

CPUC TECH: Customer General Population Web Survey

June 20, 2023

Introduction and Screener

#pdl

[REQUIRED, SCREENOUT IF AGE<18]

[birthyr] In what year were you born?

#pdl [SCREENOUT IF NOT CALIFORNIA ZIP CODE]

[zip] What is your zip code? [OPEN END]

#pdl [REQUIRED]

[gender4] What is your gender?

1. Man
2. Woman
3. Non-binary
4. Other

#pdl [REQUIRED]

[race] What racial or ethnic group best describes you?

1. White
2. Black or African-American
3. Native American
4. Asian or Asian-American
5. Middle Eastern
6. Two or more races
0. Other, please specify: [OPEN END]

[ethnicity_us] {single} Are you of Hispanic, Latino or Spanish origin?
Select only one.

1. Yes
2. No
3. Prefer not to answer

#pdl [REQUIRED]

[educ] What is the highest level of education you have completed?

1. Did not graduate from high school
2. High school graduate
3. Some college, but no degree (yet)
4. 2-year college degree
5. 4-year college degree
6. Postgraduate degree (MA, MBA, MD, JD, PhD, etc.)

#pdl

[home_size]{open} How many separate rooms are in this house, apartment, or mobile home? *Rooms must be separated by built-in archways or walls that extend out at least 6 inches and go from floor to ceiling.*

- *INCLUDE bedrooms, kitchens, etc.*
- *EXCLUDE bathrooms, porches, balconies, foyers, halls, or unfinished basements*

[OPEN END]

#pdl

[dwelling_type]{single} Which best describes the building you live in? *Include all apartments, units, condos, etc., even if vacant.*

1. A mobile home
2. A one-family house detached from any other house
3. A one-family house attached to one or more houses
4. A building with 2 apartments
5. A building with 3 or 4 apartments
6. A building with 5 to 9 apartments
7. A building with 10 to 19 apartments
8. A building with 20 to 49 apartments
9. A building with 50 or more apartments

#pdl

[homeownership] [single] Do you own or rent the place you currently live?

1. Own
2. Rent
0. Other, please specify: [OPEN END]

#pdl

[building_age]{single} About when was this building first built? Your best estimate is fine.

1. 2000 or later - *Specify year* [OPEN END]
2. 1990 to 1999
3. 1980 to 1989
4. 1970 to 1979
5. 1960 to 1969

- 6. 1950 to 1959
- 7. 1940 to 1949
- 8. 1939 or earlier
- 98. Don't know

[decision_maker]{single} Do you make decisions about replacing or upgrading energy-using equipment, such as space heating or cooling systems, in your home?

- 1. Yes, I do
- 2. I do, and I share responsibility with someone else
- 3. No, someone else makes those decisions (like a spouse, or owner's association)
[TERMINATE]
- 98. Don't know [TERMINATE]

[INTERSTITIAL]

In this survey we will ask you about the energy-using equipment in your home and your decision-making around replacing such equipment.

Environmental Belief Systems

First, we'd like to get know you a bit more.

[RANDOMIZE, SHOW 4 ATRIBUTES PER SCREEN, SINGLE RESPONSE PER ROW]

Q1. [EBS1]{grid} To what extent do you agree or disagree with the following statements?

	1. Strongly Disagree	2. Somewhat Disagree	3. Neither agree nor disagree	4. Somewha t Agree	5. Strongly Agree	98 Don't know
1. Electricity is becoming cleaner/more renewable every day.						
2. Electricity from renewable energy helps prevent climate change.						
3. Climate change is impacting how I use energy.						
4. [REMOVED]						
5. The government is not doing enough to reduce greenhouse gas emissions.						
6. I am concerned about air pollutants inside my home.						

7. I am concerned about my community's air quality.						
8. I am concerned about the safety of natural gas in homes.						
9. I am concerned about the safety of electricity in homes.						
10. The increase in extreme weather is concerning to me.						
11. I am concerned about power outages.						
12. I believe that I should make investments to reduce greenhouse gas emissions.						

Willingness to Use Electric Appliances

[ASK ALL; SINGLE RESPONSE PER ROW]

Q2. [WEA1]{grid} How important is it for you to have natural gas for each of the following in your home?

	1. Extremely important	2. Very important	3. Moderately important	4. Slightly important	5. Not important at all	98. Don't know
1. Space heating (e.g., furnace)						
2. Space cooling (e.g., air conditioning)						
3. Water heating						
4. Indoor cooking						
5. Clothes drying						
6. Fireplace						

Heating and Cooling

Next, we would like to learn about how you heat and cool your home.

[RANDOMIZE]

Q3. [HAC1]{single}What is the main heating system you use to heat your home?

2. Electric central forced-air furnace
3. Natural gas central forced-air furnace
4. Propane floor or wall heater/furnace
5. Wood/pellet stove
6. Electric resistance (baseboard/ceiling/floor/wall)
7. Central heat pump
8. Through-the-wall heat pump, mini-split, or “ductless” heat pump
97. Other, please specify: [OPEN END; ANCHOR]
1. I do not have a heating system in my home [ANCHOR]
98. Don't know [ANCHOR]

[SKIP IF HAC1 = 1 OR 98]

Q4. [HAC2] {single} How old is your main heating system?

1. Less than one year
2. 1-3 years
3. 4-8 years
4. 9-13 years
5. 14-30 years
6. Over 30 years
98. Don't know

[RANDOMIZE]

Q5. [HAC3] {single}What is the main air conditioning/cooling system in your home?

2. Central air conditioning
3. Central evaporative (swamp) cooler
4. Central heat pump
5. Mini-split or “ductless” heat pump
6. Window/wall air conditioner
0. Other, please specify: [OPEN END; ANCHOR]
1. I do not have air conditioning in my home [ANCHOR]
98. Don't know [ANCHOR]

[SKIP IF HAC3=1 OR 98]

Q6. [HAC4]{single}How old is your air conditioning/ cooling equipment?

1. Less than one year

2. 1-3 years
3. 4-8 years
4. 9-13 years
5. 14-30 years
6. Over 30 years
98. Don't know

Q7. [HAC5]{single} Have you ever replaced your air conditioning or heating system, or had a new one installed at your home?

1. Yes
2. No
98. Don't know

[DISPLAY IF HAC5=1]

Q8. [HAC6]{single} What was the main reason you had this new heating/cooling equipment installed?

1. Didn't have equipment at the time
2. Existing equipment failed completely
3. Existing equipment did not function well
4. Desire for the latest technology
5. It made financial sense
6. Desire to be more sustainable
7. Availability of discounts/rebates on equipment/appliances
9. Availability of tax credits
8. A contractor recommended upgrading
0. Other, please specify: [OPEN END]

[DISPLAY IF HAC5=1]

Q8a. [HAC9] How did you find the contractor who installed the heating/cooling equipment?

1. Prior experience with the contractor or their company
2. Through a utility website
3. Through The Switch is On "Find a Contractor" tool
4. Recommendation from friend, family, neighbor, etc.
5. General web-search, Google, Yelp
6. From a retailer (Costco, Home Depot, etc.)
0. Other, please specify: [OPEN END]

[DISPLAY IF HAC5=1; RANDOMIZE]

Q8b. [HAC10] What led you to choose the contractor who installed the heating/cooling equipment?
Please select all that apply.

1. Familiarity with energy efficient equipment

2. Familiarity with incentive programs
3. Reputation or ratings
4. Project cost
5. Responsiveness
6. Ability to complete the project within a short timeline
7. Labor warranty
0. Other, please specify: [OPEN END; ANCHOR]

[RANDOMIZE]

Q8c. [HAC11] Let's imagine you inherit some money and want to upgrade the heating and cooling system in your home. Where do you start looking for information? [SINGLE RESPONSE]

1. General Google search
2. Local contractors
3. Friends/family/neighbors
4. Home improvement store (such as Home Depot)
5. Home and garden magazines
6. Your local utility
7. A specific website, please specify: [OPEN END; ANCHOR]
0. Other, please specify: [OPEN END; ANCHOR]

[ASK ALL, REVERSE ORDER]

Q9. [HAC7]{multiple}Which of the following heating/cooling systems have you heard of before today? Please select all that apply.

1. Central forced-air furnace [DISPLAY IF HAC1!=2 OR 3]
2. Floor or wall heater/furnace [DISPLAY IF HAC1 != 4]
3. Wood/pellet stove [DISPLAY IF HAC1 != 5]
4. Electric resistance [DISPLAY IF HAC1!= 6]
5. Central air conditioner [DISPLAY if HAC1 != 2]
6. Heat pump [DISPLAY IF HAC1 != 7 OR 8 AND HAC3 !=4 OR 5]
99. None of these [ANCHOR]

[ASK FOR HAC7, HAC1, AND HAC3 RESPONSE]

[KEEP AT TOP] Please rate your familiarity with each of these systems.

Q10. [HAC8] {grid} How familiar are you with [Q9 RESPONSES + Q3 & Q5 RESPONSES] the following systems?

Rows:

1. #Pipe in HAC7 response minus 99
2. #Pipe in HAC3 response minus 1,98
3. #Pipe in HAC1 response minus 1,98

Columns:

1. Very familiar
2. Somewhat familiar
3. Slightly familiar

- 4. Not at all familiar

Familiarity with Heat Pumps [ASK IF HAC1=7 OR 8; OR HAC3= 4 OR 5; OR HAC7=6 (IF HEARD OF A HEAT PUMP)]

[RANDOMIZE]

Q11. [FHP1] {single} How did you first hear about heat pumps?

- 1. Word of mouth (e.g., friend, neighbor, family)
- 2. News article (whether on the internet or in a newspaper/magazine)
- 3. Contractor
- 4. The Switch is On website
- 5. Advertisement
- 6. Social media
- 0. Other, please specify: [OPEN END; ANCHOR]
- 98. Don't know [ANCHOR]

Q12. [FHP2]{open ended} To the best of your knowledge, what benefits do you think a heat pump offers over other heating or cooling options?

#[OPEN END]

[RANDOMIZE ITEMS IN LEFT COLUMN, PROGRAM 4 ATTRIBUTES PER SCREEN]

Q13. [FHP4]{grid} Please select if you agree or disagree with the following statements

	1. Agree	2. Disagree	98. Don't know
1. Heat pumps use less energy than other electric heating and cooling options.			
2. Heat pumps are quieter than other electric heating and cooling options.			
3. Heat pumps offer better value than other electric heating and cooling options.			
4. Some heat pumps can offer zonal control (i.e., can adjust the temperature in only one room).			
5. Heat pumps require less maintenance than other electric heating and cooling options.			
6. Heat pumps can reduce greenhouse gas emissions.			
7. Heat pumps are reliable.			

8. Heat pumps are expensive to install.			
9. Heat pumps are expensive to service/repair.			

[RANDOMIZE ROWS, DISPLAY 5 ATTRIBUTES PER SCREEN]

Q14. [FHP5]{grid} If you were to replace your heating or cooling system, to what extent would each factor below be a barrier for you to purchase a heat pump?

[SINGLE RESPONSE]	1. Not a barrier	2. Slight barrier	3. Moderate barrier	4. Major barrier	98. Unsure
1. Uncertainty of the performance of a heat pump					
2. The upfront cost of a heat pump					
3. The operating cost of a heat pump					
4. Finding a qualified contractor to install a heat pump					
5. Not having a clear understanding of the benefits of a heat pump					
6. Possibility of increased utility bills					
7. The possibility of also needing an electrical panel upgrade or wiring enhancements					
8. Reliability concerns					
9. How the heat pump looks outside my home					
10. How the heat pump looks inside my home					

Motivations [ASK ALL]

[RANDOMIZE; DISPLAY 4 OR 5 ATTRIBUTES PER SCREEN]

Q15. [MOV1] If you were to replace your heating and/or cooling equipment, how important to you would each of the following factors be? [SCALE Extremely important, Very important, Moderately important, Slightly important, Not at all important]

1. Cost
2. Reliability
3. Serviceability
4. Brand reputation
5. Warranty
6. Performance
7. Energy efficiency
8. Availability of discounts/rebates
9. Contractor recommendation
10. Indoor air quality
11. Environmental impacts
12. Fuel source (i.e., natural gas, electricity, solar, etc.)
13. Speed of installation

[RANDOMIZE]

Q16. [MOV2] How important are the following in influencing your decision when considering a new primary heating system?

1. Other customers' ratings and reviews
2. Friends and family members' opinions
3. Endorsement of your utility company
4. Manufacturer of equipment (brand)
5. Professional contractor's recommendation
6. Advice of a salesperson

[RANDOMIZE]

Q17. [MOV3] How important are the following in influencing your decision when considering a new primary cooling system?

1. Other customers' ratings and reviews
2. Friends and family members' opinions
3. Endorsement of your utility company
4. Manufacturer of equipment (brand)
5. Professional contractor's recommendation
6. Advice of a salesperson

Water Heating

The next section asks about water heating.

Awareness

[ASK ALL; SINGLE RESPONSE]

Q18. [Aware_WH]{single} What type of water heating system do you use in your home?

1. Natural gas conventional storage tank water heater
2. Electric conventional storage tank water heater
3. Propane conventional storage tank water heater
4. Natural gas tankless “on demand” water heater
5. Electric tankless “on demand” water heater
6. Electric heat pump water heater
0. Other, please specify: [OPEN END]
98. Don't know

[SKIP IF aware_WH=98 'Dont know']

Q19. [WH2]{single} How old is your water heating system?

1. Less than one year
2. 1-3 years
3. 4-8 years
4. 9-13 years
5. 14-30 years
6. Over 30 years
98. Don't know

Q20. [WH3]{single} Have you ever replaced your water heating system, or had a new one installed at your home?

1. Yes
2. No
98. Don't know

[ASK IF WH3 = 1]

Q21. [WH4]{single} What was the main reason you had this new water heating equipment installed?

1. Didn't have equipment at the time
2. Existing equipment failed completely
3. Existing equipment did not function well
4. Desire for the latest technology
5. It made financial sense
6. Desire to be more sustainable
7. Availability of discounts/rebates on equipment/appliances
8. A contractor recommended upgrading

0. Other, please specify: [OPEN END]

[ASK IF WH3= 1]

Q21A. Who installed that new water heating equipment?

1. A professional (plumber, contractor)
2. A friend or family member
3. Myself
98. Don't know

[ASK IF Q21A=1]; randomize

Q21b. [WH7] How did you find the contractor who installed the water heating equipment?

1. Prior experience with the contractor or their company
2. Through a utility website
3. Through The Switch is On "Find a Contractor" tool
4. Recommendation from friend, family, neighbor, etc.
5. General web-search, Google, Yelp
6. From a retailer (Costco, Home Depot, etc.)
0. Other, please specify: [OPEN END; ANCHOR]

[ASK IF Q21A=1]; randomize

Q21c. [WH8] What led you to choose the contractor who installed the water heating equipment?

Please select all that apply.

1. Familiarity with energy efficient water heaters
2. Familiarity with incentive programs
3. Reputation or ratings
4. Project cost
5. Responsiveness
6. Ability to complete the project within a short timeline
7. Labor warranty
0. Other, please specify: [OPEN END; ANCHOR]

[ASK ALL; MULTIPLE RESPONSE]

Q22. [WH5]{multiple} Which of the following types of water heating systems have you heard of before today? Please select all that apply.

1. Conventional storage tank water heater [DISPLAY IF Aware_WH != 1, 2, OR 3]
2. Tankless "on demand" water heater [DISPLAY IF Aware_WH != 4 OR 5]
3. Heat pump water heater [DISPLAY IF Aware_WH !=6]
4. Point-of use tankless water heater [DISPLAY TO ALL]
5. Solar water heater [DISPLAY TO ALL]
97. I have not heard of any of these [EXCLUSIVE; ANCHOR]

[ASK FOR EACH WH5 RESPONSE <97 AND Aware_WH RESPONSE]

Q23. [WH6]{single}How would you rate your familiarity with...? [insert WH5 RESPONSE + Aware_WH responses]

1. Very familiar
2. Somewhat familiar
3. Slightly familiar
4. Not at all familiar

Familiarity with HPWHs [ASK IF Aware_WH=6 OR IF WH5=3 (IF THEY HAVE HEARD OF A HEAT PUMP WATER HEATER)]

[REVERSE ORDER]

Q24. [familiarity_HPWHs]{single} How did you first hear about heat pump water heaters?

1. Word of mouth (e.g., friend, neighbor, family)
2. News article (whether on the internet or in a newspaper/magazine)
3. Contractor
4. The Switch is On website
5. Advertisement
6. Social media
0. Other, please specify: [OPEN END; ANCHOR]

Q25. [HPWH2]{open ended} To the best of your knowledge, what benefits do you think a heat pump water heater offers over other water heaters?

[OPEN-ENDED RESPONSE]

[RANDOMIZE ITEMS; PROGRAM 4 ATTRIBUTES PER PAGE]

Q26. [HPWH3]{grid} Please select whether you agree or disagree with the following statements.

Heat pump water heaters...	1. Agree	2. Disagree	98. Don't know
1. Heat pump water heaters use less energy than other water heaters.			
2. Heat pump water heaters are quieter than other water heaters.			
3. Heat pump water heaters offer better value than other water heaters.			
4. Some heat pump water heaters can be controlled from a smart phone.			
5. Heat pump water heaters do not produce enough hot water.			
6. Heat pump water heaters require less maintenance than other water heaters.			

7.	Heat pump water heaters can reduce greenhouse gas emissions.			
8.	Heat pump water heaters are reliable.			
9.	Heat pump water heaters are expensive to install.			
10.	Heat pump water heaters are expensive to service/ repair.			

[RANDOMIZE ITEMS; PROGRAM 4 ATTRIBUTES PER PAGE]

Q27. [HPWH4]{grid} If you were to replace your water heater, to what extent would each factor below be a barrier to getting a heat pump water heater?

	1 - Not a barrier	2 - Slight barrier	3 - Moderate barrier	4 - Major barrier	98. Unsure
1. Uncertainty of the performance of the heat pump water heater					
2. The upfront cost of a heat pump water heater					
3. The operating cost of a heat pump water heater					
4. Finding a qualified contractor to install a heat pump water heater					
5. Not having a clear understanding of the benefits of a heat pump water heater					
6. Possibility of increased utility bills					

7. The possibility of also needing an electrical panel upgrade or wiring enhancements					
8. Reliability concerns					
9. Space required to install a heat pump water heater					

Motivations [ASK ALL]

[RANDOMIZE]

Q28. [MOTIV1] If you were to replace your water heating system, how important to you would each of the following factors be? [Extremely important, Very important, Moderately important, Slightly important, Not at all important]

1. Cost
2. Reliability
3. Serviceability
4. Brand reputation
5. Equipment longevity
6. Performance
7. Energy efficiency
8. Availability of discounts/rebates
9. Contractor recommendation
10. Indoor air quality
11. Environmental impacts
12. Fuel source (i.e., natural gas, electricity, solar, etc.)
13. Speed of installation

[RANDOMIZE]

Q29. [MOTIV2] How important are the following in influencing your decision when considering a new water heater?

1. Other customers' ratings and reviews
2. Friends and family members' opinions
3. Endorsement of your utility company
4. Manufacturer of equipment (brand)
5. Professional contractor's recommendation
6. Advice of a salesperson

Interest in Electric Devices

[RANDOMIZE RESPONSE OPTION IN TABLE ROWS]

Q2a. [WEA2]

Assuming you have enough money, which of the following electric devices would you be interested in purchasing? For any devices you currently have, please select “I already have this device.”

	1. Interested in purchasing	2. Not interested in purchasing	3. I already have this device
1. A heat pump that heats and cools the air in your home			
2. A heat pump water heater			
3. A heat pump clothes dryer			
4. An induction stovetop or range (stove/oven combination)			
5. An electric vehicle, or plug-in hybrid electric vehicle			
6. A Level 2 charger for an electric vehicle			
7. Rooftop solar PV			
8. A battery to store energy produced by solar PV			

Financing [ASK ALL]

The next questions relate to financing for purchasing energy-using equipment.

Q30. [FIN1]{single} Are you aware of financing options that homeowners can use to purchase new heating/cooling equipment or water heaters?

1. Yes
2. No
98. Unsure

[SKIP TO PRO_aware IF FIN1!=1]

Q31. [FIN2]{multiple} What financing options are you aware of for purchasing new heating/cooling equipment or water heaters? Please select all that apply.

1. Bank or credit union (secured or unsecured loan)
2. Line of credit through bank or credit union
3. PACE financing (Property Assessed Clean Energy financing)
4. Your utility company (e.g., on-bill financing or OBF)
5. Credit card
6. The company or contractor selling you the equipment
7. Energy efficiency-specific lending (through a bank, contractor, builder, or other entity)
8. Equipment financing or leasing (leasing option for installing and using energy efficient equipment)
0. Other, please specify: [OPEN END]

[ASK IF FIN2!=4]

Q32. [FIN3]{single} On-Bill Financing, or OBF, is a utility-administered interest-free loan for energy efficiency or renewable energy upgrades. These loans are repaid via your energy bill. Before today, had you heard of OBF?

1. Yes
2. No
98. Unsure

Program Awareness and Prior Participation

[ASK IF HAC1=7 OR 8; OR HAC3 = 4 OR 5; OR HAC7 =6; (IS AWARE OF HEAT PUMPS)]

Q35. [PRO_aware]{single} Before today, did you know that some organizations offer financial incentives for installing heat pumps for space heating/cooling? These incentives are sometimes called rebates.

1. Yes
2. No

[RANDOMIZE; ASK IF PRO_aware=1]

Q36. [PRO_aware2]{multiple} How have you heard about the incentives or rebates for space heating/cooling heat pumps? Please select all that apply.

1. Word of mouth (friends, family, neighbors)
2. Contractor
3. Web search, web results
4. Utility bill insert
5. Other information from utility company

6. In-store promotion material
7. The Switch is On website
0. Other, please specify: [OPEN END; ANCHOR]

[ASK IF Aware_WH=6 OR IF WH5=3]; IS AWARE OF HEAT PUMP WATER HEATERS]

Q37. [PRO_aware3]{single} Before today, did you know that some organizations offer financial incentives for installing heat pump water heaters? These incentives are sometimes called rebates.

1. Yes
2. No

[RANDOMIZE; ASK IF PRO_aware3=1]

Q38. [Pro_aware4]{multiple} How have you heard about the incentives or rebates for heat pump water heaters? Please select all that apply.

1. Word of mouth (friends, family, neighbors)
2. Contractor
3. Web search, web results
4. Utility bill insert
5. Other information from utility company
6. In-store promotion material
7. The Switch is On website
0. Other, please specify: [OPEN END; ANCHOR]

[ASK IF HAC1=7 OR 8; OR HAC3 = 4 OR 5; OR HAC7 =6; (IS AWARE OF HEAT PUMPS)]

Q37a. [PRO_aware6] {single} Before today, were you aware that you may be eligible for up to a \$2,000 tax credit from the federal government for a heat pump purchase for space heating and cooling?

1. Yes
2. No

[ASK IF Aware_WH=6 OR IF WH5=3]; IS AWARE OF HEAT PUMP WATER HEATERS]

Q38a. [PRO_aware7] {single} Before today, were you aware that you may be eligible for up to a \$2,000 tax credit from the federal government for a heat pump water heater purchase?

1. Yes
2. No

[ASK IF familiarity_HPWHs != 4 OR PRO_aware2 !=7 OR Pro_aware4 != 7 (HAS NOT PREVIOUSLY REPORTED AWARENESS OF THE SWITCH IS ON WEBSITE)]

Q39. [Pro_aware5]{Multiple} Before today, had you heard of TECH Clean California or The Switch is On? Please select all that apply.

1. Yes, TECH Clean California
2. Yes, The Switch is On
3. No [EXCLUSIVE]

Demographics/Firmographics [ASK ALL]

Thank you for your answers thus far. The questions in this last section are for statistical purposes only. As a reminder, all your answers are confidential and will only be reported in aggregate with other answers.

Q40. [household]{single} How many people live in your household, including yourself? Please include anyone living there at least six months of the year.

1. Just me
2. 2
3. 3
4. 4
5. 5
6. 6 or more

Q41. [Electric_service]{single} Which utility provides electricity to your home?

1. Pacific Gas and Electric Company (PG&E)
2. San Diego Gas & Electric (SDG&E)
3. Southern California Edison (SCE)
4. Sacramento Municipal Utility District (SMUD)
5. Los Angeles Department of Water and Power (LADWP)
0. Another provider, please specify: [OPEN END]
98. Don't know

Q42. [Gas_service]{single} Which utility provides natural gas service to your home, if any?

1. Pacific Gas and Electric Company (PG&E)
2. Southern California Gas (SoCalGas/SCG)
3. San Diego Gas & Electric (SDG&E)
0. Other, please specify: [OPEN END]
97. Not applicable, this my home does not have natural gas
98. Don't know

Q43. [income]{single} Which of the following categories best represents your 2022 household income, before taxes?

1. Less than \$25,000
2. \$25,000 to under \$50,000
3. \$50,000 to under \$75,000
4. \$75,000 to under \$100,000
5. \$100,000 to under \$150,000
6. \$150,000 to under \$200,000
7. \$200,000 or more
98. Don't know

99. Prefer not to say

Q44. [language] {single} What is the primary language spoken in your home?

1. English
2. Spanish
3. Mandarin or Cantonese
4. Filipino/Tagalog
5. Vietnamese
6. Korean
0. Other, please specify: [OPEN END]