

## INTRODUCTION

Thank you for taking time to see if you and your business qualify to participate in a new research study about energy. The study is sponsored by Ameren Illinois, and it has a very important purpose. Ameren Illinois is delivering programs to help its customers use energy more efficiently. Your answers to this survey will help the company to improve these programs so that they work best for everyone.

Your business is one of a small number being asked to respond to the survey. To show our appreciation for your time and effort, we will send you \$25 upon submitting your answers. (Note: Payment may be declined if required by your company's policies.)

You will first be asked a few questions to make sure your business qualifies for participation. If you do qualify, you will then be invited to complete the full survey.

*Note: If you need to pause the survey at any time, you can come back later and begin again where you left off. Simply save the URL and the Survey ID# from your survey invitation to access your survey again. The survey will automatically take you to the point where you left off.*

Please note: any word or phrase that appears in [blue, underlined font](#) will have a hyperlinked definition that pops-up in a separate browser window when you click on that word or phrase. Clicking on any of these hyperlinks will NOT make you navigate away from the survey site.

Please click "CONTINUE" to begin.

## RESPONDENT SCREENING

A1. Our records indicate that we have reached you at the following address:  
**[ADDRESS]**

Is this correct?

- 5. Yes
- 6. No

A2. Please let us know if this address is for a business or a residence:

- 1. This is a business address
- 2. This is a residential address, but a home-operated business is located here
- 3. This is a residential address – it is not associated with a business

**[IF A1=2 OR IF A2=3, TERMINATE AND READ A1-A2 TERMINATE TEXT; OTHERWISE, GO TO S1.]**

### **[A1-A2 TERMINATE TEXT:]**

We truly appreciate your time and effort in responding to our survey, but our questions are related to the energy-related aspects for a specific business address.

If you would like information on how you or your business can save money on your energy bills, please visit us at [www.actonenergy.com](http://www.actonenergy.com).

Thank you. Have a nice day!

S1. Which of the following describes how knowledgeable you are about the way your organization makes decisions about energy-related issues?

- 1. You are **very knowledgeable** about **all** of the issues your organization takes into account as it makes decisions about changing out equipment, or about other energy-related issues
- 2. You are **knowledgeable** about **most** of the factors that your organization takes into account as it makes decisions about changing out equipment, or about other energy-related issues
- 3. You are **not that knowledgeable** about how and why your organization makes the decisions it does about energy related issues **[REQUEST REFERRAL TO DECISION MAKER AND THEN TERMINATE VIA S2]**
- 4. Don't know **[REQUEST REFERRAL TO DECISION MAKER AND THEN TERMINATE VIA S2]**

**[IF S1=1-2, SKIP TO S3; OTHERWISE GO TO S2 TERMINATE TEXT]**

S2. Thank you for taking the time to see if you are eligible to participate in this survey. At this time we need responses from someone in your organization who has specific knowledge about the way your organization makes decisions about energy-related issues.

We would appreciate it if you would provide that person with the invitation postcard you received or refer them to the following link so that they may complete this survey with the following ID:

Link: **[<http://tiny.cc/ameren3>]**

ID: **[xxxxx]**

[PROGRAMMER NOTE: IF A RESPONDENT TERMINATES VIA S2, DELETE DATA COLLECTED AND RESET SURVEY REENTRY POSITION FOR THAT SURVEY ID# BACK TO THE BEGINNING OF THE SURVEY. RECORD THE DATA DELETED FOR THAT SURVEY ID# ELSEWHERE SO WE CAN TRACK THE NUMBER OF TIMES AND REASONS RESPONDENTS DISQUALIFY AT S2 AS WELL AS THE NUMBER OF TIMES THESE PREVIOUSLY USED SURVEY ID#'S ARE REUSED. FOR ALL RESPONDENTS THAT DO NOT TERMINATE VIA S2, DO NOT ALLOW SURVEY ID# TO BE USED AGAIN.]

{NOTE: THIS WILL ALLOW A RESPONDENT WHO DOES NOT PERSONALLY QUALIFY TO FORWARD THEIR SURVEY ID# TO A CO-WORKER WHO MAY BE BETTER QUALIFIED TO ANSWER THE SURVEY.} TK NOTE 7/11 – PLEASE WRITE A NEW VARIABLE TO BE RETAINED (IN THE SAMPLE FILE?) SO THAT I CAN RUN A REPORT TO KNOW HOW MANY RECORDS WERE USED BUT BY THE WRONG PERSON. NEED TO TEST

[NEW PROGRAMMER NOTE 7/16 –FOR ALL TERMINATES BEYOND THIS POINT, USE THE GENERAL TERMINATE TEXT ON PG 11]

S3. Which of the following best describes how your business is billed for electricity at [READ IN ADDRESS FROM SAMPLE]?

1. We are **billed directly by Ameren Illinois** for the electricity we use
2. We are **NOT billed directly by Ameren Illinois** for the electricity we use; our electric **bill is handled by another part of our company or by a third party service provider**, but ultimately, our company is responsible for the cost for our electricity
3. We are **NOT billed directly by Ameren Illinois** for the electricity we use; the cost for our electricity is **included in our rent/lease**
4. We are **served by another utility; not Ameren Illinois**
5. Don't know [TERMINATE]

S4. Which of the following best describes how your business is billed for natural gas at [READ IN ADDRESS FROM SAMPLE]?

1. We are **billed directly by Ameren Illinois** for the natural gas we use
2. We are **NOT billed directly by Ameren Illinois** for the natural gas we use; our natural gas **bill is handled by another part of our company or by a third party service provider**, but ultimately, our company is responsible for the cost for our natural gas
3. We are **NOT billed directly by Ameren Illinois** for the natural gas we use; the cost for our natural gas is **included in our rent/lease**
4. We are **served by another utility; not Ameren Illinois**
5. Don't know [TERMINATE]

[IF S3=1-2 OR S4=1-2, CONTINUE TO TRACKING VARIABLE AND S5; OTHERWISE TERMINATE]

[PROGRAMMER: DISPLAY DIRECTLY ABOVE S5 ON SCREEN:  
PLEASE NOTE THAT ALL OF OUR REMAINING QUESTIONS REFER SPECIFICALLY TO THE FACILITY AT [ADDRESS]

[CREATE TRACKING VARIABLE:  
(S3=1-3 AND S4=4 OR 5) = ELECTRIC ONLY  
(S4=1-3 AND S3=4 OR 5) = GAS ONLY]

[PROGRAMMER: DISPLAY DIRECTLY BELOW S3 ON SCREEN: "PLEASE NOTE THAT ALL OF OUR REMAINING QUESTIONS REFER SPECIFICALLY TO THE FACILITY AT THE LOCATION CITED ABOVE"]

S5. Does your business own or lease the building space at this location?

*If you both lease some space, and own some space at this location, which accounts for the majority of the space?*

1. Own (or in the process of buying it)
2. Lease / rent

S6. Does your operation at this location occupy any enclosed space, or is it an outdoor structure or operation, such as a billboard, a parking lot, a communications tower, or the like?

Our location... **[SELECT ONE]**

1. Is ONLY an enclosed space
2. Is ONLY an outdoor structure or facility **[TERMINATE AFTER S7 – SHOW GENERAL TERMINATE TEXT]**
3. Includes both an enclosed space AND an outdoor structure or operation

**[IF S6=2, ASK S7 AND THEN TERMINATE; IF S6=3, ASK S7 AND CONTINUE; OTHERWISE SKIP TO S8]**

S7. What type of outdoor structure does your organization operate at this site?

1. Billboard
2. Communications / telecommunications tower or other facility
3. Pump
4. Parking lot
5. Traffic light or other type of outdoor lighting
990. Other **[SPECIFY]**

S8. Which of the following best describes the type of facility your organization occupies?

1. Office (finance, insurance, real estate, law, etc.)
2. Retail (department stores, services, boutiques, etc.)
3. Grocery (supermarkets, convenience store, market, etc.)
4. Restaurant (sit-down, fast food, coffee shop, etc.)
5. Warehouse
6. School (day care, pre-school, elementary, secondary)
7. College, university or trade school
8. Health Care (health practitioner office, hospital, urgent care center, etc.)
9. Nursing home / assisted living facility / residential treatment facility
10. Lodging / housing facility (hotel, motel, bed and breakfast, apartment building, etc.)
11. Not-for profit housing facility (shelter, prison, jail, etc.)
12. Entertainment / recreation facility (movie theater, bowling alley, health club/gym, library, museum, etc.)
13. Public assembly facility (convention / conference center, etc.)
14. Worship (church, temple, etc.)
15. Multi-use or shopping mall (i.e., mixed use of space for offices, restaurants, stores, service, apartments, etc.)
16. Manufacturing, production, or processing facility (including for-profit businesses and governmental facilities)
990. Other **[SPECIFY]**

- S9. Which of the following best describes the activity in which your business is engaged at this location?  
Please select the one option that best describes the activity.

**{NOTE TO TEAM: IF THE RESPONDENT SELECTS RESPONSE "15" ABOVE ("MIXED USE"), THEY ARE SHOWN ALL POSSIBLE OPTIONS FOR BUSINESS ACTIVITY EXCEPT HOSPITAL (80,82), WAREHOUSE (30-33), AND MANUFACTURING / PROCESSING (67-79)}**

<b>Traditional Office-Based Business</b> [IF S8=1 OR 15 OR 990, DISPLAY CODES 1-7]	
1. Finance	<input type="radio"/>
2. Insurance	<input type="radio"/>
4. Real estate / construction	<input type="radio"/>
5. Government	<input type="radio"/>
6. Other not-for-profit	<input type="radio"/>
7. Other office [SPECIFY]	<input type="radio"/>
<b>Retail</b> [IF S8=2 OR 15 OR 990, DISPLAY CODES 8-19]	
8. Major retail store	<input type="radio"/>
9. Department store	<input type="radio"/>
10. Small retail (boutique, store in strip mall)	<input type="radio"/>
11. Convenience store	<input type="radio"/>
12. Supermarket	<input type="radio"/>
13. Market	<input type="radio"/>
14. Laundry	<input type="radio"/>
15. Dry cleaning	<input type="radio"/>
16. Copy center	<input type="radio"/>
17. Barber / salon	<input type="radio"/>
18. Gas station / auto shop	<input type="radio"/>
19. Other retail [SPECIFY]	<input type="radio"/>
<b>Grocery</b> [IF S8=3 OR 15 OR 990, DISPLAY CODES 20-23]	
20. Supermarket	<input type="radio"/>
21. Convenience store	<input type="radio"/>
22. Market	<input type="radio"/>
23. Other grocery [SPECIFY]	<input type="radio"/>
<b>Restaurant / Food Service</b> [IF S8=4 OR 15 OR 990, DISPLAY CODES 24-29]	
24. Sit-down restaurant	<input type="radio"/>
25. Casual restaurant, diner, etc.	<input type="radio"/>
26. Fast food	<input type="radio"/>
27. Bakery	<input type="radio"/>
28. Coffee shop	<input type="radio"/>
29. Other restaurant/food service [SPECIFY]	<input type="radio"/>
<b>Warehouse</b> [IF S8=5 OR 990, DISPLAY CODES 30-33] [DO NOT DISPLAY FOR S8=15 FOLLOWUP]	
30. Refrigerated warehouse	<input type="radio"/>
31. Non-refrigerated warehouse	<input type="radio"/>
32. Combination of refrigerated and non-refrigerated space	<input type="radio"/>
33. Other warehouse [SPECIFY]	<input type="radio"/>
<b>School</b> [IF S8=6 OR 15 OR 990, DISPLAY CODES 34-37]	
34. Preschool / daycare	<input type="radio"/>
35. Elementary school	<input type="radio"/>
36. Secondary school	<input type="radio"/>
37. Other pre-college [SPECIFY]	<input type="radio"/>
<b>College, University or Trade School</b> [IF S8=7 OR 15 OR 990, DISPLAY CODES 38-41]	
38. College	<input type="radio"/>
39. University	<input type="radio"/>
40. Trade school	<input type="radio"/>

41. Other post-secondary <b>[SPECIFY]</b>	<input type="radio"/>
<b>Health Care</b> [IF S8=8 OR 15 OR 990, DISPLAY CODES 81-86]	
85. Medical / dental office or office for other health practitioners	<input type="radio"/>
80. General medical or surgical hospital <b>[DO NOT DISPLAY FOR S8=15 FOLLOWUP]</b>	<input type="radio"/>
81. Veterinary hospital	<input type="radio"/>
82. Other hospital <b>[SPECIFY] [DO NOT DISPLAY FOR S8=15 FOLLOWUP]</b>	<input type="radio"/>
83. Urgent care center	<input type="radio"/>
84. Other health care facility <b>[SPECIFY]</b>	<input type="radio"/>
<b>Nursing Home / Assisted Living</b> [IF S8=9 OR 15 OR 990, DISPLAY CODES 42-45]	
42. Nursing home	<input type="radio"/>
43. Assisted living facility	<input type="radio"/>
44. Residential treatment facility	<input type="radio"/>
45. Other care facility <b>[SPECIFY]</b>	<input type="radio"/>
<b>Lodging / Housing</b> [IF S8=10 OR 15 OR 990, DISPLAY CODES 46-49]	
46. Hotel	<input type="radio"/>
47. Motel	<input type="radio"/>
48. Bed & Breakfast	<input type="radio"/>
87. Apartment building / condominium association	<input type="radio"/>
49. Other lodging / housing <b>[SPECIFY]</b>	<input type="radio"/>
<b>Not-For-Profit Housing</b> [IF S8=11 OR 15 OR 990, DISPLAY CODES 50-52]	
50. Shelter	<input type="radio"/>
51. Prison / jail	<input type="radio"/>
52. Other not-for-profit housing <b>[SPECIFY]</b>	<input type="radio"/>
<b>Entertainment / Recreation</b> [IF S8=12 OR 15 OR 990, DISPLAY CODES 53-59]	
53. Health club / gym	<input type="radio"/>
54. Movie theater	<input type="radio"/>
55. Theater	<input type="radio"/>
56. Library	<input type="radio"/>
57. Museum	<input type="radio"/>
58. Bowling alley	<input type="radio"/>
59. Other entertainment / recreation <b>[SPECIFY]</b>	<input type="radio"/>
<b>Public Assembly</b> [IF S8=13 OR 15 OR 990, DISPLAY CODES 60-62]	
60. Conference / convention center	<input type="radio"/>
61. Community center	<input type="radio"/>
62. Other public assembly <b>[SPECIFY]</b>	<input type="radio"/>
<b>Worship</b> [IF S8=14 OR 15 OR 990, DISPLAY CODES 63-66]	
63. Church	<input type="radio"/>
64. Temple	<input type="radio"/>
65. Synagogue	<input type="radio"/>
86. Mosque	<input type="radio"/>
66. Other worship <b>[SPECIFY]</b>	<input type="radio"/>
<b>Manufacturing / Production / Processing</b> [IF S8=16 OR 990, DISPLAY CODES 67-79] <b>[DO NOT DISPLAY FOR S8=15 FOLLOWUP]</b>	
67. Agricultural production or farming	<input type="radio"/>
68. Chemical processing	<input type="radio"/>
69. Electronics / technology	<input type="radio"/>
70. Food / beverage production or processing	<input type="radio"/>
71. General / light assembly or manufacturing	<input type="radio"/>
72. Glass production or processing	<input type="radio"/>
73. Metals production or processing or fabricated metal work	<input type="radio"/>
74. Machinery / appliance / equipment manufacturing	<input type="radio"/>
75. Paper products processing, printing or manufacturing	<input type="radio"/>
76. Textiles / apparel production or processing	<input type="radio"/>

77. Water / wastewater treatment	<input type="radio"/>
78. Wood products manufacturing	<input type="radio"/>
79. Other manufacturing / processing <b>[SPECIFY]</b>	<input type="radio"/>
<b>Something else</b> [IF S8=15 OR 990, DISPLAY CODE 80]	
80. Something else <b>[SPECIFY]</b>	<input type="radio"/>

S10. Approximately how many employees work at this location?

1. Less than 5 employees
2. 5 – 9
3. 10 – 19
4. 20 – 49
5. 50 – 99
6. 100 – 199
7. 200 – 299
8. 300 – 399
9. 400 – 499
10. 500 – 999
11. 1,000 – 2,499
12. 2,500 – 4,999
13. 5,000 – 9,999
14. 10,000 – 24,999
15. 25,000 or more employees

S11. What is the approximate square footage of all of the **enclosed floorspace** at your business’s location, including all buildings and any enclosed parking?

*Please give your best estimate, including only indoor or enclosed space. If your business shares the space with other companies / organizations, only list the space your business uses. If your business occupies several floors or buildings, add the square footage together.*

*Please enter a whole number rather than a range of numbers.*

1. **[RECORD NUMBER]** square feet
2. Not sure

**[IF S11\_1>0, ASK S12 IN ORDER TO VALIDATE S11\_1 RESPONSE; OTHERWISE SKIP TO S13]**

S12. You said the approximate total square footage of all of the **enclosed floorspace** at your business’s location is **[INSERT S11\_1 RESPONSE, USING COMMAS]** square feet.

Is this what you intended?

1. Yes
0. No, I would like to edit my response

**[IF S12=1, CONTINUE TO FILTER BEFORE S13; IF S12=0 SKIP BACK TO S11]**

**[IF S11=2, ASK S13; OTHERWISE SKIP TO S14]**

- S13. We understand you aren't sure, so using the ranges listed below, please just choose the best estimate of the total square footage of all of the **enclosed floorspace** at this location, including all buildings and any enclosed parking?

*Please give your best estimate, including only indoor or enclosed space. If your business shares the space with other companies / organizations, only list the space your business uses. If your business occupies several floors or buildings, add the square footage together.*

1. Less than 1,000 sq. ft.
2. 1,000 – 4,999
3. 5,000 – 9,999
4. 10,000 – 14,999
5. 15,000 – 24,999
6. 25,000 – 49,999
7. 50,000 – 99,999
8. 100,000 – 499,999
9. 500,000 – 1 million
10. 1 million sq. ft. or more

- S14. Which of the following uses of **electricity** and **natural gas** do you pay for at this location? In other words, does your electric and/or gas bill include the cost of...? *Select all that apply.*

1. Heating some or all of your space
2. Cooling some or all of your space
3. Providing hot water for your use
4. Interior lighting
5. Exterior lighting

**{NOTE TO TEAM: THESE RESPONSES WILL BE USED TO SCREEN RESPONDENTS OUT OF THE RELEVANT END USE SECTIONS BELOW; I.E., IF THEY SAY THEIR ENERGY BILL DOES NOT COVER SPACE HEATING, THEY WILL BE SKIPPED OUT OF THE SPACE HEATING SECTION}**

**[IF NOT OVER-QUOTA, GO TO INVITATION LANGUAGE; OTHERWISE TERMINATE]**

**ALL TERMINATES AND OQ EXCEPT FOR TERMS AT A1 AND REFERRALS AT S2 SHOULD GET THIS TERM TEXT:**

**TERMINATE LANGUAGE FOR NON-QUALIFYING AFTER QS2.0 OR OVER-QUOTA RESPONDENTS**

We appreciate the time and effort you have spent in responding to our survey invitation and answering these initial questions, which were designed to see if you are eligible to participate in this research study.

In order to achieve a representative sample, quotas with specific criteria have been designated. At this point, we have reached the number of respondents we can accept from individuals with your type of experience or background. Again, we would like to thank you for your time and effort.

If you would like information on how your business can save money on energy bills, please visit Ameren Illinois at [www.actonenergy.com](http://www.actonenergy.com)

**[ONLY ASKED IF RESPONDENT TERMINATES OR IS OVER QUOTA]**

R1. Additionally, if you would like someone from the Ameren Illinois’s energy efficiency implementation team to contact you about further energy efficiency opportunities, please provide the appropriate contact information below:

***(NOTE: All other information you have provided in this survey will continue to remain anonymous, even if you choose to be contacted. None of your prior responses will be communicated to the Ameren Illinois energy efficiency implementation team.)***

1. **Yes**, we would like to be contacted by someone from Ameren Illinois’s energy efficiency implementation team. *Please supply the appropriate contact information below.*

**[PROGRAMMER NOTE: RESPONDENT SHOULD NOT BE FORCED TO ENTER ANY INFO IF IT’S NOT FOR THEIR PREFERRED CONTACT METHOD]**

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Preferred contact method(s) – *Select all that apply:*

phone       e-mail       postal mail

Daytime phone number : \_\_\_\_\_ **[ALLOW UP TO 20 CHARACTERS – ALLOW ALPHA CHARACTERS]**

E-mail address: \_\_\_\_\_

Postal address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

2. **No**, we would NOT like to be contacted

**[IF R1=1, GO TO FOLLOW-UP REQUEST VERIFICATION SCREEN]**

Please review the contact information you provided and verify that it is complete and correct:

**IF R1=2, SHOW:**

Thank you and have a nice day!

## **INVITATION LANGUAGE FOR QUALIFYING RESPONDENTS**

Thank you for your responses so far. You and your business have qualified to complete this survey. As we indicated earlier, only a limited number of individuals have been invited to participate in this survey, so we appreciate your time in filling out the survey as completely as possible.

The survey should take about 20 – 25 minutes to complete. Once you complete the survey you will be eligible to receive our \$25 thank you payment. Information about how to receive this payment will be provided at the end of the survey.

Your responses are important to us, so please press “CONTINUE” to begin answering the survey questions. All information provided in this survey will be kept strictly confidential, and at no time will you be asked to purchase anything.

If you need to pause the survey at any time, you can come back later and begin again where you left off. Simply save the personalized URL to access your survey again. The survey will automatically take you to the point where you left off.

Please note: any word or phrase that appears in [blue, underlined font](#) will have a hyperlinked definition that pops-up in a separate browser window when you click on that word or phrase. Clicking on any of these hyperlinks will NOT make you navigate away from the survey site.

As you complete the survey, you will **not** be able to use your browser’s “back” button. If you mistakenly press your browser’s “back” button, you will need to press the “refresh” button to continue the survey.

## I – CUSTOMER ENERGY NEEDS

[PROGRAMMER NOTE: THROUGHOUT THIS SURVEY, WORDS OR PHRASES WITH BLUE, UNDERLINED FONT WILL HAVE HYPERLINKED DEFINITIONS THAT POP-UP WHEN THE RESPONDENT CLICKS ON THE WORD OR PHRASE. HYPERLINKED DEFINITIONS ARE PROVIDED AT THE END OF THIS DOCUMENT]

Now, let’s turn specifically to your organization’s thoughts about Ameren Illinois.

Q1. Overall, how familiar would you say your organization is with Ameren Illinois?

[RECORD NUMBER; 1=NOT AT ALL FAMILIAR, 10=EXTREMELY FAMILIAR]

Not at all familiar					Extremely familiar				
1	2	3	4	5	6	7	8	9	10
<input type="radio"/>									

Q2. Using the scale below, please indicate how much your organization agrees or disagrees with each of the following statements about Ameren Illinois.

*Note: If you don’t feel like your organization is very familiar with Ameren Illinois on any of the following, please just give your best guess.*

**Ameren Illinois is...**

[RECORD NUMBER; 1=STRONGLY DISAGREE, 10=STRONGLY AGREE]

[ROTATE 1-4]	Strongly disagree					Strongly agree				
	1	2	3	4	5	6	7	8	9	10
1. ...a leader in energy conservation and green energy	<input type="radio"/>									
2. ...a company that can be trusted	<input type="radio"/>									
3. ...a credible information source on the kinds of things you can do to save energy	<input type="radio"/>									
4. ...a company that actively promotes programs to help its business customers save money	<input type="radio"/>									

Q3. Overall, how satisfied would you say your organization is with Ameren Illinois as your electric utility?

**[RECORD NUMBER; 1=NOT AT ALL SATISFIED, 10=EXTREMELY SATISFIED]**

Not at all satisfied					Extremely satisfied				
1	2	3	4	5	6	7	8	9	10
<input type="radio"/>									

Q4. Using the scale below, please indicate how important it is to your organization that your electric utility company do the following things, even if that means that your organization would have to pay a little more in order for your utility to pursue these types of initiatives?

**[RECORD NUMBER; 1=NOT AT ALL IMPORTANT, 10=EXTREMELY IMPORTANT]**

[ROTATE 1-3]	Not at all important					Extremely important				
	1	2	3	4	5	6	7	8	9	10
1. Actively encourage its customers to participate in energy saving and cost saving programs	<input type="radio"/>									
2. Do everything possible to supply renewable, clean energy	<input type="radio"/>									
3. Operate its business in a completely environmentally friendly manner	<input type="radio"/>									

Q5. Considering the types of initiatives we asked about in the previous question, which would you prefer your electric utility do...? **[SELECT ONE]**

1. Pursue these and other initiatives even if your organization had to pay a little more
2. Do everything possible to keep energy costs as low as possible
3. Both are equally important

## II – BASIC ENERGY USAGE

[PROGRAMMER NOTE: THROUGHOUT THIS SURVEY, WORDS OR PHRASES WITH BLUE, UNDERLINED FONT WILL HAVE HYPERLINKED DEFINITIONS THAT POP-UP WHEN THE RESPONDENT CLICKS ON THE WORD OR PHRASE. HYPERLINKED DEFINITIONS ARE PROVIDED AT THE END OF THIS DOCUMENT]

Our next few questions are about the equipment you have at this facility.

Q6. Approximately what percentage of the space your business occupies, or uses, at this location is heated?

1. None
2. Less than 10%
3. 10-20%
4. 21-30%
5. 31-40%
6. 41-50%
7. 51-60%
8. 61-70%
9. 71-80%
10. 81-90%
11. More than 90%

[IF Q6=2-11, ASK Q7; OTHERWISE SKIP TO Q8]

Q7. What type of space heating system is used as a means of heating your space? *Please select one in each column.*

[PROGRAMMER: ONLY ONE TYPE CAN BE SELECTED IN EACH COLUMN]

	Heating Equipment	A. Primary	B. Secondary
1.	Natural gas warm air furnace with ducts/vents to individual rooms	<input type="checkbox"/>	<input type="checkbox"/>
2.	Electric warm air furnace with ducts/vents to individual rooms	<input type="checkbox"/>	<input type="checkbox"/>
3.	Natural gas boiler with hot water/steam radiators or baseboards in individual rooms	<input type="checkbox"/>	<input type="checkbox"/>
4.	Electric boiler with hot water/steam radiators or baseboards in individual rooms	<input type="checkbox"/>	<input type="checkbox"/>
5.	Electric baseboard or electric coils radiant heating (no supply ducts or water/steam pipes)	<input type="checkbox"/>	<input type="checkbox"/>
6.	<a href="#">Air-source heat pump</a>	<input type="checkbox"/>	<input type="checkbox"/>
7.	<a href="#">Geothermal heat pump</a>	<input type="checkbox"/>	<input type="checkbox"/>
8.	Natural gas unit heater or wall furnace	<input type="checkbox"/>	<input type="checkbox"/>

9.	Electric unit heater or wall furnace	<input type="checkbox"/>	<input type="checkbox"/>
10.	None	<input type="checkbox"/>	<input type="checkbox"/>
999.	Not sure [EXCLUSIVE]	<input type="checkbox"/>	<input type="checkbox"/>
990.	Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>

Q8. What type of cooling system is your primary means to cool your space?

*By "primary", we mean the cooling system that you use for the largest amount of your space.*

1. [Air cooled chiller](#)
2. [Water cooled chiller](#)
3. Central air conditioner
4. Packaged air conditioner units
5. [Floor-by-floor packaged water cooled DX \(Direct Expansion\) units](#)
6. Wall or window air conditioner units
7. [Air-source heat pump](#)
8. [Geothermal heat pump](#)
9. Other [SPECIFY]
10. Not sure

Q9. What type of water heater does your business use?

1. None
2. Hot water either purchased or provided by building to tenants
3. Self-contained or stand-alone storage water heaters/boilers
4. Central boiler
5. [Tankless \(instantaneous\) water heater](#)
6. Heat pump water heater
7. [Heat recovery water heater](#)
8. Other [SPECIFY]
9. Not sure

Q10. What size kitchen, if any, is used for food preparation in your facility, including any kitchens used for employees' personal use?

1. None
2. Small kitchenette
3. Residential-scale kitchen
4. Commercial-scale kitchen
5. Institution-scale kitchen (in larger hospitals, universities)

Q11. **[IF Q10=2-5, DISPLAY, “How many of the following units can be found in your kitchen / food preparation / food storage and/or sales area(s)?”] [IF Q10=1, DISPLAY, “Even though you mentioned you don’t have any kitchens, do you have any refrigerator and/or freezer units? Please indicate how many you have at your location.”]**

*Your best estimate is fine, but please enter whole numbers rather than ranges of numbers.*

1. Refrigerator, units	<b>[RECORD NUMBER 0-99]</b>
2. Freezer, units	<b>[RECORD NUMBER 0-99]</b>
3. Refrigerator, walk-in	<b>[RECORD NUMBER 0-99]</b>
4. Freezer, walk-in	<b>[RECORD NUMBER 0-99]</b>

**[IF S8 NE 5, ASK Q12; OTHERWISE SKIP TO Q13]**

Q12. Is there any warehouse or large storage space at your location?

1. No
2. Yes, unrefrigerated
3. Yes, refrigerated
4. Yes, both unrefrigerated and refrigerated

Q13. Do you have any swimming pools, hot tubs, spas, or other similar items at your location?

1. No
2. Yes, unheated
3. Yes, heated using electricity as a heat source
4. Yes, heated using natural gas as a heat source
5. Yes, heated using another heat source

### III – ATTITUDES

We’d like to understand how your organization as a whole thinks about using energy at this facility.

Q14. At an organizational level, to what extent does your firm agree or disagree with each of the following statements? Please use a 10-point scale where ‘1’ means you strongly disagree, and ‘10’ means you strongly agree.

*We are interested in your firm’s attitudes, regardless of whether or not it has acted on these beliefs.*

**[RECORD NUMBER; 1=STRONGLY DISAGREE, 10=STRONGLY AGREE]**

[ROTATE 1-8]	Strongly disagree					Strongly agree				
	1	2	3	4	5	6	7	8	9	10
1. We care about the cost of the energy we use, but realistically, other issues take up much more of our management time	<input type="radio"/>									
2. It is a top priority for our organization to find ways to control our energy costs	<input type="radio"/>									
3. There is really very little our organization can do to save money on our energy bills	<input type="radio"/>									
4. Our organization believes that it is socially responsible to limit our use of electricity	<input type="radio"/>									
5. We would do more to make our facility more energy efficient, but we don’t really know where to start, or what to do next	<input type="radio"/>									
6. Our organization has made a <u>public</u> commitment to be a “greener” organization	<input type="radio"/>									
7. Our organization believes that the long-term threat from global warming and climate change is real, and potentially devastating	<input type="radio"/>									
8. We believe that investing in energy efficiency almost always a good business decision	<input type="radio"/>									

## IV – EE MEASURES ALREADY TAKEN

Q15. Which, if any, of the following types of gas or electric appliances, equipment (e.g., HVAC equipment, motors), large electronic devices, or other significant energy-using items has your organization purchased for this facility in the **last 12 months**? *Select all that apply.*

[ROTATE 1-7]	Purchased in last 12 months
1. Heating equipment used to heat space in your facility	<input type="checkbox"/>
2. Air conditioning equipment used to cool space in your facility	<input type="checkbox"/>
3. Water heating equipment	<input type="checkbox"/>
4. Refrigeration equipment	<input type="checkbox"/>
5. Motors / drives	<input type="checkbox"/>
6. Office equipment (computers, printers, copiers)	<input type="checkbox"/>
7. Ventilation equipment	<input type="checkbox"/>
8. Other significant energy-using item [SPECIFY ONE ITEM]	<input type="checkbox"/>
9. Other significant energy-using item [SPECIFY ONE ITEM]	<input type="checkbox"/>
10. Other significant energy-using item [SPECIFY ONE ITEM]	<input type="checkbox"/>
11. Not sure [EXCLUSIVE]	<input type="checkbox"/>
12. None of the above [EXCLUSIVE]	<input type="checkbox"/>

[IF ANY Q15\_1 THRU Q15\_10 SELECTED, ASK Q16; OTHERWISE SKIP TO Q17]

Q16. To the best of your recollection, were any of the items purchased for your facility in the last 12 months ones that were specifically described as “ENERGY STAR”, “high energy efficiency” or “highly energy efficient”?

*High energy efficiency models are often labeled as “[ENERGY STAR](#)” appliances or devices.*

[DISPLAY ONLY ITEMS SELECTED AT Q10] [ROTATE 1-7]	1. Yes	2. No	3. Not sure
1. Space heating equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Space cooling equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Water heating equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Refrigeration equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Motors / drives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Office equipment (computers, printers, copiers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Ventilation equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. [INSERT Q15_8 SPECIFY]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. [INSERT Q15_9 OTHER SPECIFY]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. [INSERT Q15_10 OTHER SPECIFY]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17. In the last 12 months, has your organization replaced any of the interior lighting at this facility with high efficiency lighting, including any [compact fluorescent light bulbs \(or CFLs\)](#), [CFL-only light fixtures](#), or [T-8 or Super T-8](#) lamps or fixtures?

1. Yes
2. No
3. Not sure

**[IF Q17=1; ASK Q18; OTHERWISE SKIP TO Q19]**

Q18. Approximately how many high efficiency bulbs and/or ballasts has your organization installed in this facility **within the last 12 months**? *Your best estimate is fine.*

	Number installed within the last 12 months
1. High efficiency bulbs / lamps	[RECORD NUMBER 0-999]
2. High efficiency fixtures / ballasts	[RECORD NUMBER 0-999]

**[Q13TOT (not displayed) MUST BE >0 IN ORDER TO MOVE TO NEXT SCREEN]**

Q19. Some utilities offer rebates, low interest loans, or price discounts to encourage people to purchase highly energy efficient products, including HVAC equipment, refrigeration equipment, motors, water heaters, lighting, and other items.

To the best of your knowledge, does Ameren Illinois have any such programs that offer organizations like yours a discount off the purchase price on qualified items?

1. Yes
2. No
3. Not sure

**[IF Q19=1, ASK Q20; OTHERWISE SKIP TO Q21]**

Q20. Has your organization participated in any loans, price discounts, or conservation rebate programs sponsored by Ameren Illinois **within the last 2 years**?

1. Yes
2. No
3. Not sure

Q21. Which of the following statements best describes your organization's approach to implementing energy efficiency actions **at this facility**? *Please select the **one** answer that best fits this facility.*

1. We don't really pay much attention to energy efficiency
2. We try and watch our energy use, and attempt to remind people about how they use lights and equipment, but we haven't actually done much in terms of changing out equipment for higher efficiency models
3. We have done some things to become more energy efficient (e.g., watch our energy use and have replaced some equipment), but I wouldn't say we have done everything we can
4. We make consistent and aggressive efforts to make our facility as energy efficient as possible

Q22. Has your organization noticed any energy or cost savings as a result of any of the actions your organization might have taken over the last few years to conserve energy or be more energy efficient at this facility?

1. Yes – the energy efficiency actions taken have had a **large impact** on energy or cost savings
2. Yes – the energy efficiency actions taken have had a **small or moderate impact** on energy or cost savings
3. No – the energy efficiency actions taken have had **no impact** on energy or cost savings
4. Not sure
5. Not applicable – We have not taken any actions to conserve energy or be more energy efficient at this facility over the last few years

## V – PURCHASING ATTITUDES / BEHAVIOR & ENVIRONMENTAL ATTITUDES

Now, we'd like to find out about your organization's priorities when evaluating energy-related products and services for your facility.

Q23. Using the scale below, please indicate how important each of the following factors is to your organization when selecting which pieces of equipment, electronic devices, or other energy-related products or services to purchase for this facility.

[RECORD NUMBER; 1=NOT AT ALL IMPORTANT, 10=EXTREMELY IMPORTANT]

[ROTATE 1-7, but make sure 1-2 always appear next to each other]	Not at all important					Extremely important				
	1	2	3	4	5	6	7	8	9	10
1. Any long-term cost savings your organization might see from using the product / service	<input type="radio"/>									
2. Any positive effects on the environment resulting from using the product / service	<input type="radio"/>									
3. Any rebates or purchase discounts that may be offered for the products / services	<input type="radio"/>									
4. The extent to which the product / service is at the leading edge of new technology	<input type="radio"/>									
5. Any potential positive impact on productivity or sales potential	<input type="radio"/>									
6. Features and functions included with the product / service	<input type="radio"/>									
7. The total up-front cost of the product / service	<input type="radio"/>									

[IF Q23\_1=Q23\_2, ASK Q24; OTHERWISE SKIP TO Q25]

Q24. When evaluating energy-related products and services for your facility, which **one** of the following factors is more important to your organization?

[ROTATE 1-2]	More important factor when shopping for energy-related products / services
1. Any <b>cost savings</b> your organization might see	<input type="radio"/>
2. Any <b>positive effects on the environment</b> that might result	<input type="radio"/>

Q25. Using the scale below, please indicate how much you agree or disagree with each of the statements below that have to do with how your organization selects new energy-using equipment.

[RECORD NUMBER; 1=STRONGLY DISAGREE, 10=STRONGLY AGREE]

[ROTATE 1-11]	Strongly disagree					Strongly agree				
	1	2	3	4	5	6	7	8	9	10
1. We manage our operations very tightly; we constantly look at how things are running and for ways to reduce costs	<input type="radio"/>									
2. These days, we have to take a very short term view when thinking about operational investments	<input type="radio"/>									
3. When we consider replacing energy-using equipment, we typically rely on advice from outside consultants or contractors about what would be best for our situation	<input type="radio"/>									
4. We continue to take a long-term view of equipment costs – purchase price matters, but we take life-cycle costs into account when evaluating options	<input type="radio"/>									
5. We are far more concerned with what new energy-using equipment can do for us – what benefits we get from using it – than we are concerned about the cost of the energy to run the equipment	<input type="radio"/>									
6. The reality is that the most energy-efficient equipment is also almost always the best equipment on the market	<input type="radio"/>									
7. Unless there’s a bona fide reason not to, we typically install the most energy-efficient equipment possible	<input type="radio"/>									
8. We sometimes replace equipment earlier than we absolutely have to, just because we know there are more energy efficient options available	<input type="radio"/>									
9. We generally research product features and review all of the relevant options carefully before selecting a new piece of equipment to install	<input type="radio"/>									
10. To be honest, the environmental impact of our day-to-day purchases is not something we spend time worrying about	<input type="radio"/>									
11. Since energy costs make up such a small portion of our total operating costs, energy issues just don’t get a lot of attention	<input type="radio"/>									

## VI – INTEREST IN POTENTIAL ENERGY EFFICIENCY MEASURES OFFERED BY AMEREN ILLINOIS

**[PROGRAMMER NOTE: REBATE/INCENTIVE PROGRAM INTRODUCTION SCREEN]**

Thank you for your responses so far!

The next section of the survey asks for your reaction to a wide variety of energy efficiency programs that Ameren Illinois may be able to offer to businesses like yours. For each of the programs you will see, we would like to understand how likely your business would be to participate in the program.

Q26. With many of these programs, Ameren Illinois would offer your business a rebate or other financial incentive to do something to become more energy efficient. As an example, consider the fact that you can purchase cooling systems (air conditioners, heat pumps, chillers, and the like) that are “standard” efficiency or “higher than standard” efficiency. Higher efficiency air conditioners cost more, but they use less energy. Often, the energy saved by using a more energy efficient piece of equipment can pay for the higher cost of that equipment within a few years.

Ameren Illinois might be able to offer a rebate or other financial incentive to businesses that opt to purchase a higher efficiency cooling system, or other, related appliance or piece of equipment. Because these rebates would reduce the cost difference between a highly energy efficient unit and a standard unit, it would take less time to save on electricity costs to make up for the higher initial cost of the more efficient unit. And remember that you would continue to save money on electricity costs, even after the energy efficient unit “paid for itself.”

**[CAN SPLIT HERE ONTO TWO SCREENS]**

Please assume for now that Ameren Illinois could provide a rebate that meant your business would save enough on electricity costs to pay for the additional cost of the more efficient cooling system within **3 years**. If you were going to acquire a new cooling system, how likely would your business be to buy the higher than standard efficiency cooling system (and take the rebate), rather than buying an equivalent standard efficiency cooling system?

Please use a 10 point scale where, ‘1’ means you think your business would be not at all likely to do this and ‘10’ means your business would be extremely likely to do this.

<b>Not At All Likely To Do This</b>											<b>Extremely Likely to Do This</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>		

**[ASK IF Q26=7 TO 10]**

Q27. Now, please think about a situation in which the impact of the rebate from Ameren Illinois was that you would save enough on electricity to pay for the additional cost to buy a “higher than standard efficiency” cooling system in **5 years**. If this were true, and you were going to acquire a new cooling system, how likely would your business be to buy the higher than standard efficiency cooling system (and take the rebate), rather than buying an equivalent standard efficiency cooling system?

<b>Not At All Likely To Do This</b>											<b>Extremely Likely to Do This</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>		

**[ASK IF Q26 =1-6]**

Q28. Now, please think about a situation in which the impact of the rebate from Ameren Illinois was that you would save enough on electricity to pay for the additional cost to buy a “higher than standard efficiency” cooling system in **1 year**. If this were true, and you were going to acquire a new cooling system, how likely would your business

be to buy the higher than standard efficiency air conditioner (and take the rebate), rather than buying an equivalent standard efficiency cooling system?

**Not At All Likely  
To Do This**

1

2

3

4

5

6

7

8

9

10

**Extremely Likely  
to Do This**

Q29. Now, for each of the items described below, let's assume that a rebate from Ameren Illinois would mean that you would save enough on electricity in **3 years** to pay for the additional cost to buy a "higher than standard efficiency" model of that item. If this were true, and you were going to acquire each of these items, how likely would your business be to buy the higher than standard efficiency model (and take the rebate), rather than buying an equivalent standard efficiency model of each item?

Please use a 10 point scale where '1' means you think your business would be not at all likely to do this and '10' means your business would be extremely likely to do this.

**How likely would your business be to...?**

[KEEP COOLING SECTION FIRST AND DO NOT RANDOMIZE WITHIN; FOLLOWING SECTIONS SHOULD BE RANDOMIZED, BUT NOT ITEMS WITHIN]	Extremely likely to do this										Not our decision (i.e., Someone else decides)	Not applicable / Don't have	Already have / do this	
	1	2	3	4	5	6	7	8	9	10				
<b>3 Year Payback Period</b>														
<b>Cooling System Equipment</b>														
[ASK IF Q8=2-5,7] 1. Purchase a higher than standard efficiency <b>central / packaged air conditioner or chiller unit</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[ASK IF Q8=1] 2. Install higher than standard efficiency <b>fans on chiller units</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[ASK IF Q8=1] 3. Install an <b>Economizer</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[ASK IF Q8=1] 4. Install <b>variable speed drives</b> on <b>chiller pumps</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Heating System Equipment</b>														
[ASK IF S14_1] 5. Purchase a higher than standard efficiency <b>primary heating system</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Refrigeration Equipment</b>														
[ASK IF ANY Q11_1 THROUGH Q11_4>0] 6. Purchase a higher than standard efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<b>refrigeration unit</b>													
7. Install a <b>variable speed compressor</b> on one or more of your <b>refrigeration units</b>	<input type="radio"/>												
<b>Cooking Equipment</b>													
<b>[ASK IF Q10=2-5]</b>													
8. Install higher than standard efficiency <b>cooking equipment (Ovens, Fryers, Cooktops, Fryers, etc.)</b>	<input type="radio"/>												
<b>Pumps and Motors</b>													
9. Purchase higher than standard efficiency <b>motors or pumps for your non-HVAC equipment</b>	<input type="radio"/>												
8. Install <b>Variable Speed Drives</b> on one or more of your <b>non-HVAC pumps or motors</b>	<input type="radio"/>												
10. Purchase higher than standard efficiency <b>pumps or motors that are part of your HVAC system</b>	<input type="radio"/>												
11. Install <b>Variable Speed Drives</b> on one or more of your <b>pumps and motors that are part of your HVAC system</b>	<input type="radio"/>												

Q30. In addition to offering programs that would help your business buy more energy efficient equipment, Ameren Illinois might also be able to offer your business a rebate or other financial incentives to install a variety of control systems that could optimize the operational efficiency of your *existing* equipment. For example, they might provide a rebate to help you install or upgrade an [advanced programmable, clock-based thermostat](#) on your HVAC system to provide basic automation for this system. Once this thermostat is installed, the energy saved could potentially make up for the associated cost of installing it within a few years.

Assuming that Ameren Illinois could provide a rebate that meant you would save enough on your electricity costs to pay for the cost of installing the [advanced programmable, clock-based thermostat](#) within **3 years**, how likely would you be to install this device (and take the rebate)?

Please use a 10 point scale where, '1' means you think your business would be not at all likely to do this and '10' means your business would be extremely likely to do this.

<b>Not At All Likely To Do This</b>											<b>Extremely Likely to Do This</b>
1	2	3	4	5	6	7	8	9	10		

[ASK IF Q30=7 TO 10]

Q31. Now, please think about a situation in which the impact of the rebate from Ameren Illinois was that you would save enough on electricity in **5 years** to pay for the cost of installing an [advanced programmable, clock-based thermostat](#). In this case, how likely would your business be to install the thermostat, and take the rebate?

<b>Not At All Likely To Do This</b>											<b>Extremely Likely to Do This</b>
1	2	3	4	5	6	7	8	9	10		

[ASK IF Q30 =1-6]

Q32. Now, please think about a situation in which the impact of the rebate from Ameren Illinois was that you would save enough on electricity in **1 year** to pay for the cost of installing an [advanced programmable, clock-based thermostat](#). In this case, how likely would your business be to install the thermostat and take the rebate?

<b>Not At All Likely To Do This</b>											<b>Extremely Likely to Do This</b>
1	2	3	4	5	6	7	8	9	10		

Q33. Now, for each of the energy control system improvements below, let's assume that the impact of the rebate from Ameren Illinois was that your business would save enough on electricity in **3 years** to pay for the cost associated with each control system improvement. If this were true, how likely would your organization be to make each improvement?

Please use a 10 point scale where '1' means you think your business would not be at all likely to do this and '10' means your business would be extremely likely to do this.

**How likely would your organization be to...?**

[RANDOMIZE SECTIONS AND ITEMS WITHIN EACH SECTION]	Not at all likely to do this					Extremely likely to do this					Not our decision (i.e., Someone else decides)	Not applicable / Don't have	Already have / do this	
	1	2	3	4	5	6	7	8	9	10				
<b>3 Year Payback Period</b>														
<b>Building Level</b>														
1. Install an <a href="#">Energy Management System</a> that is designed to optimize the performance of all your energy using systems														
<b>HVAC Equipment</b>														
2. Add controls to your ventilation system to enable <a href="#">variable – rather than constant – air volumes</a>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Lighting Equipment</b>														
4. Install <a href="#">occupancy / motion sensors</a> to turn lights off when rooms are not in use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Install <a href="#">daylighting sensors</a> or time clocks / timers to turn interior lights off at specified times when not in use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Swimming Pool Equipment [DISPLAY THIS SECTION IF Q13=2-5]</b>														
6. Install a timer on the swimming pool pump to control the number of hours it operates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Building Exterior</b>														
7. Install controls on your outside lights that make sure they are only on at certain times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q34. In addition to the options we have discussed already, Ameren Illinois might also be able to offer your business a rebate to install a variety of lower cost equipment, or to implement a variety of services, that could optimize the operational efficiency of your equipment. For example, they might provide a rebate to help you install or upgrade higher energy efficiency personal computer. The more efficient PC could potentially make up for the higher purchase price within a few years.

Assuming that Ameren Illinois could provide a rebate that meant you would save enough on your electricity costs to pay for the cost of installing the higher efficiency PC within **3 years**, how likely would you be to install this device (and take the rebate)?

Please use a 10 point scale where, '1' means you think your business would be not at all likely to do this and '10' means your business would be extremely likely to do this.

<b>Not At All Likely To Do This</b>											<b>Extremely Likely to Do This</b>
1	2	3	4	5	6	7	8	9	10		

[ASK IF Q34=7 TO 10]

Q35. Now, please think about a situation in which the impact of the rebate from Ameren Illinois was that you would save enough on electricity in **5 years** to pay for the cost of installing the more energy efficient PC. In this case, how likely would your business be to install the PC, and take the rebate?

<b>Not At All Likely To Do This</b>											<b>Extremely Likely to Do This</b>
1	2	3	4	5	6	7	8	9	10		

[ASK IF Q34 =1-6]

Q36. Now, please think about a situation in which the impact of the rebate from Ameren Illinois was that you would save enough on electricity in **1 year** to pay for the cost of installing the more energy efficient PC. In this case, how likely would your business be to install the PC and take the rebate?

<b>Not At All Likely To Do This</b>											<b>Extremely Likely to Do This</b>
1	2	3	4	5	6	7	8	9	10		

Q37. Now, for each of the improvements below, let's assume that the impact of the rebate from Ameren Illinois was that your business would save enough on electricity in **3 years** to pay for the cost associated with each improvement. If this were true, how likely would your organization be to make each improvement?

Please use a 10 point scale where '1' means you think your business would not be at all likely to do this and '10' means your business would be extremely likely to do this.

**How likely would your organization be to...?**

[RANDOMIZE SECTIONS]	Not at all likely to do this					Extremely likely to do this					Not our decision (i.e., Someone else decides)	Not applicable / Don't have	Already have / do this	
	1	2	3	4	5	6	7	8	9	10				
<b>3 Year Payback Period</b>														
<b>Office Equipment</b>														
1. Purchase a higher than standard efficiency copier / printer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Purchase a higher than standard efficiency server	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Water Heating Equipment [DISPLAY THIS SECTION IF Q9=2-8]</b>														
3. Install "low flow" nozzles or faucet aerators that reduce the amount of hot water used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Install a pre-rinse spray valve on any dishwashers, which would reduce hot water use														
<b>HVAC System [DISPLAY THIS SECTION IF Q8 NE 9]</b>														
<b>[ASK IF Q8=2-5,7]</b>														
5. Perform regular, professional maintenance on your cooling system in order to optimize its performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>[ASK IF Q8=1,3-4]</b>														
6. Perform regular, professional maintenance on your heating system in order to improve its performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Implement a full professional "re-commissioning" of your HVAC system which evaluates and optimizes each element of the system's performance														
<b>Building Exterior</b>														
8. Install reflective film on exterior windows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Lighting System</b>														
9. Upgrade portions of your lighting system including fixtures, lamps and/or ballasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q38. Finally, Ameren Illinois might also be able to offer your business a rebate to purchase and install **higher than standard efficiency light bulbs** (higher than standard efficiency light bulbs could include [compact fluorescents](#),

T-5, T-8 or Super T-8 fluorescents). The energy saved from installing these higher efficiency lamps could potentially make up for the associated cost of installing them within a few years

Assuming that Ameren Illinois could provide a rebate that meant you would save enough on your electricity costs to pay for the cost of installing higher efficiency light bulbs within **3 years**, how likely would you be to install one or more of these bulbs (and take the rebate)?

Please use a 10 point scale where, '1' means you think your business would be not at all likely to do this and '10' means your business would be extremely likely to do this.

<b>Not At All Likely</b>										<b>Extremely Likely</b>	
<b>To Do This</b>										<b>to Do This</b>	
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>		

**[ASK IF Q38=7 TO 10]**

Q39. Now, please think about a situation in which the impact of the rebate from Ameren Illinois was that you would save enough on electricity in **5 years** to pay for the cost of installing the higher efficiency light bulbs. In this case, how likely would your business be to install the one or more of these bulbs, and take the rebate?

<b>Not At All Likely</b>										<b>Extremely Likely</b>	
<b>To Do This</b>										<b>to Do This</b>	
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>		

**[ASK IF Q38=1-6]**

Q40. Now, please think about a situation in which the impact of the rebate from Ameren Illinois was that you would save enough on electricity in **1 year** to pay for the cost of installing the higher efficiency light bulbs. In this case, how likely would your business be to install one or more of the bulbs, and take the rebate?

<b>Not At All Likely</b>										<b>Extremely Likely</b>	
<b>To Do This</b>										<b>to Do This</b>	
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>		

Q41. Finally, we'd like to ask how likely your business is to undertake energy conservation measures such as reducing the temperature of your thermostat, hot water heaters. These actions have no up-front cost, and would reduce your electricity bill. However, they may have some tradeoffs in terms of comfort or convenience.

Please rate the likelihood that your business would take the following actions, using a 10 point scale where '1' means you think your business would be not at all likely to do this and '10' means your business would be extremely likely to do this.

**[RECORD NUMBER; 1=NOT AT ALL LIKELY, 10=EXTREMELY LIKELY]**

[ROTATE RESPONSES]	Not at all likely to do this					Extremely likely to do this				
	1	2	3	4	5	6	7	8	9	10
1. Reduce the temperature of the water that your water heater delivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Reduce your thermostat setting (making it cooler) during the winter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Raise your thermostat setting (making it warmer) during the summer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## VII - CONCLUSION

### [END / COLLECT INFORMATION NECESSARY TO DISTRIBUTE INCENTIVES]

*Those are all the questions we have for you today. Thank you for your participation!*

C1. The \$25 thank you payment you earned by completing our survey will be sent as a check. Please provide your name and address below.

- A. Full name
- B. Business name
- C. Mailing Address Line #1
- D. Mailing Address Line #2 (optional)
- E. Mailing Address Line #3 (optional)
- F. City
- G. State
- H. ZIP Code

C1i. I would prefer not to receive the \$25 thank you payment.

**[IF C1=i, ASK C1J; OTHERWISE, CONTINUE TO ADDRESS VERIFICATION SCREEN]**

C1J. You indicated that you do NOT wish to receive the \$25 thank you check. Is that correct?

- 1. Yes **[CONTINUE TO**
- 2. No **[RETURN TO C1 TO RECORD NAME AND ADDRESS]**

**[IF EITHER NAME/MAILING ADDRESS ENTERED, SHOW INCENTIVE NAME/ADDRESS/EMAIL ADDRESS VERIFICATION SCREEN; OTHERWISE SKIP TO INCENTIVE CONFIRMATION / GOODBYE SCREEN]**

**[INCENTIVE NAME/ADDRESS/EMAIL ADDRESS VERIFICATION SCREEN]**

Please review the information you provided and verify that it is complete and correct:

**[DISPLAY NAME/ADDRESS/EMAIL ADDRESS COLLECTED ON PREVIOUS SCREEN]**

If you would like to edit any of this information, please click the “Back” button to go to the previous screen, where you can make any needed changes.

Otherwise, please click “CONTINUE” to submit your information.

**[PROGRAMMER: INCLUDE BACK BUTTON FOR THIS SCREEN DURING LIVE VERSION]**

**[INCENTIVE CONFIRMATION / FOLLOW-UP REQUEST SCREEN]**

**[IF NAME/MAILING ADDRESS ENTERED, DISPLAY, “You have successfully submitted the information we need so we can send you your \$25 thank you payment. This payment will be issued to the name you provided and will be mailed within 3-4 weeks to the address you provided.”]**

**[PROGRAMMER: DISPLAY ON SAME SCREEN AS ABOVE LANGUAGE]**

C2. If you would like information on how your business can save money on energy bills, please visit Ameren Illinois at [www.actonenergy.com](http://www.actonenergy.com)

Additionally, if you would like someone from Ameren Illinois’s energy efficiency implementation team to contact you about further energy efficiency opportunities, please provide the appropriate contact information below:

**(NOTE: All other information you have provided in this survey will continue to remain anonymous, even if you choose to be contacted. None of your prior responses will be communicated to the Ameren Illinois energy efficiency implementation team.)**

1. **Yes**, we would like to be contacted by someone from Ameren Illinois’s energy efficiency implementation team. *Please supply appropriate information.*

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Preferred contact method(s) – *Select all that apply:*

phone       e-mail       postal mail

Daytime phone number : \_\_\_\_\_ **[ALLOW 20 CHARACTERS]**

E-mail address: \_\_\_\_\_

Postal address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. **No**, we would NOT like to be contacted

**[IF C2=1, GO TO FOLLOW-UP REQUEST VERIFICATION SCREEN; IF C2=2, SKIP TO FOLLOW-UP REQUEST CONFIRMATION / COMMENT SCREEN]**

**[FOLLOW-UP REQUEST VERIFICATION SCREEN]**

Please review the contact information you provided and verify that it is complete and correct:

**[DISPLAY PROVIDED INFORMATION]**

If you would like to edit any of this information, please click the “Back” button to go to the previous screen, where you can make any needed changes.

Otherwise, please click “Next” to submit your information.

**[PROGRAMMER NOTE: INCLUDE ‘BACK’ BUTTON ON THIS SCREEN WHEN SURVEY IS LIVE]**

**[FOLLOW-UP REQUEST CONFIRMATION / COMMENT SCREEN]**

**[IF C2=1, DISPLAY, “You have successfully submitted your contact information! You will be contacted by a representative from the Ameren Illinois energy efficiency implementation team within 10 business days.”]**

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If, at this time, you’d like to make any general comments or provide feedback to Ameren Illinois, please use the following text box:

**[RECORD TEXT; ALLOW A HIGH MAX NUMBER OF CHARACTERS FOR LONG COMMENTS]**

(Note: Any comments you submit here **will not** be linked to your previous survey responses or to any other identifying information when communicated to Ameren Illinois.)

Please click “Next” to submit your comment or to proceed without leaving a comment.

**[GOODBYE SCREEN]**

**[IF STATUS=C, DISPLAY, “Thank you very much for your help with our research. It is greatly appreciated! Have a nice day!”]**

**[IF STATUS=T OR O, DISPLAY, “Thank you. Have a nice day!”]**

**[INCLUDE “Close window” BUTTON]**

## **SURVEY CLOSED MESSAGE – DISPLAY ONLY IF RESPONDENT REACHES SITE AFTER WE HAVE CLOSED THE SURVEY**

We appreciate your time and effort in responding to the survey invitation you received, but the survey sponsored by Ameren Illinois is now closed.

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If you would like information on how your business can save money on energy bills, please visit Ameren Illinois at [www.actonenergy.com](http://www.actonenergy.com)

---

Thank you. Have a nice day!

## DEFINITIONS

[THE DEFINITIONS IN THE TABLE BELOW WILL EACH BE SHOWN IN A POP-UP BOX THAT IS TRIGGERED BY A HYPERLINKED WORD OR PHRASE]

Term / Phrase	Definition
CFL-specific fixture	A fixture that has a CFL-ballast located inside, which is larger and lasts longer than integrated CFLs (CFLs with a screw-in mechanism so that they can replace incandescent bulbs). CFL-specific fixtures use replaceable bulbs that have a starter in the base of the bulb.
Compact fluorescent (CFL)	A newer type of light bulb that screws into a light socket, but which is a fluorescent light rather than a traditional incandescent light bulb, and which also often has a non-traditional swirly or curved shape.
Daylighting sensors	Electronic devices that are used to control lights in a room, so that when there is sufficient daylight / sunlight present, then room lights are turned off
District steam with chiller	A district steam system works by having a central steam plant that typically serves multiple clients, or in larger cities, even multiple city blocks or other areas; district steam with chiller systems use district steam to drive a local chiller system
Floor-by-floor packaged water-cooled DX units	Separate air conditioning units that serve each floor individually; these units are typically water-cooled, rather than air-cooled
Air-source heat pump	An air-source heat pump uses the difference between outdoor and indoor air temperatures to cool and heat the space.
Geo-thermal heat pump	Geothermal heat pumps are similar to ordinary heat pumps, but use the ground instead of outside air to provide heating, air conditioning and, in most cases, hot water.
Central chilled water plant (chiller)	A central chiller plant creates chilled water for distribution throughout the facility. Because of the wide variety of system types and sizes, savings and cost values for efficiency improvements represent an average over screw, reciprocating, and centrifugal technologies.
Economizer (air-side or water-side)	A heat exchanger that uses either cold outdoor air or water cooled by a wet cooling tower to meet the cooling needs of occupied spaces whenever possible.
Electric resistance	Sometimes called electric “baseboard” heat, electric resistance heaters generate hot air to warm an interior space by heating up coils that are located in each individual room or space that is heated
Energy Management System	An electronic system that can be programmed to automatically turn on / off (or to otherwise operate) HVAC, lighting, and / or other building systems according to a schedule that a building operator has established ahead of time
ENERGY STAR®	 <p>A label for some new appliances that indicates the appliance meets the standards for high efficiency appliances</p>
Floor-by-floor packaged water-cooled DX units	Separate air conditioning units that serve each floor individually; these units are typically water-cooled, rather than air-cooled
Forced air furnace	A furnace that operates by heating air which is then forced through ductwork to different outlets throughout a building or facility
Heat recovery water heater	A water heater that uses heat “recovered” from another application (for example, by recovering “waste heat” from a process that heats

	another material) to heat water for different purposes
High-efficiency fluorescent tubes (T8)	Newer fluorescent tubes (T8s) that fit into traditional fixtures, but which represent a more efficient (lower wattage) tube
Occupancy sensors	An occupancy sensor is a motion detector that is integrated with a timing device. It senses when motion has stopped for a specified time period in order to trigger a light extinguishing signal.
Programmable thermostat	A thermostat that lets you program a schedule and set the temperature up or down at different times of the day and/or different days of the week
T-5	Super high-efficiency fluorescent tubes
Tankless (instantaneous) water heater	A water heater that only heats water for delivery to your application when you ask for it by using hot water. These systems do not keep a tank of water hot at all times.
Variable air volumes	Controls air from a single supply duct and varies the airflow to each zone or room based upon the temperature in the room
Variable speed drive	A more sophisticated control that allows these units to run at many different speeds, rather than simply "on" or "off"



# BUSINESS SATURATION SURVEY QUESTIONNAIRE



Ameren Illinois DSM Market Potential – Saturation Questionnaire SMALL TO MEDIUM BUSINESS

DRAFT May 30th, 2012

## QUALIFYING CRITERIA AND QUOTAS

### Qualifying Criteria

- The respondent must be familiar with the energy-related aspects of their business's operations at that location
- Utility bills must be paid for that location

### Hard Quotas

- Total: n=xxx
- Other hard quotas TBD

### Soft Quotas

- TBD

### Tracking Variables

- Electric Only (S3=1-3 AND S3B=5 OR 6)
- Gas Only (S3B=1-3 AND S3=4 OR 5)

## RESPONDENT IDENTIFICATION / VERIFICATION

**Welcome. This survey is sponsored by Ameren Illinois.  
[PROGRAMMER: INCLUDE AMEREN ILLINOIS LOGO]**

Survey results will be collected and summarized by Definitive Insights, a market research company.

---

Please enter the "Survey ID#" that appears on the survey invitation postcard you received. This Survey ID# should be located just above the mailing address on the front side of your postcard.

Survey ID# : \_\_\_\_\_

We at Ameren Illinois and Definitive Insights value your privacy. We will use the information you provide for research purposes only and will NOT share it with third parties for marketing purposes. Information you provide will be stored in a secure database. If you have questions about our privacy practices or would like to get any other information about this study, please contact us via one of the following methods:

**e-mail:** [AmerenIllinoisurveyhelp@definitiveinsights.com](mailto:AmerenIllinoisurveyhelp@definitiveinsights.com)  
**phone:** 1-888-742-4511  
**postal mail:** Definitive Insights  
ATTN: Ameren Illinois Project Director  
601 SW Oak Street  
Portland, Oregon 97205

**[PROGRAMMER: VERIFY VALID CODE AND READ IN ALL VARIABLES FROM SAMPLE FILE]**

## INTRODUCTION

Thank you for taking time to see if you and your business qualify to participate in a new research study about energy. The study is sponsored by Ameren Illinois, and it has a very important purpose. Ameren Illinois is delivering programs to help its customers use energy more efficiently. Your answers to this survey will help the company to improve these programs so that they work best for everyone.

Your business represents one of a small number of businesses that are being asked to respond to the survey. To show our appreciation for the time and effort you place into completing the survey, we will offer you a \$25 Visa card upon submitting your answers. **(Note: Payment may be declined if required by your company's policies.)** You will first be asked a few questions to make sure your business qualifies for participation. If you do qualify, you will then be invited to complete the full survey.

If you need to pause the survey at any time, you can come back later and begin again where you left off. Simply save the URL and the Survey ID# from your survey invitation to access your survey again. The survey will automatically take you to the point where you left off.

Please note: any word or phrase that appears in blue, underlined font will have a hyperlinked definition that pops-up in a separate browser window when you click on that word or phrase. Clicking on any of these hyperlinks will NOT make you navigate away from the survey site.

Please click "Next" to begin.

## RESPONDENT SCREENING

- S1. Which of the following best describes your familiarity with the energy-related aspects of your business operations at **[READ IN ADDRESS FROM SAMPLE]**?
1. You are **very familiar** with the energy-related aspects of your operations at this location
  2. You are **fairly familiar** with the energy-related aspects of your operations at this location
  3. You are **not very familiar** with the energy-related aspects of your operations at this location **[REQUEST REFERRAL TO DECISION MAKER AND THEN TERMINATE VIA S2]**
  4. Don't know **[REQUEST REFERRAL TO DECISION MAKER AND THEN TERMINATE VIA S2]**

**[IF S1=1-2, SKIP TO S3; OTHERWISE SHOW S2 AND TERMINATE WITHOUT SHOWING STANDARD TERMINATE LANGUAGE]**

- S2. Thank you for taking the time to see if you are eligible to participate in this survey. At this time we need responses from someone in your organization who is more familiar with the energy-related aspects of your business operations at this location.

We would appreciate it if you would provide that person with the invitation postcard you received or refer them to the following link so that they may complete this survey:

Link: **[INSERT URL THAT INCLUDES SURVEY ID#]**

**[PROGRAMMER NOTE: IF A RESPONDENT TERMINATES VIA S2. DELETE DATA COLLECTED AND RESET SURVEY REENTRY POSITION FOR THAT SURVEY ID# BACK TO THE BEGINNING OF THE SURVEY. RECORD THE DATA DELETED FOR THAT SURVEY ID# ELSEWHERE SO WE CAN TRACK THE NUMBER OF TIMES AND REASONS RESPONDENTS DISQUALIFY AT S2 AS WELL AS THE NUMBER OF TIMES THESE PREVIOUSLY USED SURVEY ID#'S ARE REUSED. FOR ALL RESPONDENTS THAT DO NOT TERMINATE VIA S5R, DO NOT ALLOW SURVEY ID# TO BE USED AGAIN.]**

**{NOTE: THIS WILL ALLOW A RESPONDENT WHO DOES NOT PERSONALLY QUALIFY TO FORWARD THEIR SURVEY ID# TO A CO-WORKER WHO MAY BE BETTER QUALIFIED TO ANSWER THE SURVEY.}**

- S3. Which of the following best describes how your business is billed for electricity at **[READ IN ADDRESS FROM SAMPLE]**?
1. We are **billed directly by Ameren Illinois** for the electricity we use
  2. We are **NOT billed directly by Ameren Illinois** for the electricity we use; our electric **bill is handled by another part of our company or by a third party service provider** (e.g., City and Village Tax Office, etc.), but ultimately, our company is responsible for the cost for our electricity
  3. We are **NOT billed directly by Ameren Illinois** for the electricity we use; the cost for our electricity is **included in our rent/lease**
  4. We are **served by another utility; not Ameren Illinois**
  5. Don't know
- S3b. Which of the following best describes how your business is billed for natural gas at **[READ IN ADDRESS FROM SAMPLE]**?
1. We do not use natural gas
  2. We are **billed directly by Ameren Illinois** for the natural gas we use
  3. We are **NOT billed directly by Ameren Illinois** for the natural gas we use; our electric **bill is handled by another part of our company or by a third party service provider** (e.g., City and Village Tax Office), but ultimately, our company is responsible for the cost for our natural gas
  4. We are **NOT billed directly by Ameren Illinois** for the natural gas we use; the cost for our natural gas is **included in our rent/lease**

5. We are **served by another utility; not Ameren Illinois**
6. Don't know

**[TERMINATE IF S3=4 or 5 AND S3B=5 or 6]**

**[PROGRAMMER: DISPLAY DIRECTLY BELOW S3 ON SCREEN: "PLEASE NOTE THAT ALL OF OUR REMAINING QUESTIONS REFER SPECIFICALLY TO THE FACILITY AT THE LOCATION CITED ABOVE"]**

**[CREATE TRACKING VARIABLE:**

**(S3=1-3 AND S3B=5 OR 6) = ELECTRIC ONLY**

**(S3B=1-3 AND S3=4 OR 5) = GAS ONLY]**

**[IF S3=1,2 OR S3B=1,2, ASK S4; OTHERWISE TERMINATE]**

S4. Does your business own or lease the building space at this location?

*If you both lease some space, and own some space at this location, which accounts for the majority of the space?*

1. Own (or in the process of buying it)
2. Lease / rent

S5. Does your operation at this location occupy any enclosed space, or is it an outdoor structure or operation, such as a billboard, a parking lot, a communications tower, or the like?

1. Occupies enclosed space
2. Is an outdoor structure or facility **[TERMINATE AFTER S6]**

**[IF S5=2, ASK S6 AND THEN TERMINATE; OTHERWISE SKIP TO S7]**

S6. What type of outdoor structure does your organization operate at this site?

1. Billboard
2. Communications / telecommunications tower or other facility
3. Pump
4. Parking lot
5. Traffic light or other type of outdoor lighting
990. Other **[SPECIFY]**

S7. Which of the following best describes the type of facility your organization occupies?

1. Office (finance, insurance, real estate, law, etc.)
2. Retail (department stores, services, boutiques, etc.)
3. Grocery (supermarkets, convenience store, market, etc.)
4. Restaurant (sit-down, fast food, coffee shop, etc.)
5. Warehouse
6. School (day care, pre-school, elementary, secondary)
7. College, university or trade school
8. Health Care (health practitioner office, hospital, urgent care center, etc.)
9. Nursing home / assisted living facility / residential treatment facility
10. Lodging facility (hotel, motel, bed and breakfast, etc.)
11. Not-for profit housing facility (shelter, prison, jail, etc.)
12. Entertainment / recreation facility (movie theater, bowling alley, health club/gym, library, museum, etc.)
13. Public assembly facility (convention / conference center, etc.)
14. Worship (church, temple, etc.)
15. Multi-use or shopping mall (i.e., mixed use of space for offices, restaurants, stores, service, apartments, etc.)
16. Manufacturing, production, or processing facility (including for-profit businesses and governmental facilities)
990. Other **[SPECIFY]**

S8. Which of the following best describes the activity in which your business is engaged at this location?  
Please select the one option that best describes the activity.

**{NOTE TO TEAM: IF THE RESPONDENT SELECTS RESPONSE "15" ABOVE ("MIXED USE"), THEY ARE SHOWN ALL POSSIBLE OPTIONS FOR BUSINESS ACTIVITY EXCEPT HOSPITAL, WAREHOUSE, AND MANUFACTURING / PROCESSING}**

<b>Traditional Office-Based Business</b> [IF S7=1 OR 15 OR 990, DISPLAY CODES 1-7]	
1. Finance	<input type="radio"/>
2. Insurance	<input type="radio"/>
4. Real estate / construction	<input type="radio"/>
5. Government	<input type="radio"/>
6. Other not-for-profit	<input type="radio"/>
7. Other office <b>[SPECIFY]</b>	<input type="radio"/>
<b>Retail</b> [IF S7=2 OR 15 OR 990, DISPLAY CODES 8-19]	
8. Major retail store	<input type="radio"/>
9. Department store	<input type="radio"/>
10. Small retail (boutique, store in strip mall)	<input type="radio"/>
11. Convenience store	<input type="radio"/>
12. Supermarket	<input type="radio"/>
13. Market	<input type="radio"/>
14. Laundry	<input type="radio"/>
15. Dry cleaning	<input type="radio"/>
16. Copy center	<input type="radio"/>
17. Barber / salon	<input type="radio"/>
18. Gas station / auto shop	<input type="radio"/>
19. Other retail <b>[SPECIFY]</b>	<input type="radio"/>
<b>Grocery</b> [IF S7=3 OR 15 OR 990, DISPLAY CODES 20-23]	
20. Supermarket	<input type="radio"/>
21. Convenience store	<input type="radio"/>

22. Market	<input type="radio"/>
23. Other grocery <b>[SPECIFY]</b>	<input type="radio"/>
<b>Restaurant / Food Service</b> [IF S7=4 OR 15 OR 990, DISPLAY CODES 24-28]	
24. Sit-down restaurant	<input type="radio"/>
25. Fast food diner	<input type="radio"/>
26. Bakery	<input type="radio"/>
27. Coffee shop	<input type="radio"/>
28. Other restaurant <b>[SPECIFY]</b>	<input type="radio"/>
<b>Warehouse</b> [IF S7=5 OR 990, DISPLAY CODES 29-32]	
29. Refrigerated warehouse	<input type="radio"/>
30. Non-refrigerated warehouse	<input type="radio"/>
31. Combination of refrigerated and non-refrigerated space	<input type="radio"/>
32. Other warehouse <b>[SPECIFY]</b>	<input type="radio"/>
<b>School</b> [IF S7=6 OR 15 OR 990, DISPLAY CODES 33-36]	
33. Preschool / daycare	<input type="radio"/>
34. Elementary school	<input type="radio"/>
35. Secondary school	<input type="radio"/>
36. Other pre-college <b>[SPECIFY]</b>	<input type="radio"/>
<b>College, University or Trade School</b> [IF S7=7 OR 15 OR 990, DISPLAY CODES 37-40]	
37. College	<input type="radio"/>
38. University	<input type="radio"/>
39. Trade school	<input type="radio"/>
40. Other post-secondary <b>[SPECIFY]</b>	<input type="radio"/>
<b>Health Care</b> [IF S7=8 OR 15 OR 990, DISPLAY CODES 80-84]	
85. Medical / dental office or office for other health practitioners	<input type="radio"/>
80. General medical or surgical hospital	<input type="radio"/>
81. Veterinary hospital	<input type="radio"/>
82. Other hospital <b>[SPECIFY]</b>	<input type="radio"/>
83. Urgent care center	<input type="radio"/>
84. Other health care facility <b>[SPECIFY]</b>	<input type="radio"/>
<b>Nursing Home / Assisted Living</b> [IF S7=9 OR 15 OR 990, DISPLAY CODES 41-44]	
41. Nursing home	<input type="radio"/>
42. Assisted living facility	<input type="radio"/>
43. Residential treatment facility	<input type="radio"/>
44. Other care facility <b>[SPECIFY]</b>	<input type="radio"/>
<b>Lodging</b> [IF S7=10 OR 15 OR 990, DISPLAY CODES 41-44]	
45. Hotel	<input type="radio"/>
46. Motel	<input type="radio"/>
47. Bed & Breakfast	<input type="radio"/>
48. Other lodging <b>[SPECIFY]</b>	<input type="radio"/>
<b>Not-For-Profit Housing</b> [IF S7=11 OR 15 OR 990, DISPLAY CODES 45-47]	
49. Shelter	<input type="radio"/>
50. Prison / jail	<input type="radio"/>
51. Other not-for-profit housing <b>[SPECIFY]</b>	<input type="radio"/>
<b>Entertainment / Recreation</b> [IF S7=12 OR 15 OR 990, DISPLAY CODES 48-54]	
52. Health club / gym	<input type="radio"/>
53. Movie theater	<input type="radio"/>
54. Theater	<input type="radio"/>
55. Library	<input type="radio"/>
56. Museum	<input type="radio"/>
57. Bowling alley	<input type="radio"/>
58. Other entertainment / recreation <b>[SPECIFY]</b>	<input type="radio"/>
<b>Public Assembly</b> [IF S7=13 OR 15 OR 990, DISPLAY CODES 55-57]	

59. Conference / convention center	<input type="radio"/>
60. Community center	<input type="radio"/>
61. Other public assembly [SPECIFY]	<input type="radio"/>
<b>Worship</b> [IF S7=14 OR 15 OR 990, DISPLAY CODES 58-61]	
62. Church	<input type="radio"/>
63. Temple	<input type="radio"/>
64. Synagogue	<input type="radio"/>
65. Other worship [SPECIFY]	<input type="radio"/>
<b>Manufacturing / Production / Processing</b> [IF S7=16 OR 990, DISPLAY CODES 62-74]	
66. Agricultural production or farming	<input type="radio"/>
67. Chemical processing	<input type="radio"/>
68. Electronics / technology	<input type="radio"/>
69. Food / beverage production or processing	<input type="radio"/>
70. General / light assembly or manufacturing	<input type="radio"/>
71. Glass production or processing	<input type="radio"/>
72. Metals production or processing or fabricated metal work	<input type="radio"/>
73. Machinery / appliance / equipment manufacturing	<input type="radio"/>
74. Paper products processing, printing or manufacturing	<input type="radio"/>
75. Textiles / apparel production or processing	<input type="radio"/>
76. Water / wastewater treatment	<input type="radio"/>
77. Wood products manufacturing	<input type="radio"/>
78. Other manufacturing / processing [SPECIFY]	<input type="radio"/>
<b>Something else</b> [IF S7=15 OR 990, DISPLAY CODE 79]	
79. Something else [SPECIFY]	<input type="radio"/>

S9. Approximately how many people are employed full-time at this location?

1. Less than 5 employees
2. 5 – 9
3. 10 – 19
4. 20 – 49
5. 50 – 99
6. 100 – 199
7. 200 – 299
8. 300 – 399
9. 400 – 499
10. 500 – 999
11. 1,000 – 2,499
12. 2,500 – 4,999
13. 5,000 – 9,999
14. 10,000 – 24,999
15. 25,000 or more employees

S10. Which of the following uses of **electricity** and **natural gas** do you pay for at this location? In other words, does your electric and/or gas bill include the cost to...? *Select all that apply.*

1. Heat some or all of your space
2. Cool some or all of your space
3. Provide hot water for your use
4. Provide interior lighting
5. Provide exterior lighting

**{NOTE TO TEAM: THESE RESPONSES WILL BE USED TO SCREEN RESPONDENTS OUT OF THE RELEVANT END USE SECTIONS BELOW; I.E., IF THEY SAY THEIR ENERGY BILL DOES NOT COVER SPACE HEATING, THEY WILL BE SKIPPED OUT OF THE SPACE HEATING SECTION}**

S11. Which of the following are present at this location? *Select all that apply.*

1. Natural gas service
2. Propane service
3. Purchased steam or hot water
4. Fuel oil for one or more end uses
5. Electric Vehicle charging stations
6. None of the above **[EXCLUSIVE]**

**[IF NOT OVER-QUOTA, GO TO INVITATION LANGUAGE; OTHERWISE TERMINATE]**

## TERMINATE LANGUAGE FOR NON-QUALIFYING OR OVER-QUOTA RESPONDENTS

We appreciate the time and effort you have spent in responding to our survey invitation and answering these initial questions, which were designed to see if you are eligible to participate in this research study.

In order to achieve a representative sample, quotas with specific criteria have been designated. At this point, we have reached the number of respondents we can accept from individuals with your type of experience or background. Again, we would like to thank you for your time and effort.

If you would like information on how your business can save money on energy bills, please visit us at [www.actonenergy.com](http://www.actonenergy.com).

Q76. Additionally, if you would like someone from Ameren Illinois energy efficiency implementation team to contact you about further energy efficiency opportunities, please provide the appropriate contact information below:

***(NOTE: All other information you have provided in this survey will continue to remain anonymous, even if you choose to be contacted. None of your prior responses will be communicated to the Ameren Illinois energy efficiency implementation team.)***

1. **Yes**, we would like to be contacted by someone from Ameren Illinois energy efficiency implementation team. *Please supply the appropriate contact information below.*

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Preferred contact method(s) – *Select all that apply:*

phone       e-mail       postal mail

Daytime phone number : \_\_\_\_\_

E-mail address: \_\_\_\_\_

Postal address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

2. **No**, we would NOT like to be contacted

**[IF Q76=1, GO TO CONTACT INFORMATION FOR AMEREN ILLINOIS VERIFICATION SCREEN; IF Q76=2, SKIP TO GOOD-BYE SCREEN]**

## INVITATION LANGUAGE FOR QUALIFYING RESPONDENTS

Thank you for your responses so far. You and your business have qualified to complete this survey. As we indicated earlier, only a limited number of individuals will be able to complete this survey, so we appreciate your time in filling out the survey as completely as possible.

The survey should take about 20 minutes to complete. Once you complete the survey you will be eligible to receive our \$25 thank you payment. Information about how to receive the payment will be provided at the end of the survey.

Your responses are important to us, so please press “Next” to begin answering the survey questions. All information provided in this survey will be kept strictly confidential, and at no time will you be asked to purchase anything.

If you need to pause the survey at any time, you can come back later and begin again where you left off. Simply save the personalized URL to access your survey again. The survey will automatically take you to the point where you left off.

Please note: any word or phrase that appears in [blue, underlined font](#) will have a hyperlinked definition that pops-up in a separate browser window when you click on that word or phrase. Clicking on any of these hyperlinks will NOT make you navigate away from the survey site.

As you complete the survey, you will **not** be able to use your browser’s “back” button. If you mistakenly press your browser’s “back” button, you will need to press the “refresh” button to continue the survey.

## BUILDING TYPE – BUSINESS-USE AREA

**[PROGRAMMER NOTE: THROUGHOUT THIS SURVEY, WORDS OR PHRASES WITH BLUE, UNDERLINED FONT WILL HAVE HYPERLINKED DEFINITIONS THAT POP-UP WHEN THE RESPONDENT CLICKS ON THE WORD OR PHRASE. HYPERLINKED DEFINITIONS ARE PROVIDED AT THE END OF THIS DOCUMENT. ]**

The first several questions are about the building areas, your company uses or occupies at **[READ IN ADDRESS FROM SAMPLE]**.

Q1. Approximately when was the facility your business uses at this location constructed?

*If your business is located in several buildings across a campus/complex, please estimate the average year across all buildings.*

1. Before 1900
2. 1900-1919
3. 1920-1929
4. 1930-1939
5. 1940-1949
6. 1950-1959
7. 1960-1969
8. 1970-1979
9. 1980-1989
10. 1990-1999
11. 2000-2009
12. 2010-present
13. Not sure

Q2. How many years has your business occupied this facility?

1. Less than 1 year
2. 1-2 years
3. 3-4 years
4. 5-9 years
5. 10-19 years
6. 20 years or more

Q3. Has this facility been renovated or undergone tenant improvements in the last 5 years?

1. Yes
2. No
3. Not sure

**[IF Q3=1, ASK Q4; OTHERWISE SKIP TO Q5]**

Q4. When did these improvements take place?

1. 2007
2. 2008
3. 2009
4. 2010
5. 2011
6. 2012

Q5. Does your business operate at this location continuously all year, or is it shut down for a portion of the year?

1. Operate continuously all year long
2. Shut down for part of the year

**[IF Q5=2, ASK Q6; OTHERWISE SKIP TO Q7]**

Q6. During which months of the year is your operation at this location SHUT DOWN? *Select all that apply.*

	Months when operation is SHUT DOWN
1. January	<input type="checkbox"/>
2. February	<input type="checkbox"/>
3. March	<input type="checkbox"/>
4. April	<input type="checkbox"/>
5. May	<input type="checkbox"/>
6. June	<input type="checkbox"/>
7. July	<input type="checkbox"/>
8. August	<input type="checkbox"/>
9. September	<input type="checkbox"/>
10. October	<input type="checkbox"/>
11. November	<input type="checkbox"/>
12. December	<input type="checkbox"/>

Q6A. During what percentage of each of these months is your operation at this location SHUT DOWN?

For example, if you're open for half of July, enter 50%.

Your best estimate is fine.

[DISPLAY ONLY ITEMS SELECTED AT Q6; AUTOCODE NON-SELECTED ITEMS AS 0%]	% of month during which operation is SHUT DOWN
1. January	[RECORD NUMBER 1-100]%
2. February	[RECORD NUMBER 1-100]%
3. March	[RECORD NUMBER 1-100]%
4. April	[RECORD NUMBER 1-100]%
5. May	[RECORD NUMBER 1-100]%
6. June	[RECORD NUMBER 1-100]%
7. July	[RECORD NUMBER 1-100]%
8. August	[RECORD NUMBER 1-100]%
9. September	[RECORD NUMBER 1-100]%
10. October	[RECORD NUMBER 1-100]%
11. November	[RECORD NUMBER 1-100]%
12. December	[RECORD NUMBER 1-100]%

[AT LEAST ONE MUST BE <100% TO MOVE TO NEXT SCREEN]

Q7. During the times of year that this building is in use, which days of the week is it OPEN? *Select all that apply.*

By "open," we are referring to times when any employees are present / working.

	Days OPEN
1. Monday	<input type="checkbox"/>
2. Tuesday	<input type="checkbox"/>
3. Wednesday	<input type="checkbox"/>
4. Thursday	<input type="checkbox"/>
5. Friday	<input type="checkbox"/>
6. Saturday	<input type="checkbox"/>
7. Sunday	<input type="checkbox"/>
TOT. Total number of days open per week	[CALCULATE TOTAL ASSUMING THAT EACH SELECTION EQUALS 1]

[IF Q7TOT<5, ASK Q7A; OTHERWISE SKIP TO FILTER BEFORE Q8]

Q7A. You indicated that this building is open for fewer than 5 days per week. Is this what you intended?

1. Yes, this building is open for fewer than 5 days per week
2. No, this is not what I intended

[IF Q7A=2, SKIP BACK TO Q7]

[IF Q7TOT>=5 OR Q7A=1, ASK Q8; OTHERWISE SKIP BACK TO Q7]

Q8. During which hours does your facility operate on each day it is open?

[SHOW THE FOLLOWING OPTIONS IN THE DROP DOWN MENUS USED IN THE TABLE BELOW: N/A – open 24 hours; Midnight; 1 a.m.; 2 a.m.; 3 a.m.; 4 a.m.; 5 a.m.; 6 a.m.;

7 a.m.; 8 a.m.; 9 a.m.; 10 a.m.; 11 a.m.; Noon; 1 p.m.; 2 p.m.; 3 p.m.; 4 p.m.; 5 p.m.; 6 p.m.; 7 p.m.; 8 p.m.; 9 p.m.; 10 p.m.; 11 p.m.]

	A. Opening Hour	B. Closing Hour
[IF Q7_1=1] 1. Monday	[DISPLAY DROP DOWN MENU]	[IF Q8A_1="N/A – open 24 hours", DO NOT DISPLAY DROP DOWN MENU]
<input type="checkbox"/> Check this box if your Tuesday – Friday hours are the same as Monday. [IF CHECKED, AUTOFILL TUESDAY-FRIDAY WITH THE RESPONSES FROM Q8_1A AND Q8_1B]		
[IF Q7_2=1] 2. Tuesday	[DISPLAY DROP DOWN MENU]	[IF Q8A_2="N/A – open 24 hours", DO NOT DISPLAY DROP DOWN MENU]
[IF Q7_3=1] 3. Wednesday	[DISPLAY DROP DOWN MENU]	[IF Q8A_3="N/A – open 24 hours", DO NOT DISPLAY DROP DOWN MENU]
[IF Q7_4=1] 4. Thursday	[DISPLAY DROP DOWN MENU]	[IF Q8A_4="N/A – open 24 hours", DO NOT DISPLAY DROP DOWN MENU]
[IF Q7_5=1] 5. Friday	[DISPLAY DROP DOWN MENU]	[IF Q8A_5="N/A – open 24 hours", DO NOT DISPLAY DROP DOWN MENU]
[IF Q7_6=1] 6. Saturday	[DISPLAY DROP DOWN MENU]	[IF Q8A_6="N/A – open 24 hours", DO NOT DISPLAY DROP DOWN MENU]
[IF Q7_7=1] 7. Sunday	[DISPLAY DROP DOWN MENU]	[IF Q8A_7="N/A – open 24 hours", DO NOT DISPLAY DROP DOWN MENU]

[IF THERE ARE ANY Q8 ROWS IN WHICH COLUMN A EQUALS COLUMN B, ASK Q8AA; OTHERWISE SKIP TO Q9]

Q8AA. For one or more days you are open, you selected a closing hour that is earlier than an opening hour (e.g., Opening Hour = 11a.m., Closing Hour = 2 a.m.)

To make sure this is what you intended, please answer the following questions.

	Yes	No
[DISPLAY IF Q8_1B<Q8_1A] 1. Is it correct that you are open from <u>Monday</u> at [INSERT Q8_1A RESPONSE] to <u>Tuesday</u> at [INSERT Q8_1B RESPONSE]?	<input type="radio"/>	<input type="radio"/>
[DISPLAY IF Q8_2B<Q8_2A] 2. Is it correct that you are open from <u>Tuesday</u> at [INSERT Q8_2A RESPONSE] to <u>Wednesday</u> at [INSERT Q8_2B RESPONSE]?	<input type="radio"/>	<input type="radio"/>
[DISPLAY IF Q8_3B<Q8_3A] 3. Is it correct that you are open from <u>Wednesday</u> at [INSERT Q8_3A RESPONSE] to <u>Thursday</u> at [INSERT Q8_3B RESPONSE]?	<input type="radio"/>	<input type="radio"/>
[DISPLAY IF Q8_4B<Q8_4A] 4. Is it correct that you are open from <u>Thursday</u> at [INSERT Q8_4A RESPONSE] to <u>Friday</u> at [INSERT Q8_4B RESPONSE]?	<input type="radio"/>	<input type="radio"/>
[DISPLAY IF Q8_5B<Q8_5A] 5. Is it correct that you are open from <u>Friday</u> at [INSERT Q8_5A RESPONSE] to <u>Saturday</u> at [INSERT Q8_5B RESPONSE]?	<input type="radio"/>	<input type="radio"/>
[DISPLAY IF Q8_6B<Q8_6A]	<input type="radio"/>	<input type="radio"/>

6. Is it correct that you are open from Saturday at [INSERT Q8_6A RESPONSE] to <u>Sunday</u> at [INSERT Q8_6B RESPONSE]?		
[DISPLAY IF Q8_7B<Q8_7A] 7. Is it correct that you are open from Sunday at [INSERT Q8_7A RESPONSE] to <u>Monday</u> at [INSERT Q8_7B RESPONSE]?	<input type="radio"/>	<input type="radio"/>

[IF ANY Q8AA\_1 THROUGH Q8AA\_7 = "NO", SKIP BACK TO Q8]

Q9. What is the approximate total square footage that your business occupies at this location?

*Please give your best estimate, including only indoor or enclosed space. If your business shares the space with other companies / organizations, only list the space your business uses. If your business occupies several floors or buildings, add the square footage together.*

*Please enter a whole number rather than a range of numbers.*

1. [RECORD NUMBER] square feet
2. Not sure

[IF Q9\_1=0+, ASK Q9A IN ORDER TO VALIDATE Q9\_1 RESPONSE; OTHERWISE SKIP TO Q10]

Q9A. You said the approximate total square footage that your business occupies at this location is...

[INSERT Q9\_1 RESPONSE, USING COMMAS] square feet

Is this what you intended?

1. Yes
0. No, I would like to edit my response

[IF Q9A=1, CONTINUE TO NEXT FILTER; OTHERWISE SKIP BACK TO Q9]

[IF Q9\_2=1, ASK Q10; OTHERWISE SKIP TO Q11]

Q10. We understand you aren't sure, so using the ranges listed below, please just choose the best estimate of the total square footage of your business at this location.

*Please give your best estimate, including only indoor or enclosed space. If your business shares the space with other companies / organizations, only list the space your business uses. If your business occupies several floors or buildings, add the square footage together.*

1. Less than 1,000 sq. ft.
2. 1,000 – 4,999
3. 5,000 – 9,999
4. 10,000 – 14,999
5. 15,000 – 24,999
6. 25,000 – 49,999
7. 50,000 – 99,999
8. 100,000 – 499,999
9. 500,000 – 999,999
10. 1 million sq. ft. or more

- Q11. What percentage of the total enclosed floorspace your business occupies in at this location can be characterized by each of the following area descriptions?

*Your best estimate is fine, but please enter whole numbers that will add up to 100%.*

Area description [SET DEFAULT RESPONSE AT 0]	% of total enclosed floorspace
1. Office	[RECORD NUM 0-100]%
2. Data center / computer room	[RECORD NUM 0-100]%
3. Food preparation, food service or food sales (e.g., kitchen, cafeteria, restaurant, coffee shop, convenience store, supermarket, market, etc.)	[RECORD NUM 0-100]%
4. Retail (e.g., mall, department store, small retail/boutique etc.)	[RECORD NUM 0-100]%
5. Common areas (e.g., lobby, hallway, meeting room, auditorium, library, bathroom, workout area, worship area, etc.)	[RECORD NUM 0-100]%
6. Lodging (e.g., sleeping quarters, hotel room, bedroom in nursing home, etc.)	[RECORD NUM 0-100]%
7. Laboratory	[RECORD NUM 0-100]%
8. Warehouse/storage area	[RECORD NUM 0-100]%
9. Laundry facilities	[RECORD NUM 0-100]%
10. Health services (e.g., hospital, doctor's office, etc.)	[RECORD NUM 0-100]%
11. Manufacturing / processing / production	[RECORD NUM 0-100]%
990. Other [SPECIFY ONE AREA]	[RECORD NUM 0-100]%
991. Other [SPECIFY ONE AREA]	[RECORD NUM 0-100]%
992. Other [SPECIFY ONE AREA]	[RECORD NUM 0-100]%
TOT. Total	[CALCULATE TOTAL]%

**[PROGRAMMER: Q11TOT MUST EQUAL 100 IN ORDER TO CONTINUE TO NEXT SCREEN]**

## I – BUILDING TYPE – ENTIRE BUILDING AREA

The following questions refer to the **total** building that your organization occupies, or uses, at this location, even if you only occupy a portion of the building.

- Q12. How many floors are in the entire building? *Your best estimate is fine, but please enter a whole number rather than a range of numbers.*

*If your business is located in several buildings across a campus/complex, enter the total number of floors across all the buildings.*

**[RECORD NUMBER 1-100]** floors

- Q13. What percent of the total space in the building does your organization occupy?

*Your best estimate is fine, but please enter a whole number rather than a range of numbers.*

**[RECORD NUMBER 1-100]%**

**[IF Q13<100, ASK Q13A; OTHERWISE SKIP TO Q14]**

Q13A. Approximately what percentage of the remaining space in the building is used for the following types of other business activities? *If you are not sure, please provide your best estimate.*

*Please enter whole numbers that will add up to 100%*

<b>Business Activity</b>	<b>Percentage of space</b>
1. Office space	[RECORD NUMBER 0-100]%
2. Restaurant(s)	[RECORD NUMBER 0-100]%
3. Retail	[RECORD NUMBER 0-100]%
4. Service	[RECORD NUMBER 0-100]%
5. Manufacturing	[RECORD NUMBER 0-100]%
6. Entertainment	[RECORD NUMBER 0-100]%
7. Lodging	[RECORD NUMBER 0-100]%
8. Health	[RECORD NUMBER 0-100]%
9. Education	[RECORD NUMBER 0-100]%
10. Warehouse	[RECORD NUMBER 0-100]%
11. Other [SPECIFY]	[RECORD NUMBER 0-100]%
<b>TOT. Total</b>	<b>[CALCULATE TOTAL]%</b>

**[PROGRAMMER: Q13ATOT MUST EQUAL 100 IN ORDER TO CONTINUE TO NEXT SCREEN]**

Q14. Approximately what percentage of the entire building exterior wall area is covered in glass and/or "windowed"?

*If your business is located in several buildings across a campus/complex, please approximate the total percentage across all buildings.*

*Your best estimate is fine.*

<b>% of entire building exterior wall area covered in glass and/or "windowed"</b>	<b>Example images</b>	
1. Less than 10%		<input type="radio"/>
2. 11-25%		<input type="radio"/>
3. 26-50%		<input type="radio"/>
4. 51-75%		<input type="radio"/>
5. More than 75%		<input type="radio"/>

Q15. Of all the windows located on the exterior walls of your building, about what percentage are [single pane windows](#), and what percentage are [double pane windows or better](#)?

Your best estimate is fine, but please enter whole numbers that will add up to 100%.

Note: Click on hyperlinked text to view a definition of a term or phrase that pops up in a separate window. Clicking on these hyperlinked terms or phrases will NOT make you navigate away from the survey site.

Window Type		% of all exterior windows
1. <a href="#">Single pane windows</a> (windows with just 1 layer of glass)		[RECORD NUMBER 0-100]%
2. <a href="#">Double pane windows or better</a> (windows with 2 or more layers of glass)		[RECORD NUMBER 0-100]%
3. Not sure [EXCLUSIVE]		<input type="checkbox"/>
TOT. Total		[CALCULATE Q15_1 + Q15_2]%

[PROGRAMMER: Q15TOT MUST EQUAL 100, OR Q15\_3 MUST BE SELECTED ("DON'T KNOW") IN ORDER TO CONTINUE TO NEXT SCREEN]

Q16. What percentage of these windows is tinted? Your best estimate is fine.

If your business is located in several buildings across a campus/complex, please approximate the total percentage across all buildings.

1. Less than 10%
2. 11-25%
3. 26-50%
4. 51-75%
5. More than 75%

Q16a. Other than windows, what type of surface covers the exterior walls of the building?

If more than one type of surface covers the exterior of the building(s), please select the surface type that covers the largest portion of your exterior walls.

1. Brick
2. Concrete
3. Stucco
4. Masonry
5. [Glass curtain / spandrel](#)
6. Wood
7. Metal
8. Other [PLEASE SPECIFY]

Q16b. How would you characterize the insulation level of the exterior walls of the building(s)?

*If the level of insulation varies within or between the buildings at your business's location, please answer for the building that has the largest amount of occupied floorspace.*

1. **High** level of insulation
2. **Medium** level of insulation
3. **Low** level of insulation
4. No insulation
5. Not sure

Q17. Which of the following best describes the building roof?

*If more than one description applies, please select the option that accounts for the majority of the roof(s).*

1. Steep
2. Moderately slanted
3. Flat
4. Not sure

Q18. Which of the following best describes the color of the building roof?

*If more than one description applies, please select the option that accounts for the majority of the roof(s).*

1. Dark
2. Medium-dark
3. White or light
4. "Green roof" (partially or completely covered with vegetation and soil)
5. Not sure

## HEATING AND COOLING

The next group of questions focuses on the way that your space at this location is heated and/or cooled.

**[IF S10=1, ASK Q19; OTHERWISE SKIP TO FILTER BEFORE Q26]**

Q19. Approximately what percentage of the space your business occupies, or uses, at this location is heated?

1. None
2. Less than 10%
3. 10-20%
4. 21-30%
5. 31-40%
6. 41-50%
7. 51-60%
8. 61-70%
9. 71-80%
10. 81-90%
11. More than 90%

**[IF Q19=2-11, ASK Q21; OTHERWISE SKIP TO FILTER BEFORE Q26]**

Q21. What type of space heating system is used as a means of heating your space? **[ONLY ONE TYPE CAN BE SELECTED IN EACH COLUMN]**

	Heating Equipment	Primary	Secondary
1.	Natural gas warm air furnace with ducts/vents to individual rooms	TM	TM
2.	Electric warm air furnace with ducts/vents to individual rooms	TM	TM
3.	Natural gas boiler with hot water/steam radiators or baseboards in individual rooms	TM	TM
4.	Electric boiler with hot water/steam radiators or baseboards in individual rooms	TM	TM
5.	Electric baseboard or electric coils radiant heating (no supply ducts or water/steam pipes)	TM	TM
6.	Air-source heat pump	TM	TM
7.	Geothermal heat pump	TM	TM
8.	Natural gas unit heater or wall furnace	TM	TM
9.	Electric unit heater or wall furnace	TM	TM

<b>10.</b>	<b>None</b>	<b>TM</b>	<b>TM</b>
<b>999.</b>	<b>Not sure</b>	<b>TM</b>	<b>TM</b>
<b>990.</b>	<b>Other (please specify)</b>	<b>TM</b>	<b>TM</b>

**[IF Q21 PRIMARY AND Q21 SECONDARY BOTH EQUAL 11 OR 999, SKIP TO FILTER BEFORE Q26, OTHERWISE ASK Q22]**

Q22. When was your primary space heating equipment installed?

*Your best estimate is fine.*

1. Before 1960
2. 1961-1970
3. 1971-1980
4. 1981-1990
5. 1991-1995
6. 1996-2000
7. 2001-2003
8. 2004-2006
9. 2007-2009
10. 2010-present

Q22b. Which of the following best describes how your system is maintained?

1. Regularly each month
2. Regularly each season / quarter
3. Regularly each year
4. As needed
5. Not sure

**[ASK IF ANY 1-10 OR 990 AT Q21=SECONDARY, IF 11-999 AT Q21=SECONDARY, SKIP TO Q26]**

Q23. What percentage of your total business space is heated with a supplemental heating system?

1. None
2. Less than 10%
3. 11-25%
4. 26-50%
5. 51-75%
6. More than 75%

Q25. When was your supplemental heating system installed? *Your best estimate is fine.*

1. Before 1990
2. 1990-1995
3. 1996-2000
4. 2001-2003
5. 2004-2006
6. 2007-2009
7. 2010- present

**[IF S10=2, ASK Q26; OTHERWISE SKIP TO FILTER BEFORE Q33]**

Q26. Approximately what percentage of the space your business occupies, or uses, at this location is cooled?

1. None
2. Less than 10%
3. 10-20%
4. 21-30%
5. 31-40%
6. 41-50%
7. 51-60%
8. 61-70%
9. 71-80%
10. 81-90%
11. More than 90%

**[IF Q26=2-11, ASK Q27; OTHERWISE SKIP TO FILTER BEFORE Q33]**

Q27. What type of cooling system is your primary means to cool your space? **[ONLY ONE TYPE CAN BE SELECTED IN EACH COLUMN]**

	Cooling Equipment	Primary	Secondary
1.	<a href="#">Air cooled chiller</a>	<input type="radio"/>	<input type="radio"/>
2.	<a href="#">Water cooled chiller</a>	<input type="radio"/>	<input type="radio"/>
3.	<a href="#">Central air conditioner</a>	<input type="radio"/>	<input type="radio"/>
4.	<a href="#">Packaged rooftop air conditioner units</a>	<input type="radio"/>	<input type="radio"/>
5.	<a href="#">Floor-by-floor packaged water cooled DX (Direct Expansion) units</a>		
6.	<a href="#">Wall or window air conditioner units</a>	<input type="radio"/>	<input type="radio"/>
7.	<a href="#">Air-source heat pump</a>	<input type="radio"/>	<input type="radio"/>
8.	<a href="#">Geothermal heat pump</a>	<input type="radio"/>	<input type="radio"/>
9.	<b>None</b>	<input type="radio"/>	<input type="radio"/>
999.	<b>Not sure</b>	<input type="radio"/>	<input type="radio"/>
990.	<b>Other (please specify)</b>	<input type="radio"/>	<input type="radio"/>

**[IF Q27=1 OR 2, ASK Q28; OTHERWISE SKIP TO Q29]**

Q28. What type of chiller does your facility use?

1. [Centrifugal](#)
2. [Reciprocating](#)
3. [Rotary](#)
4. [Scroll](#)
5. [Screw](#)
6. [Absorption, hot water](#)
7. [Absorption, steam](#)
8. [Absorption, natural gas](#)
9. [Chiller, steam-driven turbine](#)
10. Other **[SPECIFY]**
11. Not sure

**[IF Q21\_7 = Primary and Q27\_7 NE Primary or Secondary] or [If Q21\_8 = Primary and Q21\_8 NE Primary or Secondary] ASK Q29; OTHERWISE SKIP TO Q21]**

Q29. You indicated that you use a heat pump to heat your space in the winter, but do not use it to cool your space in the summer. For verification purposes, please select your primary heating and cooling system.

Q29A. Heating Equipment [Show any for which Q21=Primary or Secondary]	Q29B. Cooling Equipment [Show any for which Q27=Primary or Secondary]
<a href="#">Electric packaged unit(s)/ Roof-top unit(s)</a>	<a href="#">Air cooled chiller</a>
<a href="#">Electric central warm air furnace with ducts/vents to individual rooms</a>	<a href="#">Water cooled chiller</a>
<a href="#">Natural gas central warm air furnace with ducts/vents to individual rooms</a>	<a href="#">Central air conditioner</a>
<a href="#">Electric central boiler with hot water/steam radiators or baseboards in individual rooms</a>	<a href="#">Packaged air conditioner units</a>
<a href="#">Natural gas central boiler</a>	<a href="#">Floor-by-floor packaged water cooled DX (Direct Expansion) units</a>
<a href="#">Electric baseboard or electric coils radiant heating</a>	<a href="#">Wall or window air conditioner units</a>
<a href="#">Air-source heat pump</a>	<a href="#">Air-source heat pump</a>
<a href="#">Geothermal heat pump</a>	<a href="#">Geothermal heat pump</a>
<a href="#">Wall furnace(s)</a>	<b>None</b>
Unit heater(s)	<b>Not sure</b>
<b>None</b>	<b>Other</b>
<b>Not sure</b>	
<b>Other</b>	

Q30. When was your primary cooling system installed? *Your best estimate is fine.*

1. Before 1980
2. 1980-1989
3. 1990-1994
4. 1995-2000
5. 2001-2003
6. 2004-2006
7. 2007-2009
8. 2010-present

Q30a. Which of the following best describes how your system is maintained?

1. Regularly each month
2. Regularly each season / quarter
3. Regularly each year
4. As needed
5. Not sure

**[ASK IF ANY 1-8 OR 990 AT Q27=SECONDARY, IF 9-999 AT Q27=SECONDARY, SKIP TO Q33]**

Q31. What percentage of your total business space is cooled with a supplemental cooling system?

1. None
2. Less than 10%
3. 11-25%
4. 26-50%

- 5. 51-75%
- 6. More than 75%

Q32. When was the supplemental cooling system installed? *Your best estimate is fine.*

- 1. Before 1980
- 2. 1980-1989
- 3. 1990-1994
- 4. 1995-2000
- 5. 2001-2003
- 6. 2004-2006
- 7. 2007-2009
- 8. 2010-present

**[IF Q19=2-11 OR Q26=2-11, ASK Q33; OTHERWISE SKIP TO FILTER BEFORE Q36]**

Q33. What type of temperature control is primarily used in your heating and/or cooling system(s)?

- 1. [Manual thermostat](#)
- 2. [Programmable thermostat](#)
- 3. [Energy management system](#)
- 4. Always on
- 5. Manual on/off
- 6. Time clock
- 7. None of the above

**[IF Q26=2-11 AND Q33=1-6, ASK Q34; OTHERWISE SKIP TO FILTER BEFORE Q35]**

Q34. For each of the times listed below, what is the typical cooling temperature for the thermostat in **summer (June through August)**?

*Please select a range from each drop down menu.*

**[PROGRAMMER: PLACE DROP DOWN MENU TO INCLUDE THE FOLLOWING OPTIONS:  
1=Less than 60°F; 2=60-64°F; 3=65-69°F; 4=70-74°F; 5=75-78°F; and 6=79°F or higher]**

1.	Day	[DROP DOWN MENU]
2.	Night	[DROP DOWN MENU]

**[IF Q19=2-11 AND Q33=1-6, ASK Q35; OTHERWISE SKIP TO FILTER BEFORE Q36]**

Q35. For each of the times listed below, what is the typical heating temperature for the thermostat in **winter (December through February)**?

*Please select a range from each drop down menu.*

**[PROGRAMMER: PLACE DROP DOWN MENU TO INCLUDE THE FOLLOWING OPTIONS:  
1=Less than 60°F; 2=60-64°F; 3=65-69°F; 4=70-74°F; 5=75-78°F; and 6=79°F or higher]**

1.	Day	[DROP DOWN MENU]
2.	Night	[DROP DOWN MENU]

**[IF S10=3, ASK Q36; OTHERWISE SKIP TO FILTER BEFORE Q41]**

The next few questions focus on any water heating used by your business.

Q36. What type of water heater does your business use? If more than one type of water heater, indicate the one that is used most often.

1. None
2. Hot water either purchased or provided by building to tenants
3. Self-contained or stand-alone storage water heater/boiler
4. Central boiler
5. [Tankless \(instantaneous\) water heater](#)
6. Heat pump water heater
7. [Heat recovery water heater](#)
8. Domestic-type water heater
9. Other **[SPECIFY]**
10. Not sure

**[IF Q36=2-9, ASK Q37; OTHERWISE SKIP TO FILTER BEFORE Q41]**

Q37. How many water heater units do you have?

*Your best estimate is fine, but please enter a whole number rather than a range of numbers.*

**[RECORD NUMBER 1-100]**

**[IF Q36=2-4 OR 6-9, ASK Q38; OTHERWISE SKIP TO Q39]**

Q38. What is the **[IF Q37>1, DISPLAY, "average"]** tank size of these water heater unit(s)? *Your best estimate is fine.*

1. Less than 30 gallons
2. 30-54 gallons
3. 55-69 gallons
4. 70-89 gallons
5. 90-119 gallons
6. 120-150 gallons
7. More than 150 gallons
8. Not sure

Q39. What type of fuel is used by the water heater(s)?

1. Natural gas
2. Electricity
3. Steam
4. Other [**SPECIFY**]
5. Not sure

Q40. On average, when were the water heaters installed? *Your best estimate is fine.*

1. Before 1980
2. 1980-1989
3. 1990-1994
4. 1995-2000
5. 2001-2003
6. 2004-2006
7. 2007-2009
8. 2010-present
9. Not sure

## LIGHTING

**[DISPLAY IF S10=4 OR 5; OTHERWISE SKIP TO “Office and Other Equipment” INTRO TEXT]**

The next few questions focus on the lighting used in your business’s building(s).

**[IF S10=4, ASK Q41; OTHERWISE SKIP TO FILTER BEFORE Q44]**

Q41. How many of each of the following types of lamps / fixtures are used in the **interior** of the building(s) at your business, considering only the areas your business occupies?

*Your best estimate is fine, but please enter a whole number for each type of lamp / fixture.*

Lamp/fixture type	Example Images	Number of interior lamps / fixtures
1. Fluorescent (circuline type, U-type, etc.)		[RECORD NUM 0-9999]
2. <a href="#">Incandescent</a>		[RECORD NUM 0-9999]
3. <a href="#">Compact fluorescent</a>		[RECORD NUM 0-9999]
4. <a href="#">LED</a>		[RECORD NUM 0-9999]
5. <a href="#">Mercury vapor</a>		[RECORD NUM 0-9999]
6. <a href="#">Metal halide – standard</a>		[RECORD NUM 0-9999]

7. <a href="#">Metal halide – Pulse start</a>		[RECORD NUM 0-9999]
8. <a href="#">High pressure sodium</a>		[RECORD NUM 0-9999]
9. <a href="#">Low pressure sodium</a>		[RECORD NUM 0-9999]
10. <a href="#">Neon</a>		[RECORD NUM 0-9999]
11. Self / battery powered exit signs		[RECORD NUM 0-9999]
12. <a href="#">Quartz / halogen</a>		[RECORD NUM 0-9999]
13. <a href="#">Induction</a>		[RECORD NUM 0-9999]
14. Other [SPECIFY]		[RECORD NUM 0-9999]
TOT. Total number of lamps / fixtures		[CALCULATE TOTAL]

Q41a/b. Of the **interior** lamps/fixtures that you have, what percentage are on during business and non-business hours?

**[ONLY DISPLAY RESPONSE OPTIONS >0 AT Q41A]**

Lamp/fixture type	Number that you have	Q41a. % on during business hours	Q41b. % on during non-business hours
1. Fluorescent (standard type, circuline type, U-type, etc.)	[DISPLAY Q41A RESPONSE]	[RECORD % 0-100]%	[RECORD % 0-100]%
2. <a href="#">Incandescent</a>	[DISPLAY Q41A RESPONSE]	[RECORD % 0-100]%	[RECORD % 0-100]%
3. <a href="#">Compact fluorescent</a>	[DISPLAY Q41A RESPONSE]	[RECORD % 0-100]%	[RECORD % 0-100]%
4. <a href="#">Mercury vapor</a>	[DISPLAY Q41A RESPONSE]	[RECORD % 0-100]%	[RECORD % 0-100]%
5. <a href="#">Metal halide – standard</a>	[DISPLAY Q41A RESPONSE]	[RECORD % 0-100]%	[RECORD % 0-100]%
6. <a href="#">Metal halide – Pulse start</a>	[DISPLAY Q41A RESPONSE]	[RECORD % 0-100]%	[RECORD % 0-100]%
7. <a href="#">High pressure sodium</a>	[DISPLAY Q41A RESPONSE]	[RECORD % 0-100]%	[RECORD % 0-100]%
8. <a href="#">Low pressure sodium</a>	[DISPLAY Q41A RESPONSE]	[RECORD % 0-100]%	[RECORD % 0-100]%
9. <a href="#">Neon</a>	[DISPLAY Q41A RESPONSE]	[RECORD % 0-100]%	[RECORD % 0-100]%
10. <a href="#">LED</a>	[DISPLAY Q41A RESPONSE]	[RECORD % 0-100]%	[RECORD % 0-100]%
11. Self / battery powered exit signs	[DISPLAY Q41A RESPONSE]	[RECORD % 0-100]%	[RECORD % 0-100]%
12. <a href="#">Quartz / halogen</a>	[DISPLAY Q41A RESPONSE]	[RECORD % 0-100]%	[RECORD % 0-100]%
13. <a href="#">Induction</a>	[DISPLAY Q41A RESPONSE]	[RECORD % 0-100]%	[RECORD % 0-100]%
14. Other [SPECIFY]	[DISPLAY Q41A RESPONSE]	[RECORD % 0-100]%	[RECORD % 0-100]%

**[IF Q41a\_1 > 0, ASK Q42a; OTHERWISE SKIP TO Q43]**

Q42a. What percentage of all the interior fluorescent lamps your business uses can be described as each of the following types?

*Your best estimate is fine, but please enter whole numbers that will add up to 100%.*

	[SET DEFAULT RESPONSE AT 0]	% of all <b>fluorescent</b> lamps / fixtures used...
1.	<a href="#">T-12</a>	[RECORD NUM 0-100]%
2.	<a href="#">T-8</a>	[RECORD NUM 0-100]%
3.	<a href="#">Super T-8</a>	[RECORD NUM 0-100]%
4.	<a href="#">T-5</a>	[RECORD NUM 0-100]%
5.	<a href="#">LED</a>	[RECORD NUM 0-100]%
6.	Other [SPECIFY]	[RECORD NUM 0-100]%
TOT.	<b>Total</b>	[CALCULATE TOTAL]%

**[PROGRAMMER: Q42ATOT MUST EQUAL 100 IN ORDER TO CONTINUE TO NEXT SCREEN]**

**[IF Q42A\_1 > 0, ASK Q42B. OTHERWISE SKIP TO Q43]**

Q42B. Approximately how many T-12 lamps do you still have in inventory? *Your best estimate is fine.*

**[RECORD NUMBER 1-10,000]** T-12 lamps

Q43. Which of the following types of lighting controls are primarily used to control your interior lighting? *Select all that apply.*

1. Manual – circuit breaker
2. [Manual – single switch](#)
3. [Manual – bi-level \(dual\) switch](#)
4. [Occupancy sensor](#)
5. Timers / Time clock
6. [Photocell](#)
8. [Daylighting sensor](#)
9. [Energy management system](#)
990. Other [SPECIFY]
998. Not sure

**[IF S10=5, ASK Q44; OTHERWISE SKIP TO INTRO TEXT BEFORE Q47]**

Q44. Thinking about the exterior lighting that you pay for in your electric bill, how many of each of the following types of lamps / fixtures are used on the **exterior** of your business's building(s)?

*Your best estimate is fine, but please enter a whole number for each type of lamp / fixture.*

Lamp/fixture type	Example Images	Number of <u>exterior</u> lamps / fixtures	Q44a. % on during business hours	Q44b. % on during non-business hours
1. Fluorescent (standard type, circline type, U-type, etc.)		[RECORD NUM 0-9999]	[RECORD % 0-100]%	[RECORD % 0-100]%
2. <a href="#">Incandescent</a>		[RECORD NUM 0-9999]	[RECORD % 0-100]%	[RECORD % 0-100]%
3. <a href="#">Compact fluorescent</a>		[RECORD NUM 0-9999]	[RECORD % 0-100]%	[RECORD % 0-100]%
4. <a href="#">Mercury vapor</a>		[RECORD NUM 0-9999]	[RECORD % 0-100]%	[RECORD % 0-100]%
5. <a href="#">Metal halide – standard</a>		[RECORD NUM 0-9999]	[RECORD % 0-100]%	[RECORD % 0-100]%
6. <a href="#">Metal halide – Pulse start</a>		[RECORD NUM 0-9999]	[RECORD % 0-100]%	[RECORD % 0-100]%
7. <a href="#">High pressure sodium</a>		[RECORD NUM 0-9999]	[RECORD % 0-100]%	[RECORD % 0-100]%
8. <a href="#">Low pressure sodium</a>		[RECORD NUM 0-9999]	[RECORD % 0-100]%	[RECORD % 0-100]%

9. <a href="#">Neon</a>		[RECORD NUM 0-9999]	[RECORD % 0-100]%	[RECORD % 0-100]%
10. <a href="#">LED</a>		[RECORD NUM 0-9999]	[RECORD % 0-100]%	[RECORD % 0-100]%
11. Self / battery powered exit signs		[RECORD NUM 0-9999]	[RECORD % 0-100]%	[RECORD % 0-100]%
12. <a href="#">Quartz / halogen</a>		[RECORD NUM 0-9999]	[RECORD % 0-100]%	[RECORD % 0-100]%
13. <a href="#">Induction</a>		[RECORD NUM 0-9999]	[RECORD % 0-100]%	[RECORD % 0-100]%
14. Other [SPECIFY]		[RECORD NUM 0-9999]	[RECORD % 0-100]%	[RECORD % 0-100]%
TOT. Total number of lamps / fixtures		[CALCULATE TOTAL]		

Q45. DELETED

Q46. Which of the following types of lighting controls is primarily used to control your exterior lighting?

1. Manual – circuit breaker
2. [Manual – single switch](#)
3. [Manual – bi-level \(dual\) switch](#)
4. [Occupancy sensor](#)
5. Timers / Time clock
6. [Photocell](#)
8. [Daylighting sensor](#)
9. [Energy management system](#)
990. Other [SPECIFY]
998. Not sure

## OFFICE AND OTHER EQUIPMENT

Now we would like to ask you some questions about some facilities and equipment your business may operate.

Q47. How many units of the following computing or office equipment can be found within your business space?

*Your best estimate is fine, but please enter whole numbers rather than ranges of numbers.*

Office Equipment type	Number
1. Server	[RECORD NUMBER 0-500]
2. Personal computer	[RECORD NUMBER 0-500]
3. Laptop/Netbook computer	[RECORD NUMBER 0-500]
4. Tablet computer	[RECORD NUMBER 0-500]
5. Monitor	[RECORD NUMBER 0-500]
6. Printer/Copier	[RECORD NUMBER 0-500]
7. Scanner	[RECORD NUMBER 0-500]
8. Fax machine	[RECORD NUMBER 0-500]
9. All-in-one fax/copy/scanner machine	[RECORD NUMBER 0-500]
10. Point of sale terminals (POS)	[RECORD NUMBER 0-500]
11. Projector	[RECORD NUMBER 0-500]

**[IF Q11\_3>0, ASK Q48; OTHERWISE SKIP TO FILTER BEFORE Q52]**

The following questions focus on your kitchen, food preparation, and/or food storage or sales facilities.

Q48. What size kitchen, if any, is used for food preparation in your facility?

1. None
2. Small kitchenette
3. Residential-scale kitchen
4. Commercial-scale kitchen
5. Institution-scale kitchen (in larger hospitals, universities)

**[IF Q48=2-5, ASK Q49; OTHERWISE SKIP TO FILTER BEFORE Q52]**

Q49. How many of the following units can be found in your kitchen / food preparation / food storage and/or sales area(s)?

*Your best estimate is fine, but please enter whole numbers rather than ranges of numbers.*

Kitchen Equipment type	Number
1. Broiler, electric	[RECORD NUMBER 0-100]
2. Broiler, gas	[RECORD NUMBER 0-100]
3. Infrared broiler, electric	[RECORD NUMBER 0-100]
4. Infrared broiler, gas	[RECORD NUMBER 0-100]
5. Fryer, electric	[RECORD NUMBER 0-100]
6. Fryer, gas	[RECORD NUMBER 0-100]
7. Griddle/grill, electric	[RECORD NUMBER 0-100]
8. Griddle/grill, gas	[RECORD NUMBER 0-100]
9. General oven, electric	[RECORD NUMBER 0-100]
10. General oven, gas	[RECORD NUMBER 0-100]
11. Baking oven, electric	[RECORD NUMBER 0-100]
12. Baking oven, gas	[RECORD NUMBER 0-100]
13. Combination oven, electric	[RECORD NUMBER 0-100]
14. Combination oven, gas	[RECORD NUMBER 0-100]
15. Convection oven, electric	[RECORD NUMBER 0-100]
16. Convection oven, gas	[RECORD NUMBER 0-100]
17. Conveyor oven, electric	[RECORD NUMBER 0-100]
18. Conveyor, gas	[RECORD NUMBER 0-100]
19. Pasta cooker, electric	[RECORD NUMBER 0-100]
20. Pasta cooker, gas	[RECORD NUMBER 0-100]
21. Infrared rotisserie oven, electric	[RECORD NUMBER 0-100]
22. Infrared rotisserie oven, gas	[RECORD NUMBER 0-100]
23. Infrared salamander broiler, electric	[RECORD NUMBER 0-100]
24. Infrared salamander broiler, gas	[RECORD NUMBER 0-100]
25. Range top, electric	[RECORD NUMBER 0-100]
26. Range top, gas	[RECORD NUMBER 0-100]
27. Dishwasher, electric	[RECORD NUMBER 0-100]
28. Dishwasher, gas	[RECORD NUMBER 0-100]
29. Refrigerator, units	[RECORD NUMBER 0-100]
30. Freezer, units	[RECORD NUMBER 0-100]
31. Refrigerator, walk-in	[RECORD NUMBER 0-100]
32. Freezer, walk-in	[RECORD NUMBER 0-100]

**[IF Q49\_19>0, ASK Q50; OTHERWISE SKIP TO FILTER BEFORE Q51]**

Q50. How large is your **walk-in refrigerator space**? Please enter the approximate total square footage of all walk-in refrigerators.

*Your best estimate is fine, but please enter a whole number rather than a range of numbers.*

**[RECORD NUMBER, MIN 1]** square feet

**[IF Q49\_20>0, ASK Q51; OTHERWISE SKIP TO FILTER BEFORE Q52]**

Q51. How large is your **walk-in freezer space**? Please enter the approximate total square footage of all walk-in freezers.

*Your best estimate is fine, but please enter a whole number rather than a range of numbers.*

**[RECORD NUMBER, MIN 1]** square feet

**[IF Q11\_8>0, ASK Q52; OTHERWISE SKIP TO FILTER BEFORE INTRO TEXT ABOVE Q55]**

Q52. Do you have any warehouse space, or large storage space, within the area your business uses at this location?

1. No
2. Yes, unrefrigerated
3. Yes, refrigerated
4. Yes, both unrefrigerated and refrigerated

**[IF Q52=2 OR 4, ASK Q53; OTHERWISE SKIP TO FILTER BEFORE Q54]**

Q53. What is the approximate square footage of your **unrefrigerated warehouse space**?

*Your best estimate is fine, but please enter a whole number rather than a range of numbers.*

**[RECORD NUMBER, MIN 1]** square feet

**[IF Q52=3-4, ASK Q54; OTHERWISE SKIP TO FILTER BEFORE INTRO TEXT ABOVE Q55]**

Q54. What is the approximate square footage of your **refrigerated warehouse space**?

*Your best estimate is fine, but please enter a whole number rather than a range of numbers.*

**[RECORD NUMBER, MIN 1]** square feet

**[IF Q11\_9>0, ASK Q55; OTHERWISE SKIP TO FILTER ABOVE Q60B]**

The following questions focus on your laundry facilities

Q55. DELETED

Q56. How many of the following units are there in your laundry facility?

*Your best estimate is fine, but please enter whole numbers rather than ranges of numbers.*

Laundry Equipment type	Number
1. Standard, top loading washer	<b>[RECORD NUMBER 0-100]</b>
2. Standard, front loading washer	<b>[RECORD NUMBER 0-100]</b>
3. Super capacity washer	<b>[RECORD NUMBER 0-100]</b>
4. Clothes dryer, gas	<b>[RECORD NUMBER 0-100]</b>
5. Clothes dryer, electric	<b>[RECORD NUMBER 0-100]</b>

**[IF ANY Q56\_1 THROUGH Q56\_3>0, ASK Q57; OTHERWISE SKIP TO FILTER BEFORE Q59]**

Q57. On average, when was the typical washer installed? *Your best estimate is fine.*

1. Before 1970
2. 1970-1979
3. 1980-1989
4. 1990-1994
5. 1995-1999
6. 2000-2004
7. 2005-present

998. Not sure

Q58. On average, how many loads does each washer handle per week? *Your best estimate is fine.*

1. 1-5
2. 6-10
3. 11-20
4. 21-30
5. More than 30
6. Not sure

**[IF Q56\_4>0 OR Q56\_5>0, ASK Q59; OTHERWISE SKIP TO FILTER BEFORE Q60]**

Q59. On average, when was the typical dryer installed? *Your best estimate is fine.*

1. Before 1970
2. 1970-1979
3. 1980-1989
4. 1990-1994
5. 1995-1999
6. 2000-2004
7. 2005-present
998. Not sure

**[IF ANY Q56\_1 THROUGH Q56\_5>0; ASK Q60; OTHERWISE SKIP TO FILTER BEFORE Q60B]**

Q60. In general, how would you characterize the energy efficiency of your laundry equipment?

1. Mostly standard efficiency
2. Mostly high efficiency (ENERGY STAR<sup>®</sup>, Supersaver)
3. Mix of standard and high-efficiency

**[IF S7=6, 7, 10, 12, 13 OR 15 OR 990, ASK Q60B. OTHERWISE SKIP TO FILTER BEFORE Q61]**

Q60b. Do you have a pool and/or spa at this location? *Select all that apply.*

1. Pool
2. Spa
3. None of the above

**[IF Q60b=1, ASK Q60c. OTHERWISE SKIP TO FILTER BEFORE Q60d]**

Q60c. Is your pool pump controlled by a timer?

1. Yes
2. No
3. Not sure

**[IF Q60b=1 OR 2, ASK Q60d. OTHERWISE SKIP TO FILTER BEFORE Q61]**

Q60d. Do you heat your pool or spa?

1. No
2. Yes, year-round

3. Yes, summer only

Q60e. What type of fuel is used to generate heat for all / most of these water heaters?

1. Natural gas
2. Electricity
3. Solar
4. Other [**SPECIFY**]
5. Not sure

## MANUFACTURING / PROCESSING OPERATIONS

[IF Q11\_11>1, ASK Q61; OTHERWISE SKIP TO FILTER ABOVE INTRO TEXT ABOVE Q66a]

Now we would like to ask you some questions about your manufacturing / processing operations.

Q61. Which of the following types of motors are used at your business's location? *Select all that apply.*

1. Motors that drive the different **pumps** that are used at this facility
2. Motors that drive **other machines or uses** at this facility (e.g., mills, assembly lines, air compressors, etc.)
3. None of the above [EXCLUSIVE]

[IF Q61=1, ASK Q61a; OTHERWISE SKIP TO FILTER ABOVE Q64]

Q61a. How many motors are there in each of the following categories that drive the different **pumps** that are used at this facility? [IF Q61=2, DISPLAY, "(Please consider only pumps in your response. Other motor uses are covered in later questions.)"]

*Your best estimate is fine, but please enter whole numbers rather than ranges of numbers.*

	# of motors
1. Less than 5 HP	[RECORD NUM 0-999]
2. 5–24 HP	[RECORD NUM 0-999]
3. 25–99 HP	[RECORD NUM 0-999]
4. 100–249 HP	[RECORD NUM 0-999]
5. 250–499 HP	[RECORD NUM 0-999]
6. 500 or more HP	[RECORD NUM 0-999]
TOT. Total	[CALCULATE TOTAL]

[TOTAL MUST BE >=1; ALLOW BLANK CELLS TO BE AUTOCODED AS 0's]

Q62. Do these pumps tend to operate continuously, or for extended periods of time, while this facility is operating, or only for short periods of time?

1. Continuously / long periods of time
2. Short periods of time
3. Varies / some of both

Q63. Do these pumps generally have high efficiency motors, and/or variable speed drives, or not?

1. Most are high efficiency and/or high variable speed drives
2. Split 50/50 – some are high efficiency and/or high variable speed drives, some are not
3. Few or none are high efficiency and/or high variable speed drives

**[IF Q61=2, ASK Q64; OTHERWISE SKIP TO FILTER ABOVE INTRO TEXT ABOVE Q66a]**

Q64. How many **motors** are there in each of the following categories that drive **other machines or uses** at this facility (e.g., mills, assembly lines, air compressors, etc.)?

*Your best estimate is fine, but please enter whole numbers rather than ranges of numbers.*

	# of motors
1. Less than 5 HP	[RECORD NUM 0-999]
2. 5–24 HP	[RECORD NUM 0-999]
3. 25–99 HP	[RECORD NUM 0-999]
4. 100–249 HP	[RECORD NUM 0-999]
5. 250–499 HP	[RECORD NUM 0-999]
6. 500 or more HP	[RECORD NUM 0-999]
TOT. Total	[CALCULATE TOTAL]

**[TOTAL MUST BE >=1; ALLOW BLANK CELLS TO BE AUTOCODED AS 0's]**

Q65. Do these motors tend to operate continuously, or for extended periods of time, while this facility is operating, or only for short periods of time?

1. Continuously / long periods of time
2. Short periods of time
3. Varies / some of both

Q66. Do these motors generally have high efficiency motors, and/or variable speed drives, or not?

1. Most are high efficiency and/or high variable speed drives
2. Split 50/50 – some are high efficiency and/or high variable speed drives, some are not
3. Few or none are high efficiency and/or high variable speed drives

**[IFS11=5 ASK Q67, OTHERWISE SKIP TO Q69]**

Q67. How many **charging stations** are at this location?  
**[RECORD NUM 0-999]** charging stations

Q67b. Who pays for the charging stations?

1. Our company
2. The building management
3. Other (specify)
4. Not sure

Q68. Does your company use electric vehicles for business purposes? If so, how many electric vehicles are used at this location?

1. None
2. Number of Electric Vehicles **[RECORD NUM 0-999]**

## ENERGY EFFICIENCY MEASURES

Finally, we'd like to ask you about some **energy efficiency measures** you may have implemented at this location in the recent past, as well as some that you may be planning on implementing in the near future.

Q68. Which of the following **energy efficiency measures** related to **lighting** have been implemented at this location **within the last three years**?

*Select all that apply for each time period. Select "NONE" in the appropriate column if you have not implemented / do not plan to implement any of the measures within that time period.*

	<b>Energy Efficiency Measures: Interior and Exterior Lighting</b>	<b>Have implemented in last 3 years</b>
1.	Upgrading or renovating fluorescent lighting system(s)	<input type="checkbox"/>
2.	Eliminating some fluorescent fixtures and adding reflectors to others to reduce the total number of lighting fixtures or lamps without reducing the total light available (this is sometimes called " <b>delamping</b> ")	<input type="checkbox"/>
3.	Replacing traditional <b>incandescent</b> lights with <b>CFLs</b> or higher efficiency light bulbs in lighting fixtures	<input type="checkbox"/>
4.	Replacing general overhead lighting with specific task lighting	<input type="checkbox"/>
5.	Installing occupancy/motion sensors to turn lights off when rooms are not in use	<input type="checkbox"/>
6.	Installing <b>daylighting sensors</b> to turn interior lights off when sufficient daylight is available	<input type="checkbox"/>
990.	Other energy efficiency <b>lighting</b> measure(s) <b>[SPECIFY]</b>	<input type="checkbox"/>
998.	<b>NONE / No energy efficiency lighting measures implemented / planned / possible [EXCLUSIVE]</b>	<input type="checkbox"/>

Q69. Which of the following **energy efficiency measures** related to **heating / cooling** have been implemented at this location **within the last three years**?

Which of these measures does your business plan to implement at this location **within the next two years**?

*Select all that apply for each time period. Select "NONE" in the appropriate column if you have not implemented / do not plan to implement any of the measures within that time period.*

	<b>Energy Efficiency Measures: Heating / Cooling (HVAC)</b>	<b>Have implemented in last 3 years</b>	<b>Plan to implement in next 2 years</b>
1.	Purchasing a more energy efficient air conditioner, chiller, furnace or boiler when needing to replace a unit	<input type="checkbox"/>	<input type="checkbox"/>
3.	Installing solar panels on your roof that would provide power for some portion of your heating, cooling or water heating needs	<input type="checkbox"/>	<input type="checkbox"/>
4.	Installing a heat recovery system that would capture waste heat from chillers or refrigeration systems to use for heating	<input type="checkbox"/>	<input type="checkbox"/>
5.	Adding insulation to the ductwork that serves your heating and/or cooling systems	<input type="checkbox"/>	<input type="checkbox"/>
6.	Conducting a "retrocommissioning" of your HVAC systems –	<input type="checkbox"/>	<input type="checkbox"/>

	essentially reviewing all elements of system performance and flow to ensure your operating procedures optimize system performance		
7.	Installing variable speed drives on fan motors that are part of your HVAC system – to allow the motors to run at many different speeds, rather than “on” or “off”	<input type="checkbox"/>	<input type="checkbox"/>
8.	Adding an <a href="#">economizer</a> (air-side or water-side)	<input type="checkbox"/>	<input type="checkbox"/>
9.	Adding an <a href="#">energy management/control system</a>	<input type="checkbox"/>	<input type="checkbox"/>
990.	Other energy efficiency <b>heating</b> measure(s) [SPECIFY]	<input type="checkbox"/>	<input type="checkbox"/>
991.	Other energy efficiency <b>cooling</b> measure(s) [SPECIFY]	<input type="checkbox"/>	<input type="checkbox"/>
998.	<b>NONE / No energy efficiency heating / cooling (HVAC) measures implemented / planned / possible [EXCLUSIVE]</b>	<input type="checkbox"/>	<input type="checkbox"/>

Q70. Which of the following **energy efficiency measures** related to **water heating** have been implemented at this location **within the last three years**?

Which of these measures does your business plan to implement at this location **within the next two years**?

Select all that apply for each time period. Select “NONE” in the appropriate column if you have not implemented / do not plan to implement any of the measures within that time period.

	<b>Energy Efficiency Measures: <u>Water Heating</u></b>	<b>Have implemented in last 3 years</b>	<b>Plan to implement in next 2 years</b>
1.	Purchasing a more energy efficient water heater when needing to replace a unit	<input type="checkbox"/>	<input type="checkbox"/>
2.	Insulating, or improving the insulation, for the pipes that carry hot water throughout your facility	<input type="checkbox"/>	<input type="checkbox"/>
3.	Reducing the temperature of the hot water that your water heater(s) delivers	<input type="checkbox"/>	<input type="checkbox"/>
4.	Installing ‘low flow’ nozzles that reduce the amount of hot water used	<input type="checkbox"/>	<input type="checkbox"/>
5.	Installing faucet aerators that introduce air into the flow of hot water, reducing the total amount of water used	<input type="checkbox"/>	<input type="checkbox"/>
990.	Other energy efficiency <b>water heating</b> measure(s) [SPECIFY]	<input type="checkbox"/>	<input type="checkbox"/>
998.	<b>NONE / No energy efficiency water heating measures implemented / planned / possible [EXCLUSIVE]</b>	<input type="checkbox"/>	<input type="checkbox"/>

Q71. Which of the following **energy efficiency measures** related to **building structure** have been implemented at this location **within the last three years**?

Select all that apply for each time period. Select "NONE" if you have not implemented

	<b>Energy Efficiency Measures: <u>Building Structure</u></b>	<b>Have implemented in last 3 years</b>
1.	Replacing windows with windows designated as "low-e" glass and/or have a gas core that increases their energy efficiency	<input type="checkbox"/>
2.	Adding or upgrading insulation on exterior doors, walls, ceilings, or roofs	<input type="checkbox"/>
3.	Adding window shades, external shades, reflective film on windows, or trees that would reduce that amount of direct sunlight that enters your buildings	<input type="checkbox"/>
4.	Installing a "cool" or white-colored roof	<input type="checkbox"/>
990.	Other high efficiency <b>building structure</b> measure(s)	<input type="checkbox"/>
998.	<b><u>NONE / No energy efficiency building structure measures implemented / planned / possible [EXCLUSIVE]</u></b>	<input type="checkbox"/>

Q72. Which of these **other energy efficiency measures** have been implemented at this location **within the last three years**?

Select all that apply for each time period. Select "NONE" if you have not implemented

	<b>Energy Efficiency Measures: <u>Other</u></b>	<b>Have implemented in last 3 years</b>
1.	Purchasing a more energy efficient refrigeration unit when needing to replace a unit	<input type="checkbox"/>
2.	Purchasing a higher than standard efficiency swimming pool pump or swimming pool heater when needing to replace this unit	<input type="checkbox"/>
3.	Purchasing higher than standard efficiency computer, printer/copier or other office equipment when needing to replace a unit	<input type="checkbox"/>
4.	Purchasing higher than standard efficiency dishwasher, stove or other kitchen equipment when needing to replace a unit	<input type="checkbox"/>
990.	Other energy efficiency measure(s) <b>[SPECIFY]</b>	<input type="checkbox"/>
998.	<b><u>NONE / No other energy efficiency measures implemented / planned / possible [EXCLUSIVE]</u></b>	<input type="checkbox"/>

Q73. Some utilities offer rebate, low interest loan or price discount programs to encourage businesses to purchase highly energy efficient heating, cooling, lighting, or other equipment or appliances.

To the best of your knowledge, does Ameren Illinois offer any such programs that offer customers like you a discount off the purchase price on qualified items?

1. Yes
2. No
3. Not sure

**[IF Q73=1, ASK Q73B; OTHERWISE SKIP TO Q74B]**

Q73B. Are you aware of any of the following programs being offered by Ameren Illinois? Have you participated in any of the following programs in the past 3 years?

	Energy Efficiency Program	Aware of program	Participated in the last 3 years
1.	Standard Lighting	<input type="checkbox"/>	<input type="checkbox"/>
2.	Standard HVAC/Water Heater	<input type="checkbox"/>	<input type="checkbox"/>
3.	Standard VFD (Variable Frequency Drive)	<input type="checkbox"/>	<input type="checkbox"/>
4.	Standard Commercial Kitchen	<input type="checkbox"/>	<input type="checkbox"/>
5.	Standard Lodging	<input type="checkbox"/>	<input type="checkbox"/>
6.	Standard Grocery	<input type="checkbox"/>	<input type="checkbox"/>
7.	Standard Agriculture	<input type="checkbox"/>	<input type="checkbox"/>
8.	Standard Steam Trap	<input type="checkbox"/>	<input type="checkbox"/>
9.	Standard Leak Survey and Repair	<input type="checkbox"/>	<input type="checkbox"/>
10.	Competitive Large Project Incentive (CLPI)	<input type="checkbox"/>	<input type="checkbox"/>
11.	Staffing Grant	<input type="checkbox"/>	<input type="checkbox"/>
12.	New Construction	<input type="checkbox"/>	<input type="checkbox"/>
13.	Feasibility Study	<input type="checkbox"/>	<input type="checkbox"/>
14.	Retro-commissioning Compressed Air	<input type="checkbox"/>	<input type="checkbox"/>
15.	Retro-commissioning Commercial Building	<input type="checkbox"/>	<input type="checkbox"/>
16.	Retro-commissioning Healthcare	<input type="checkbox"/>	<input type="checkbox"/>
17.	Custom Program	<input type="checkbox"/>	<input type="checkbox"/>
18.	Online store	<input type="checkbox"/>	<input type="checkbox"/>
19.	Multi-Family Properties	<input type="checkbox"/>	<input type="checkbox"/>
990.	Other program(s) [SPECIFY]	<input type="checkbox"/>	<input type="checkbox"/>
998.	<b><u>NONE [EXCLUSIVE]</u></b>	<input type="checkbox"/>	<input type="checkbox"/>

Q74A. If we have any questions regarding your responses to the survey, may we contact you via email?

- 1. Yes
- 0. No

**[IF Q74A=1, ASK Q74B; OTHERWISE SKIP TO Q75]**

Q74B. Please provide your email address. It will only be used to contact you about this survey.

**[RECORD EMAIL ADDRESS]**

## CONCLUSION

### [INCENTIVE NAME/ADDRESS COLLECTION SCREEN]

*Those are all the questions we have for you today. Thank you for your participation!*

Q75. To receive the \$25 Visa Card thank you payment you earned by completing our survey, please provide your name and address below.

- A. Full name
- B. Business name (optional)
- C. Mailing Address Line #1
- D. Mailing Address Line #2 (optional)
- E. Mailing Address Line #3 (optional)
- F. City
- G. State
- H. ZIP Code

**[PROGRAMMER: INCLUDE OPTIONS FOR “I would prefer not to receive the \$25 Visa Card thank you payment” AND “I would prefer not to receive this special report”]**

**[IF EITHER NAME/MAILING ADDRESS ENTERED, SHOW INCENTIVE NAME/ADDRESS/EMAIL ADDRESS VERIFICATION SCREEN; OTHERWISE SKIP TO INCENTIVE CONFIRMATION / GOODBYE SCREEN]**

### [INCENTIVE NAME/ADDRESS/EMAIL ADDRESS VERIFICATION SCREEN]

Please review the information you provided and verify that it is complete and correct:

**[DISPLAY NAME/ADDRESS/EMAIL ADDRESS COLLECTED ON PREVIOUS SCREEN]**

If you would like to edit any of this information, please click the “Back” button to go to the previous screen, where you can make any needed changes.

Otherwise, please click “Next” to submit your information.

**[PROGRAMMER: INCLUDE BACK BUTTON FOR THIS SCREEN DURING LIVE VERSION]**

### [INCENTIVE CONFIRMATION / FOLLOW-UP REQUEST SCREEN]

**[IF NAME/MAILING ADDRESS ENTERED, DISPLAY, “You have successfully submitted the information we need so we can send you your \$25 Visa card thank you payment. This payment will be issued to the name you provided and will be mailed within 3-4 weeks to the address you provided.”]**

**[PROGRAMMER: DISPLAY ON SAME SCREEN AS ABOVE LANGUAGE]**

Q76. If you would like information on how your business can save money on energy bills, please visit us at [www.actonenergy.com](http://www.actonenergy.com).

Additionally, if you would like someone from the Ameren Illinois energy efficiency implementation team to contact you about further energy efficiency opportunities, please provide the appropriate contact information below:

***(NOTE: All other information you have provided in this survey will continue to remain anonymous, even if you choose to be contacted. None of your prior responses will be communicated to the Ameren Illinois energy efficiency implementation team.)***

- 1. **Yes**, we would like to be contacted by someone from the Ameren Illinois energy efficiency implementation team. *Please supply appropriate information.*

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Preferred contact method(s) – *Select all that apply:*

phone       e-mail       postal mail

Daytime phone number : \_\_\_\_\_ **[ALLOW UP TO 20 CHARACTERS]**

E-mail address: \_\_\_\_\_

Postal address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

- 2. **No**, we would NOT like to be contacted

**[IF Q76=1, GO TO FOLLOW-UP REQUEST VERIFICATION SCREEN; IF Q76=2, SKIP TO FOLLOW-UP REQUEST CONFIRMATION / COMMENT SCREEN]**

**[FOLLOW-UP REQUEST VERIFICATION SCREEN]**

Please review the contact information you provided and verify that it is complete and correct:

**[DISPLAY PROVIDED INFORMATION]**

If you would like to edit any of this information, please click the “Back” button to go to the previous screen, where you can make any needed changes.

Otherwise, please click “Next” to submit your information.

**[PROGRAMMER NOTE: INCLUDE ‘BACK’ BUTTON ON THIS SCREEN WHEN SURVEY IS LIVE]**

**[FOLLOW-UP REQUEST CONFIRMATION / COMMENT SCREEN]**

**[IF Q76=1, DISPLAY, “You have successfully submitted your contact information! You will be contacted by a representative from the Ameren Illinois energy efficiency implementation team within 10 business days.”]**

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If, at this time, you’d like to make any general comments or provide feedback to Ameren Illinois, please use the following text box:

**[RECORD TEXT; ALLOW A HIGH MAX NUMBER OF CHARACTERS FOR LONG COMMENTS]**

(Note: Any comments you submit here **will not** be linked to your previous survey responses or to any other identifying information when communicated to Ameren Illinois.)

Please click “Next” to submit your comment or to proceed without leaving a comment.

**[GOODBYE SCREEN]**

**[IF STATUS=C, DISPLAY, “Thank you very much for your help with our research. It is greatly appreciated! Have a nice day!”]**

**[IF STATUS=T OR O, DISPLAY, “Thank you. Have a nice day!”]**

**[INCLUDE “Close window” BUTTON]**

## **SURVEY CLOSED MESSAGE**

We appreciate your time and effort in responding to the survey invitation you received, but the survey sponsored by Ameren Illinois is now closed.

In order to achieve a representative sample for this survey, quotas with specific criteria needed to be designated. Because these quotas have now been filled, we are not accepting any more responses.

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If you would like information on how your business can save money on energy bills, please visit us at <http://www.actonenergy.com>

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Thank you. Have a nice day!

## DEFINITIONS

[THE DEFINITIONS IN THE TABLE BELOW WILL EACH BE SHOWN IN A POP-UP BOX THAT IS TRIGGERED BY A HYPERLINKED WORD OR PHRASE]

Heating systems	
Air-source heat pump	An air-source heat pump uses the difference between outdoor and indoor air temperatures to cool and heat the home.
Geo-thermal heat pump	Geothermal heat pumps are similar to ordinary heat pumps, but use the ground instead of outside air to provide heating, air conditioning and, in most cases, hot water.
Cooling systems/chillers	
District steam with chiller	A district steam system works by having a central steam plant that typically serves multiple clients, or in larger cities, even multiple city blocks or other areas; district steam with chiller systems use district steam to drive a local chiller system
Floor-by-floor packaged water-cooled DX units	Separate air conditioning units that serve each floor individually; these units are typically water-cooled, rather than air-cooled
Centrifugal	Compressor that uses centrifugal force to compress gas by feeding it into a wheel with radial vanes. The wheel is then sealed inside of a cylinder and spun. When the wheel rotates, the gas is thrown away from the wheel center. The outward spinning motion compresses the gas.
Reciprocating	Compressor that increases the pressure of a process gas by positive displacement, employing linear movement of the drive shaft
Rotary	The machine used to impart rotational power to the drill stem while permitting vertical movement of the pipe for rotary drilling
Scroll	Uses advanced engineering and flow dynamics to efficiently and smoothly compress gas refrigerant
Screw	A propeller with several angled blades that rotates to push against water or air
Absorption, hot water	Thermally driven chiller utilizing hot water
Absorption, steam	Indirect-fired chiller utilizing steam
Absorption, natural gas	Direct-fired chiller
Chiller, steam-driven turbine	Mechanical pump-driven refrigeration process powered by a steam turbine
Lighting	
Standard fluorescent tubes (T12)	Traditional fluorescent tube lights with standard efficiency (T12) tubes
Higher than standard efficiency fluorescent tubes (T10)	Fluorescent tube lights that provide more light output than a T12. The T10 lights have a 1 ¼ inch diameter while the T12 lights have a larger diameter of 1 ½ inches.
High-efficiency fluorescent tubes (T8)	Newer fluorescent tubes (T8s) that fit into traditional fixtures, but which represent a more efficient (lower wattage) tube
Super high-efficiency fluorescent tubes (T5)	Fluorescent, super high efficiency (T5) tube lights
Compact fluorescent (CFL)	A newer type of light bulb that screws into a light socket, but which is a fluorescent light rather than a <a href="#">traditional incandescent light bulb</a> , and which also often has a non-traditional, “swirly” shape for a light bulb
Incandescent	Traditional screw in light bulbs that typically range from around 25 watts to around 120 watts
Neon	Tube shaped lights that contain neon or other inert gases at low pressure. Applying a high voltage, makes the gas glow brightly. Typically used in commercial advertising or signage.
LED lamp	A “light emitting diode” lamp is an electronic form of lighting that does not use filaments like <a href="#">traditional incandescent bulbs</a> , but instead, uses solid state

	electronics.
Induction	Electrodeless lamps that can last up to 20 years before burning out. Typically used in exterior lighting.
High/Low pressure sodium	A sodium vapor lamp is a gas discharge lamp which uses sodium in an excited state to produce light. They are used in generating yellow light for lighting streets and highways. The low-pressure sodium lamp has remarkably high luminous efficiency, or efficacy, producing as much as 200 lumens per watt of input power. High pressure sodium (HPS) lamps are smaller and contain additional elements such as mercury, and produce a dark pink glow when first struck, and a pinkish orange light when warmed.
Photocell	A light sensing device used to control luminaires and dimmers in response to detected light levels. Also known as photosensor lights. These are typically used in outdoor lighting so that lights are turned off during daylight.
Metal halide – standard	A discharge lamp in which metal halide salts are added to the contents of a discharge tube in which there is a high-pressure arc in mercury vapor; the added metals generate different wavelengths, to give substantially white light at an efficiency approximating that of high-pressure sodium lamps
Metal halide – pulse start	Pulse start metal halide lamps do not require a starting electrode, and instead use a special starting circuit referred to as an igniter to generate a high-voltage pulse to the operating electrodes. Pulse start metal halide offers better efficiency than standard.
Mercury vapor	Pressurized gas inside an arc tube ionized by current flowing between electrodes, resulting in light being emitted. Contains mercury and small amounts of argon, neon and krypton gas.
Induction	Electrodeless lamps that can last up to 20 years before burning out. Typically used in exterior lighting.
Quartz halogen	An incandescent light bulb in which the envelope is made of quartz instead of glass, and the filament is surrounded by an atmosphere of a halogen gas, usually iodine.
Occupancy sensors	An occupancy sensor is a motion detector that is integrated with a timing device. It senses when motion has stopped for a specified time period in order to trigger a light extinguishing signal.
Daylighting sensors	Electronic devices that are used to control lights in a room, so that when there is sufficient daylight / sunlight present, then room lights are turned off
Manual – single switch	One switch controls one or more light fixtures
Manual – dual switch	Sometimes referred to as a “three-way switch”; two or more switches control one or more light fixtures. It is commonly used in locations with two different entrances/exits, such as at the top and bottom of a stairwell or in a classroom with doors in opposite corners.
<b>Water Heater</b>	
Tankless (instantaneous)	A water heater that only heats water for delivery to your application when you ask for it by using hot water. These systems do not keep a tank of water hot at all times.
Heat recovery	A water heater that uses heat “recovered” from another application (for example, by recovering “waste heat” from a process that heats another material) to heat water for different purposes
Domestic - type	A tank water heater similar to what you would find in a residential home.
<b>Thermostat</b>	
Standard	A traditional thermostat that you have to manually adjust and that has only one setting for the internal temperature you want
Programmable	A thermostat that lets you program a schedule and set the temperature up or down at different times of the day and/or different days of the week
Energy management system	An electronic system that can be programmed to automatically turn on / off (or to otherwise operate) HVAC, lighting, and / or other building systems

	according to a schedule that a building operator has established ahead of time
<b>Structural</b>	
Glass curtain/spandrel	A non- load-bearing wall of glass, attached to a building's exterior structural frame.
<b>Energy Efficiency Measures</b>	
Delamping	Removing light bulbs (or fluorescent tubes) from a facility so that there is still sufficient light, but not more than is necessary
Economizers (air-side or water-side)	Heat exchanger used to pre-heat water before it enters boiler
Energy management / control system	An electronic system that can be programmed to automatically turn on / off (or to otherwise operate) HVAC, lighting, and / or other building systems according to a schedule that a building operator has established ahead of time

## About EnerNOC Utility Solutions Consulting

EnerNOC Utility Solutions Consulting is part of EnerNOC Utility Solutions group, which provides a comprehensive suite of demand-side management (DSM) services to utilities and grid operators worldwide. Hundreds of utilities have leveraged our technology, our people, and our proven processes to make their energy efficiency (EE) and demand response (DR) initiatives a success. Utilities trust EnerNOC to work with them at every stage of the DSM program lifecycle – assessing market potential, designing effective programs, implementing those programs, and measuring program results.

EnerNOC Utility Solutions delivers value to our utility clients through two separate practice areas – Program Implementation and EnerNOC Utility Solutions Consulting.

- Our Program Implementation team leverages EnerNOC's deep "behind-the-meter expertise" and world-class technology platform to help utilities create and manage DR and EE programs that deliver reliable and cost-effective energy savings. We focus exclusively on the commercial and industrial (C&I) customer segments, with a track record of successful partnerships that spans more than a decade. Through a focus on high quality, measurable savings, EnerNOC has successfully delivered hundreds of thousands of MWh of energy efficiency for our utility clients, and we have thousands of MW of demand response capacity under management.
- The EnerNOC Utility Solutions Consulting team provides expertise and analysis to support a broad range of utility DSM activities, including: potential assessments; end-use forecasts; integrated resource planning; EE, DR, and smart grid pilot and program design and administration; load research; technology assessments and demonstrations; evaluation, measurement and verification; and regulatory support.

The EnerNOC Utility Solutions Consulting team has decades of combined experience in the utility DSM industry. The staff is comprised of professional electrical, mechanical, chemical, civil, industrial, and environmental engineers as well as economists, business planners, project managers, market researchers, load research professionals, and statisticians. Utilities view our experts as trusted advisors, and we work together collaboratively to make any DSM initiative a success.

**EnerNOC Utility Solutions Consulting**  
500 Ygnacio Valley Road, Suite 450  
Walnut Creek, CA 94596

*P:* 925.482.2000  
*F:* 925.284.3147