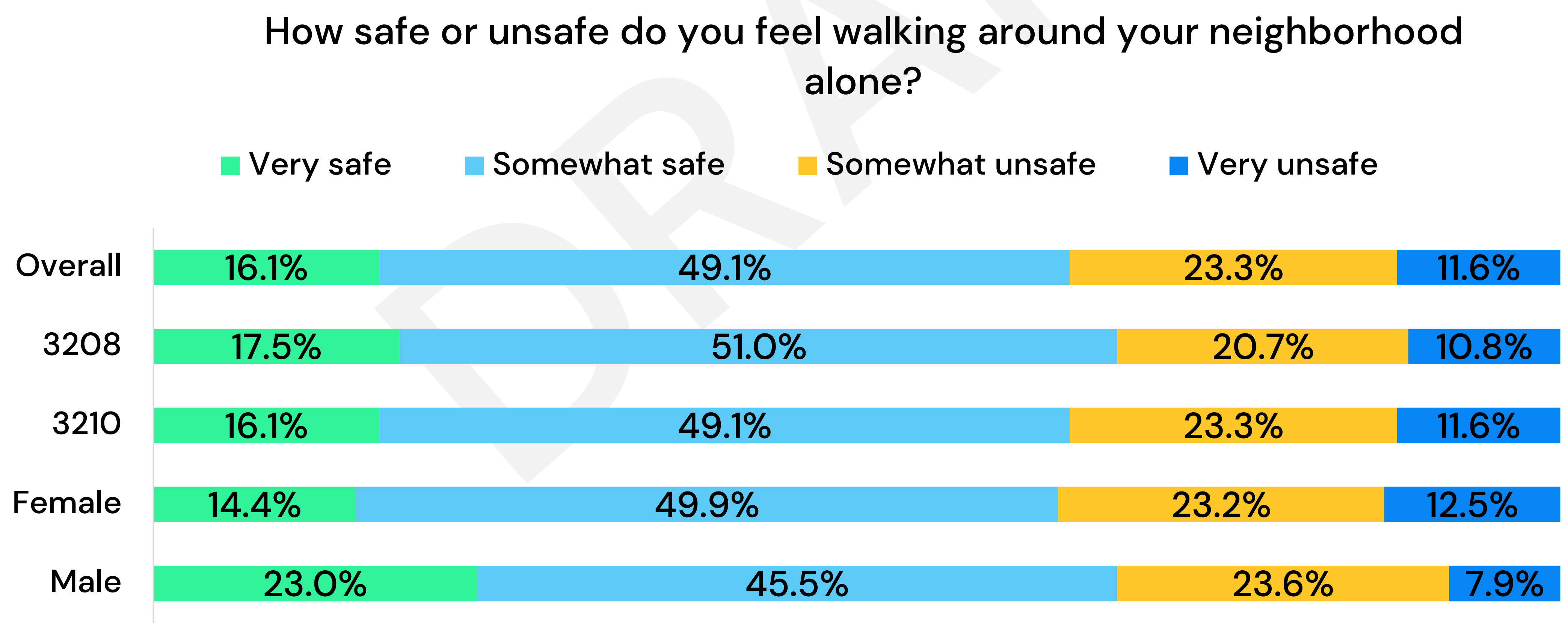
Have Kids by PUMA:
3208 = 54%
3210 = 62%

FUN4M1-7 .Which of the following have you discussed with your friends or neighbors in the past year or so? (N = 537)

Source: ICF analysis

Neighborhood Safety

More than half of respondents (65.2%) indicate they feel somewhat or very safe walking around in their neighborhood alone. Almost a quarter (23.3%) report feeling somewhat unsafe, and 11.6% feel very unsafe. Results were similar for both PUMAs.

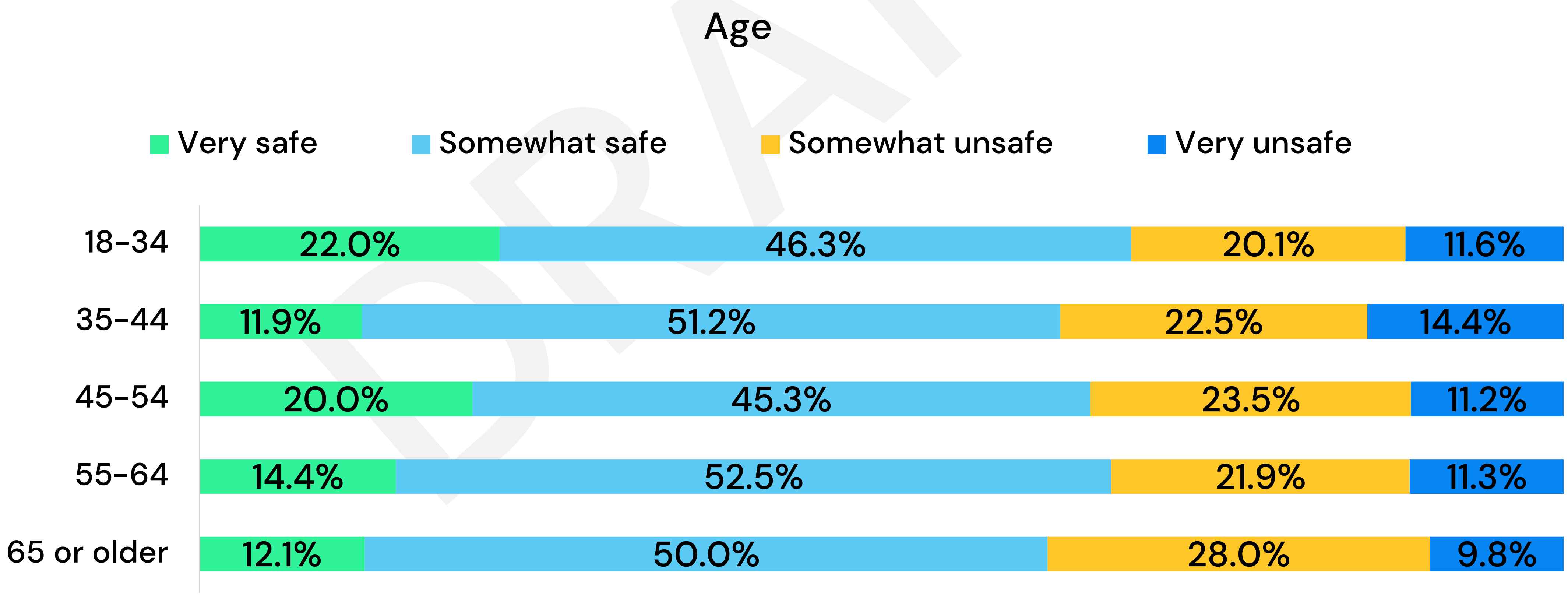


SAFE. How safe or unsafe do you feel walking around your neighborhood alone? (N = 795)

Source: ICF analysis

Neighborhood Safety, by Age

Over 60% of all demographic groups felt their neighborhoods were Very Safe of Somewhat Safe.

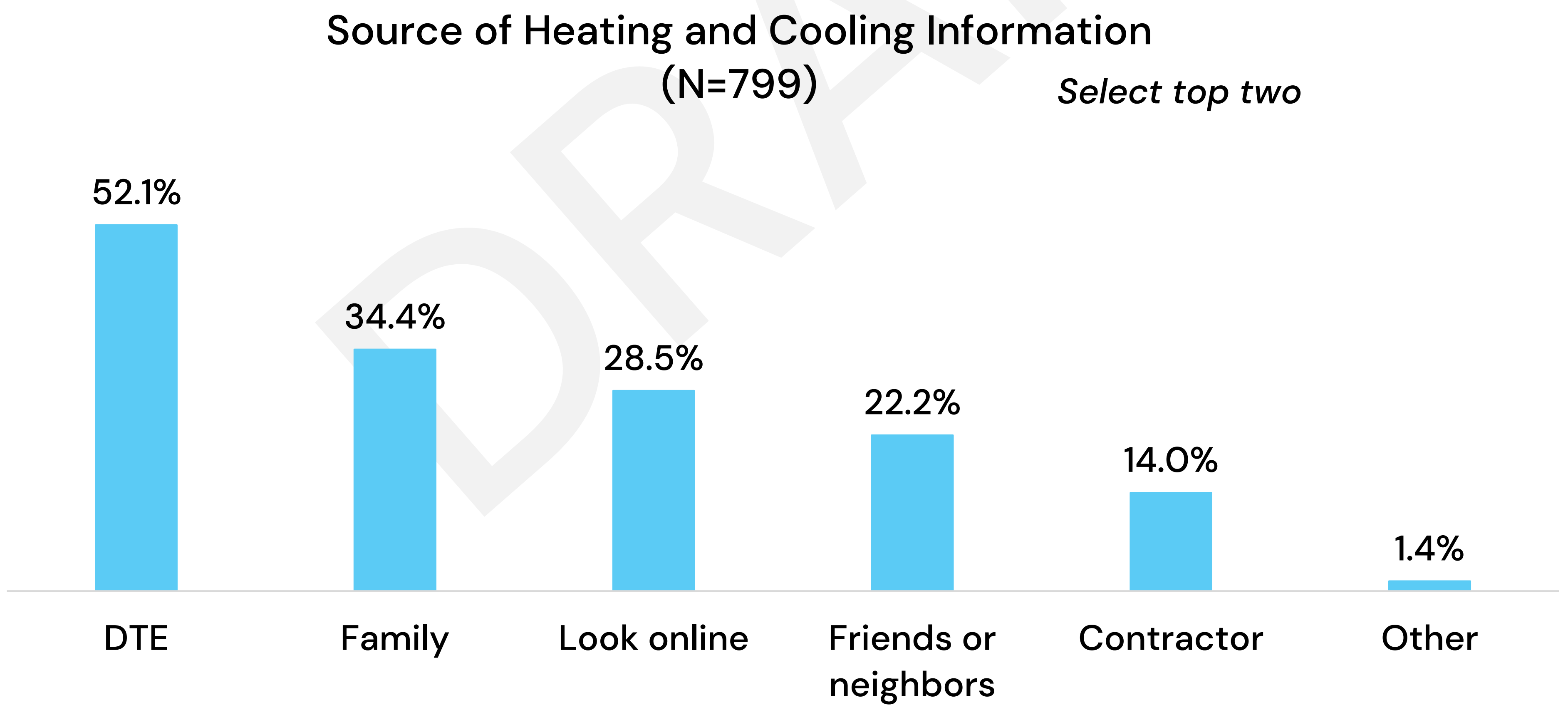


SAFE. How safe or unsafe do you feel walking around your neighborhood alone? (N = 795)

Source: ICF analysis

Information About Home Heating and Cooling Solutions

Overall, 52.1% of respondents indicate DTE is their source of heating and cooling information, followed by family (34.4%), looking online (28.5%), friends or neighbors (22.2%), and contractors (14.0%).

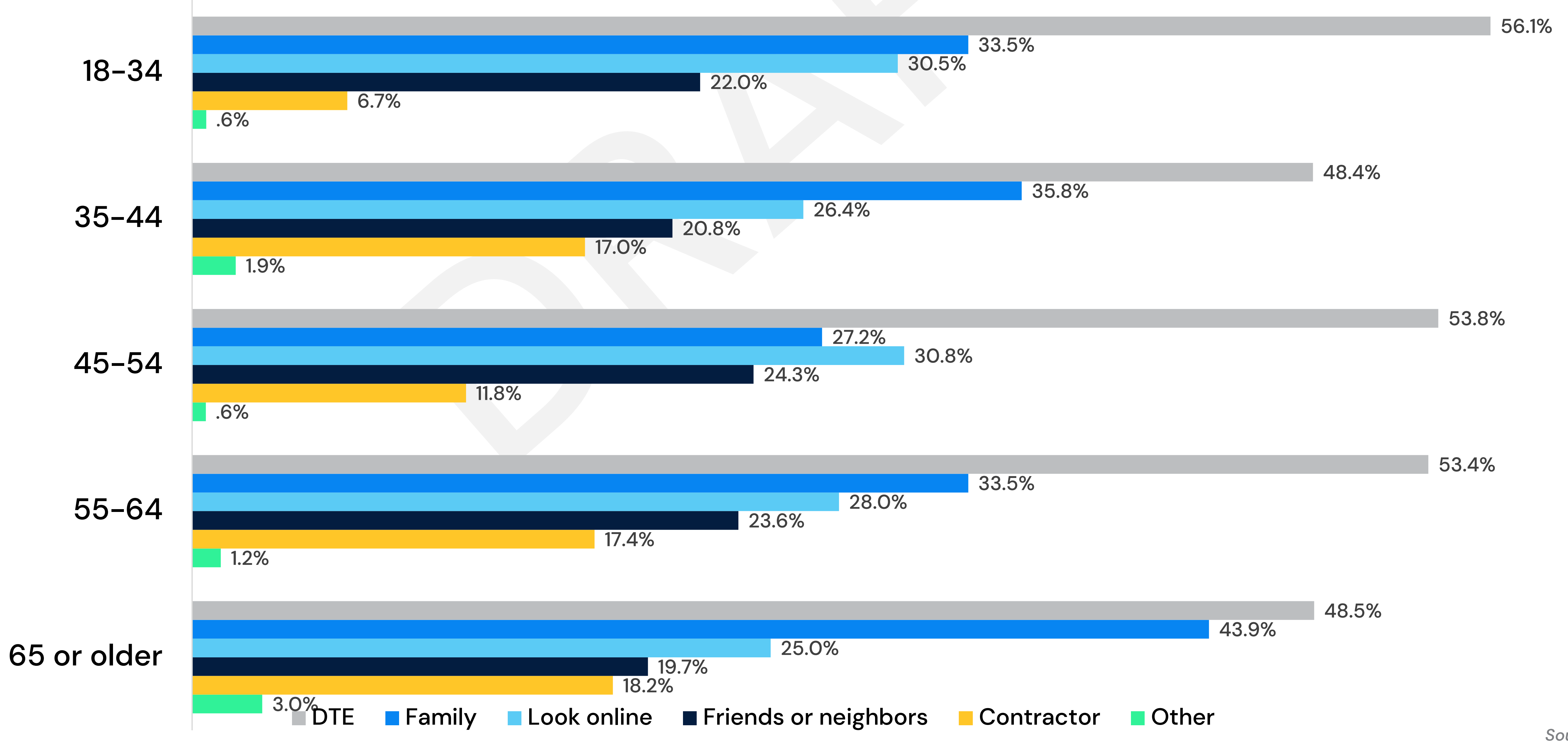


QUESTM1 & QUESTM2. When seeking answers about home heating and cooling solutions, who are you most likely to ask? Please select your top two. (N = 799)

Source: ICF analysis

Information About Home Heating and Cooling Solutions, by Age

All demographics respondents were most likely to ask DTE about Home Heating and Cooling Solutions but relatively more 18–34-year-olds (56%) go to DTE for this information. All demographics were nearly as likely to ask for information from either Family and Friends or Neighbors as there were to reach out to DTE.

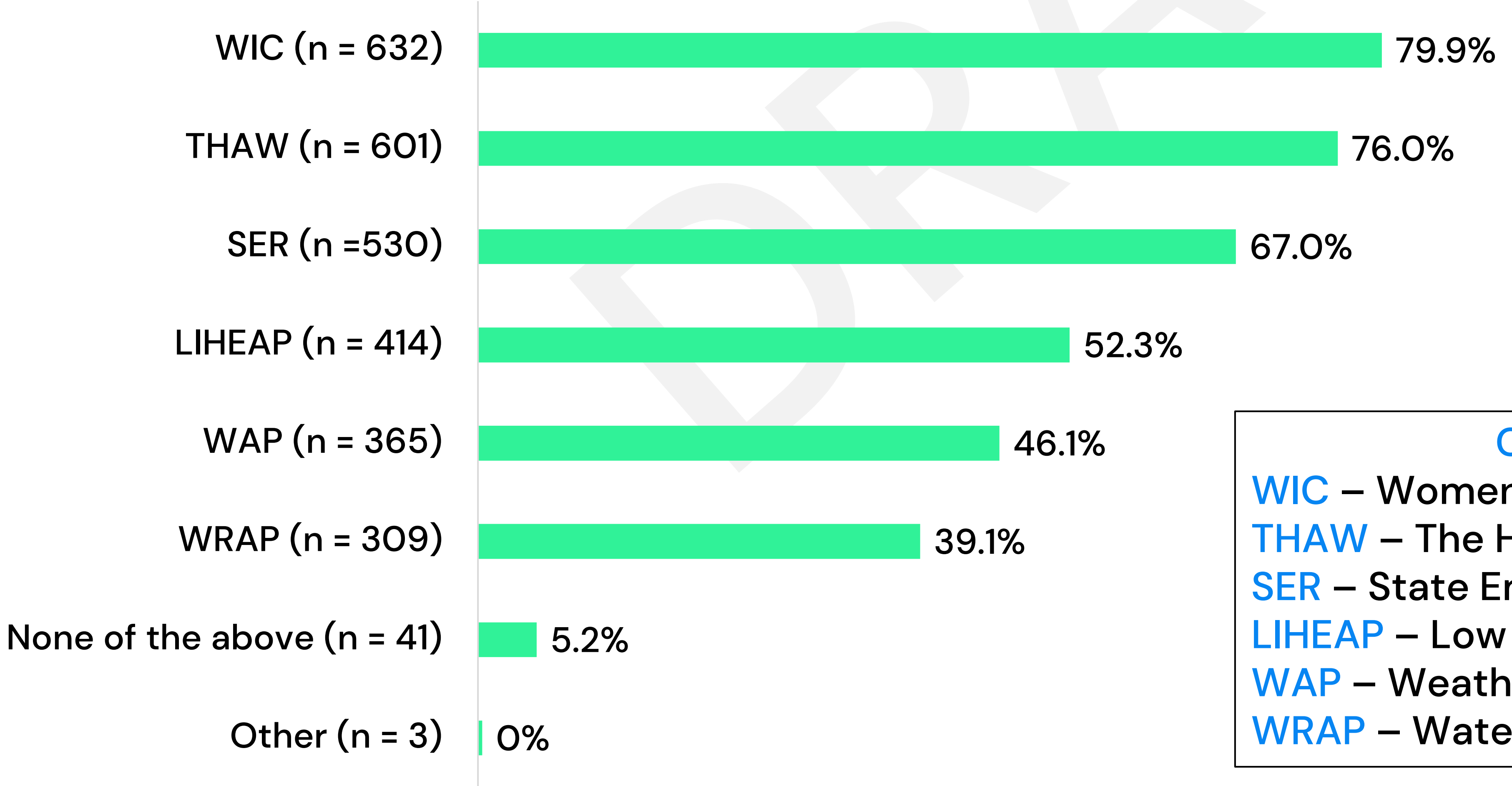


QUESTM1 & QUESTM2. When seeking answers about home heating and cooling solutions, who are you most likely to ask? Please select your top two. (N = 799)

Source: ICF analysis

Awareness of Community Focused Programs

WIC, THAW and SER outpaced other Community Focused Programs in term of recognition. Renters and homeowners showed similar awareness of Community Focused Program with the exception of SER with 79% of renters responding they were aware of this program compared to 57% of homeowners. While awareness across demographics was similar for WIC, THAW and SER, less respondents in the 18-34 demographics reported being aware of LIHEAP, WAP, and WRAP compared to the other demographics. Awareness of Community Focused Programs varied very little between PUMA 3208 and PUMA 3210.



Community Focused Programs

WIC – Women, Infants, and Children
THAW – The Heat and Warmth Fund
SER – State Emergency Relief
LIHEAP – Low Income Home Energy Assistance Program
WAP – Weatherization Assistance Program
WRAP – Water Residential Assistance Program

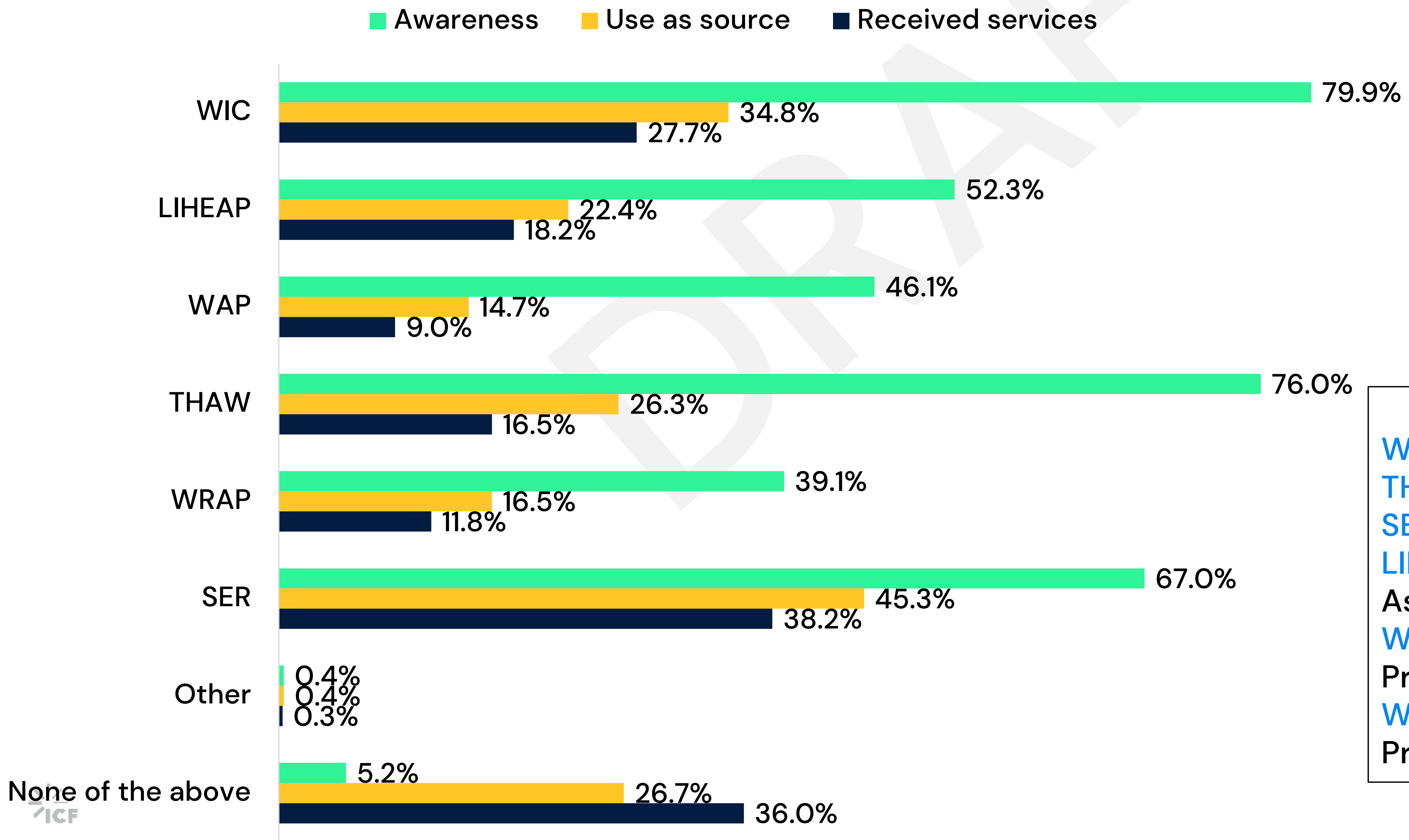
ORGM1-ORGM7. Which of the following community focused programs have you heard of? Please select all that apply. (N = 791)

Source: ICF analysis

Return to Insights

Awareness and Use of Community Focused Programs

Among Community Focused Program, State Emergency Relief was third in terms of awareness (67%) but was first in Use as a source (45%) and Received services (38%).



Community Focused Programs
WIC – Women, Infants, and Children
THAW – The Heat and Warmth Fund
SER – State Emergency Relief
LIHEAP – Low Income Home Energy Assistance Program
WAP – Weatherization Assistance Program
WRAP – Water Residential Assistance Program

Survey 5

Security of Food, Health, Housing, and Energy

Return to Insights

Survey 5: Key Findings

Security of Food, Health, Housing, and Energy

Most Frequent Concerns: Paying bills, physical health, and level of neighborhood safety. Paying bills is biggest concern particularly for younger and lower-income households. Physical health and neighborhood safety is most frequent concern for older households and higher income households (>$40k). (Two-thirds feel safe walking alone)

Dangers in Home: Respondents fear mold the most as a potential danger but are personally most concerned with water leaks and drafts and are most likely to have experienced these problems as well.

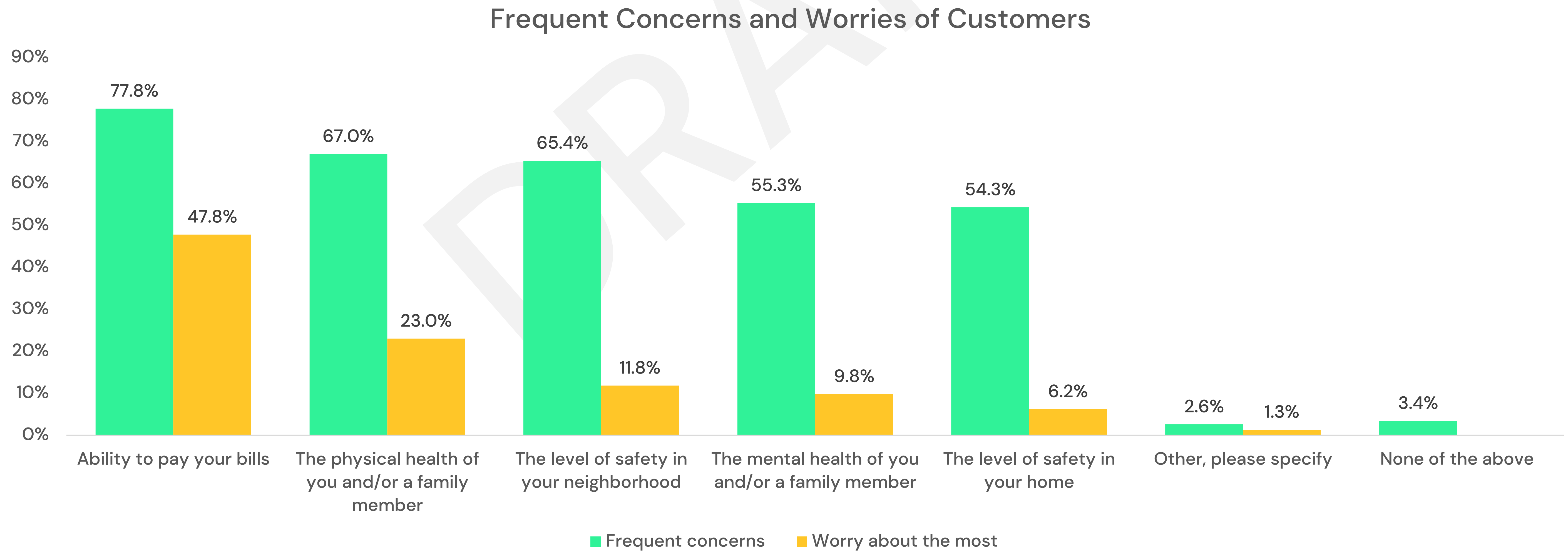
Fire Safety: Overall, 50% of customers do not have a CO detector or fire extinguisher in their home; 22% do not have a smoke detector on each floor; and 8.4% have none of the safety items listed. Younger households and those with the lowest incomes are least likely to have fire safety measures.

Inefficient & Risky Heating Practices: Half of households typically use space heaters (21% have 1; 28% have >1). Nearly one half of customers (44%) close doors and vents to unused rooms making furnaces run less efficiently than otherwise; while 28% have used their oven to heat their homes during the most recent winter – 8% of respondents use their oven frequently and 13% use it sometimes. Lowest income households are most likely to use the oven as a supplemental heating source.

Financial Strain: 54% of households reported frequently putting off purchases or avoiding paying bills due to financial strain. Groceries and utilities bills most frequently deferred. Renters, young people, and low-income among most impacted. 38% report a high level of difficulty in paying bills. Utility bills most likely to be 60+ days overdue.

Concerns of Customers

Respondents chief concern was Ability to Pay Bills both in terms of frequent concerns (78%) and worry about the most (48%) selections.

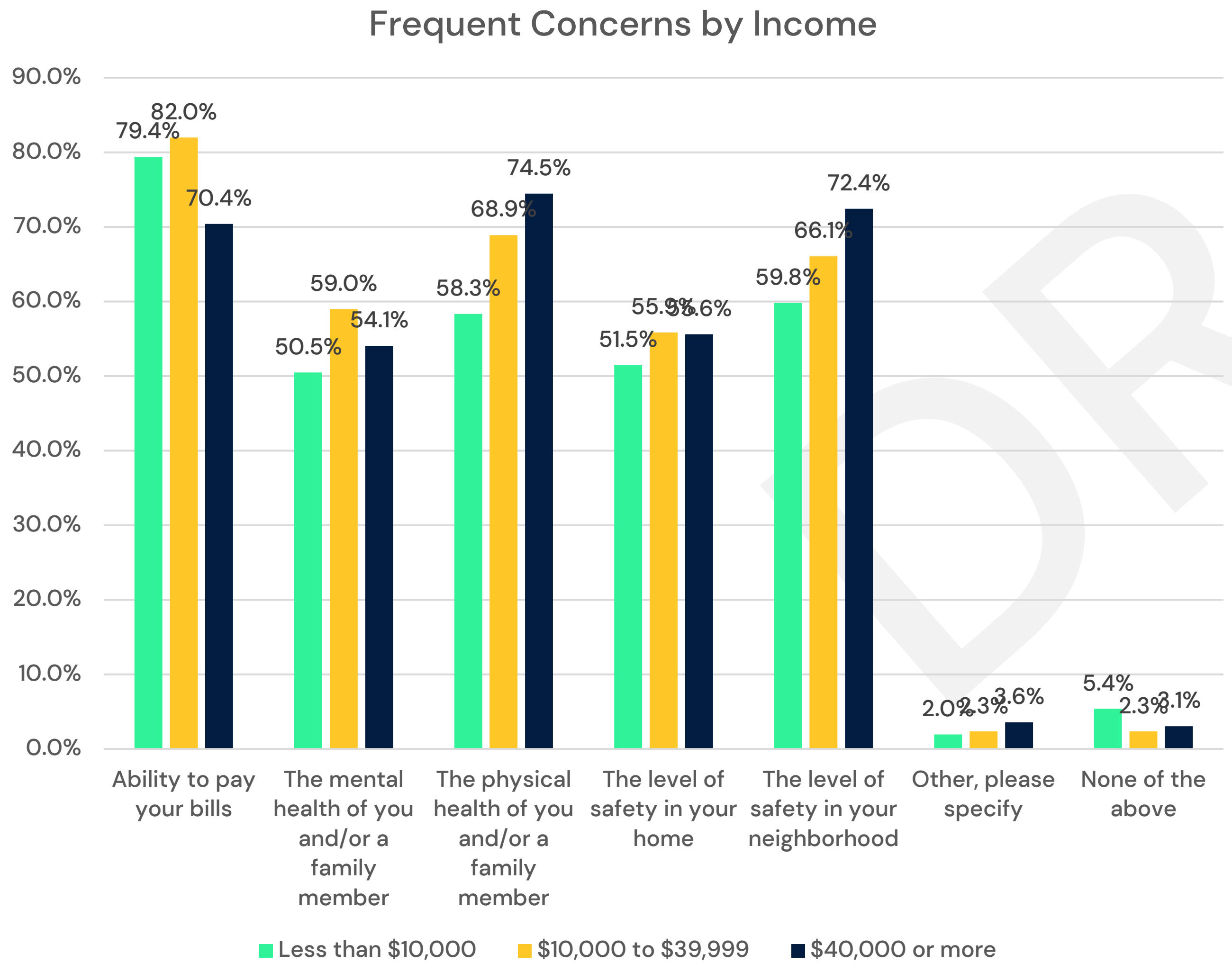


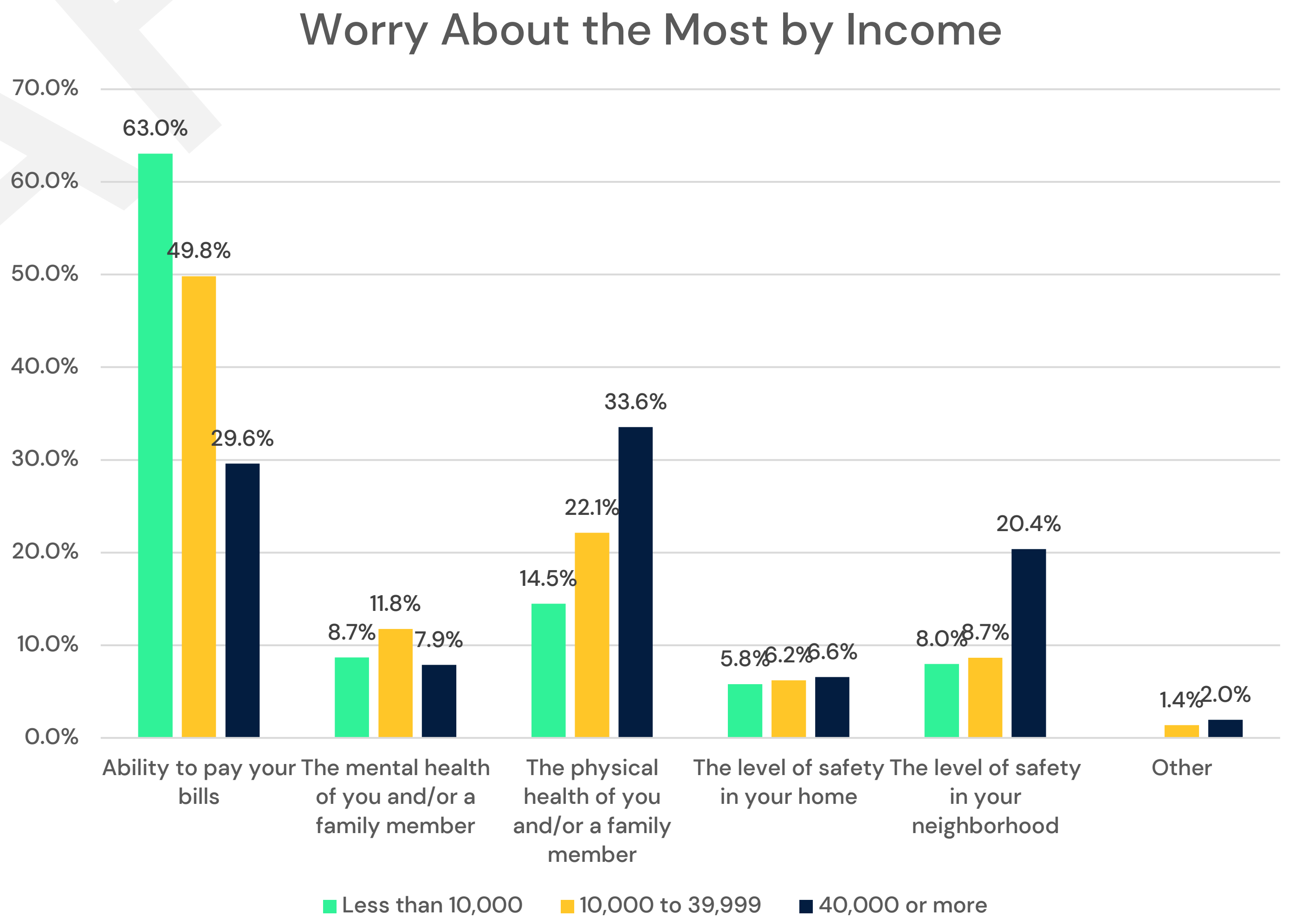
MCONC. Which of the following things are of frequent concern to you? Select all that apply (N=818)
MCONC_1. Which of the following things do you worry about the most? Select one. (N=602)

Return to Insights

Concerns of Customers by Income

As income increased, so did the concern with their physical health and/or their family members, and the level of safety in their neighborhood. Lower income respondents were worried most about the ability to pay bills.



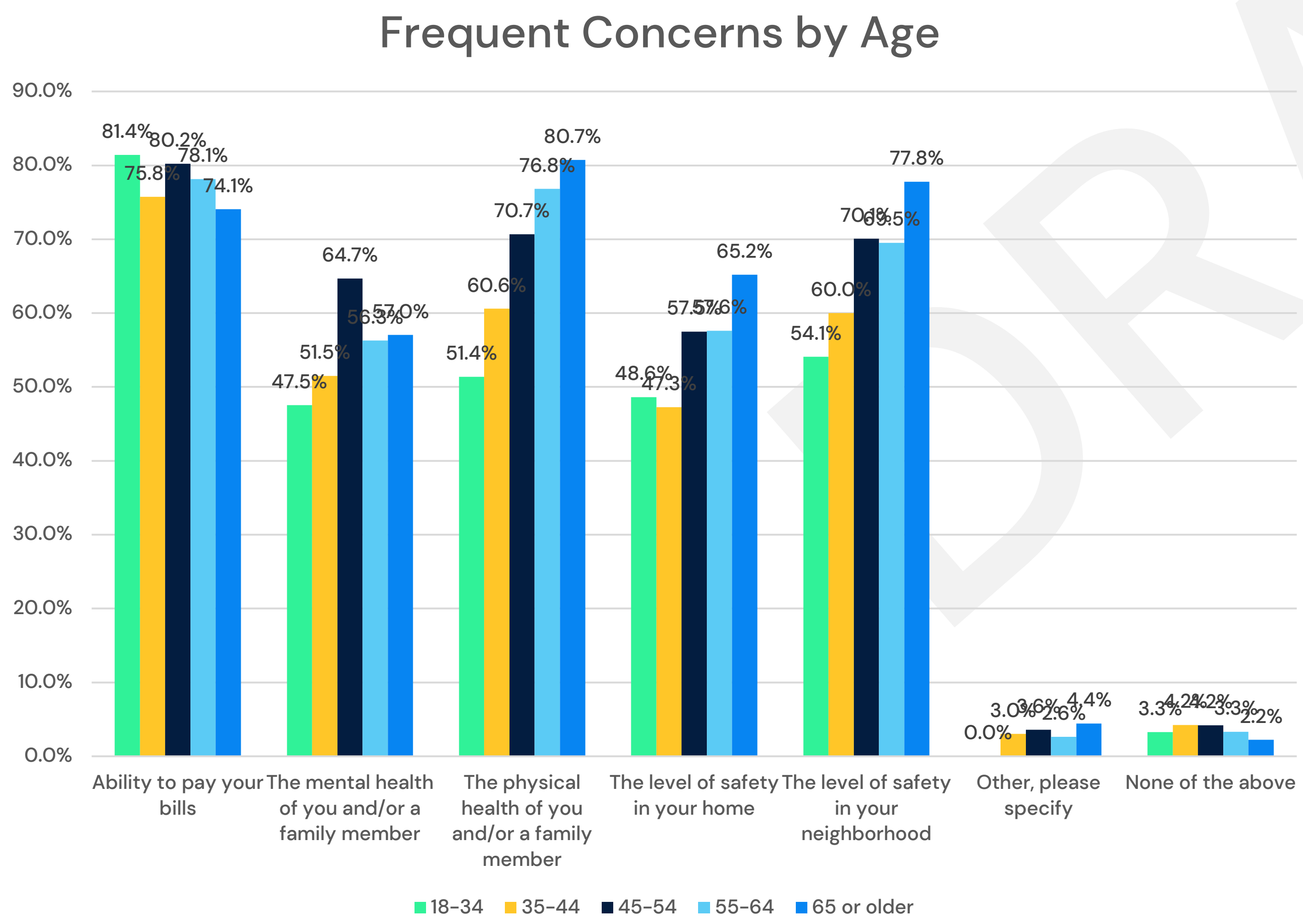


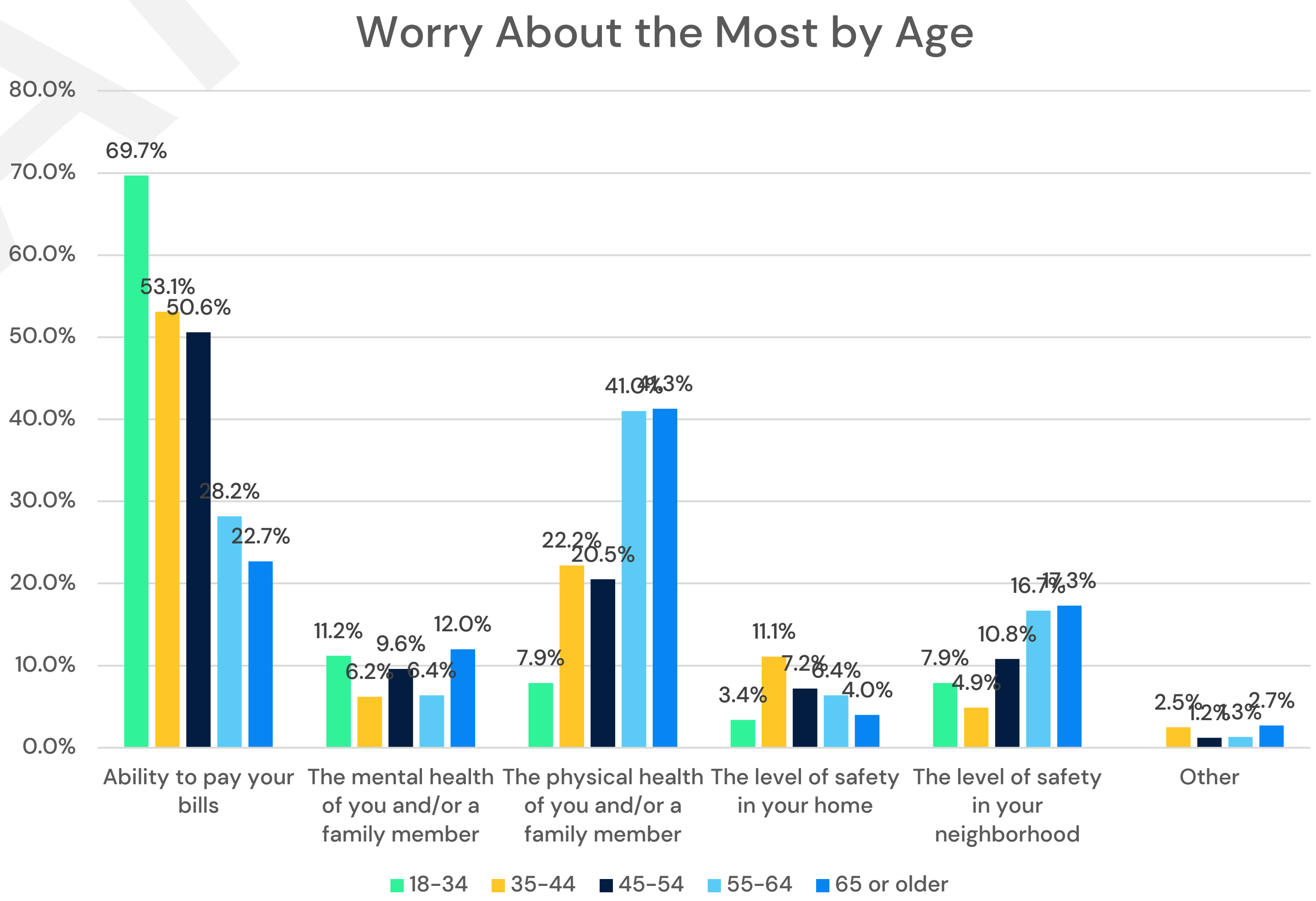
MCONC. Which of the following things are of frequent concern to you? Select all that apply (N=783)
MCONC_1. Which of the following things do you worry about the **most**? Select one. (N=581)

Return to Insights

Concerns of Customers by Age

As age increased, the concern of their physical health and/or their family members increased, with 51% of young adults frequently concerned about physical health compared to 81% of respondents ages 65 years or older. A similar increase was observed in the level of safety in their home (49% vs 65%) and their neighborhood (54% vs 78%). Additionally, as age increased the worry about the ability to pay bills decreased (70% of young adults vs 23% of ages 65 years or older).



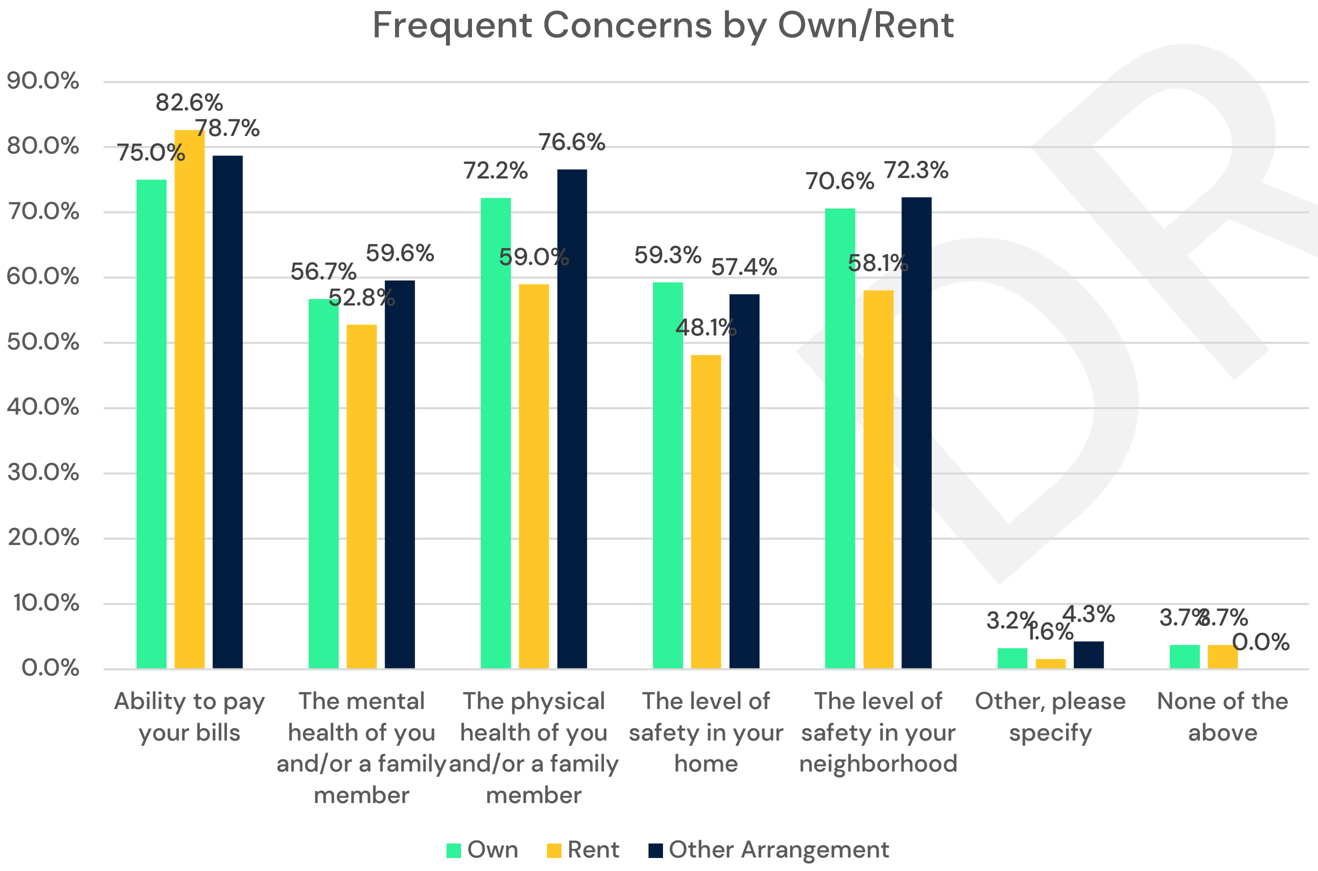


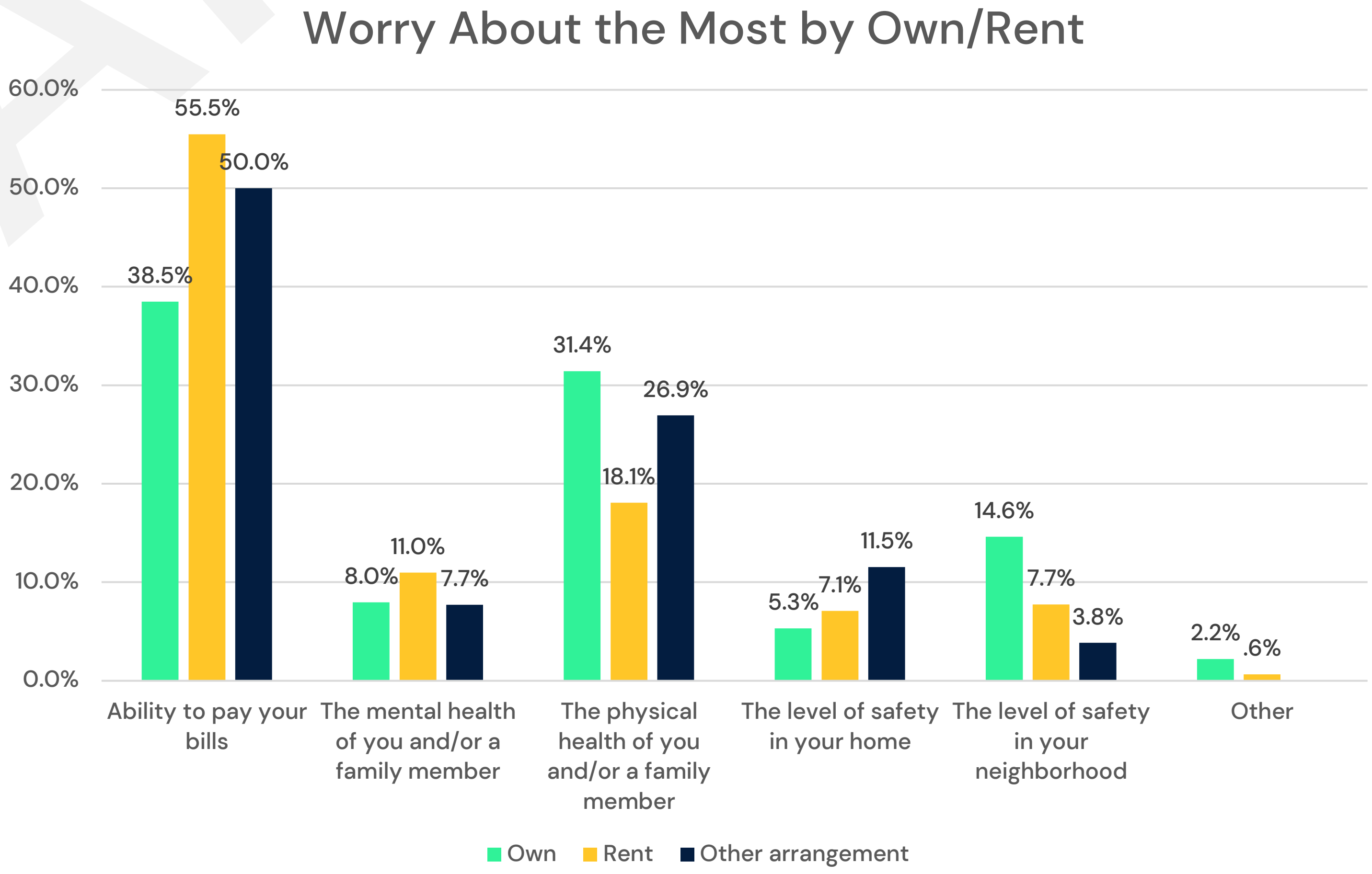
MCONC. Which of the following things are of frequent concern to you? Select all that apply (N=801)
MCONC_1. Which of the following things do you worry about the **most**? Select one. (N=588)

Return to Insights

Concerns of Customers by Own/Rent

Renters were relatively more concerned and worried about their ability pay their bills, whereas the homeowners and respondents with another arrangement were not only concerned about paying bills but also their physical health and level of safety in their neighborhood.

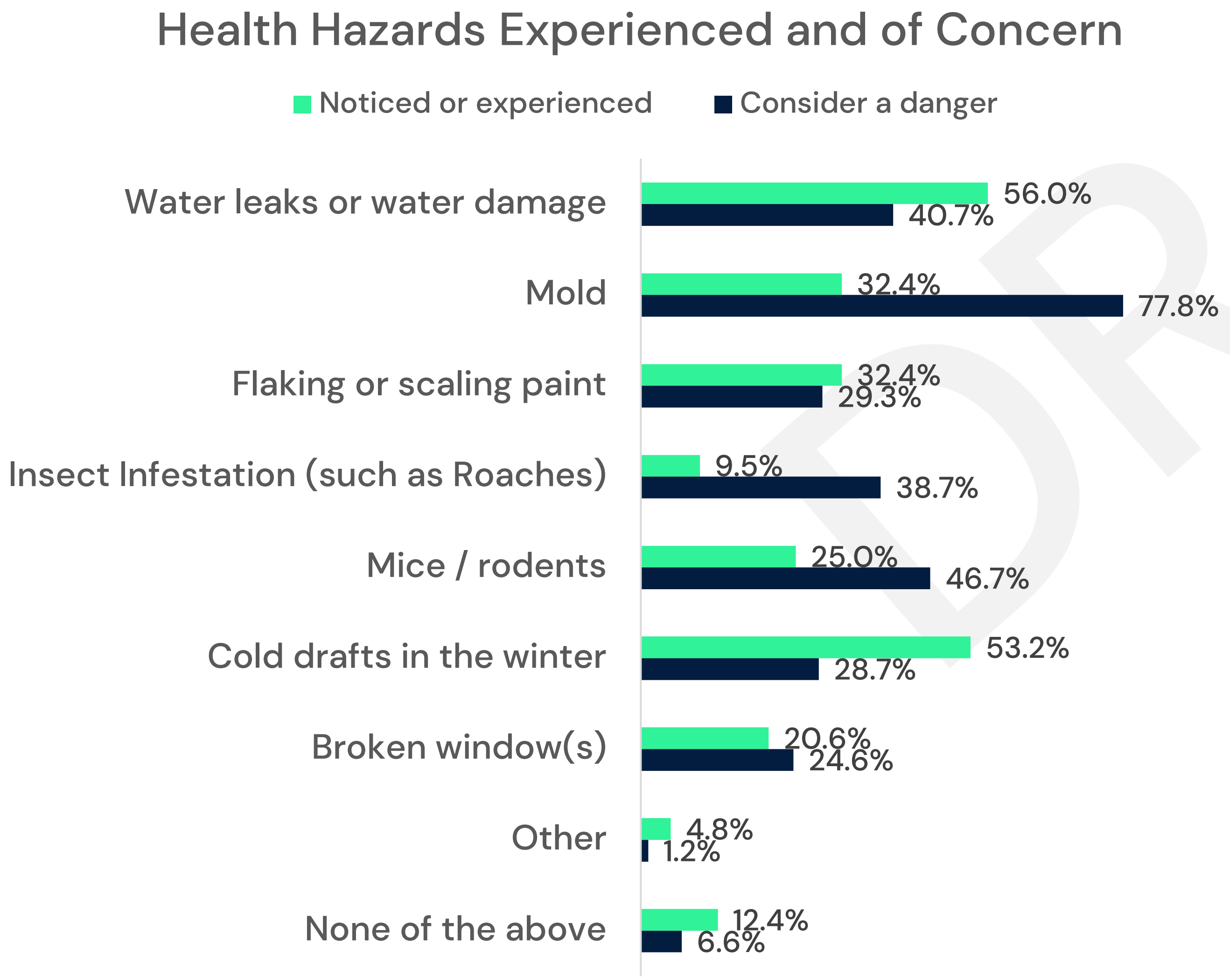


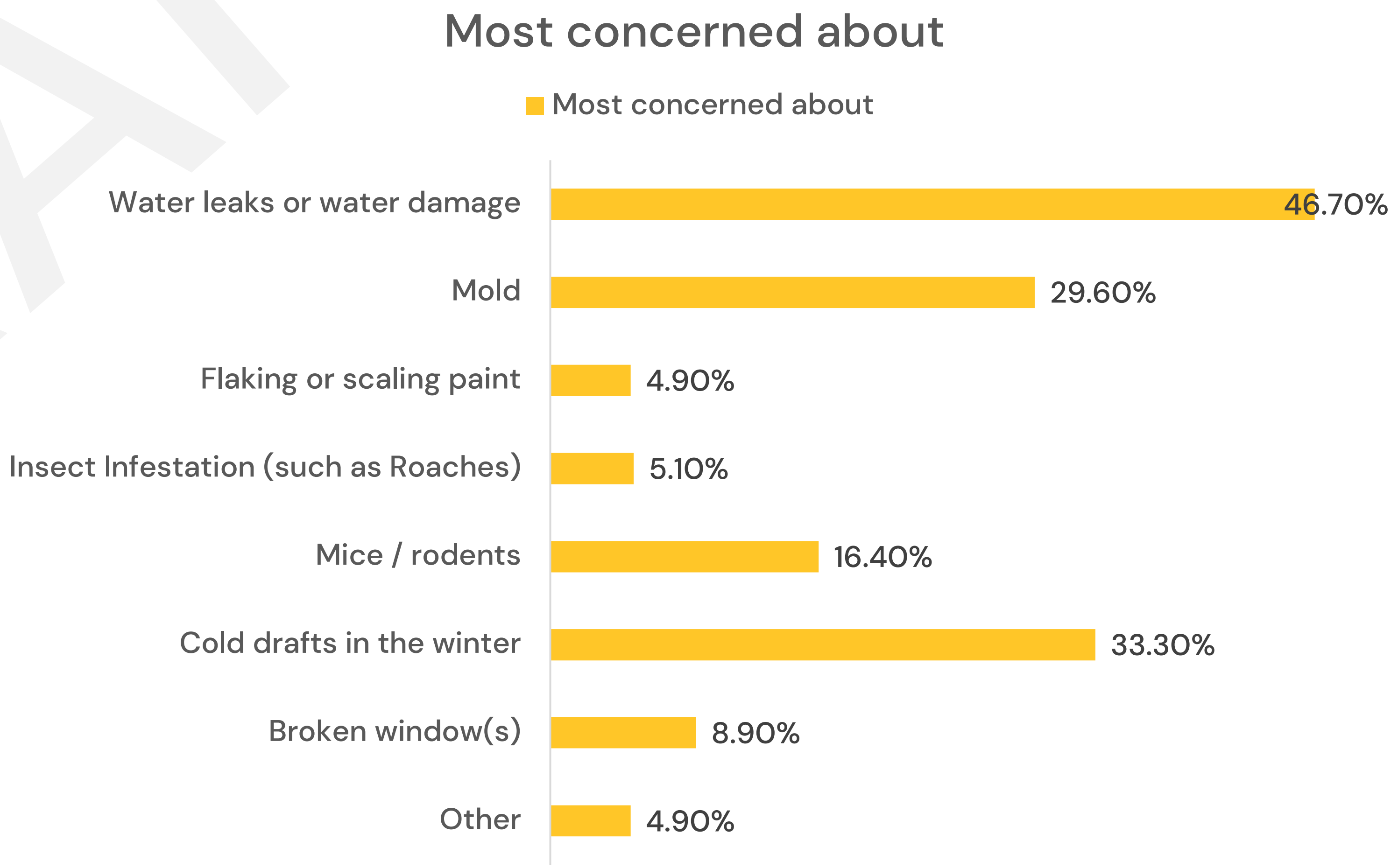


MCONC. Which of the following things are of frequent concern to you? Select all that apply (N=801)
MCONC_1. Which of the following things do you worry about the most? Select one. (N=589)

Health Hazards Experienced and of Concern

Over half of respondents reported noticing or experiencing Water leaks or water damage (56%) or Cold drafts in the winter (53%) as well as listing these hazards as what they were most concerned about (47% and 33% respectively). More respondents consider mold a danger (78%) compared to all other options presented.



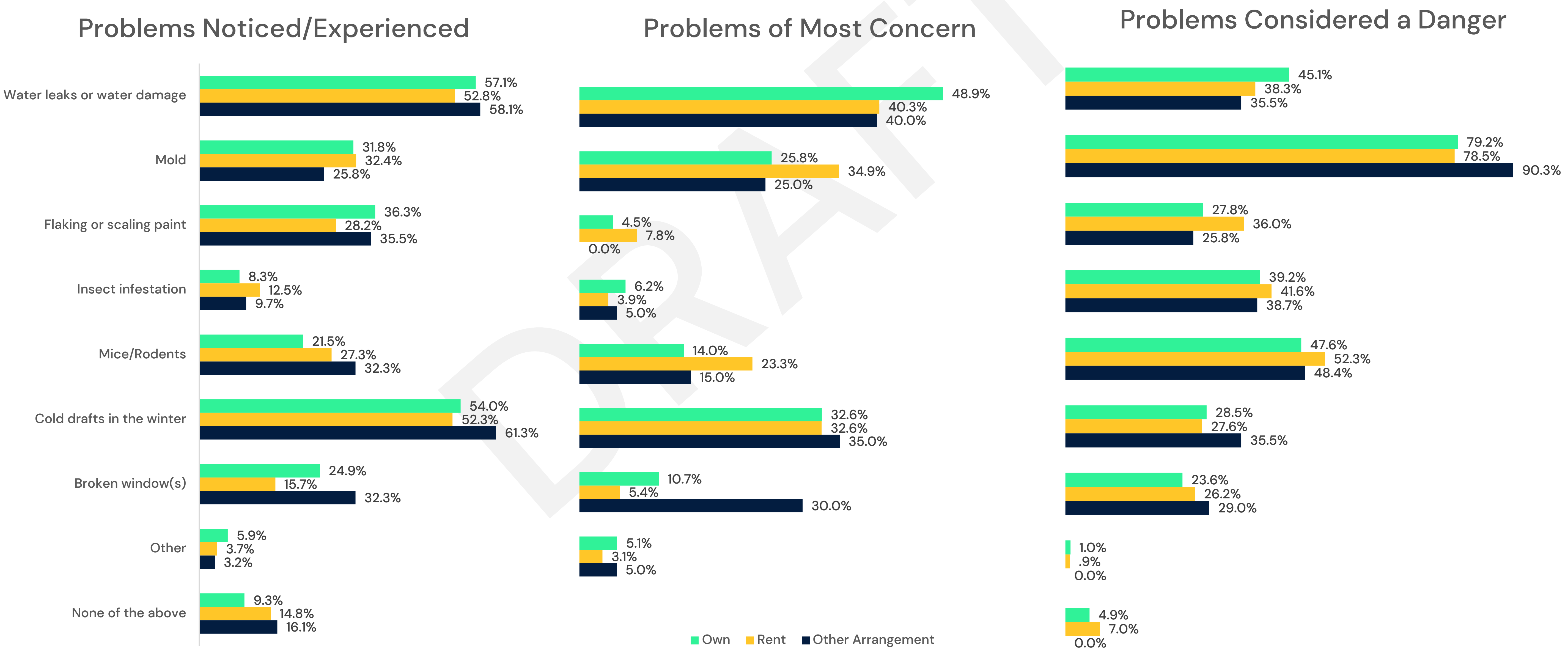


PROBS. In the past year, which of the following things have you noticed or experienced in your home? Select all that apply. (N=812)

DANG. Which of the following problems would you consider to be a danger to your health if you found them to be present in your home? Select all that apply. (N=808)

CONC. Of the items you selected, which of the following are of the most concern? Select up to two items. (N=491)

Health Hazards Experienced and of Concern by Own/Rent



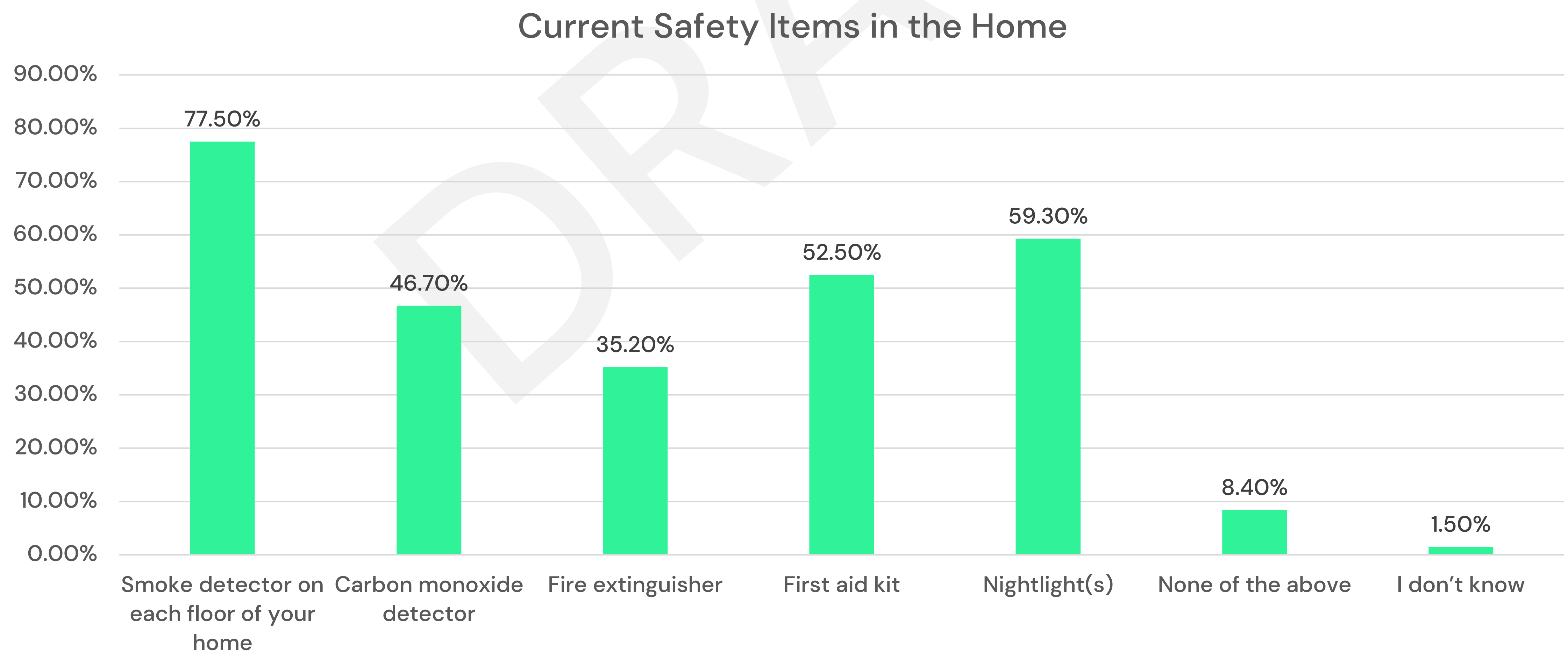
PROBS. In the past year, which of the following things have you noticed or experienced in your home? Select all that apply. (N=795)

CONC. Of the items you selected, which of the following are of the most concern? Select up to two items (N=483)

DANG. Which of the following problems would you consider to be a danger to your health if you found them to be present in your home? Select all that apply. (N=791)

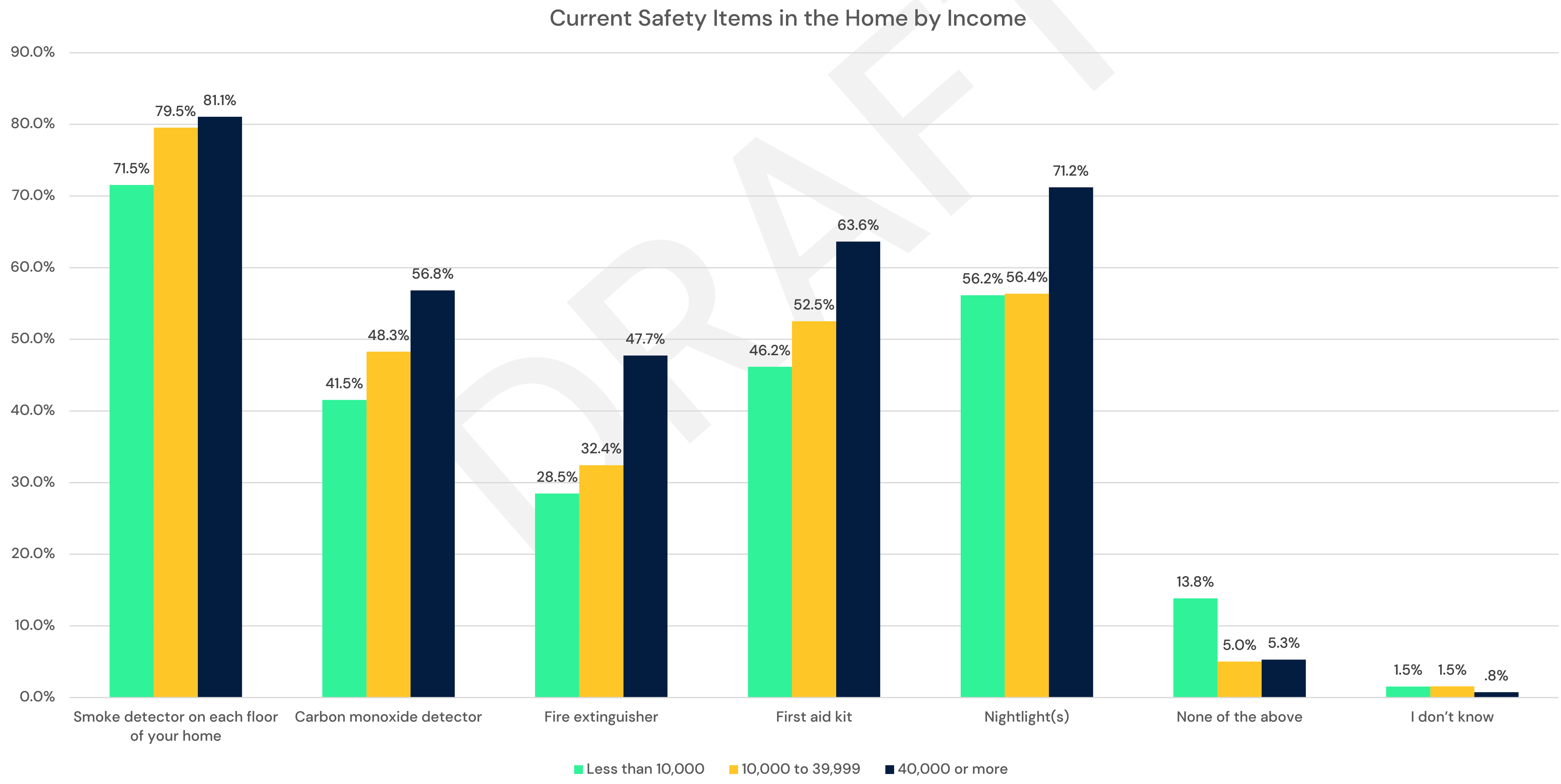
Current Safety Items in the Home

While 78% of respondents reported having a Smoke detector on each floor less than half selected having a Carbon monoxide detector (47%) or a Fire Extinguisher (35%).



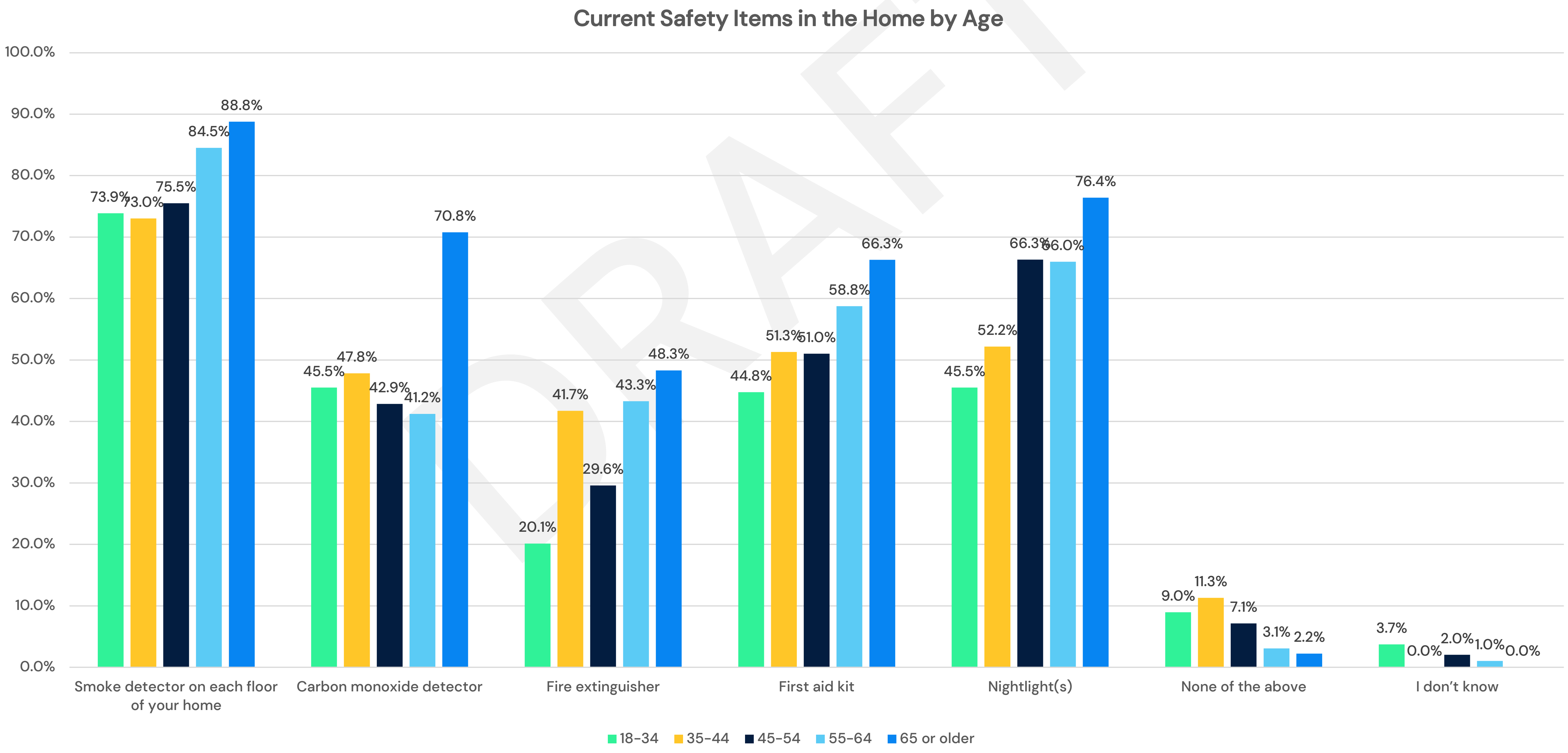
SAFE_5. Which of the following do you currently have in your home? Select all that apply. (N=807)

Current Safety Items in the Home by Income



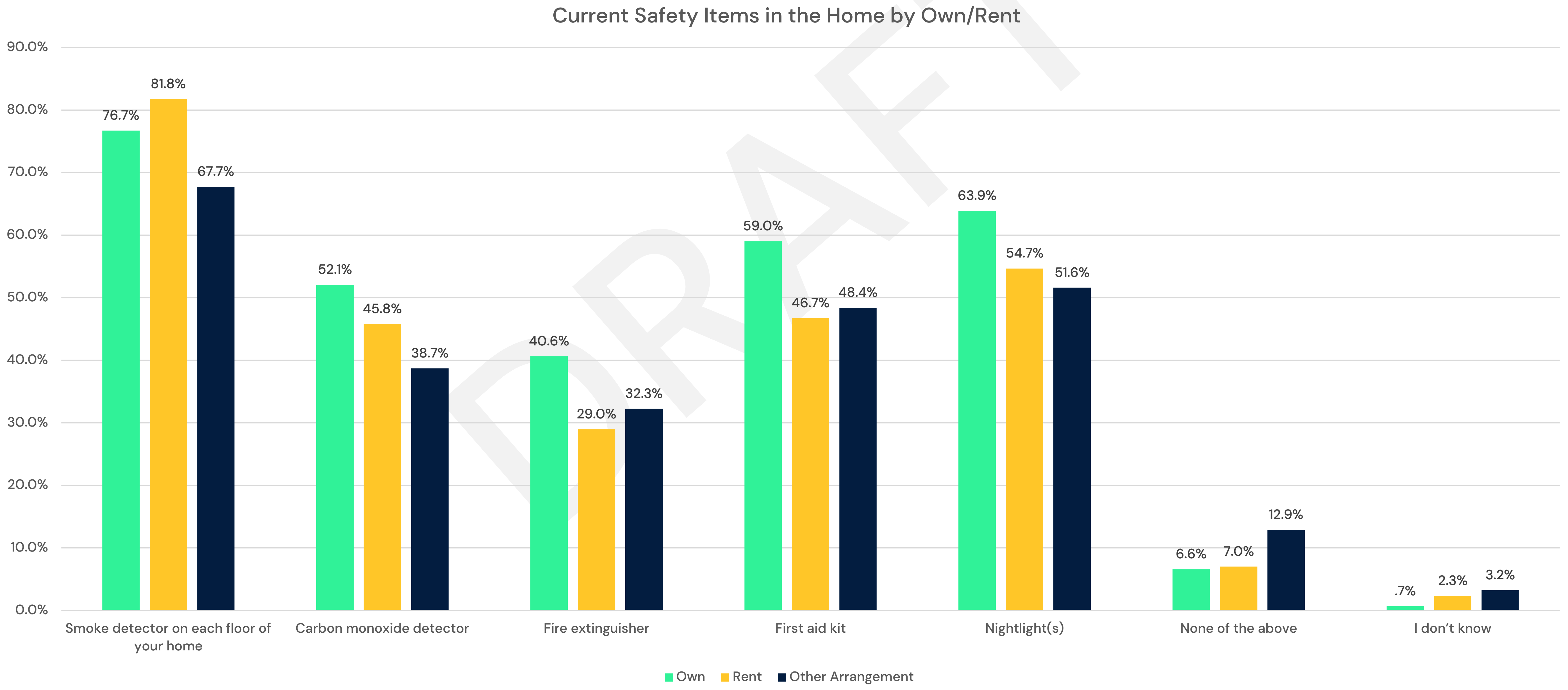
SAFE_5. Which of the following do you currently have in your home? Select all that apply. (N=773)

Current Safety Items in the Home by Age



SAFE_5. Which of the following do you currently have in your home? Select all that apply. (N=790)

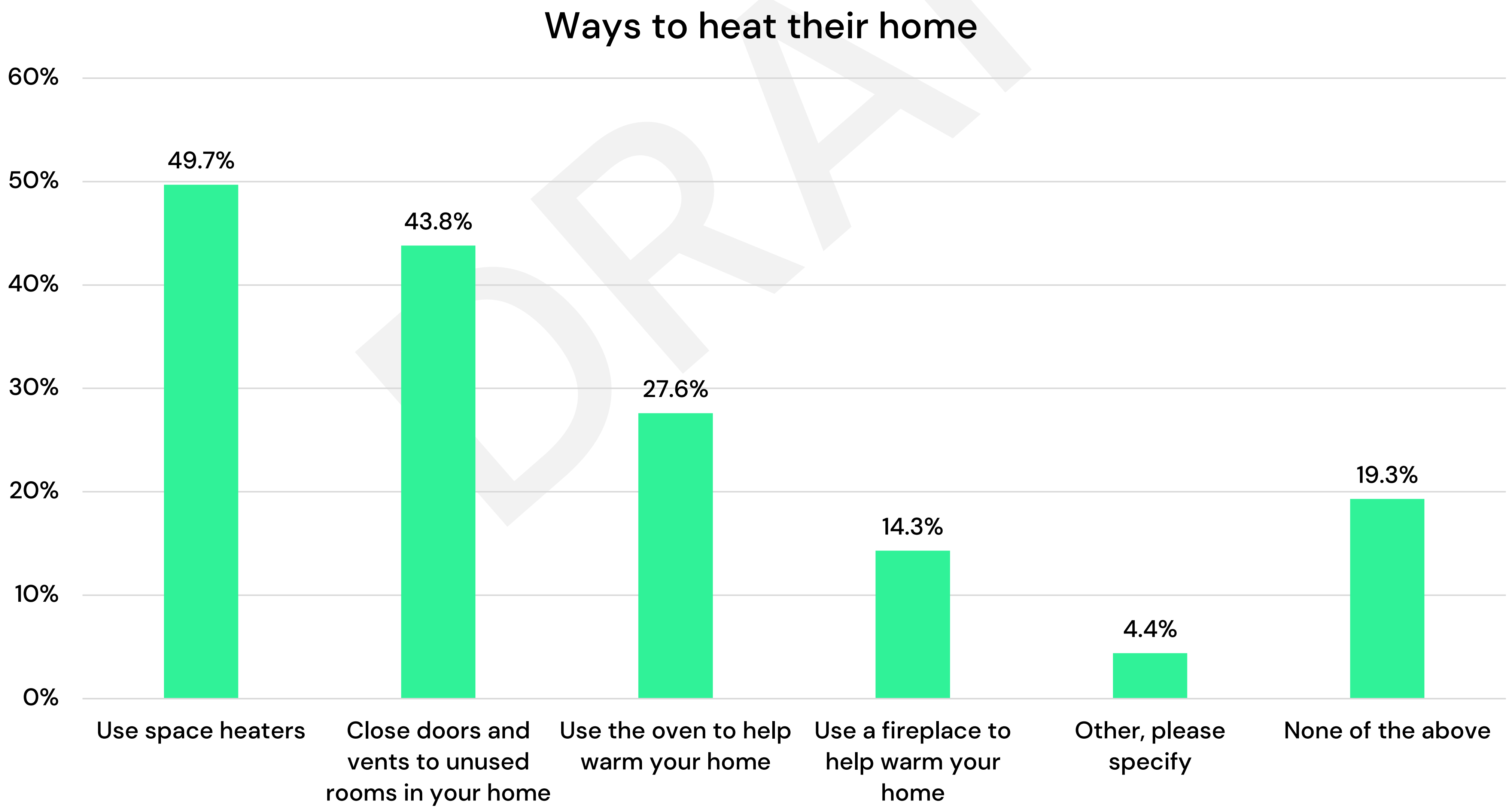
Current Safety Items in the Home by Own/Rent



SAFE_5. Which of the following do you currently have in your home? Select all that apply. (N=790)

Ways to heat their home

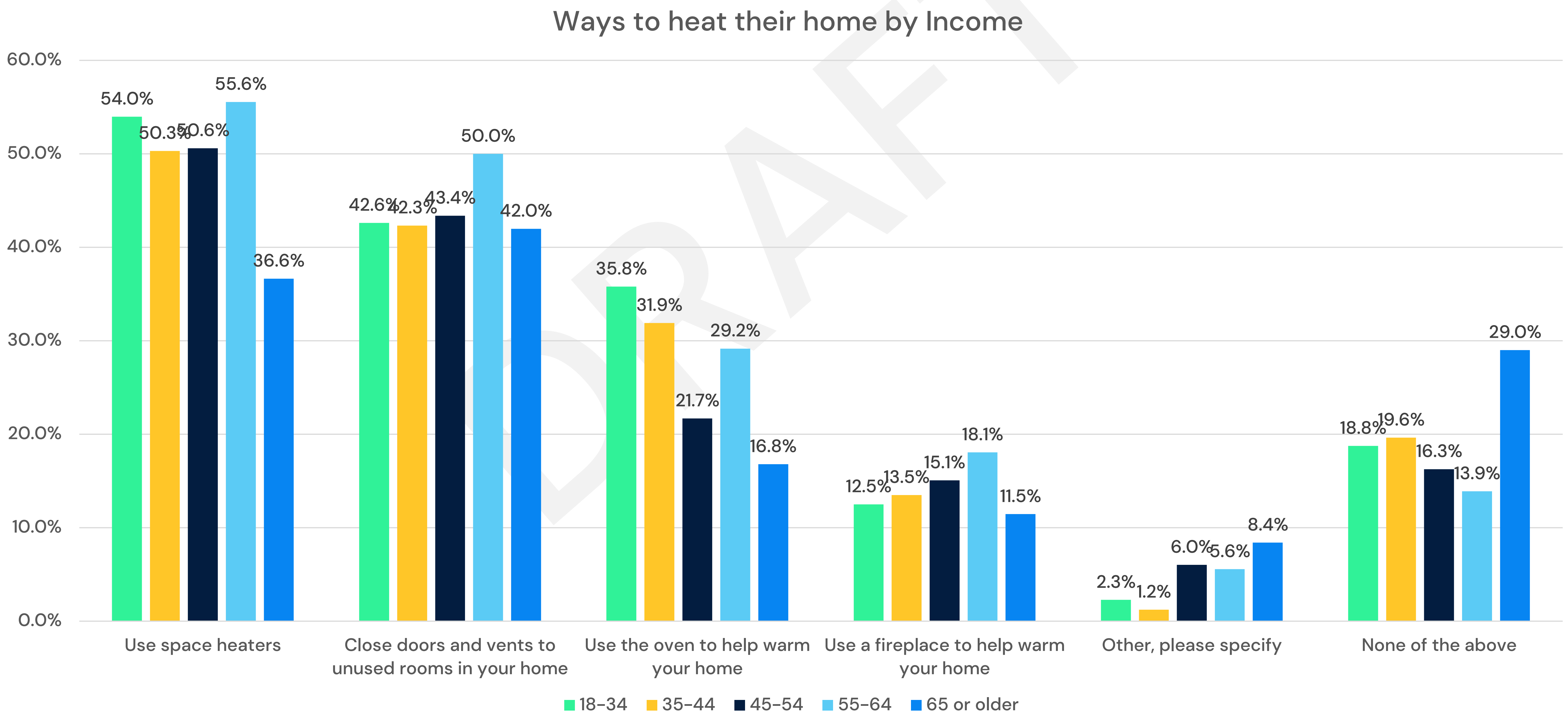
Nearly half of respondents (~50%) reported using space heaters as a strategy to stay warm during the winter aside from their central heating system. Just over a quarter (28%) of respondents selected Use of an oven to help warm their home.



ACTIONS. Aside from using central heating (furnace, boiler, heat pump), sometimes people use other strategies to stay warm in the winter. Which of the following actions have you taken to help keep your home warm this past winter? Select all that apply. (N=796)

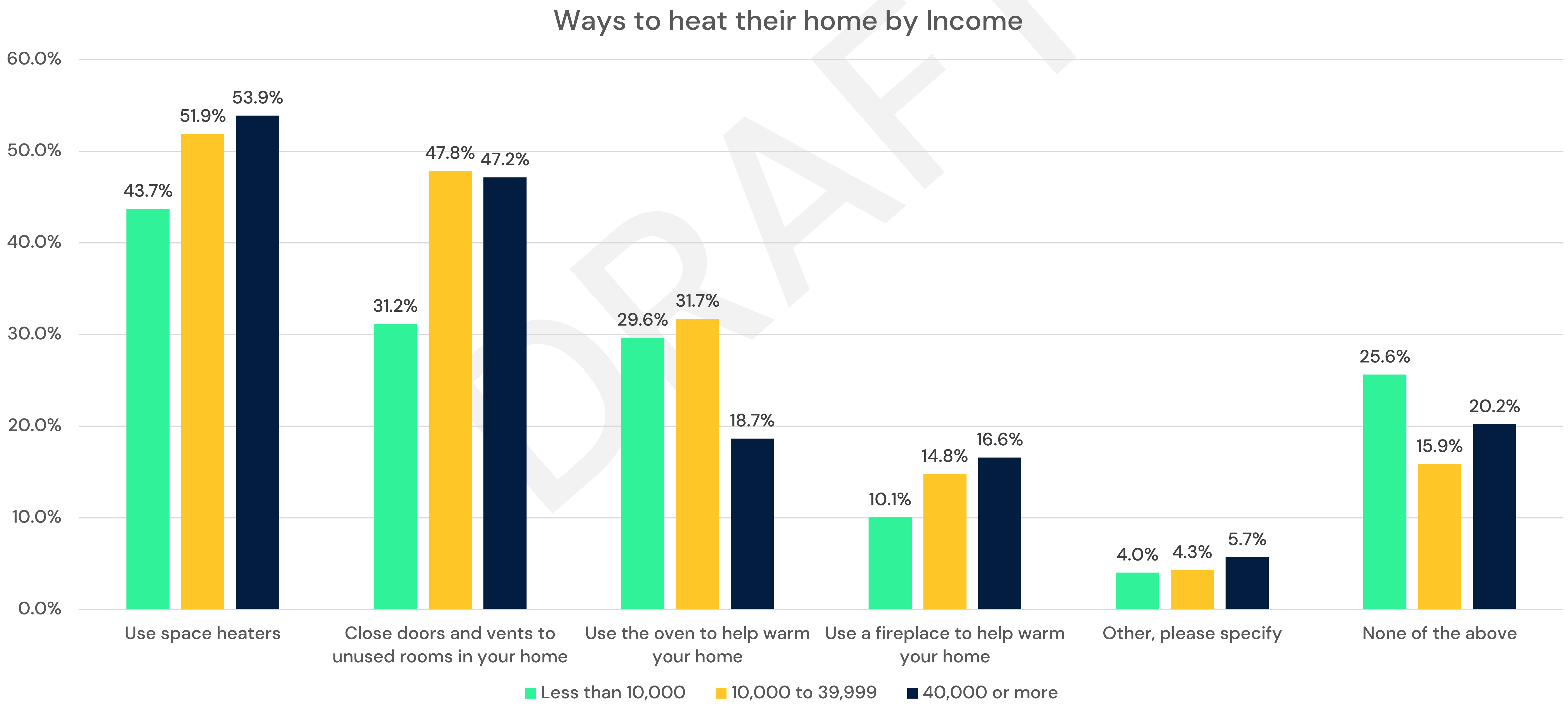
Return to Insights

Ways to heat their home by Age



ACTIONS. Aside from using central heating (furnace, boiler, heat pump), sometimes people use other strategies to stay warm in the winter. Which of the following actions have you taken to help keep your home warm this past winter? Select all that apply. (N=780)

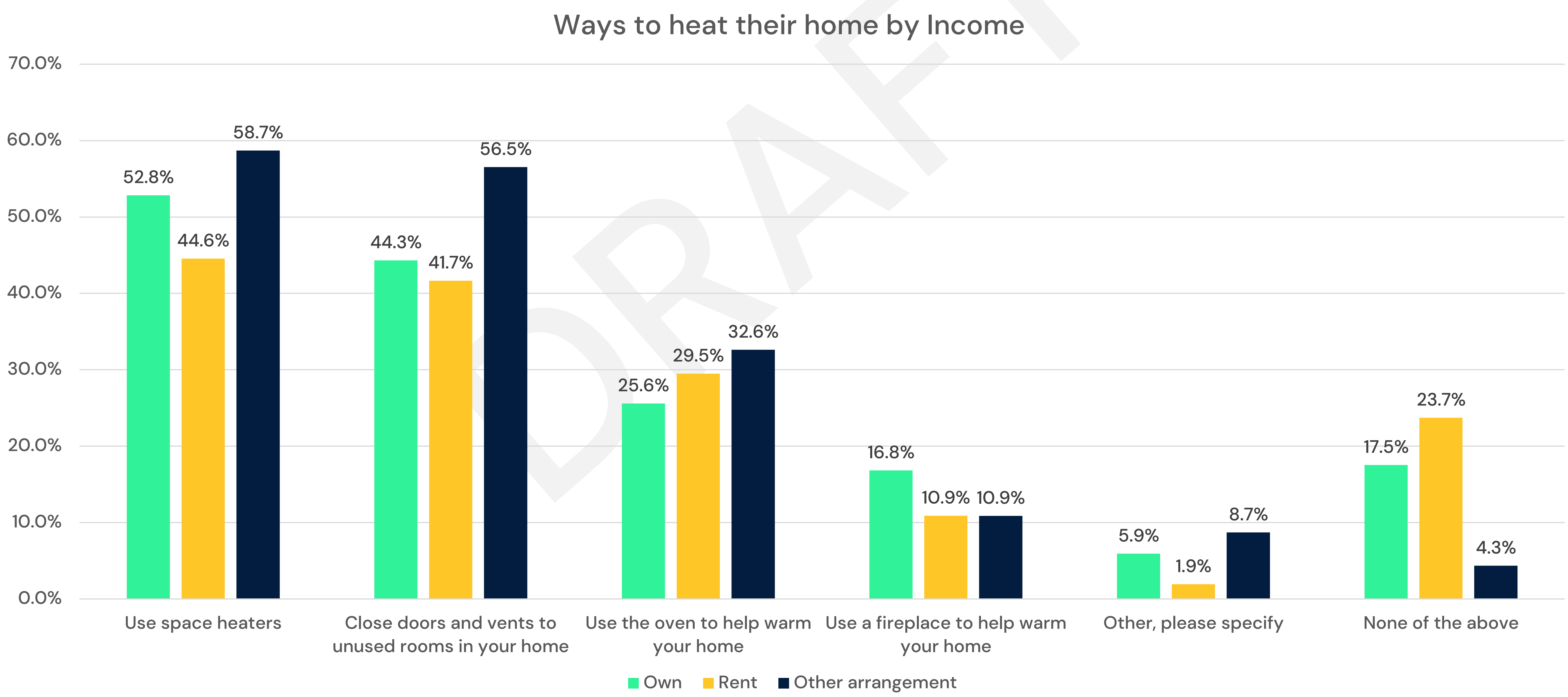
Ways to heat their home by Income



ACTIONS. Aside from using central heating (furnace, boiler, heat pump), sometimes people use other strategies to stay warm in the winter. Which of the following actions have you taken to help keep your home warm this past winter? Select all that apply. (N=764)

Return to Insights

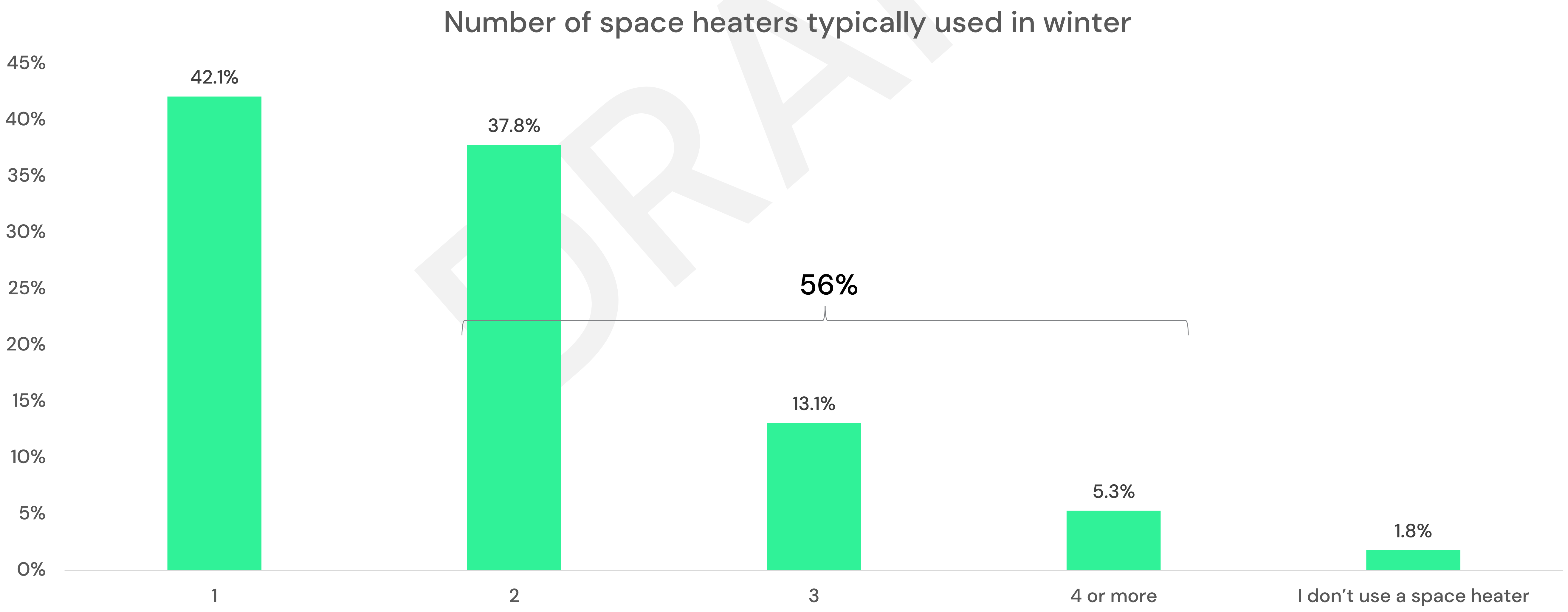
Ways to heat their home by Own/Rent



ACTIONS. Aside from using central heating (furnace, boiler, heat pump), sometimes people use other strategies to stay warm in the winter. Which of the following actions have you taken to help keep your home warm this past winter? Select all that apply. (N=775)

Number of space heaters typically used in winter

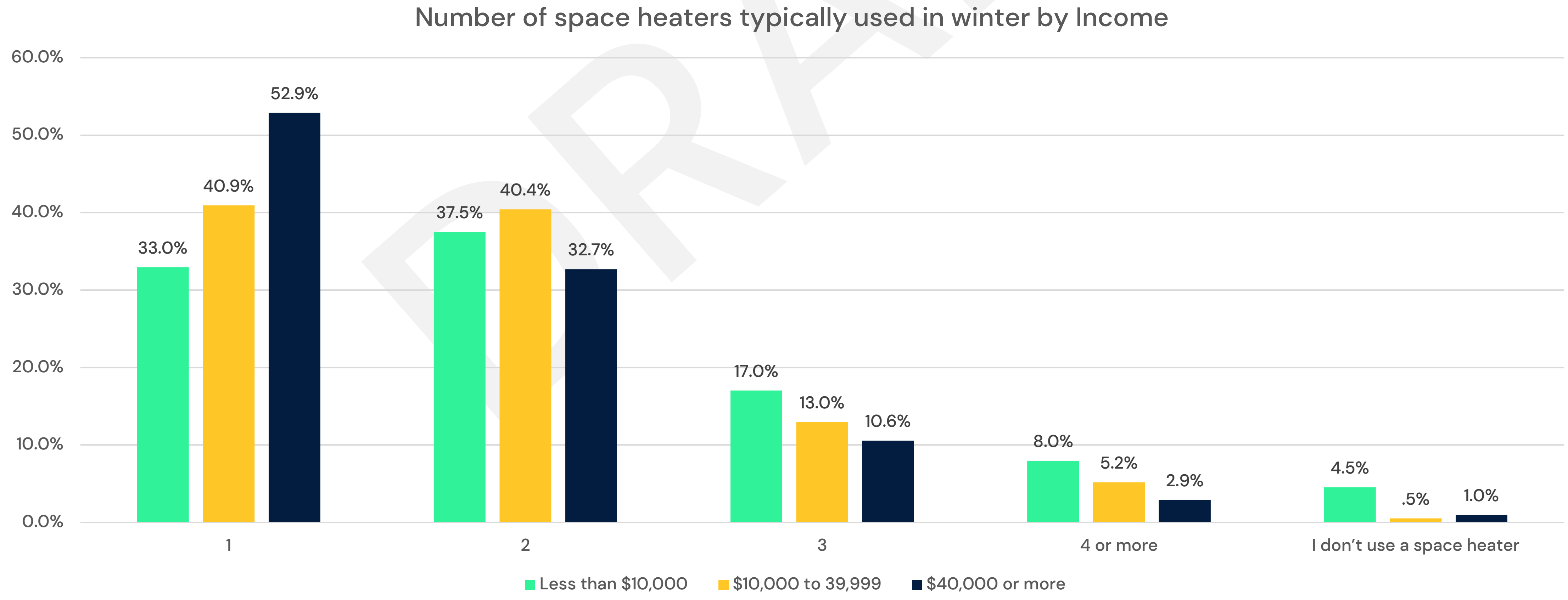
Of the 396 respondents who reported using a space heater as a supplementary heating source, 56% use two or more space heaters.



SPACE. How many space heaters did you (or others in your home) use frequently this past winter? (N=396)

Number of space heaters typically used in winter by Income

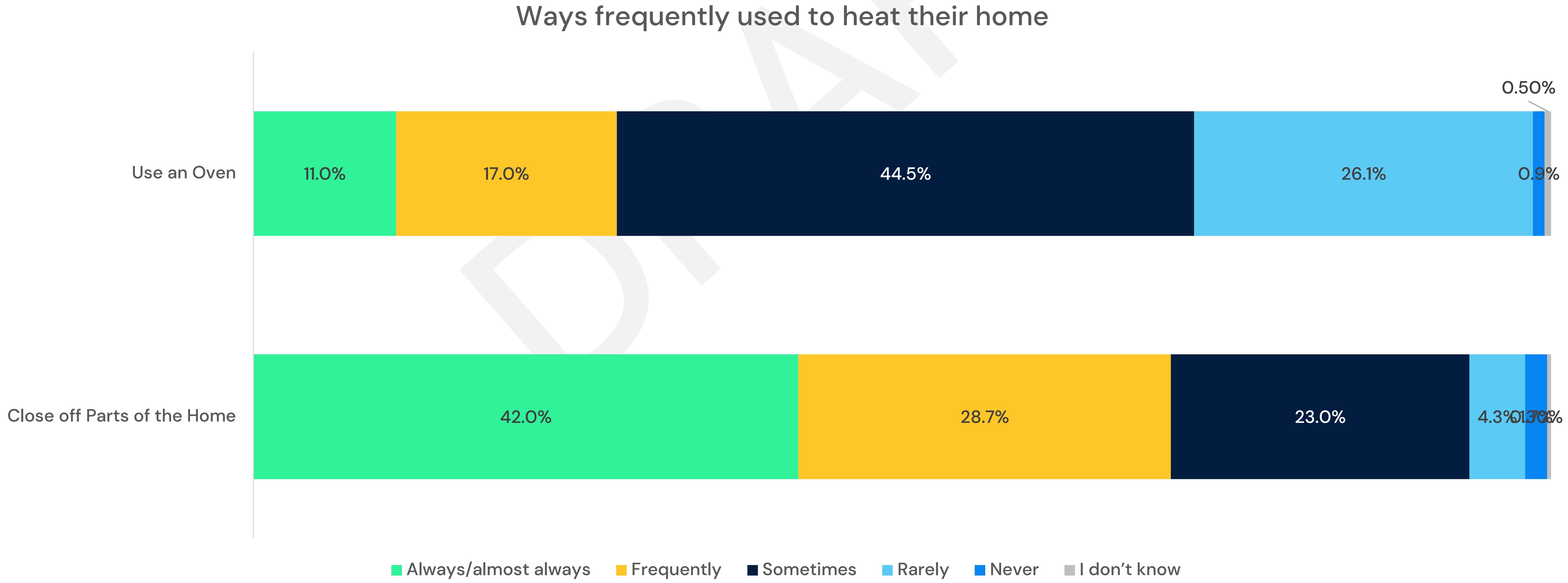
Respondents with higher incomes ($40,000 or more) were more likely to use only one space heater while respondents with income levels below $40,000 indicated using more than one space heater more frequently.



SPACE. How many space heaters did you (or others in your home) use frequently this past winter? (N=385)

Ways frequently used to heat their home

Of the 218 respondents who reported using their oven as a supplementary heating source 28% described this as being Always/almost always or Frequently.
Of the 348 respondents who close off parts of their home, 71% take this action Always/almost always or Frequently.

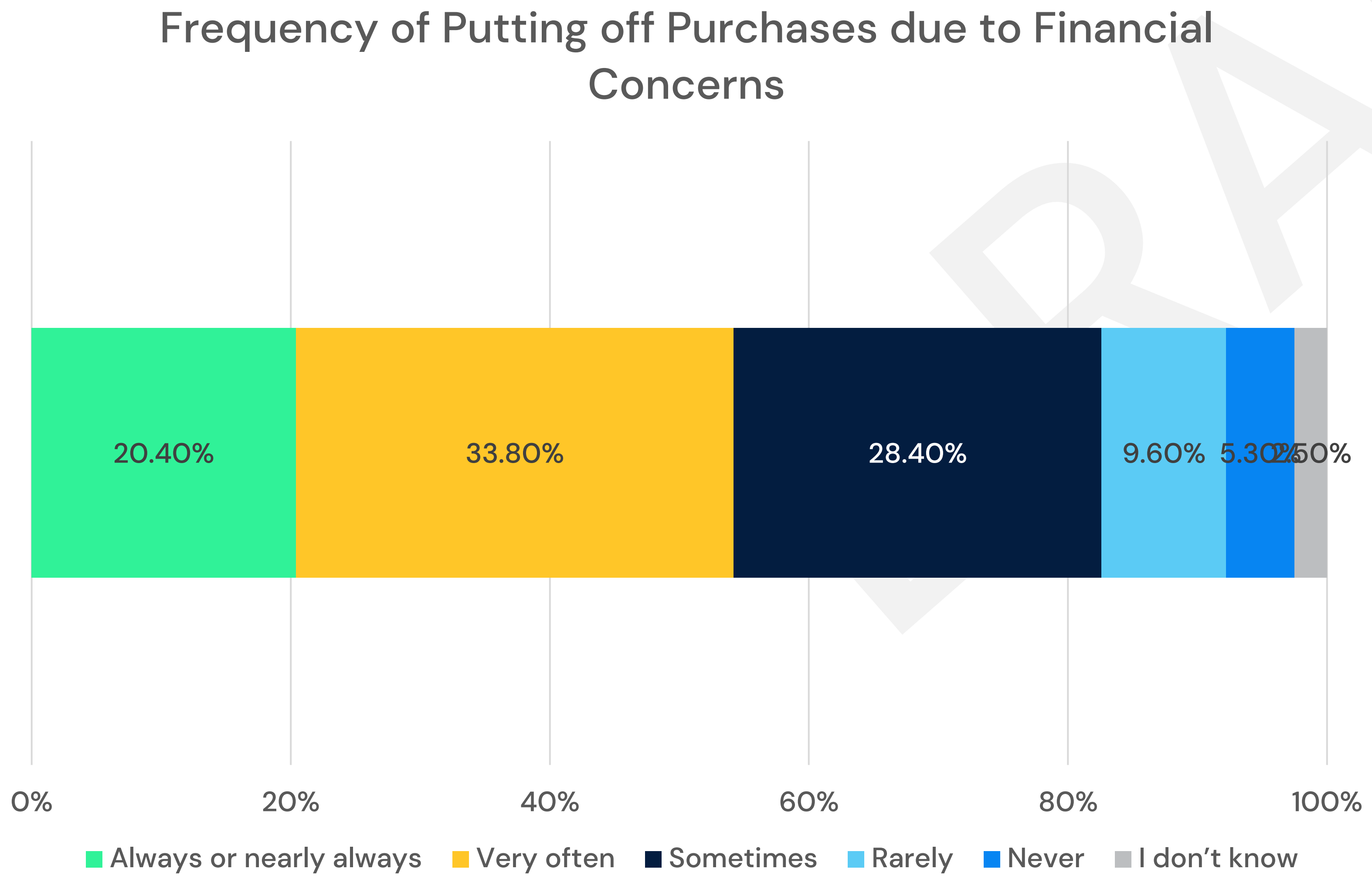


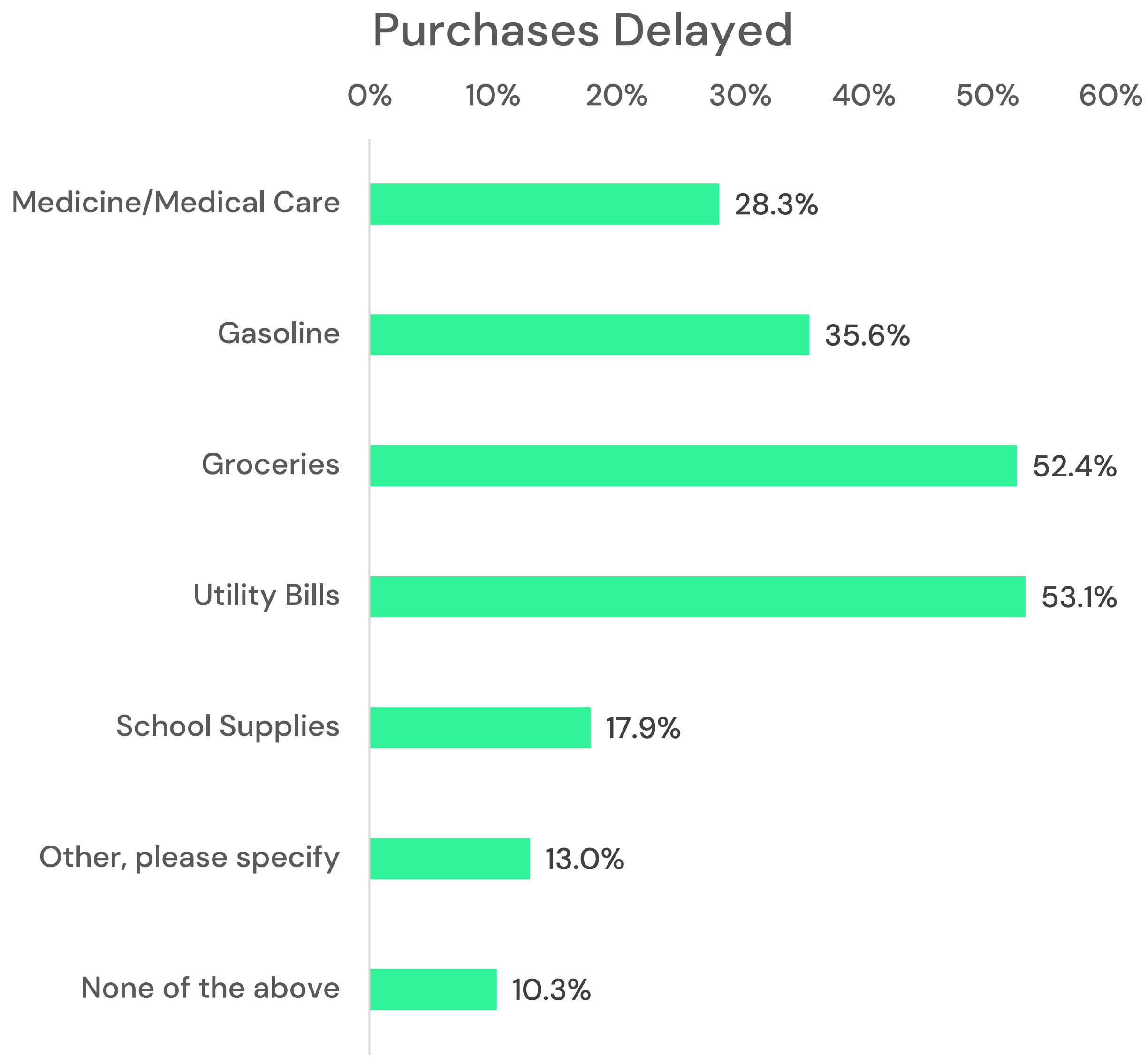
SAVE1. How often did you close off parts of your home to save on heating costs? (N=348)

SAVE2. How often did you use the oven to help warm your home? (N=218)

Bill Challenges

Over half of respondents (54%) indicated they are frequently putting off purchases due to financial concerns. Most frequently respondents reported they are delaying purchases for Utility Bills (53%), Groceries (52%), and Gasoline (36%).



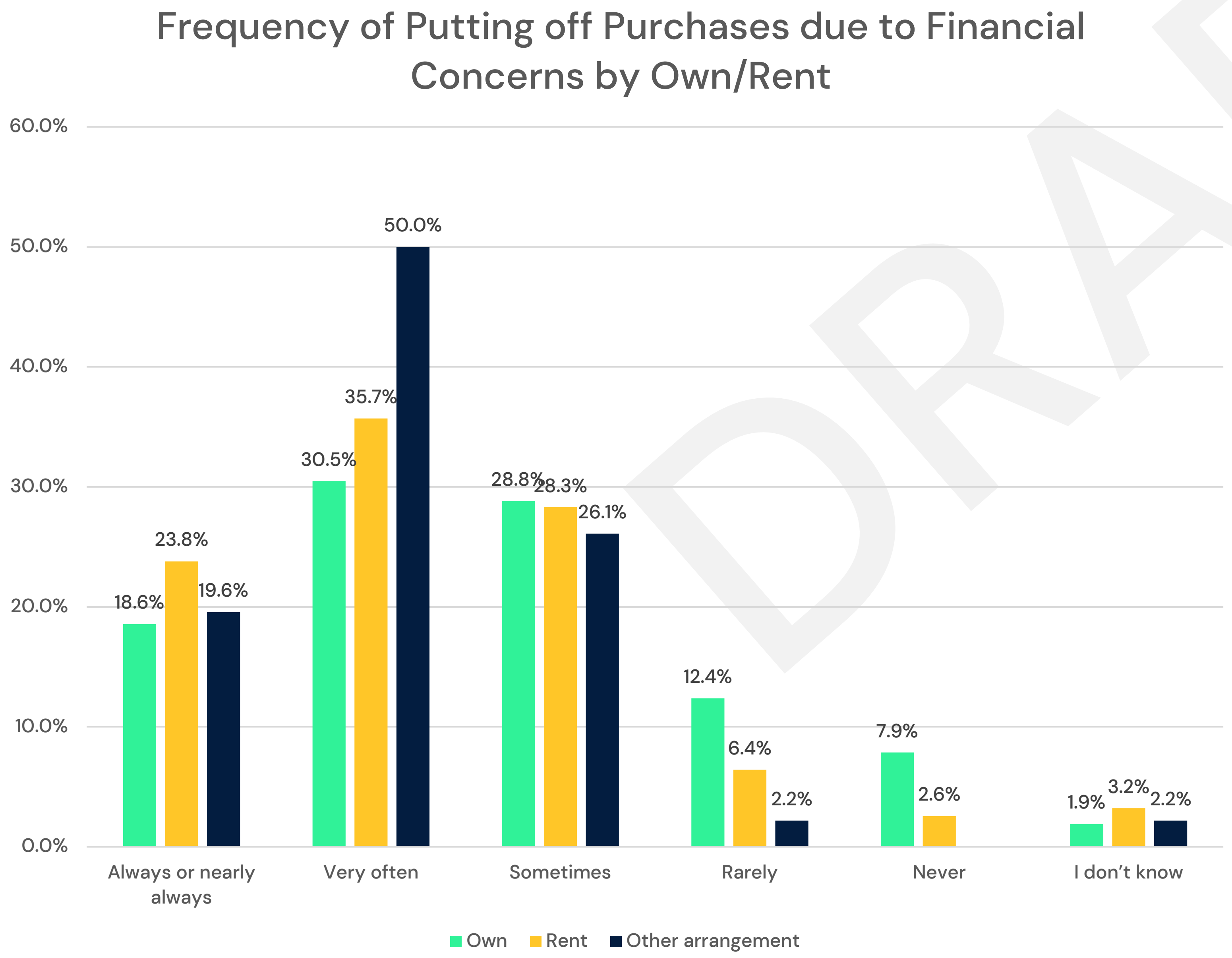


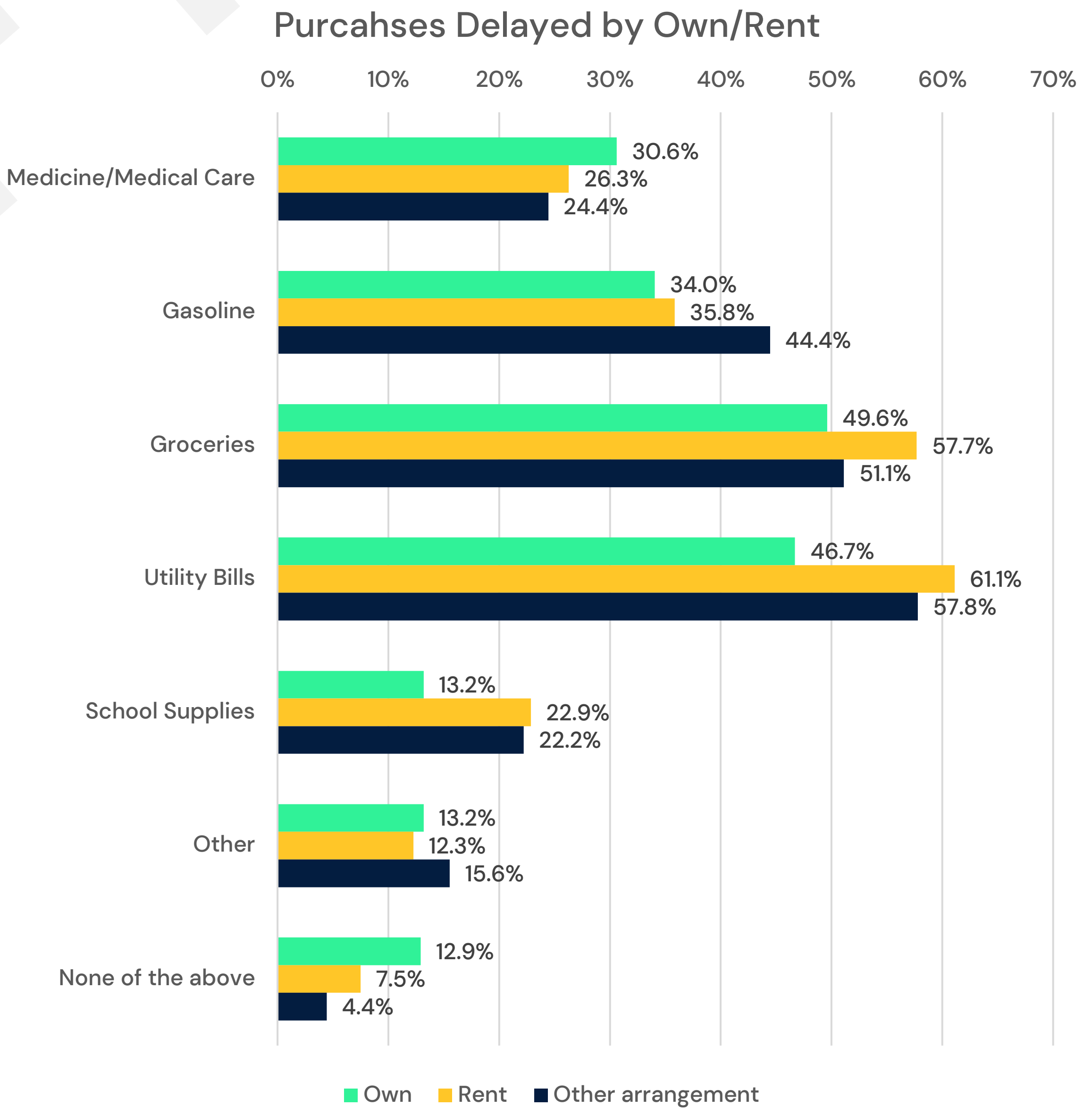
FIN1. In the past 12 months, how often have you or other people in your household put off buying something that you or they needed due to financial concerns? (N=777)

FIN1A. What did you put off buying or paying for due to financial constraints (Select all that apply)? (N=731)

Return to Insights

Bill Challenges by Own/Rent

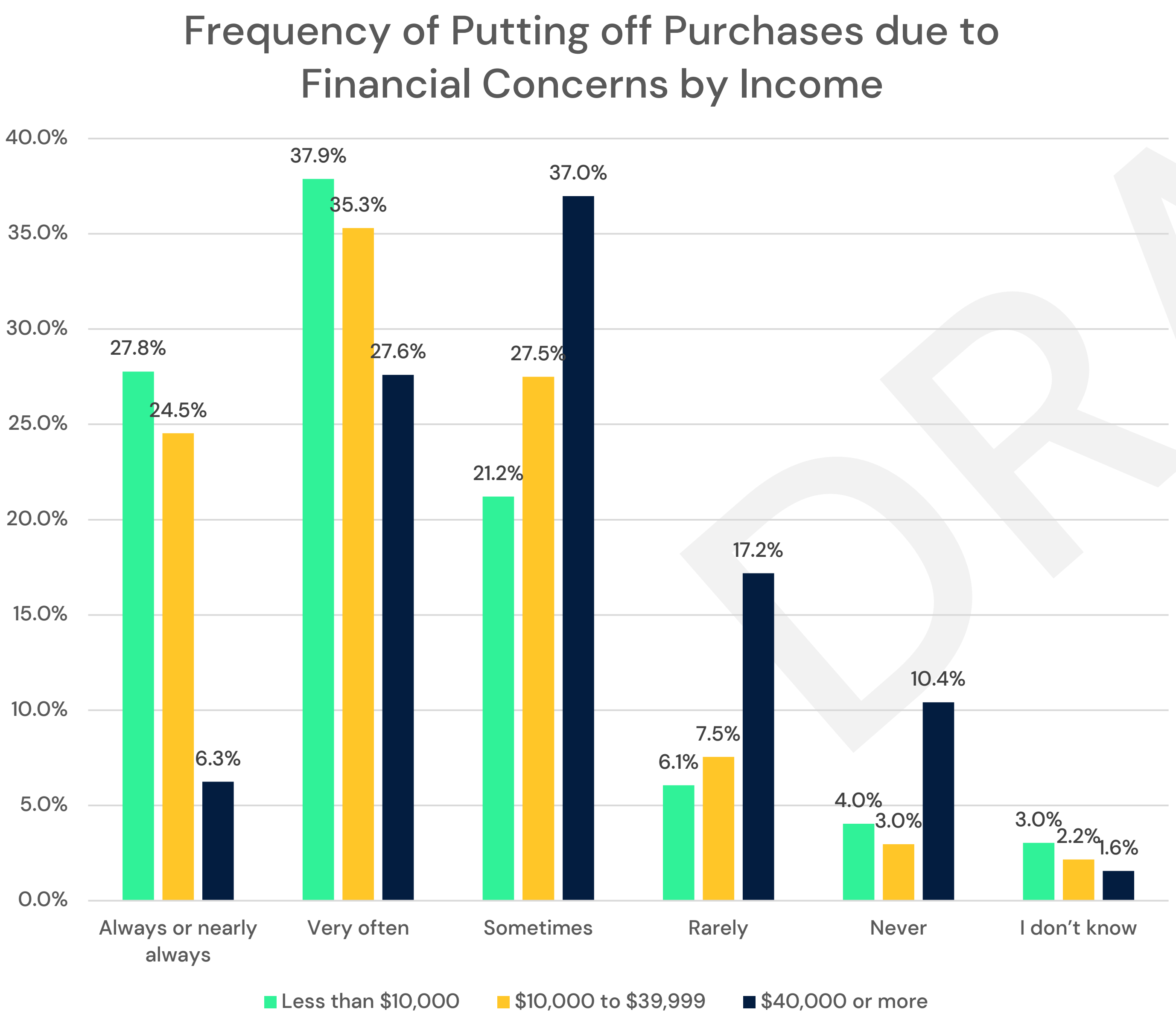


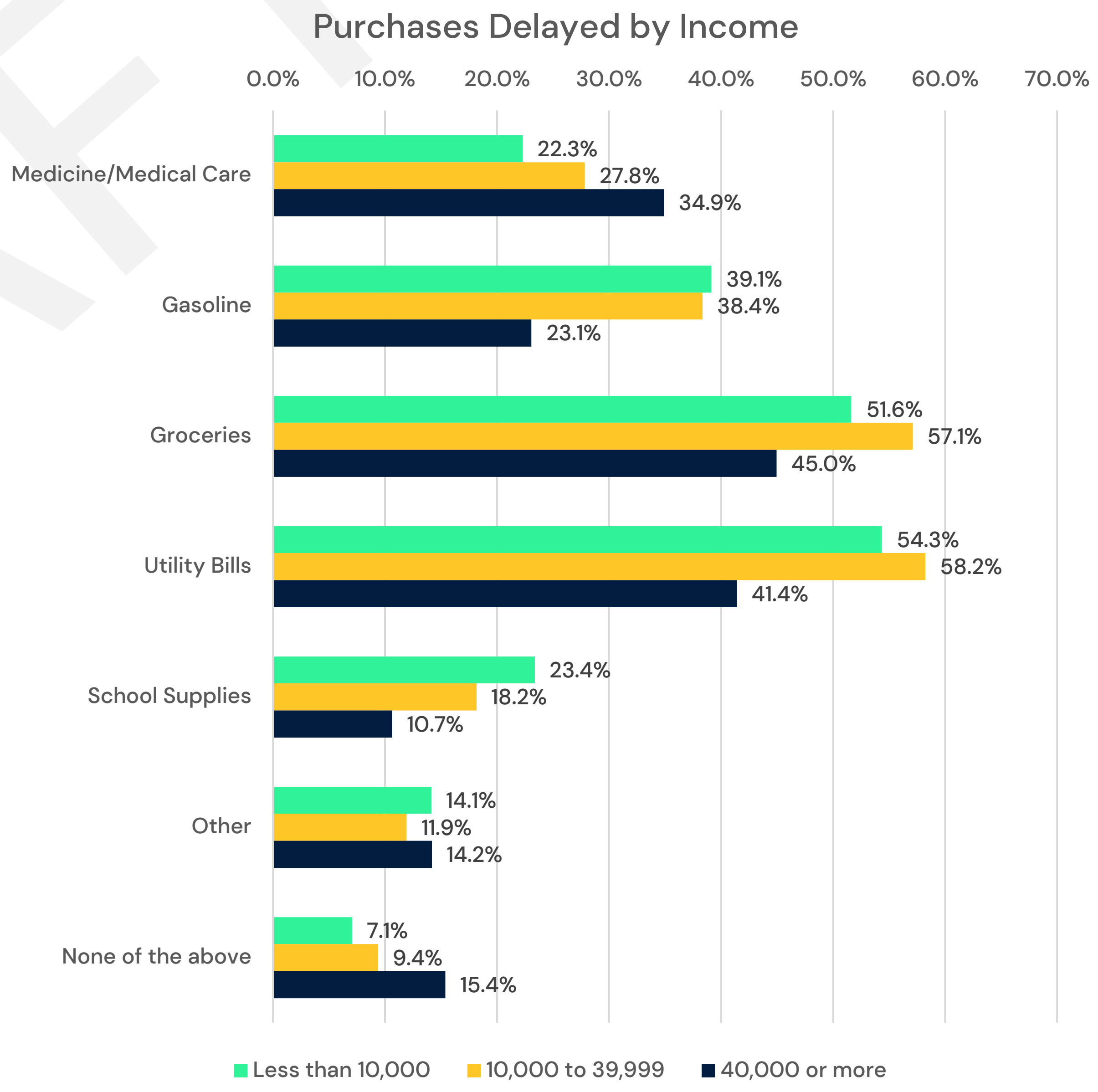


FIN1. In the past 12 months, how often have you or other people in your household put off buying something that you or they needed due to financial concerns? (N=777)

FIN1A. What did you put off buying or paying for due to financial constraints (Select all that apply)? (N=717)

Bill Challenges by Income

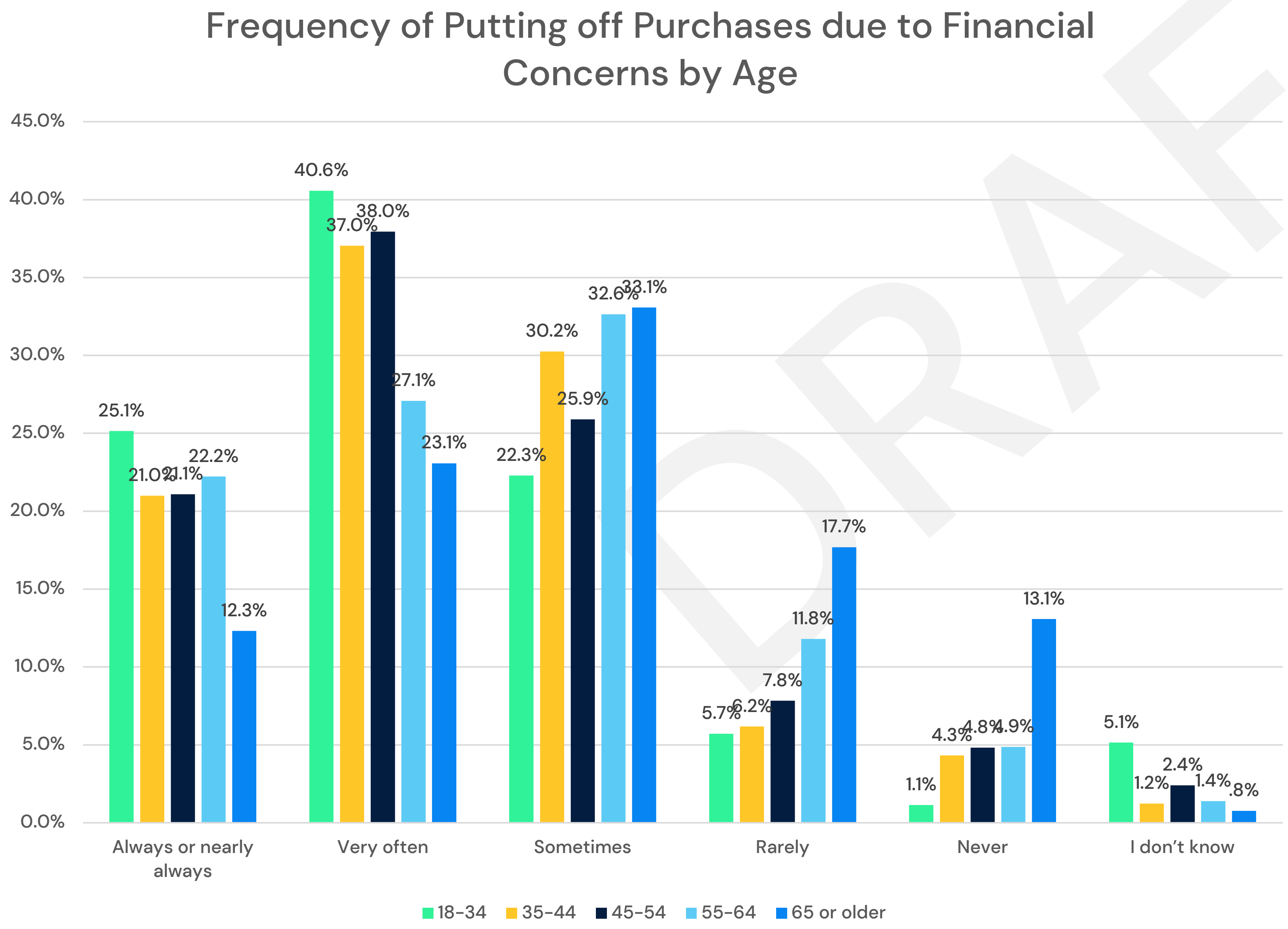


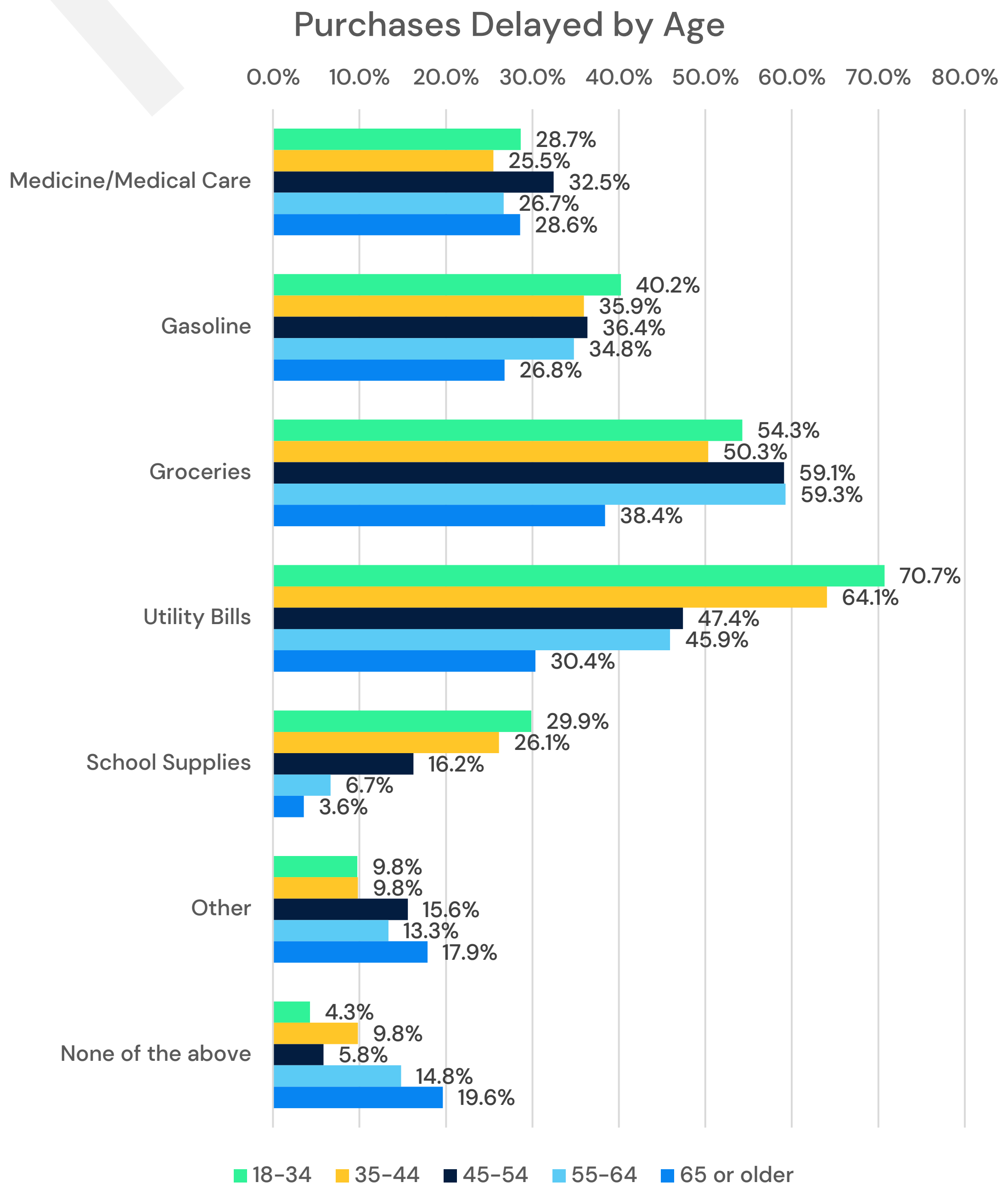


FIN1. In the past 12 months, how often have you or other people in your household put off buying something that you or they needed due to financial concerns? (N=762)

FIN1A. What did you put off buying or paying for due to financial constraints (Select all that apply)? (N=705)

Bill Challenges by Age





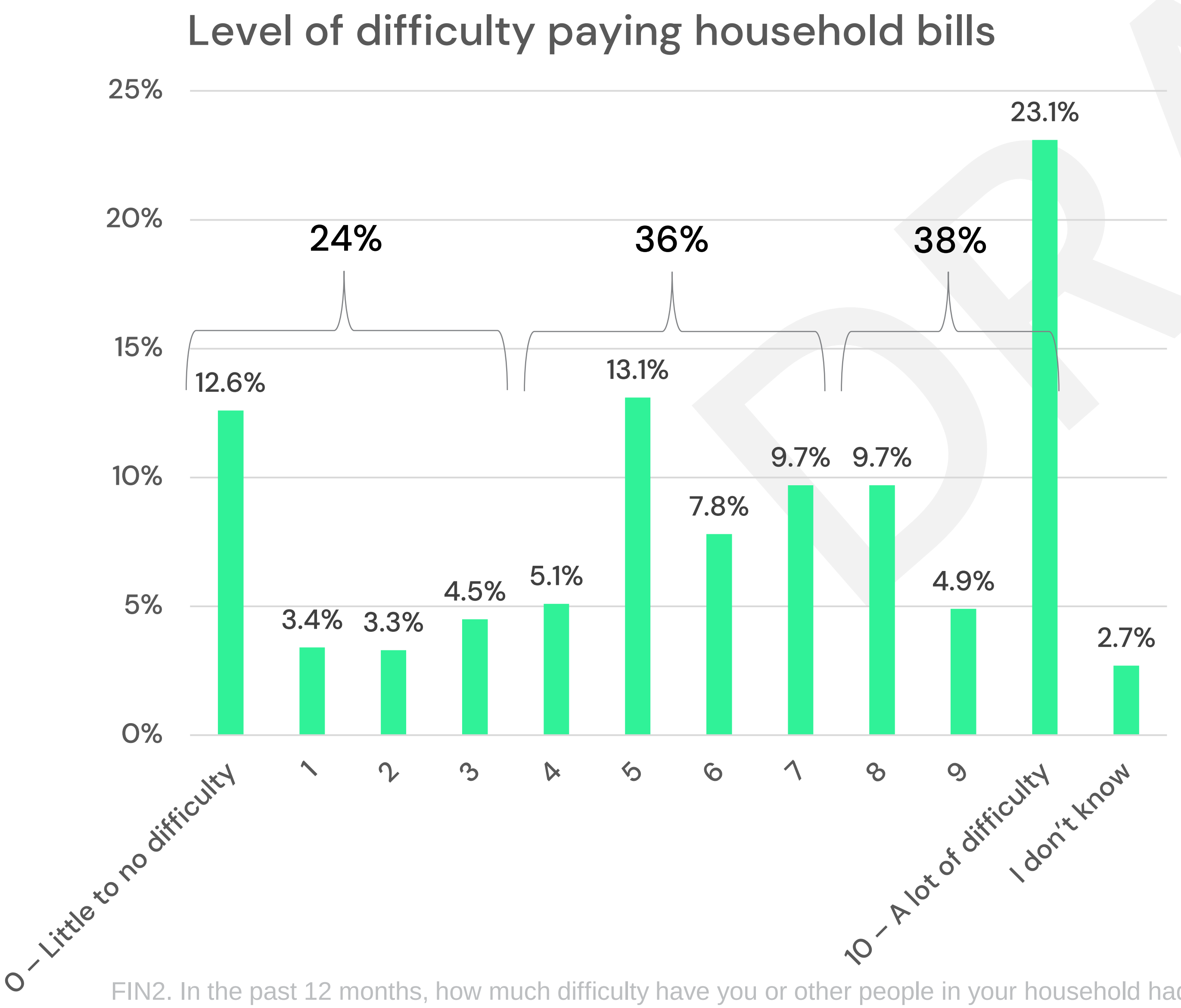
FIN1. In the past 12 months, how often have you or other people in your household put off buying something that you or they needed due to financial concerns? (N=777)

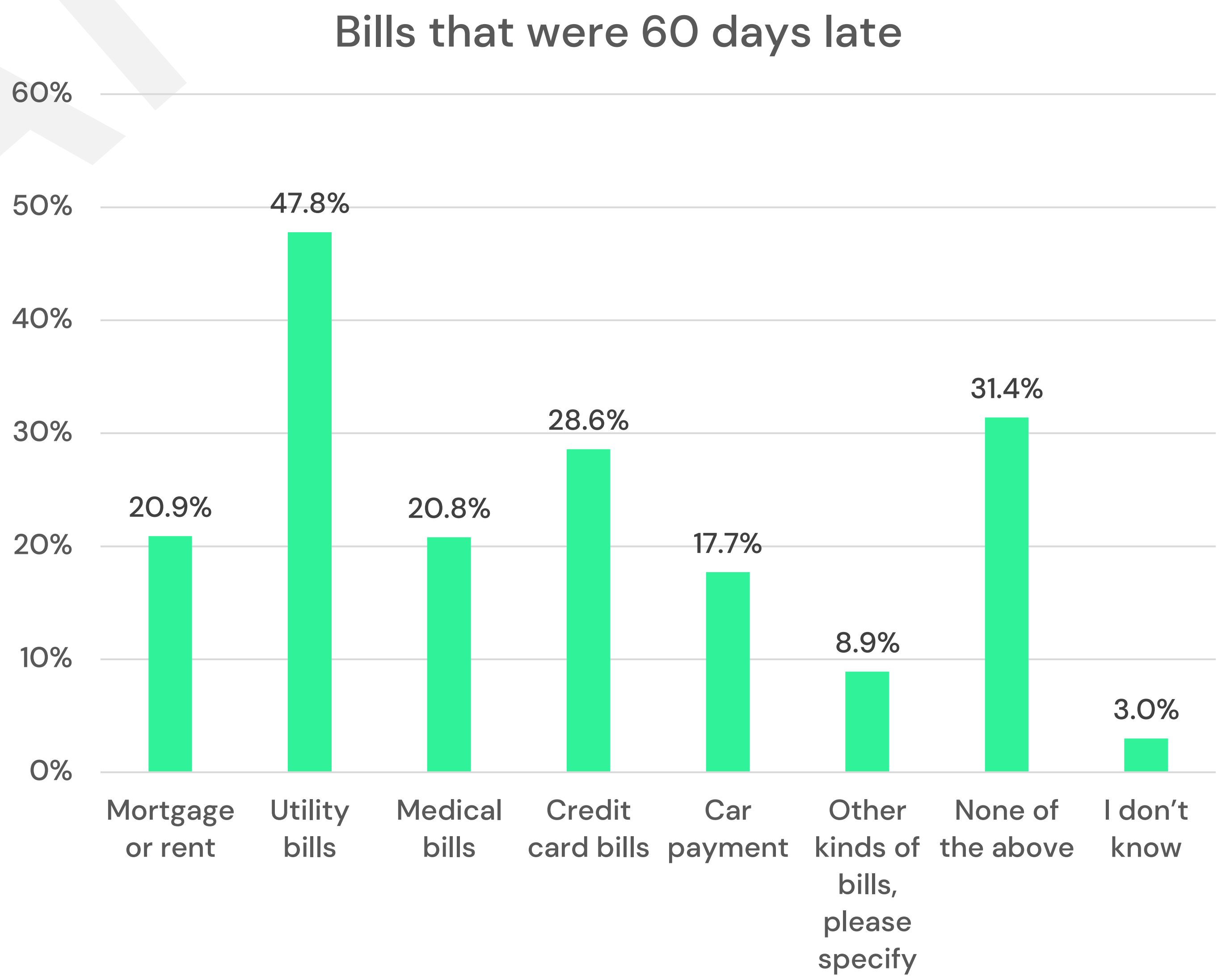
FIN1A. What did you put off buying or paying for due to financial constraints (Select all that apply)? (N=718)

Level of difficulties paying bills

Over a third of survey respondents (38%) ranked their difficulty to pay bills as being an 8 or more on a ten-point scale. Utility bills (48%) were the most common response to which bills had been 60 days late.

Mean = 6.1
Median = 6.5





FIN2. In the past 12 months, how much difficulty have you or other people in your household had paying household bills? (N=792)

FIN3. In the past 12 months, have you been 60 days late in paying any of the following types of bills. Select all that apply. (N=792)

Return to Insights

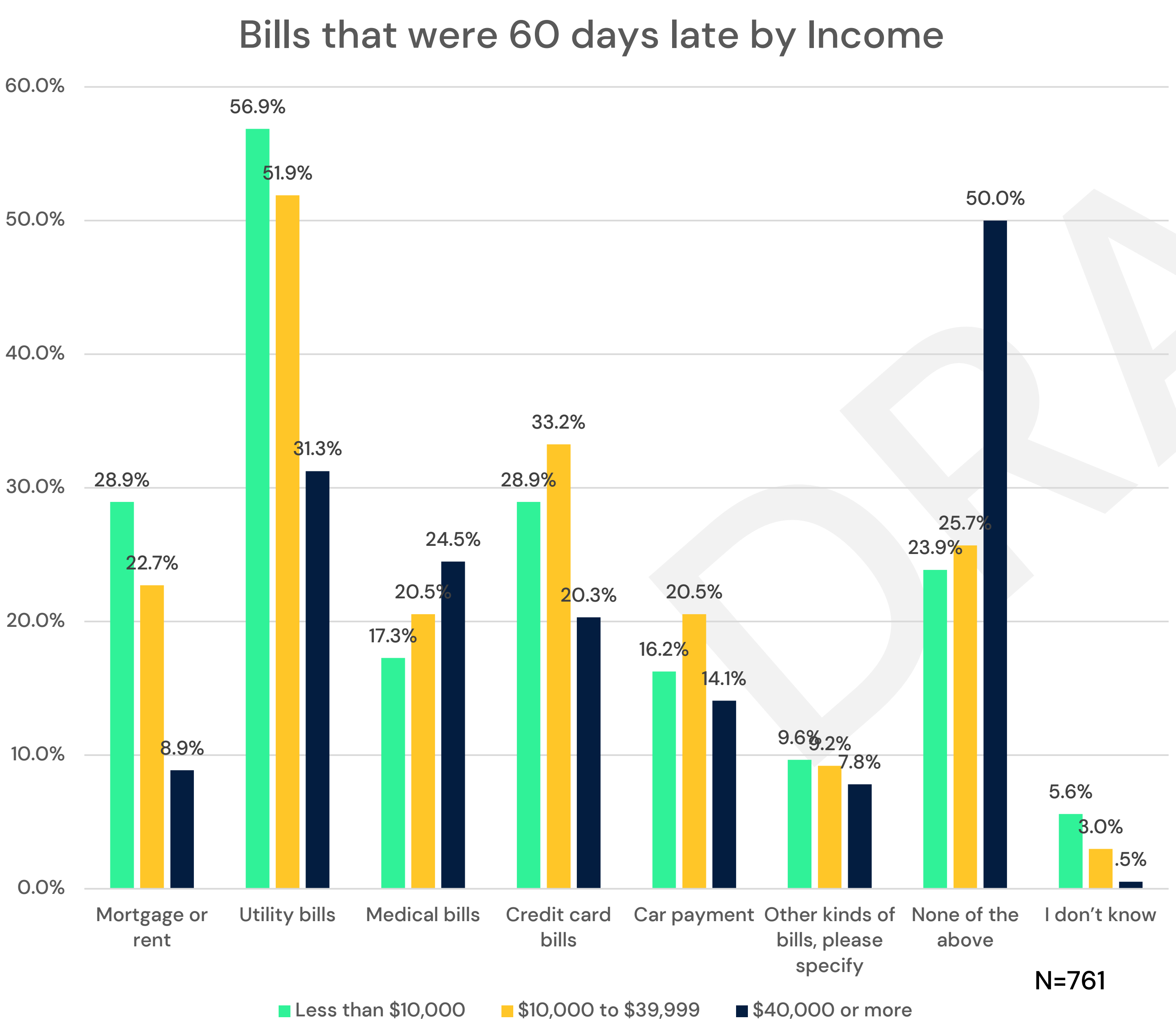
Level of difficulty paying household bills by PUMA, Own/Rent, Age, Income

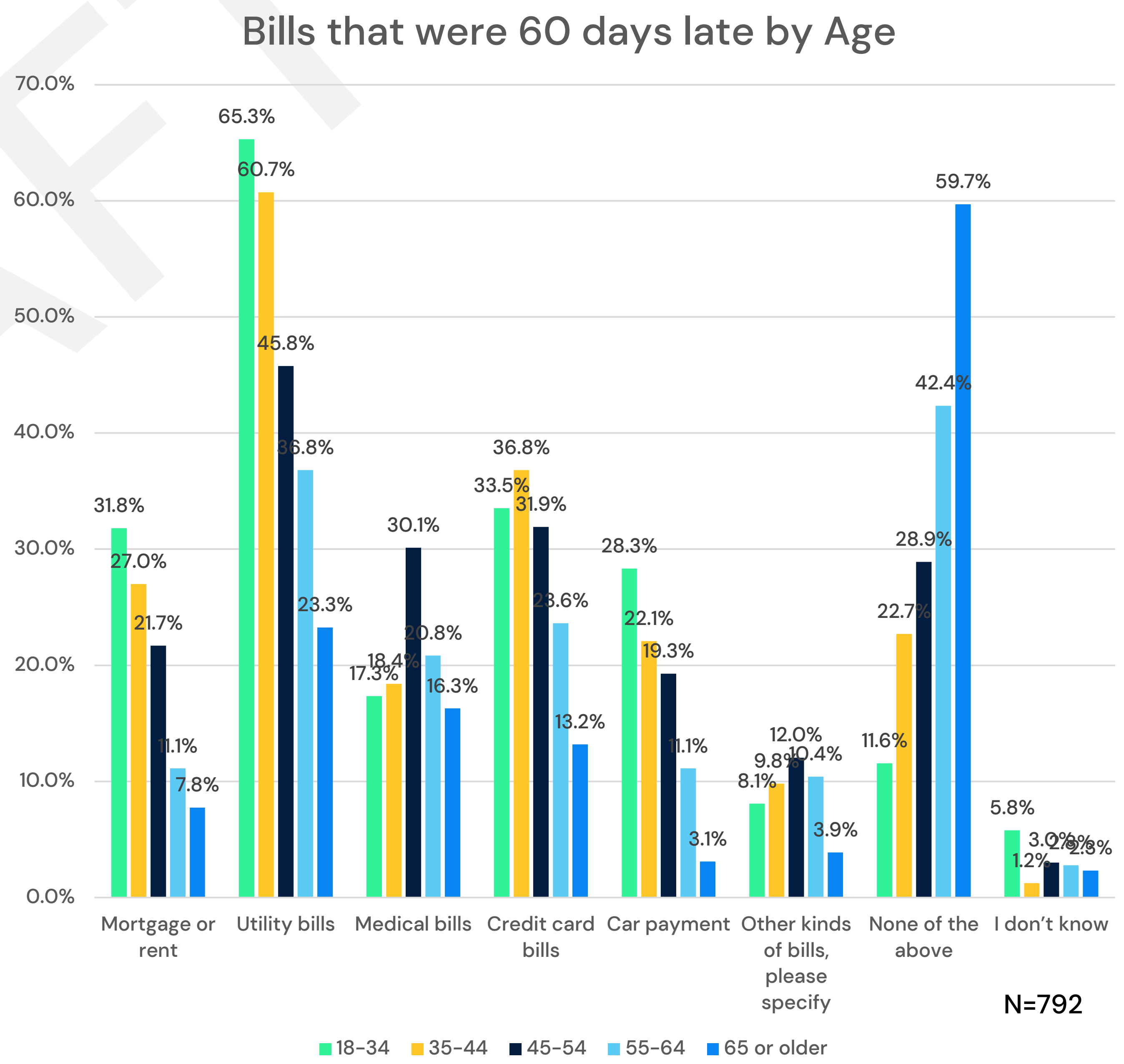
		Mean	Median
PUMA (N=792)	3208	6.0	6.4
	3210	6.2	6.5
Own/Rent (N=777)	Own	5.4	5.7
	Rent	6.9	7.4
	Other arrangement	6.9	7.1
Age (N=792)	18-34	7.2	7.6
	35-44	6.5	6.9
	45-54	6.3	6.5
	55-64	5.9	6.2
	65 or older	4.2	3.8
Income (N=761)	Less than $10,000	7.2	8.2
	$10,000 to $39,999	6.4	6.7
	$40,000 or more	4.4	4.4

FIN2. In the past 12 months, how much difficulty have you or other people in your household had paying household bills? .

Sierra Club Responsive Comments,
Docket UD-22-04, Exhibit 10

Bills that were 60 days late by Income and Age





FIN3. In the past 12 months, have you been 60 days late in paying any of the following types of bills. Select all that apply

Survey 6

Household Insights, Interests, and Characteristics

Return to Insights

Survey 6: Key Findings

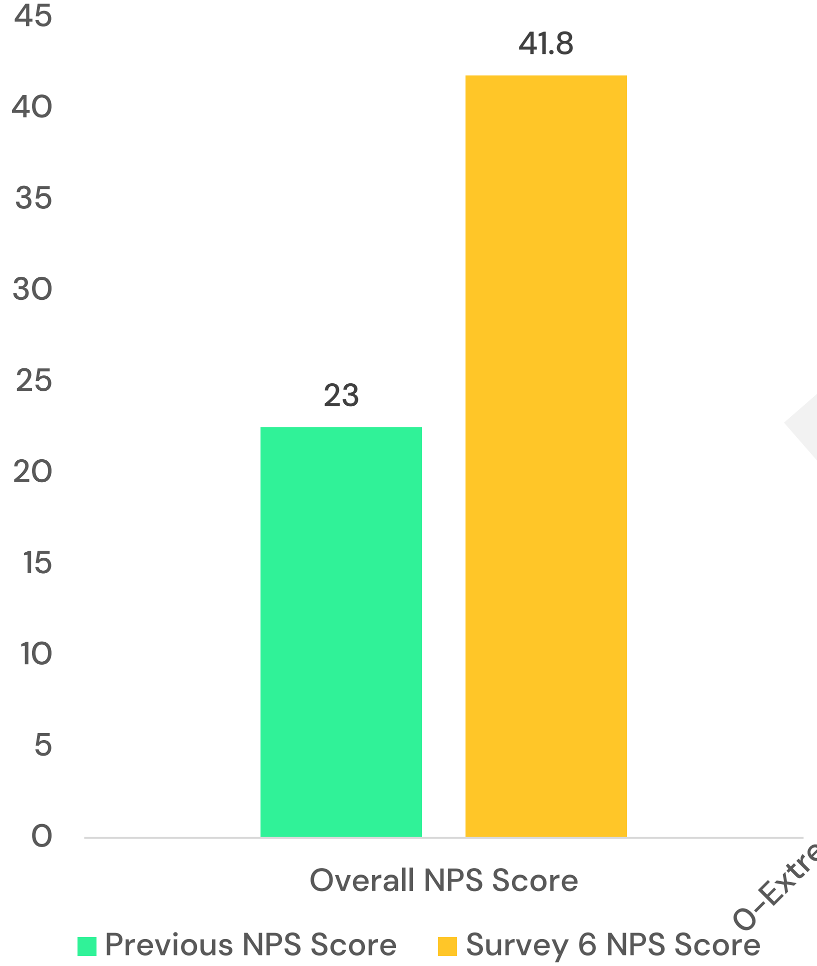
Household Insights, Interests, and Characteristics

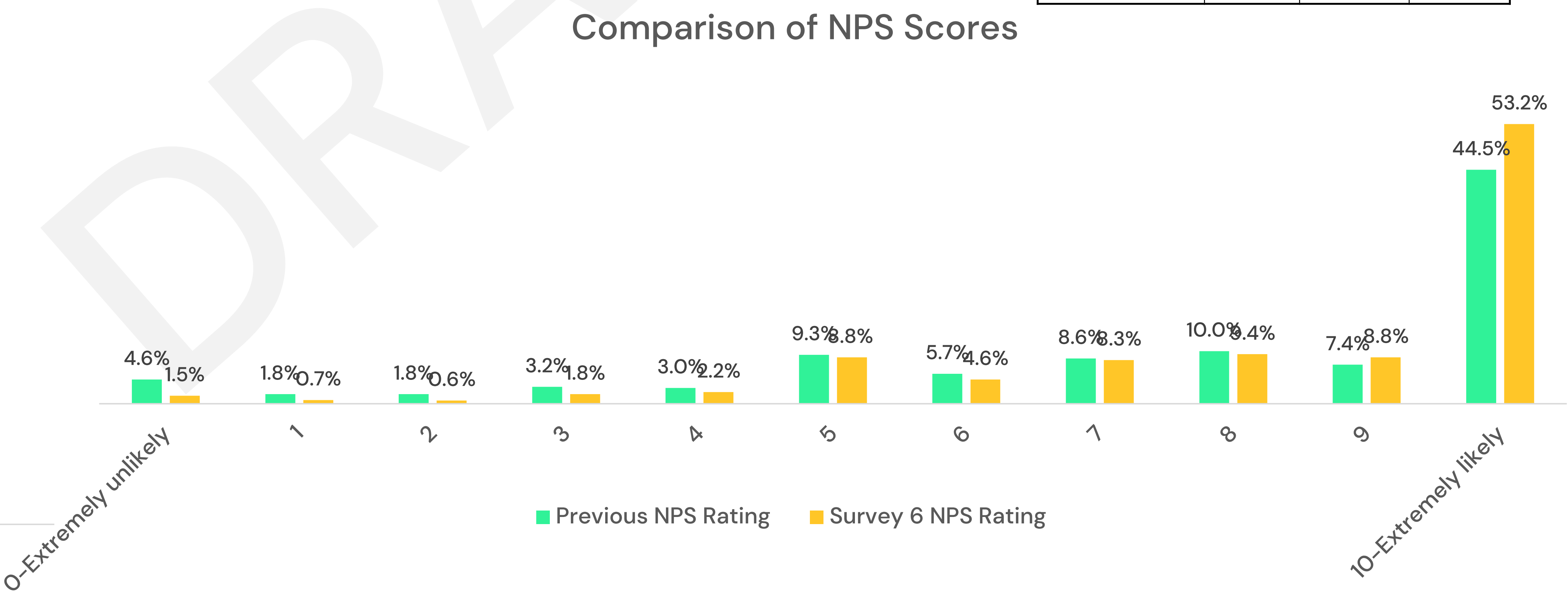
- **Longstanding Connection to Greater Detroit:** 73%of respondents have lived in greater Detroit more than 30 years (77% of owners & 61% of renters).
- **Moderate Satisfaction with Information about DTE Programs:** A slim majority of customers (55%) rated their satisfaction with DTE program information at 9 or above for EWR programs, payment assistance programs, and ways to save through shifts in behavior. Thirteen percent were dissatisfied.
- **High Level of Interest in Learning More about DTE Initiatives in the Community:** 93% interested in learning more; 82% prefer email communications; 25% prefer text messaging; 32% prefer U.S. mail.
- **Facebook is Most Used Social Media Platform:** 65% of respondents use Facebook at least once per week. Youtube was second most popular social media resources while 19% don't use any social media.
- **English is the Predominant Language and WIFI is Ubiquitous:** 99% of households speak English as their primary language and 94% of WIFI in their home.
- **Communications with DTE Infrequent for Most but Regular for Others:** 73% of households contact DTE a few times per year or less; 19% reach contact DTE monthly or more often.
- **Surveys Build Rapport:** The NPS nearly doubled for customers who took surveys 1, 2 or 3 AND 6.

Change in NPS Score

Respondents who participated in Survey 6 who also participated in Surveys 1, 2, or 3 a were asked the NPS rating again in Survey 6. This is a total of 544 customers. Among these customers, the overall NPS scores increased by 82%.

	Mean	Median	NPS Score
Surveys 1-3	7.6	8.8	22.5
Survey 6	8.3	9.2	41.8





NPS = % of Promoters (9-10 on scale) – % of Detractors (0-6 on scale)

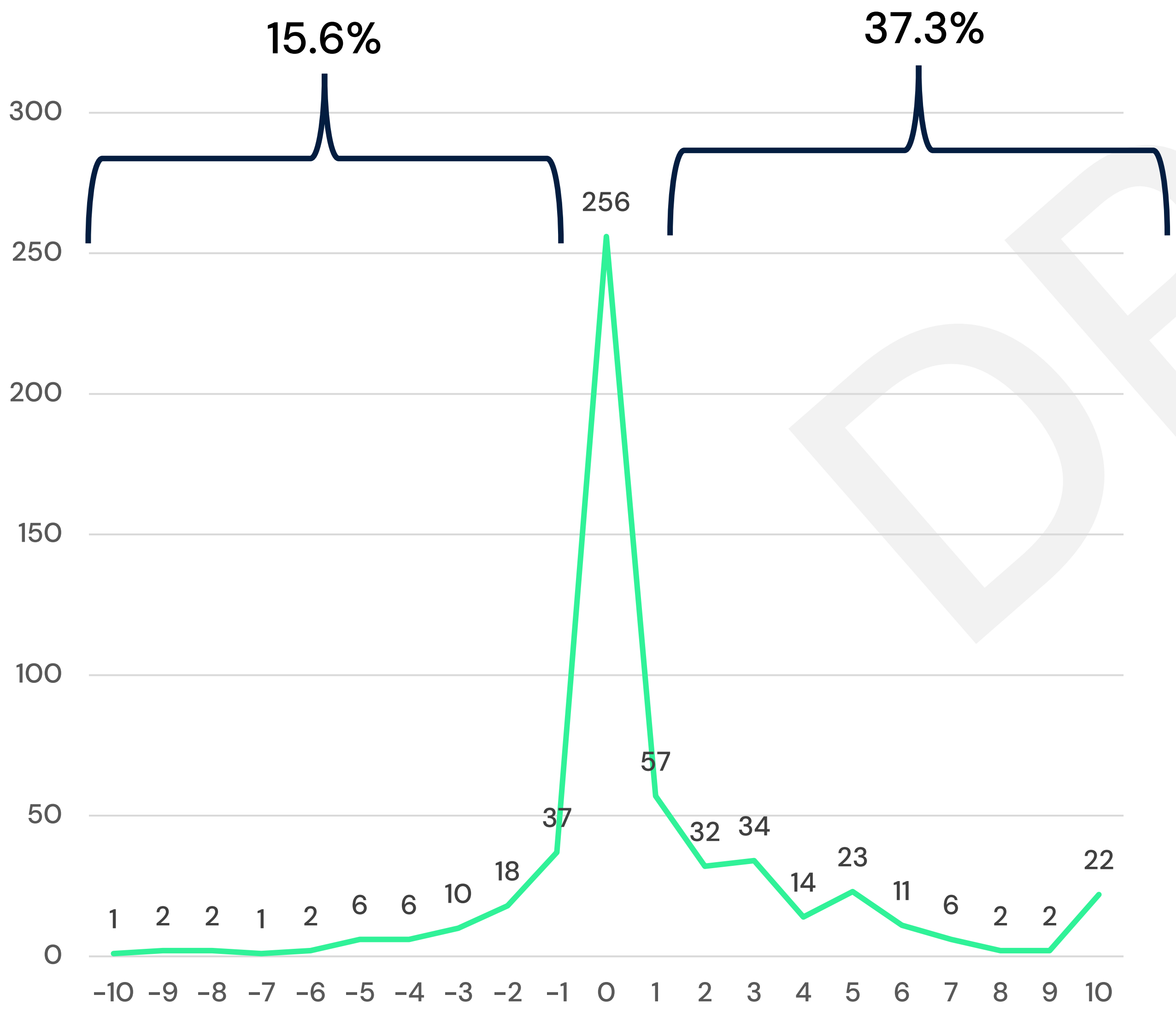
NPS6. Thanks for taking this final community poll! We hope your experience has been positive. We would like to start this poll by asking how likely you are to recommend DTE to a friend or family member? (N=544)

Return to Insights

Change in NPS Rating from Surveys 1, 2, or 3 to Survey 6 NPS Score

Approximately, 37% of respondents who completed surveys 1, 2, or 3 had a positive change in NPS Rating, and 10% moved to a promoter (rating DTE either a 9 or 10).

Change in NPS Rating



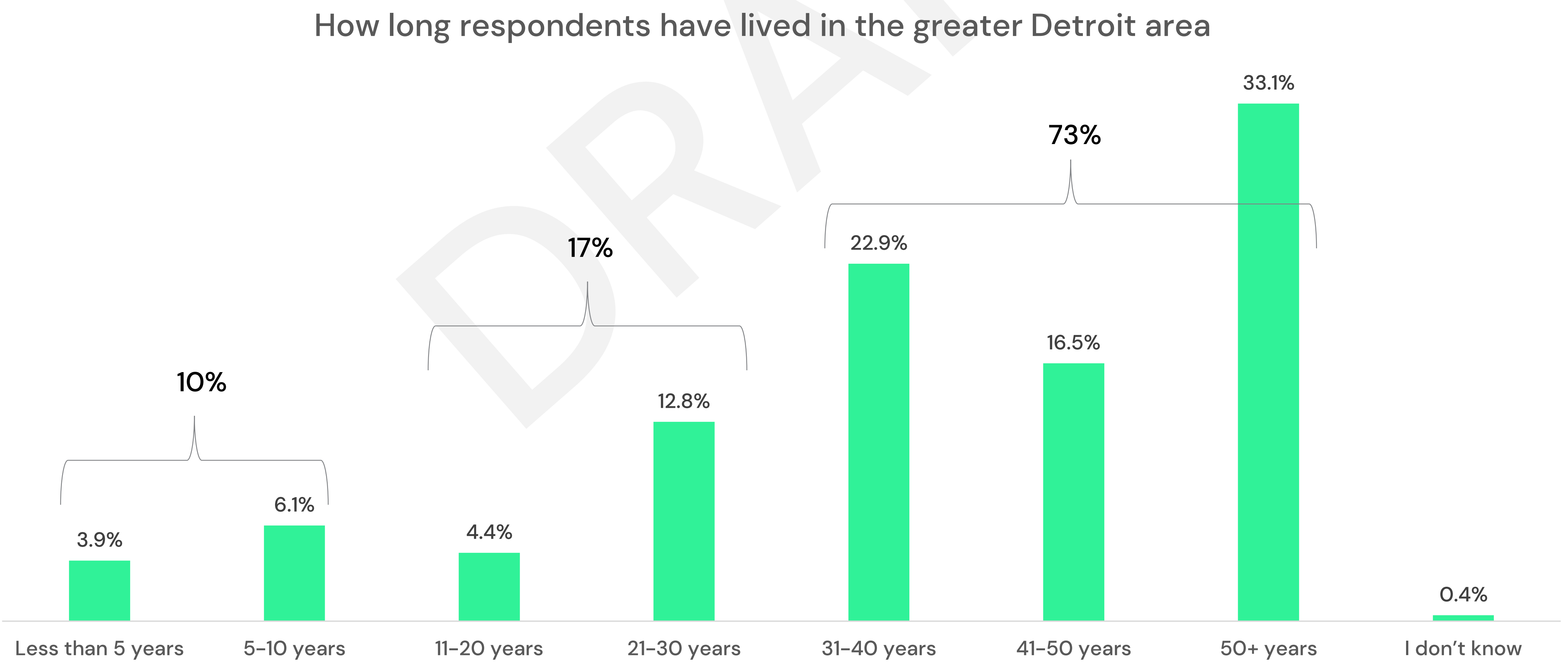
(N=544)

Admission Survey NPS 0 to 10 Rating	Survey 6 NPS Rating 0 to 10: 0 1 2 3 4 5 6	7 8	9 10
0 1 2 3 4 5 6	Staying Detractor 14.3% N=78	Detractor to Passive 3.1% N=17	Detractor to Promoter 2.9% N= 16
7 8	Passive to Detractor 6.6% N=36	Passive to Passive 7.5% N=41	Passive to Promoter 3.5% N=19
9 10	Promoters to Detractors 9.7% N= 53	Promoter to Passive 6.8% N=37	Promoter to Promoter 45.4% N=247

Sierra Club Responsive Comments,
Docket UD-22-04, Exhibit 10

How long respondents have lived in Detroit

More than two thirds of respondents (73%) have lived in the greater Detroit area for over 30 years.

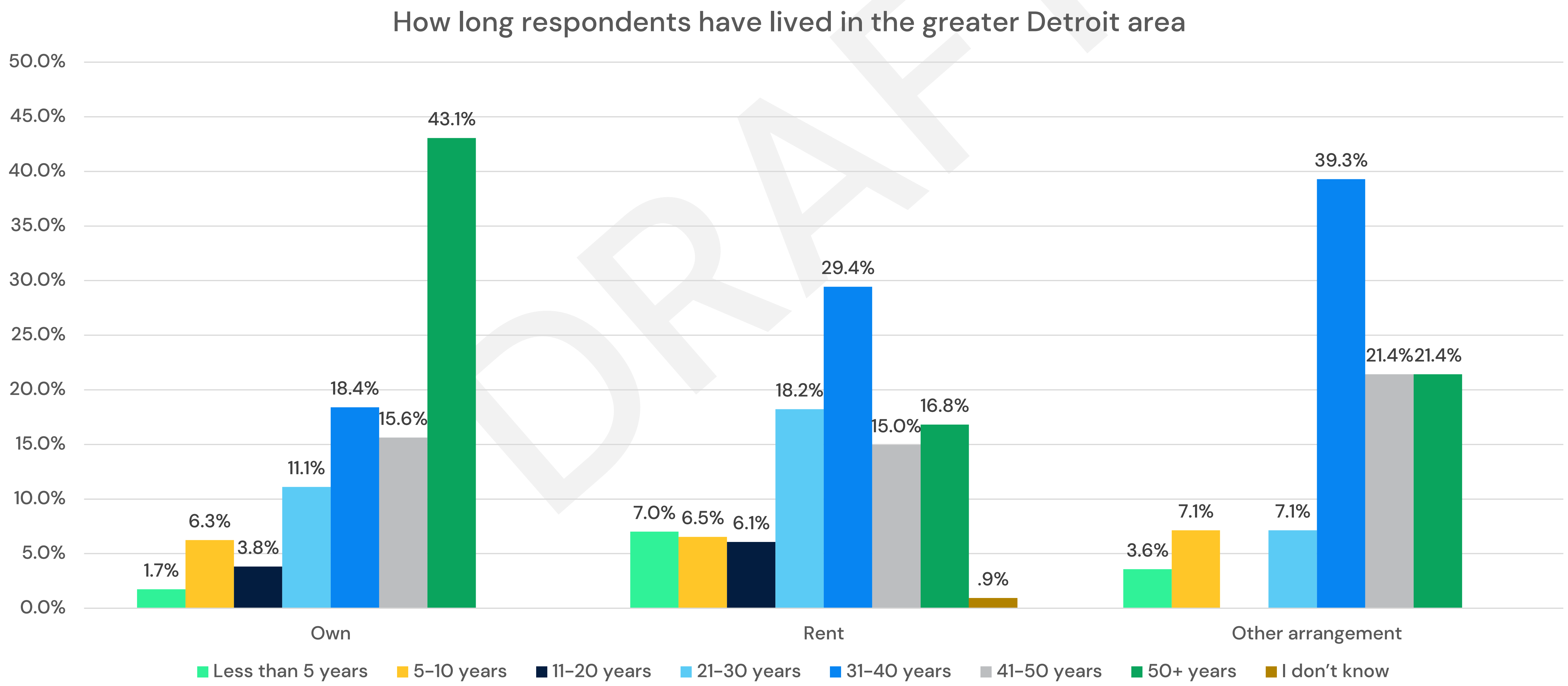


GENR. How long have you lived in the greater Detroit area? (N=800)

Return to Insights

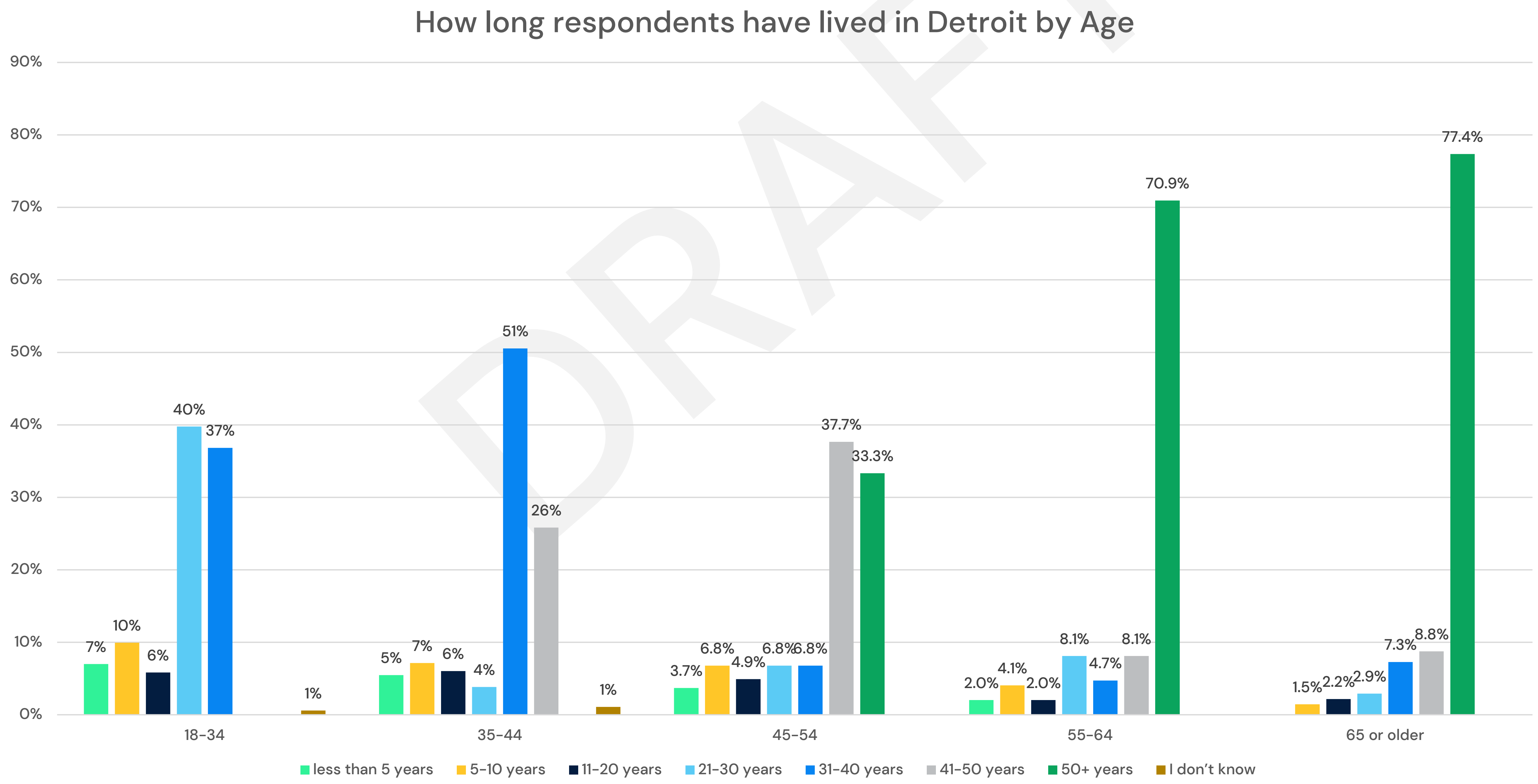
Sierra Club Responsive Comments,
Docket UD-22-04, Exhibit 10

How long respondents have lived in Detroit by Own/Rent



GENR. How long have you lived in the greater Detroit area? (N=800)

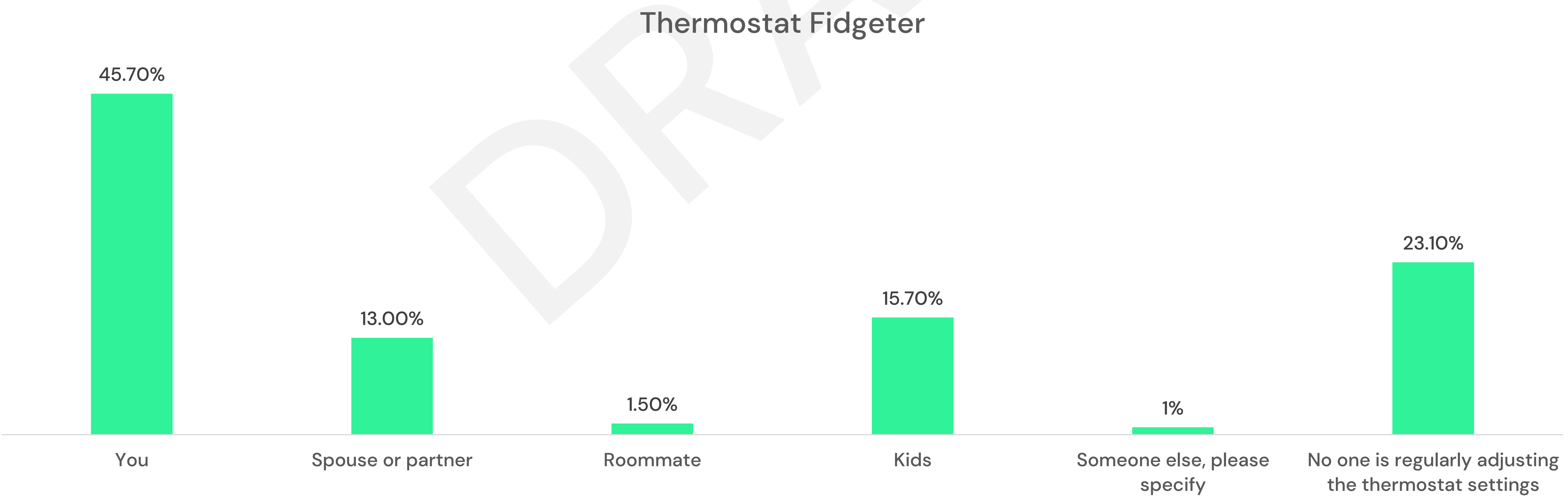
How long respondents have lived in Detroit by Age



GENR. How long have you lived in the greater Detroit area? (N=800)

Who fidgets with the thermostat the most

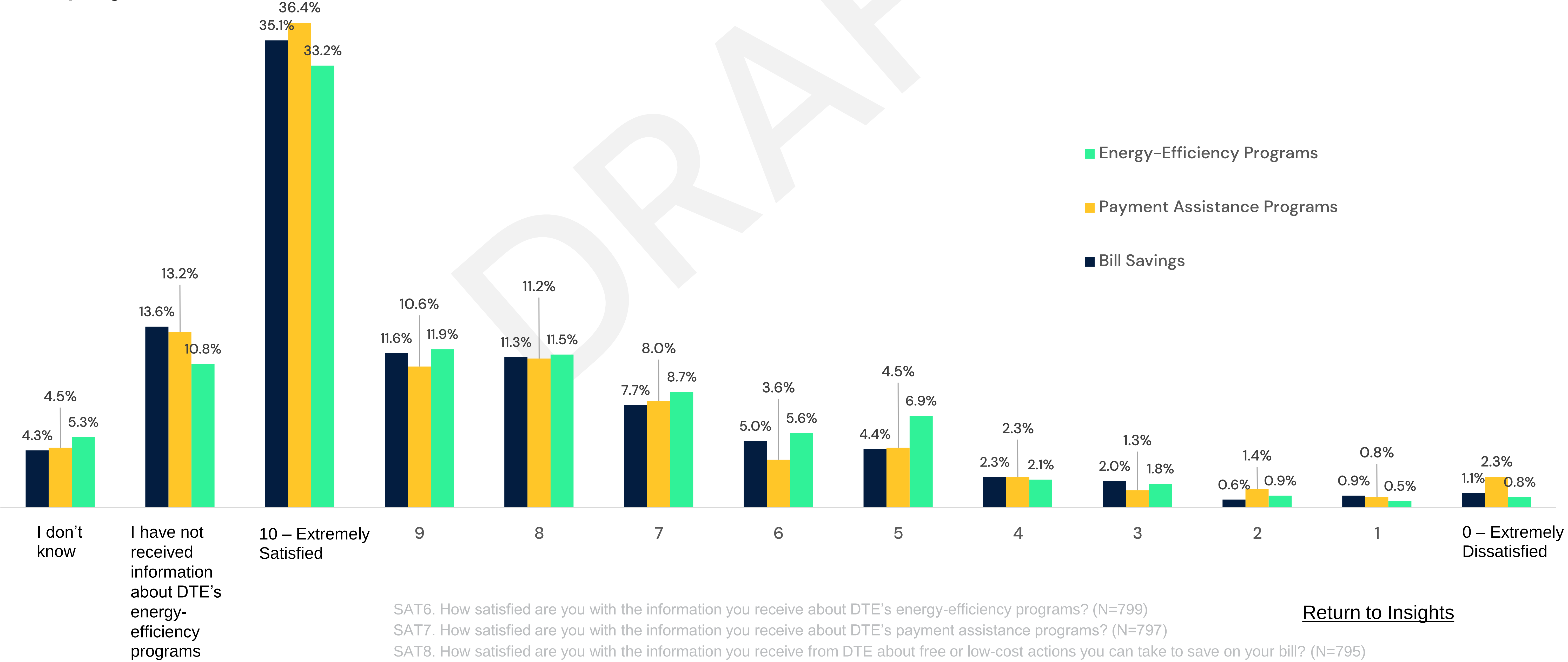
Nearly half (46%) of respondents listed themselves as being the household member who fidgets with the thermostat temperature the most.



FUN6. We know Detroit winters can be cold! Who in your home tends to fidget with the thermostat temperature the most? (N=799)

Satisfaction and Recall with DTE program information

The majority of respondents (82%-84%) have received information about the energy-efficiency programs, payment assistance programs, and bill savings communications. Approximately 55% gave a satisfaction score of 9 or 10 for these programs.



SAT6. How satisfied are you with the information you receive about DTE's energy-efficiency programs? (N=799)
SAT7. How satisfied are you with the information you receive about DTE's payment assistance programs? (N=797)
SAT8. How satisfied are you with the information you receive from DTE about free or low-cost actions you can take to save on your bill? (N=795)

Return to Insights

Satisfaction with DTE program information

Of the participants who recalled receiving information about select DTE programs, 40-43% were extremely satisfied with the information provided about the program.

Energy-Efficiency Programs Satisfaction Ratings:
- 85% rated 6 or above
- 68% rated 8 or above
- 54% rated DTE 9 or above (Top Box)
- 40% gave DTE a 10 out of 10!
- Only 15% expressed dissatisfaction (<5)

Mean = 8.07
Median = 8.76

Bill Savings Programs Satisfaction Ratings:
- 84% rated 6 or above
- 69% rated 8 or above
- 56% rated DTE 9 or above (Top Box)
- 42% gave DTE a 10 out of 10!
- Only 14% expressed dissatisfaction (<5)

Mean = 8.10
Median = 9.02

Payment Assistance Programs Satisfaction Ratings:
- 83% rated 6 or above
- 69% rated 8 or above
- 56% rated DTE 9 or above (Top Box)
- 43% gave DTE a 10 out of 10!
- Only 15% expressed dissatisfaction (<5)

Mean = 8.15
Median = 9.99

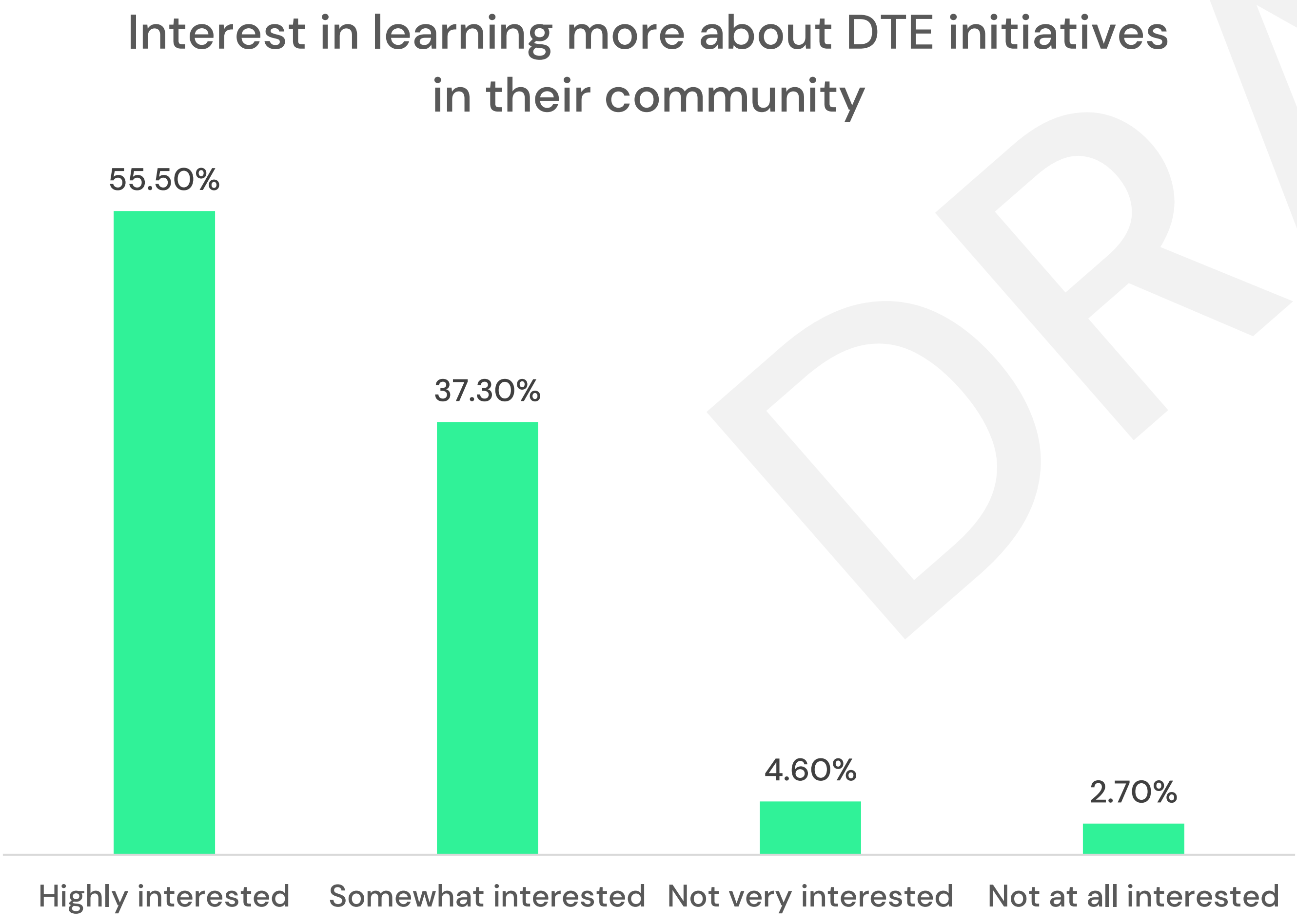
SAT6. How satisfied are you with the information you receive about DTE's energy-efficiency programs? (N=669)
SAT7. How satisfied are you with the information you receive about DTE's payment assistance programs? (N=669)
SAT8. How satisfied are you with the information you receive from DTE about free or low-cost actions you can take to save on your bill? (N=669)

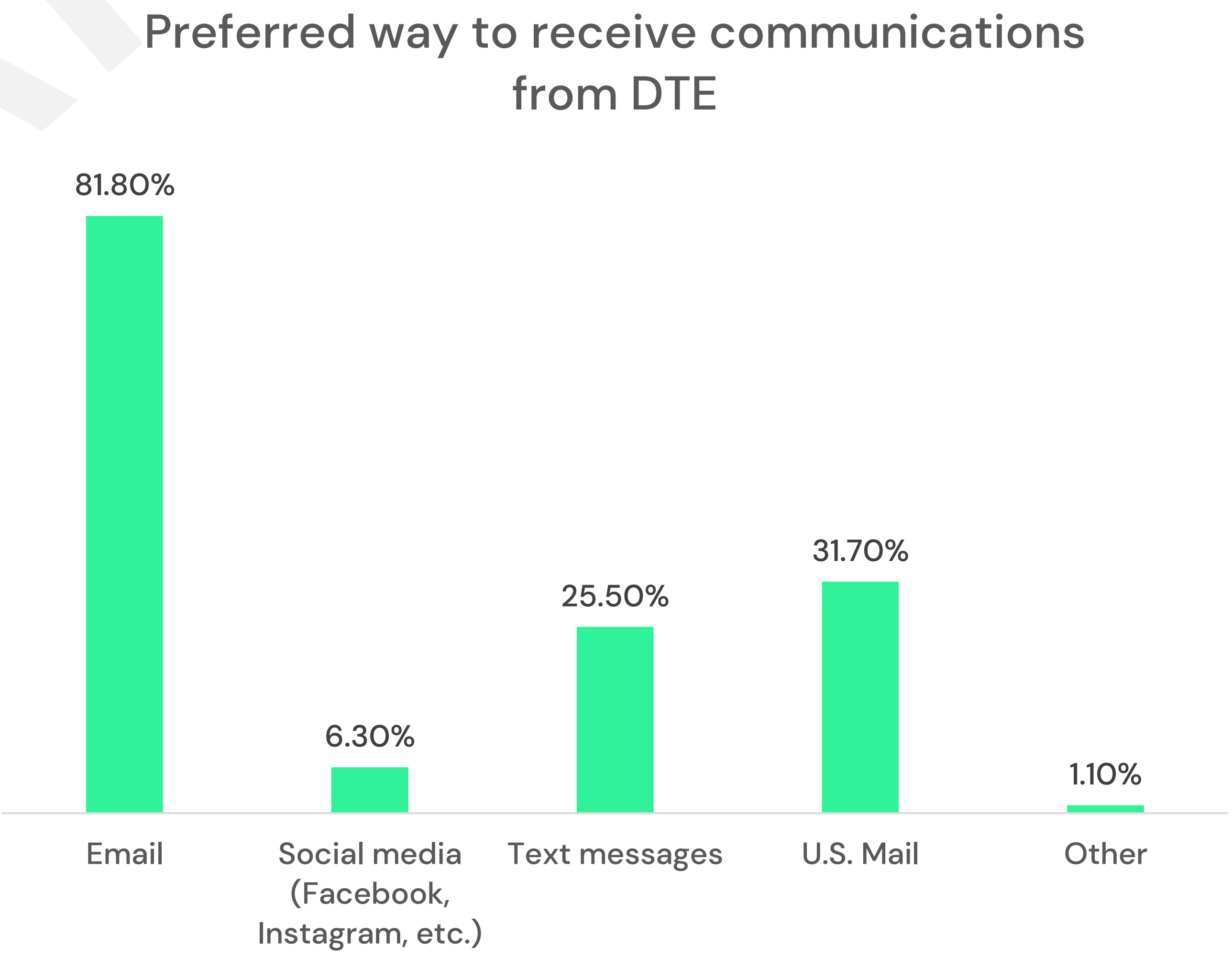
Return to Insights

Interest in learning more about DTE initiatives in their community and their preferred method of communication

A large number of respondents (93%) expressed interest in learning more about DTE initiatives in their community with over 80% of respondents listing Email as preferred method of contact.

9.6% preferred U.S. mail only



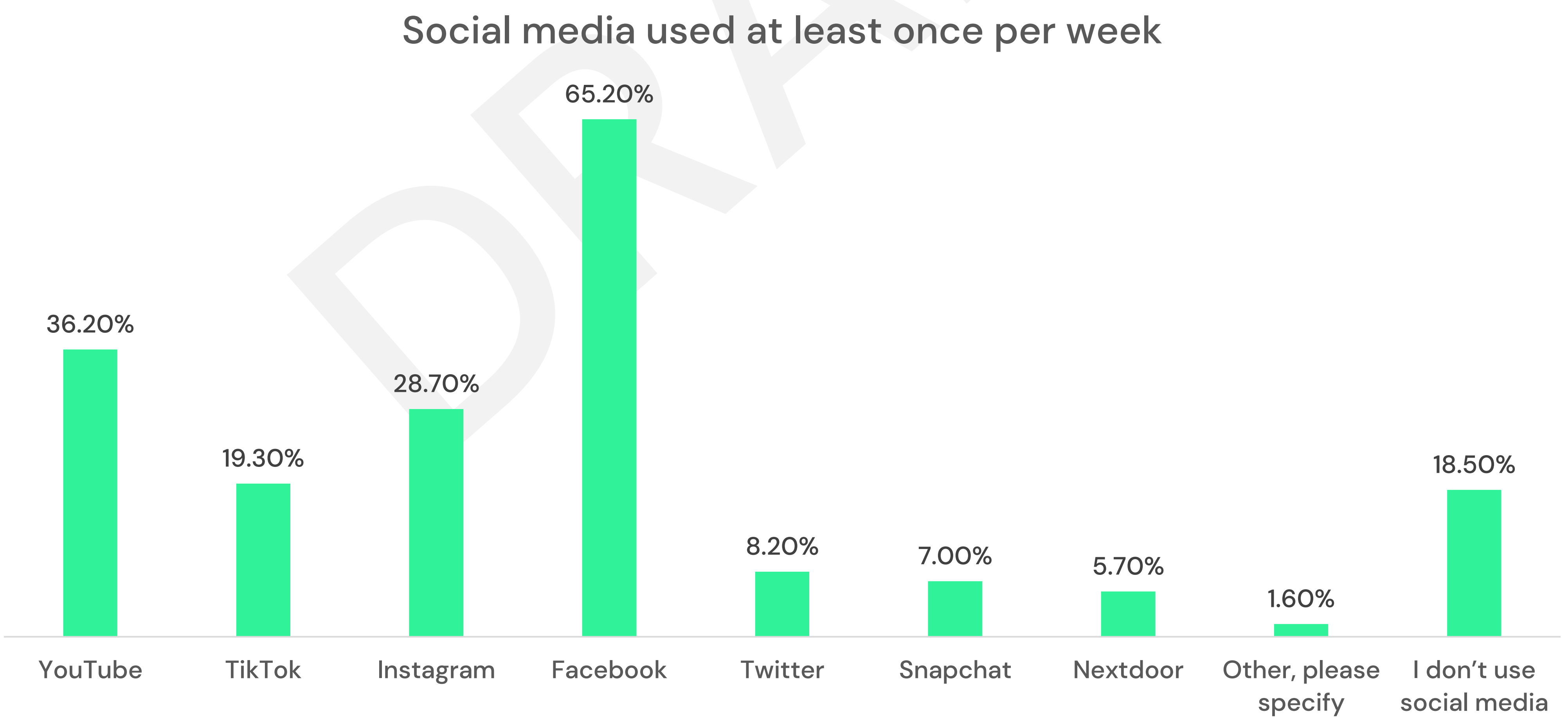


COMM1. How interested are you in learning more about current or future DTE initiatives in your community? (N=791)
COMM2. How do you prefer to receive communications about DTE initiatives in your community? Select all that apply. (N=791)

Return to Insights

Social media used at least once per week

Facebook (65%) is the most popular social media channel used by respondents with YouTube (36%) and Instagram (29%) up next.



COMM3. Which types of social media do you use at least once per week? Select all that apply.

Return to Insights

Language Spoken at Home

The grand majority of respondents (99%) said English was the primary language spoken in their home.

Primary Language Spoken in the Home
English = 98.9%
Spanish = 0.4%
Arabic = 0.5%
Other = 0.3%

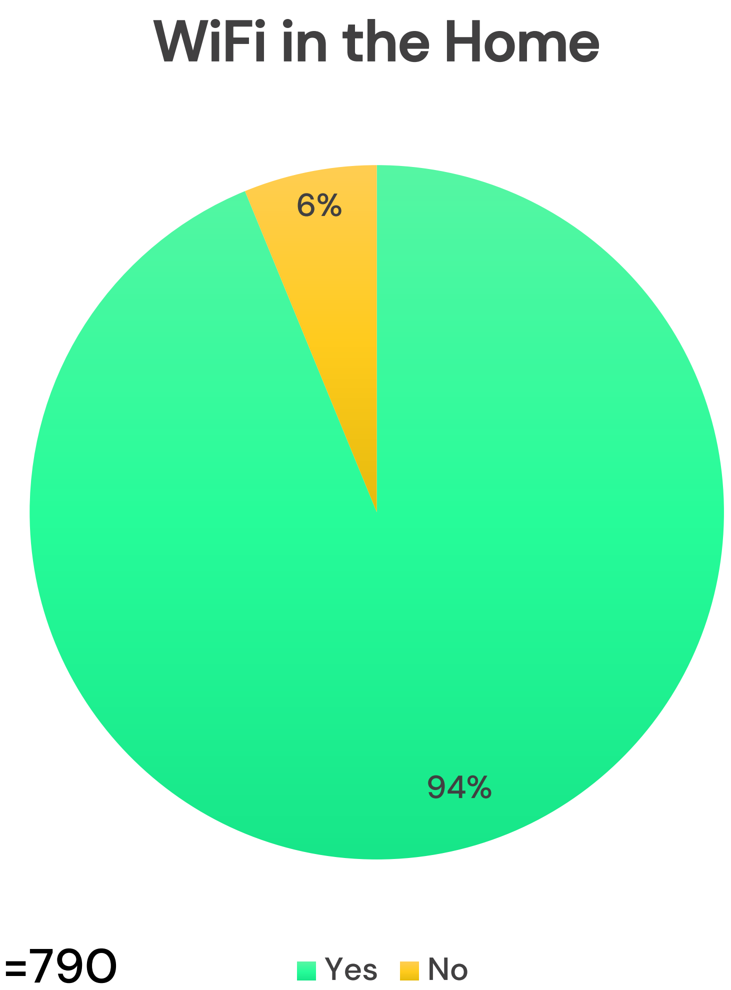
Secondary Language Spoken in the Home
English = 0.7%
Spanish = 4%
Arabic = 0.5%
Other = 2%
None = 94%

LANG1. What is the primary language spoken in your home? (N=790)
LANG2. If a secondary language is spoken in your home, what is it? (N=554)

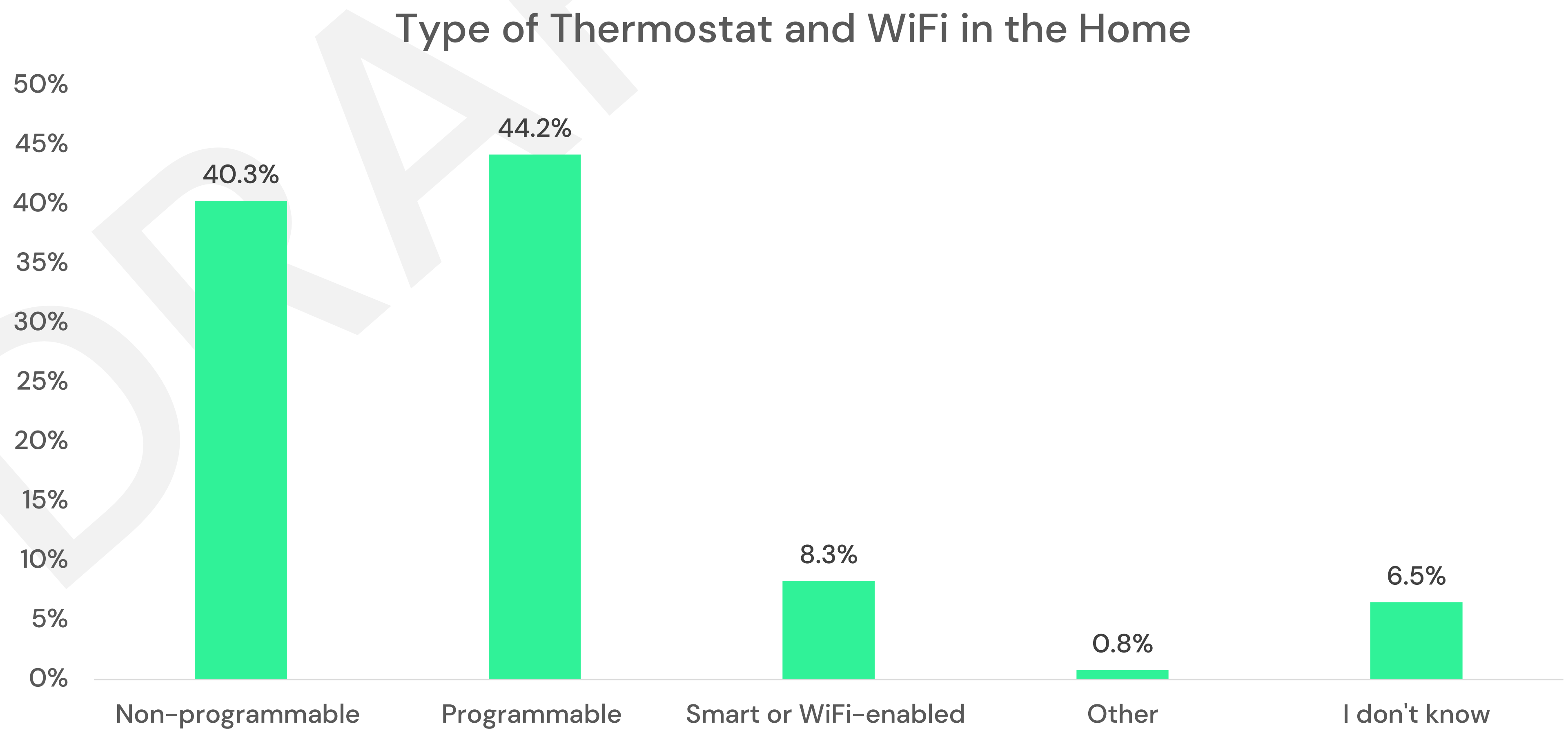
Return to Insights

Wi-Fi in the home

Nearly all respondents (94%) reported having Wi-Fi in their homes. Of the people who have WiFi in their home, only 8% have a Smart or WiFi-enabled thermostat.



N=790



N=387

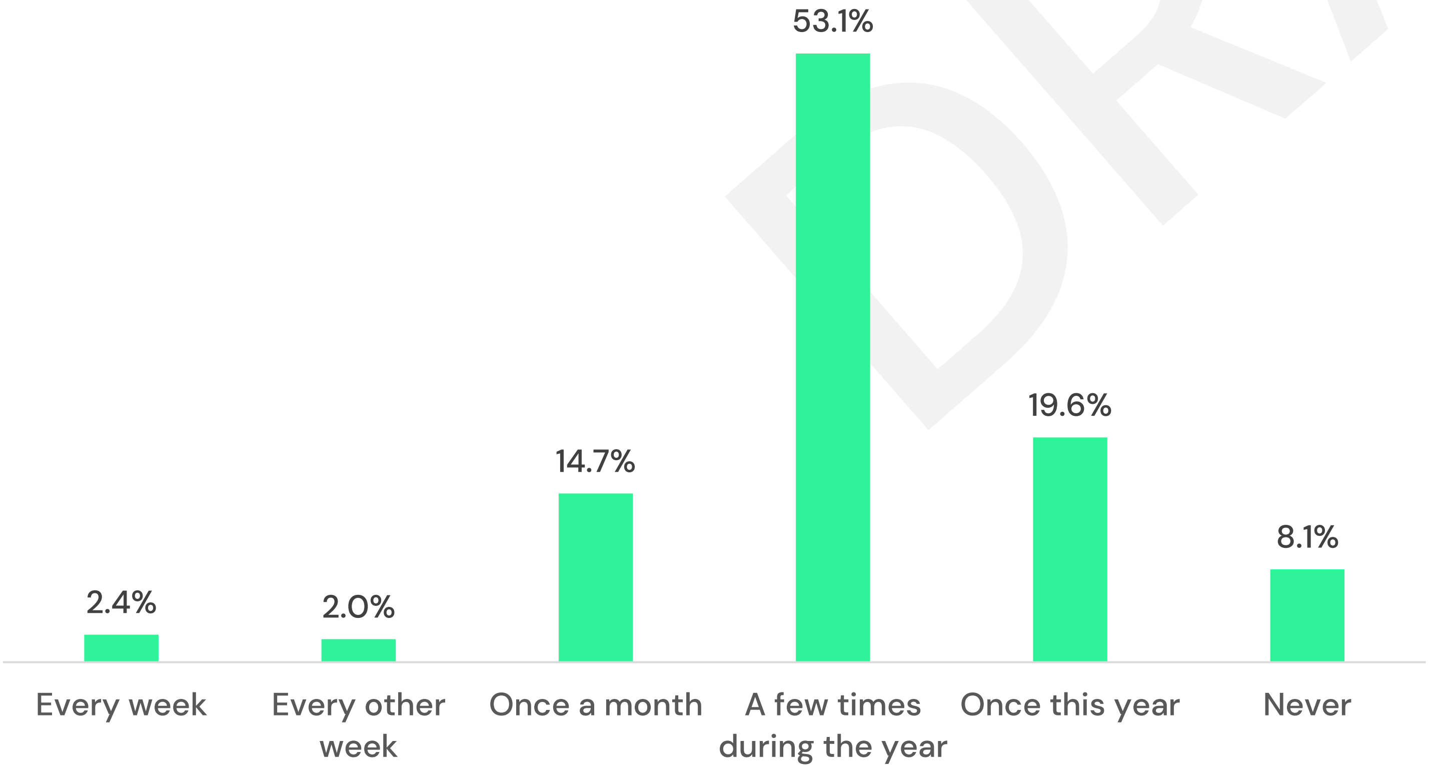
WIFI. DO YOU HAVE WI-FI IN YOUR HOME?
THERM. What kind of thermostat do you have in your home?

Return to Insights

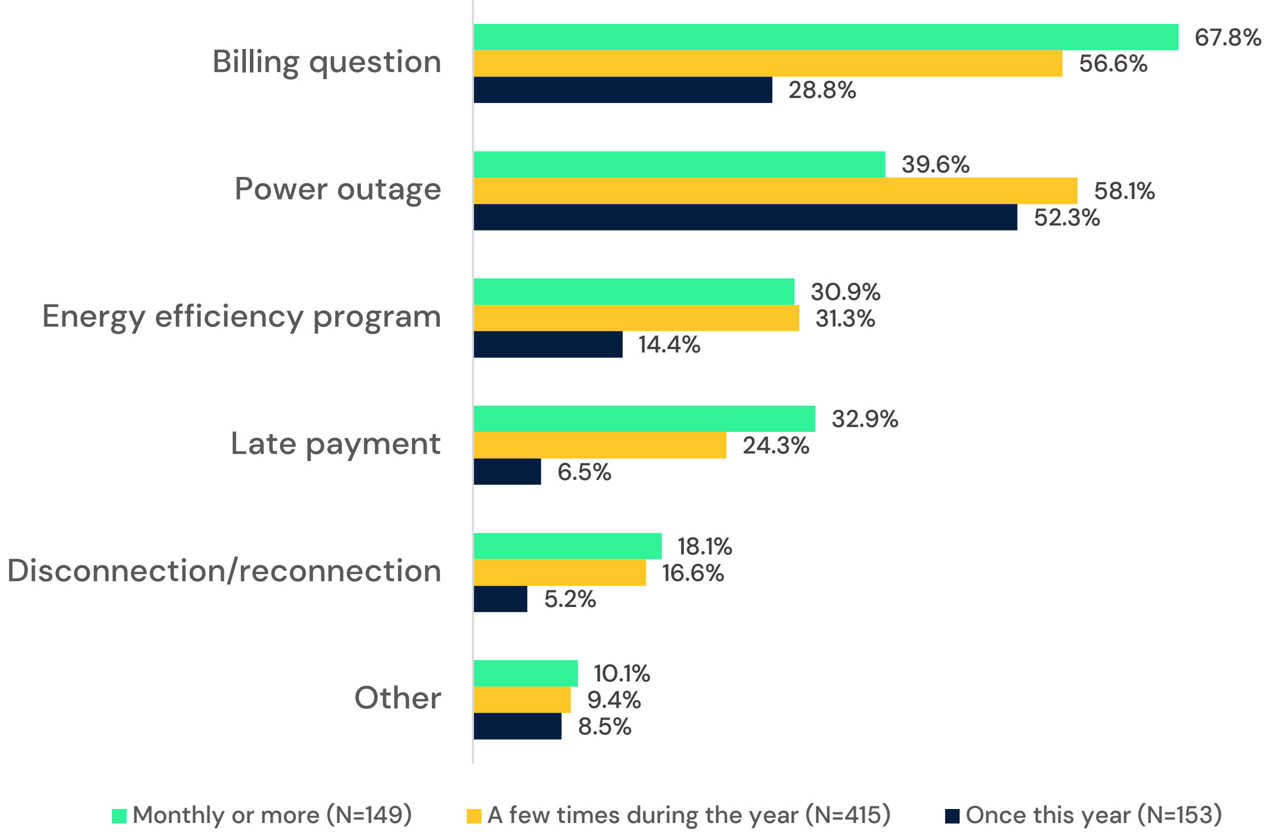
How often respondents have contacted DTE in the past year

Nearly ¾ of respondents (72%) contacted DTE more than once during the past year while 28% contacted DTE once or not at all. Half (50%) of customers reported contacting DTE to resolve billing questions, address a late payment, or to address a disconnection/reconnection issue.

How often respondents have contacted DTE in the past year



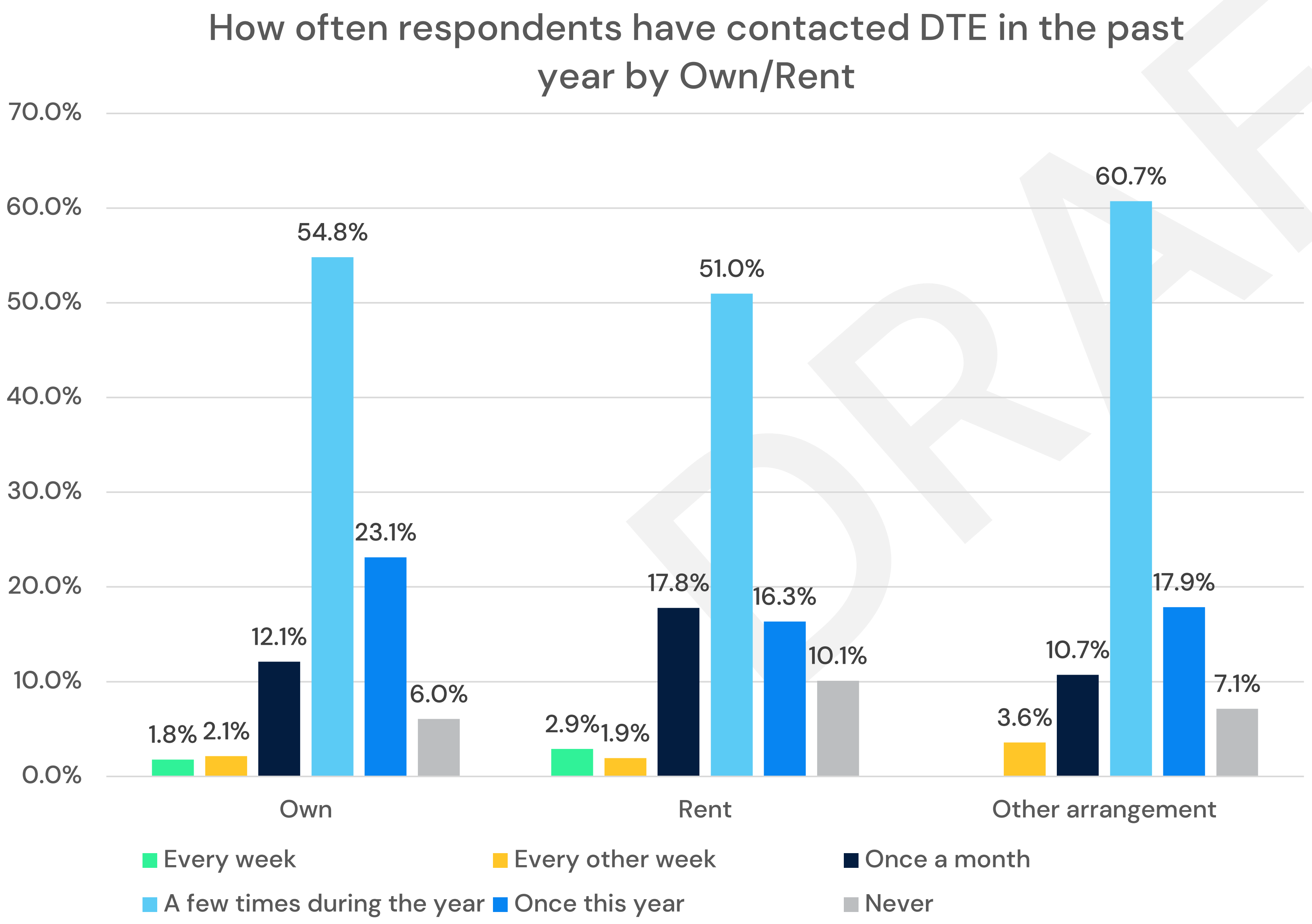
Frequency of Contacting DTE and Reason(s) Why

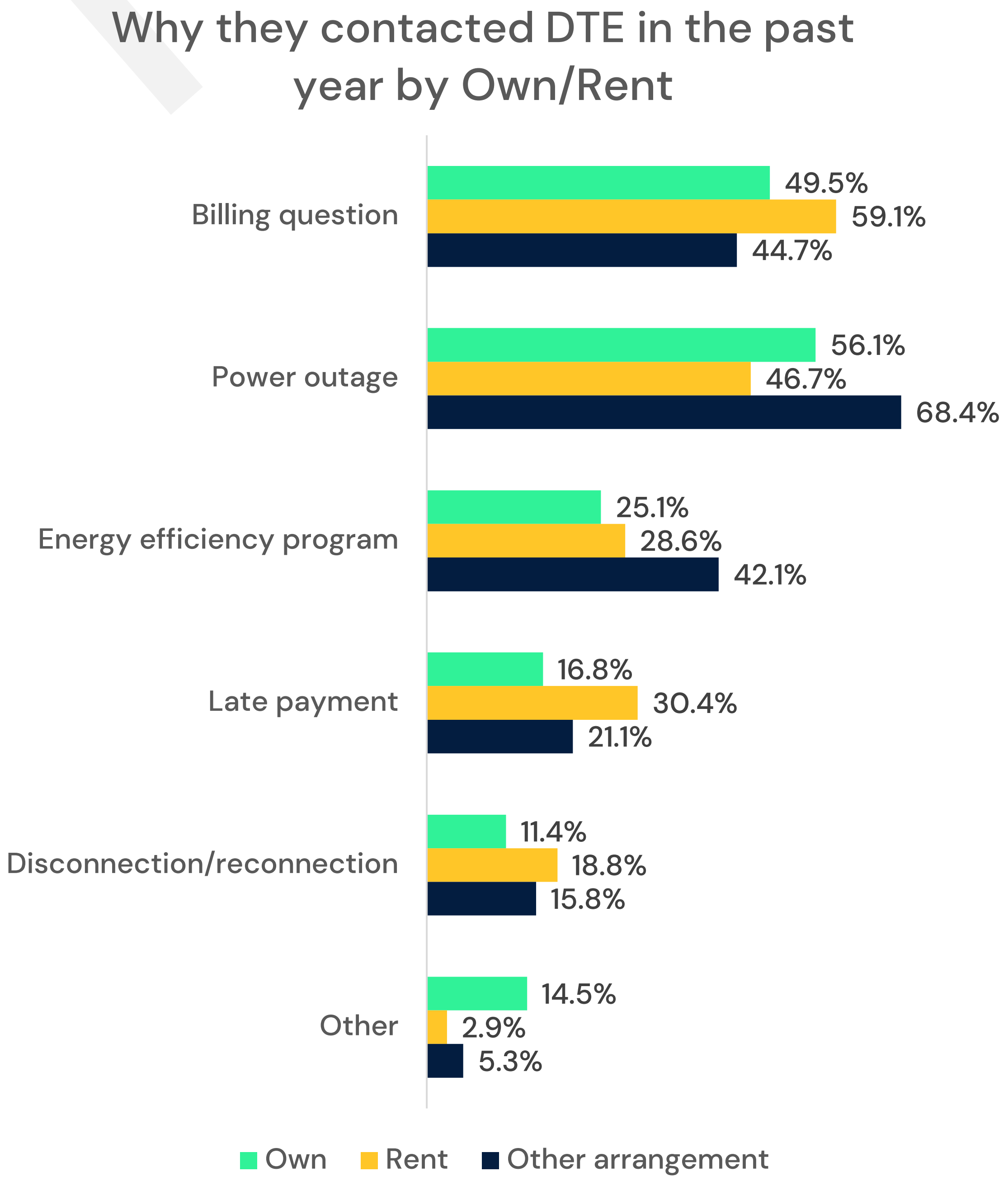


RESO2. How often have you (or others in your household) contacted (by phone or email) DTE in the past year? (N=781)
RESO3. Which of the following things have you contacted DTE about in the past year? Select all that apply. (N=717)

Return to Insights

How often respondents have contacted DTE in the past year by Own/ Rent

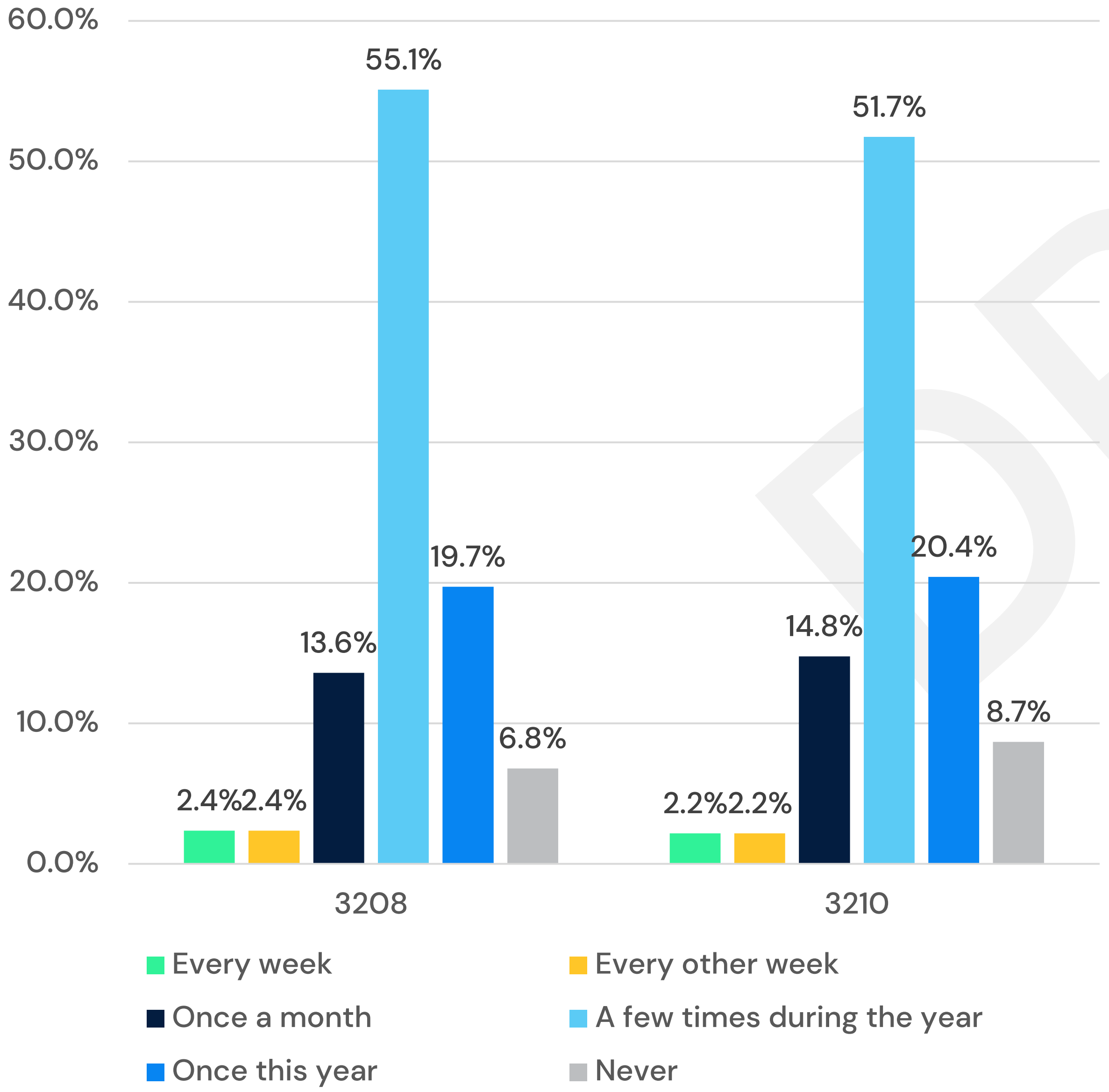




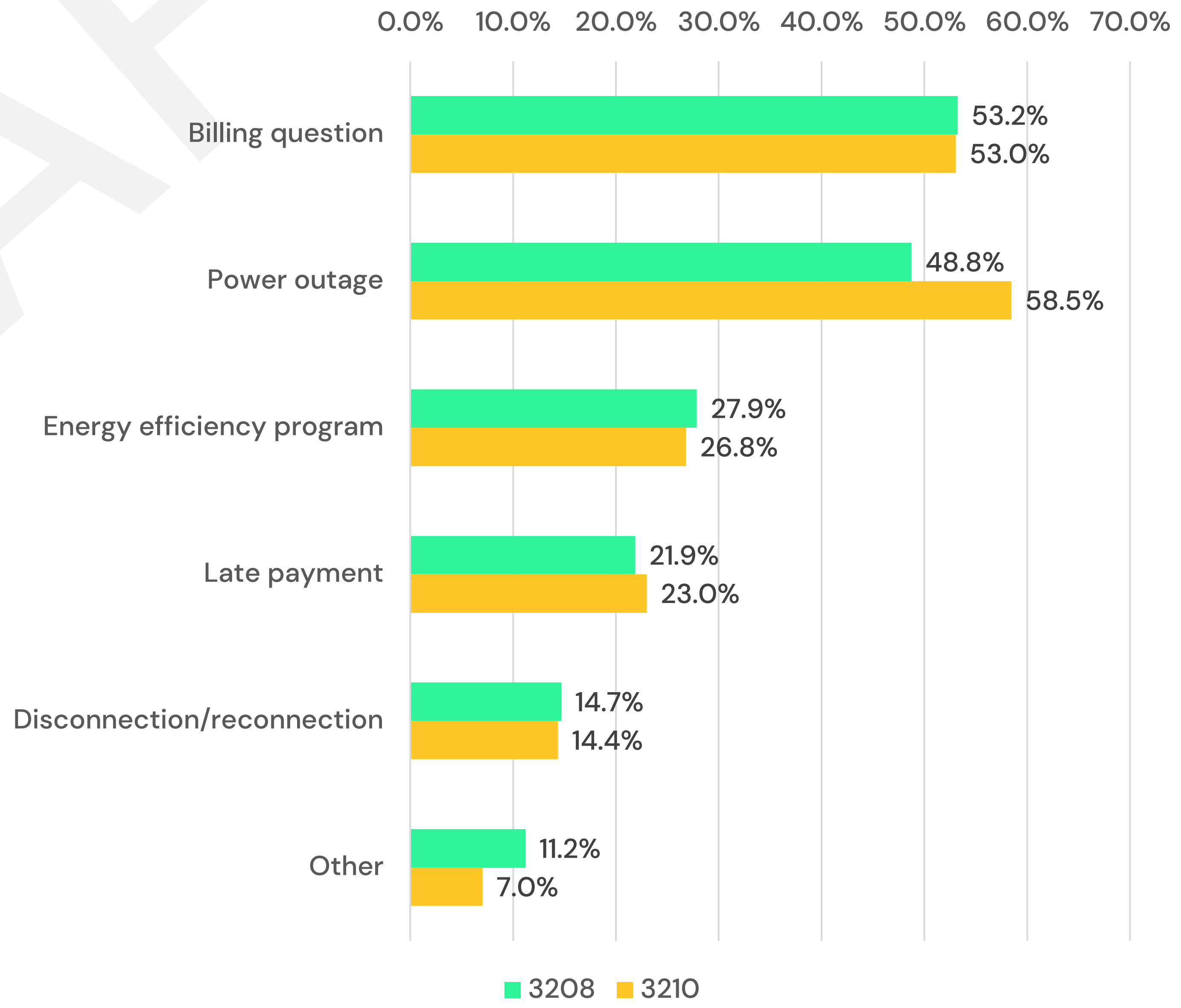
RESO2. How often have you (or others in your household) contacted (by phone or email) DTE in the past year? (N=772)
RESO3. Which of the following things have you contacted DTE about in the past year? Select all that apply. (N=712)

How often respondents have contacted DTE in the past year by PUMA

How often respondents have contacted DTE in the past year by PUMA



Why they contacted DTE in the past year by PUMA

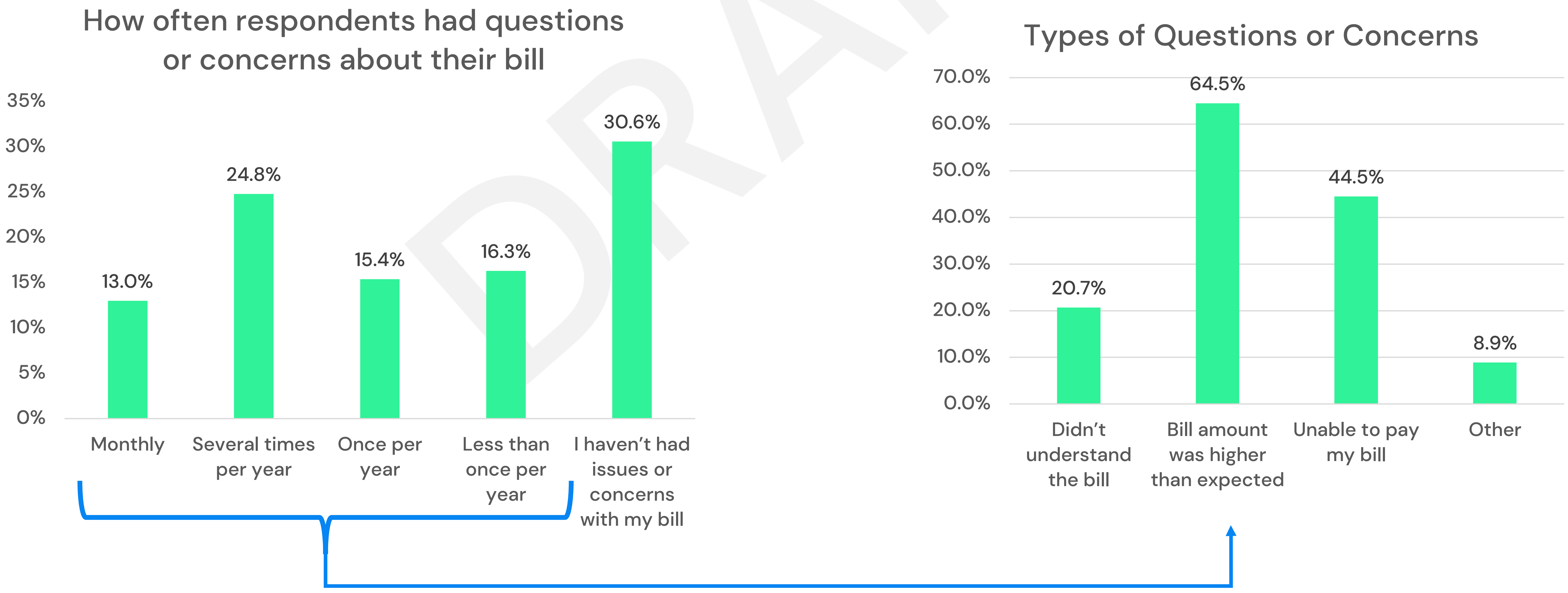


ICF

RESO2. How often have you (or others in your household) contacted (by phone or email) DTE in the past year? (N=781)
RESO3. Which of the following things have you contacted DTE about in the past year? Select all that apply. (N=717)

Questions or Concerns with DTE Bill

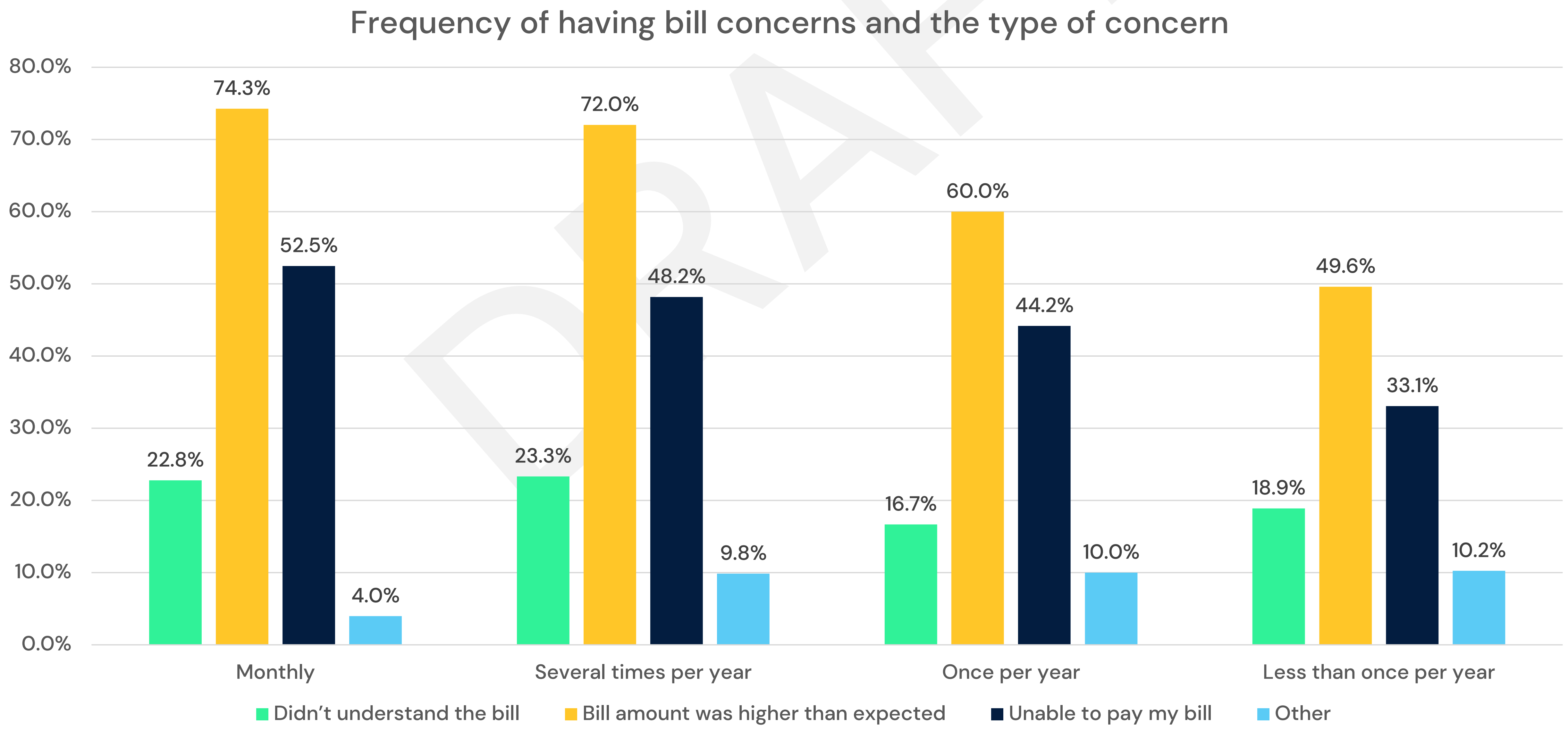
Most respondents (62%) contacted DTE about their bill once per year or less with 31% of this group not reporting any concerns about their bill. When contacting DTE, the leading reason reported was Bill Amount Higher than Expected (65%) followed by Inability to Pay Bill (45%).



ICF **BARR1.** How often do you have questions or concerns with your DTE bill, regardless of whether you have contacted DTE about these concerns? (N=780)

BARR2. What type of questions or concerns about your DTE bill have you experienced in the past year? Select all that apply. (N=541)

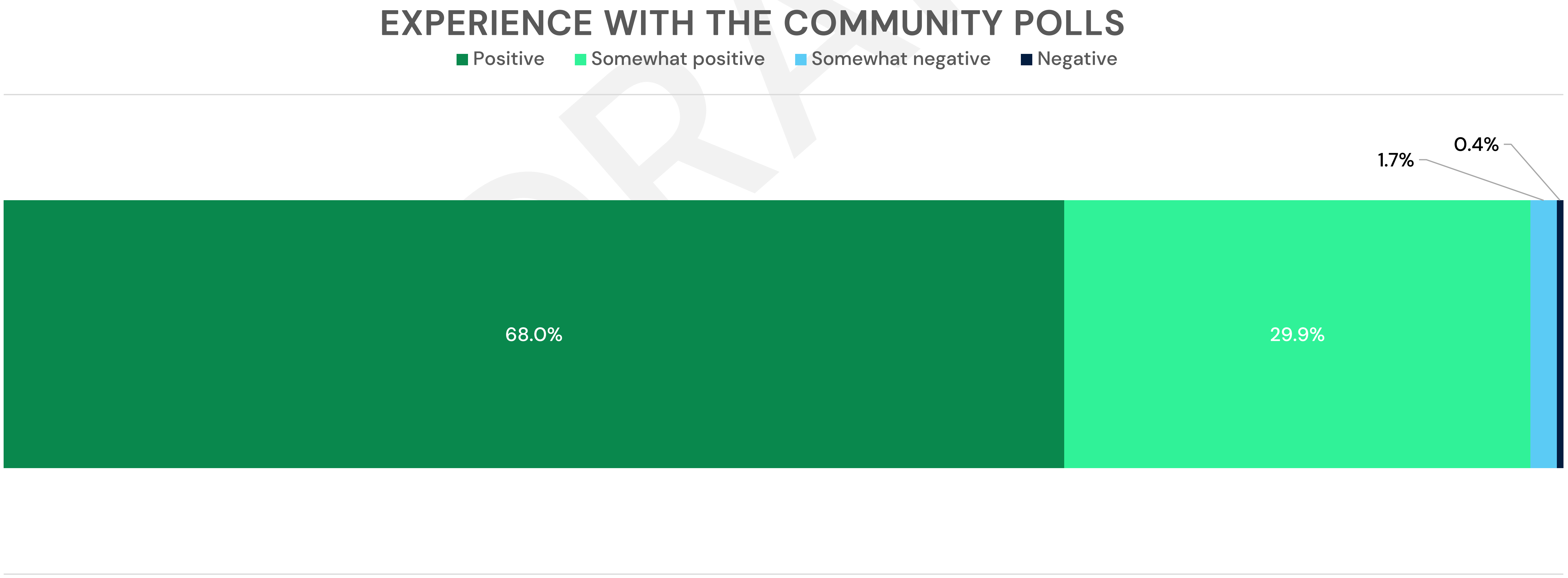
Questions or Concerns with DTE Bill and the Type of Concerns



BARR2. What type of questions or concerns about your DTE bill have you experienced in the past year? Select all that apply. (N=541)

Experience with the community polls

98% of participants rated their experience with the DTE Community Polls as positive or somewhat positive.



POLLEX1. How would you describe your experience participating in this series of community polls? (N=777)

Return to NPS Return to Insights