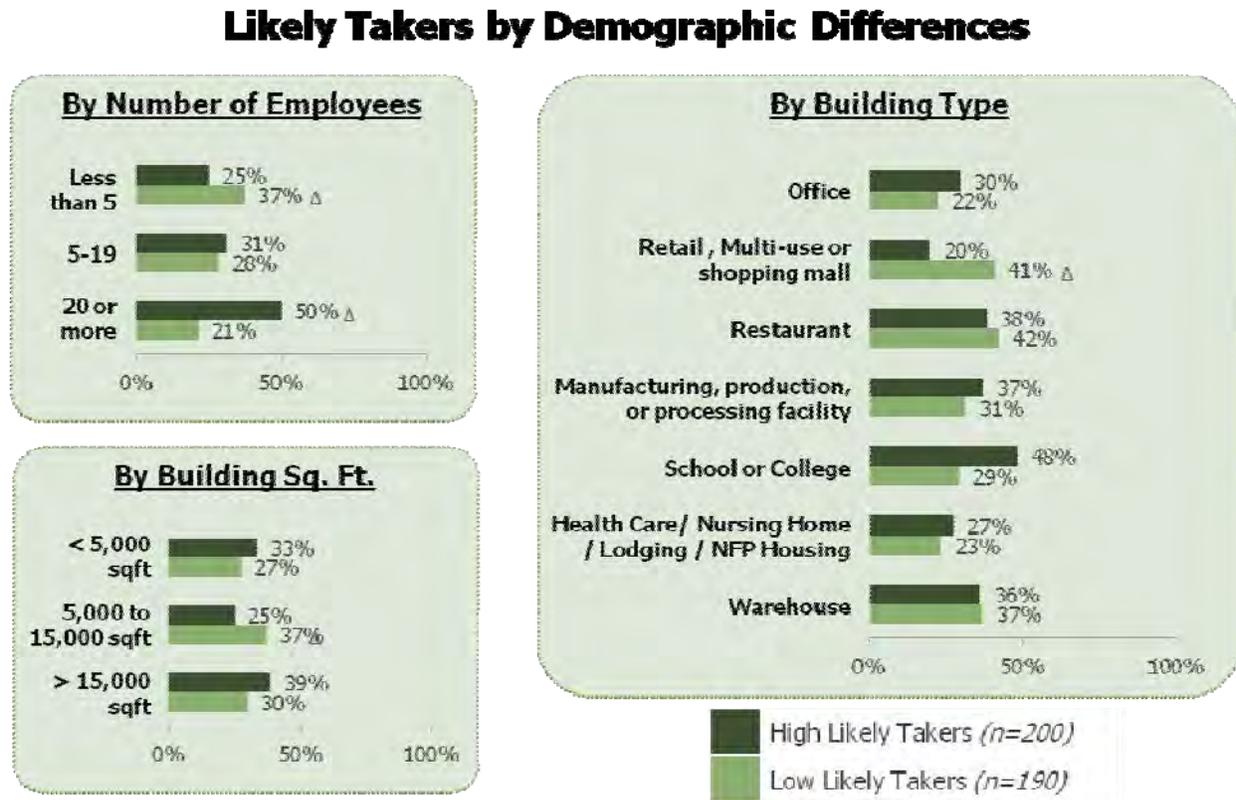


Some subtle differences exist in the mean take rates among various demographic groups, as shown in Figure 7-4. Groups exhibiting the higher opportunity than their counterparts include:

- Organizations with 20 or more employees
- Organizations with either small facilities (less than 5,000 sq. ft.) or very large facilities (greater than 15,000 sq. ft.)
- Organizations operating as/in a school or college

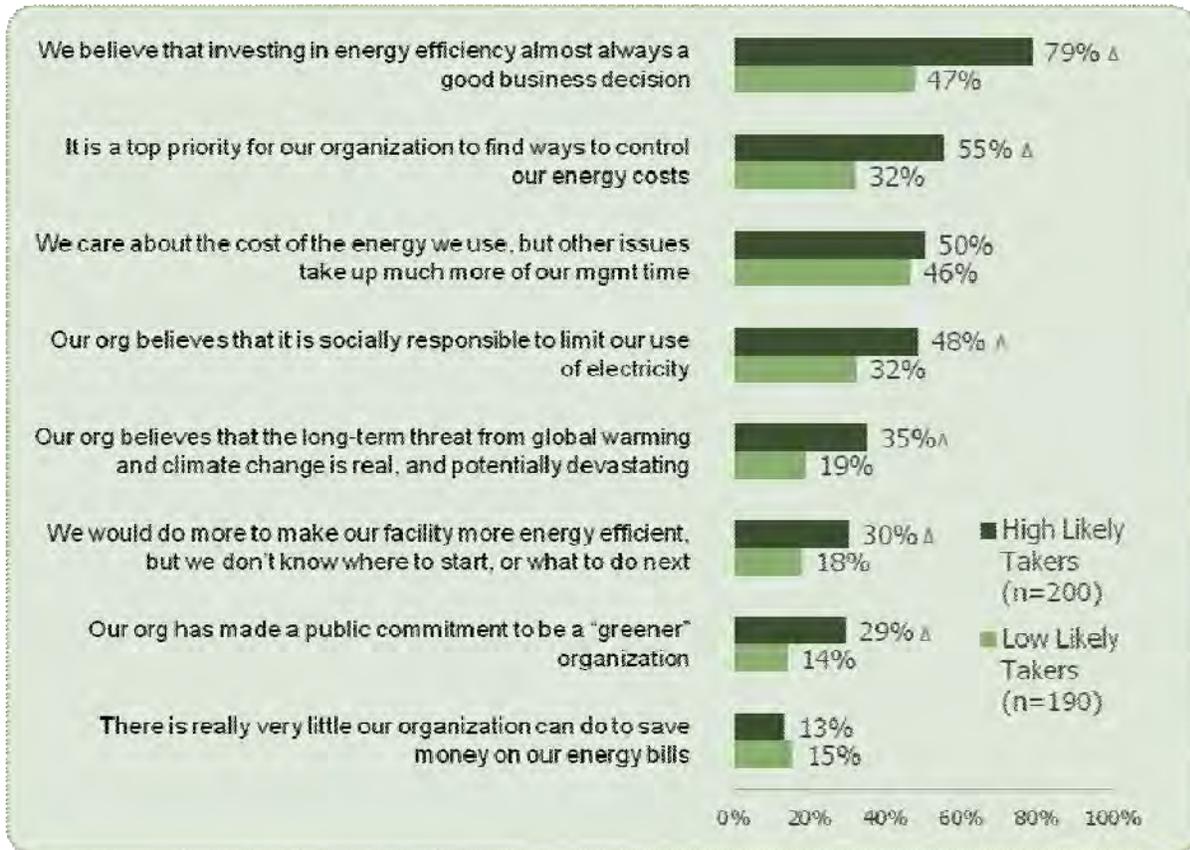
Figure 7-4 Likely Takers by Demographics



S10 / S11 / S8
 Δ indicates a significant difference between High and Low Likely Takers

More striking differences in the mean take rate, however, relate to attitudinal differences as shown in Figure 7-5. Unsurprisingly, customers who have highly “green” and/or highly cost-savings-focused attitudes consistently show much higher likelihoods to adopt energy efficiency measures.

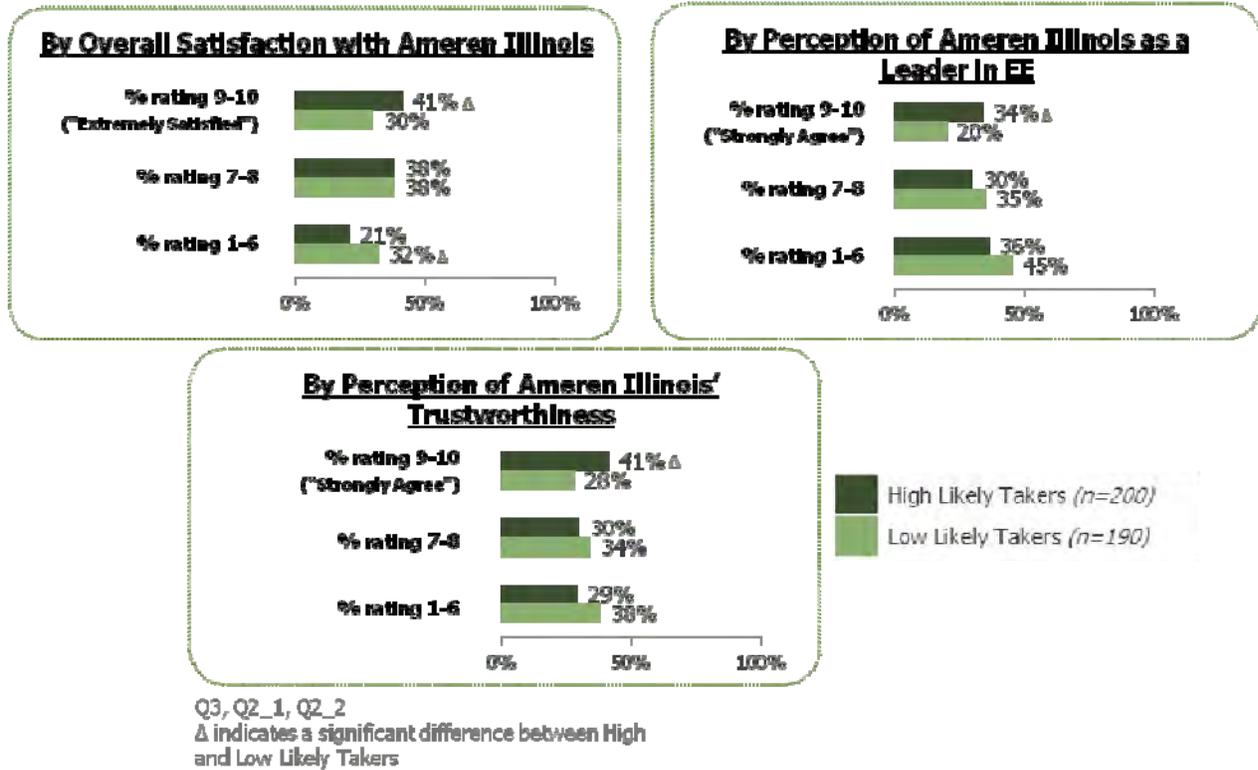
Figure 7-5 *Likely Takers by General Attitudinal Differences (% Top Box, 8-10)*



Q14
 Δ indicates a significant difference between High and Low Likely Takers

Another key factor in likelihood to adopt energy efficiency measures appears to be the degree to which customers have favorable opinions of Ameren Illinois. As shown in Figure 7-6, customers who have more favorable opinions about Ameren Illinois (are extremely satisfied with Ameren Illinois, perceive Ameren Illinois as a leader in energy efficiency, strongly agree that Ameren Illinois is extremely trustworthy) consistently show significantly higher likelihoods to adopt energy efficiency measures.

Figure 7-6 Likely Takers by Attitudinal Differences about Ameren Illinois



Summary: Overall Response to EE Programs by Ameren Illinois Customers

As the preceding pages have suggested, it appears that psychographic factors (attitudes) have a larger impact on customer response to tested EE programs than do demographic differences. This means that how customers think about Ameren Illinois is likely to be much more important in predicting how they will respond to new EE programs offered by the company, than will differences in how they operate their business (building type and size, number of employees).

This is important because it means that it is critical to understand the impact of customer attitudes by understanding psychographic segments.

- These segments may identify the confluence of attitudes and concerns that map to differences in overall reaction to potential Ameren Illinois EE programs.
- In fact, the segmentation analysis reported in the following section focuses on just these issues, focusing in particular, on the role of customer attitudes and perceptions in contributing to likely response to EE programs.

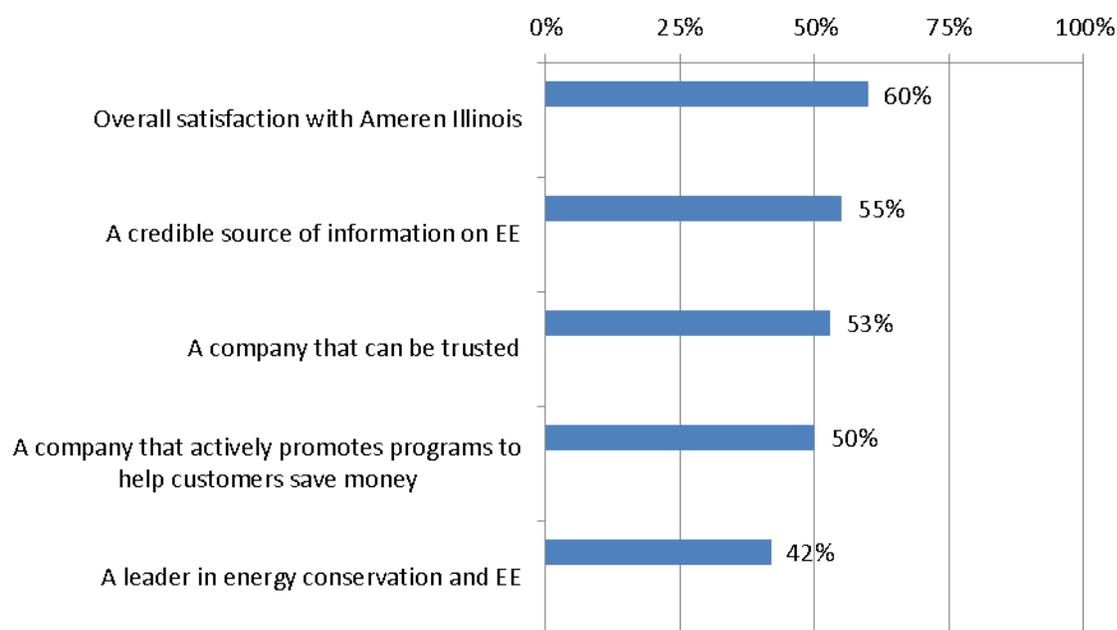
UNDERSTANDING BUSINESS CUSTOMER PERSPECTIVES ON ENERGY ISSUES

Understanding Overall Customer Opinions of Ameren Illinois

In order to understand what lies beneath customer reaction to new EE options that might be offered by Ameren Illinois, it is worth exploring overall customer perspectives, both toward the company, and toward energy issues as a whole.

We begin this section by exploring overall customer perspectives toward Ameren Illinois and these findings are reported in Figure 8-1 below. In terms of their overall opinion toward the company, nearly two-thirds (60%)⁵ give the company a top-three box rating (8-10 on a 10-point scale) on overall satisfaction. On the more specific attributes relating to the company's activity and credibility in promoting and providing information about energy efficiency, slightly fewer people (about half) give the company top three box ratings.

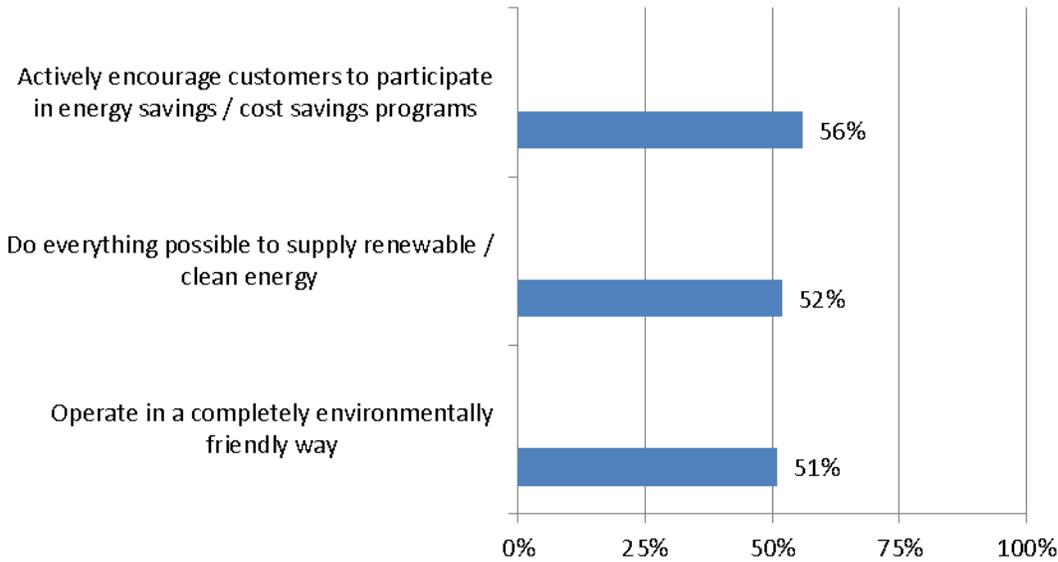
Figure 8-1 Overall Ratings of Ameren Illinois (ratings of 8-10 on 10 pt. scale)



Turning to the question of whether or not Ameren Illinois **should** promote energy efficiency, and/or, greener energy options, the results suggest that a majority of customers do support this activity. As shown in Figure 8-2, a total of 56% believe the company should “actively encourage” customers to participate in energy / cost savings programs, while just slightly fewer (51%) say the company should operate in a “completely environmentally friendly way.”

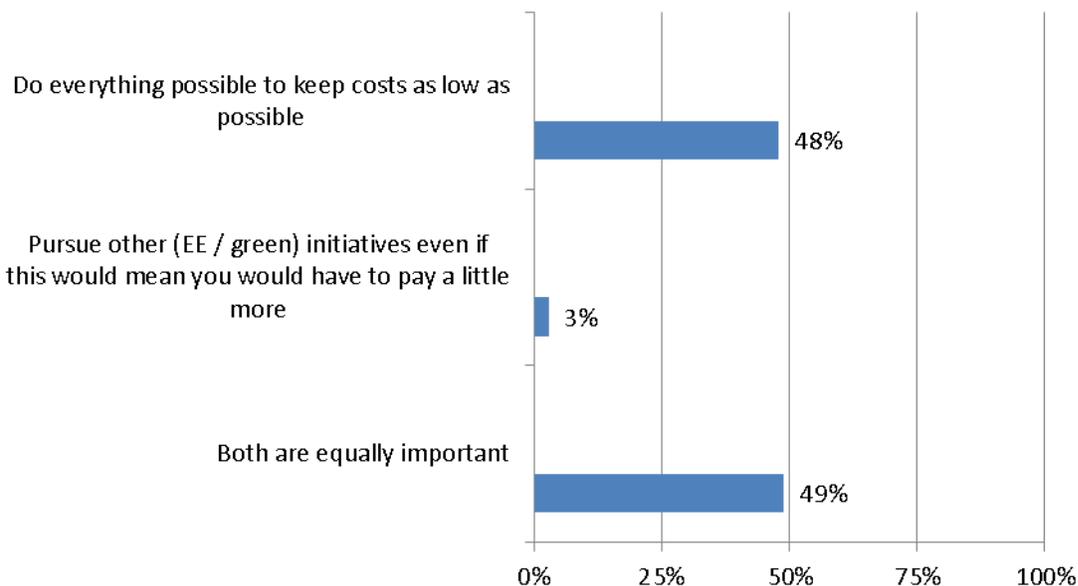
⁵ Note that this compares to a 53% top-three-box rating for Ameren Missouri that we observed in similar research conducted in July 2009.
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Figure 8-2 Ratings of Ameren Illinois on EE-Specific Issues (ratings of 8-10 on 10 pt. scale)



It is interesting – and important – to note, however, that while Ameren Illinois customers appear to support EE, and green-focused activities by the company in the abstract, **they do not want** these activities to cost them more. When customers are asked a forced choice question, just under half say that the company should do everything possible to keep costs as low as possible, while only 3% say the company should pursue EE or green options if doing so would mean they would have to pay a little more (Figure 8-3). The remainder of the population wants both things at the same time (to keep costs as low as possible **and** pursue these other initiatives).

Figure 8-3 Responses to forced choice question on EE / Green vs. Cost Options



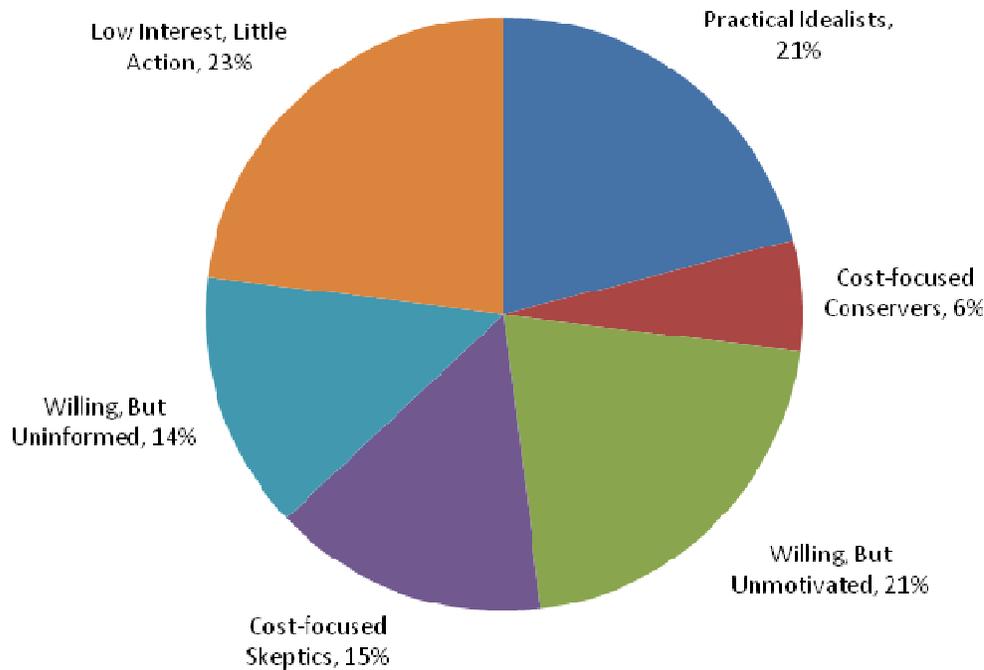
Exploring Customer Segments

So far, our analysis of customer perspectives on energy issues has only considered customers as a whole. Customers differ, however, and this section of the report explores some of the key divisions that exist within the non-residential customer base. Specifically, the team developed a segmentation model that disaggregated business customers into groups that differ in terms of whether, and why,

they might be interested in pursuing energy efficiency options. The goal of the segmentation analysis was to define groups of customers that were different in ways that would allow Ameren Illinois to prioritize customer targets for EE program marketing, and to develop targeted messages for each of those segments.

Using a variety of attitudinal and behavioral inputs (see the discussion earlier in this report), the team identified a set of six business customer segments that seemed to best represent the differences in this population on these issues. The segment sizes are outlined in Figure 8-4 below.

Figure 8-4 Business Segment Distribution



Base Segment Descriptions

Summary descriptions for each of the segments follow:

Practical Idealists (21%)

Concerned with conserving energy, both from a cost-focus and an environmental perspective (they are the “greenest” segment). They are feature focused when considering equipment, but they also say they research options and compare prices. They have the highest opinion of Ameren Illinois, particularly on the dimensions of trust and being a leader in EE. They tend to be high on familiarity with EE / conservation measures to date, and are most likely to say that they would adopt new EE / conservation measures in the future.

Cost-Focused Conservers (6%)

Informed about, and interested in, conservation / EE measures, but for cost reasons rather than environmental reasons. This group believes in the value of EE as a way to save money, and has taken many prior EE actions. They trust Ameren Illinois and believe the company should keep costs low for their customers while also pursuing green options. They have the highest average kWh, higher than average building size and number of employees, and the second highest program take rate.

Willing, But Unmotivated (21%)

This group believes in conserving energy, for both environmental and cost reasons, and has the highest familiarity with EE / conservation measures. Despite this, they aren't as active as you might expect in conserving energy, which could be due to the fact that they already have lower than average kWh. They are, however, likely to say they would adopt new EE programs in the future.

Cost-Focused Skeptics (15%)

Skeptical about global warming and the need for EE, this group is only focused on saving energy if it will in turn save them money. They have a positive opinion of Ameren Illinois, but believe their priority should be keeping costs low for their customers rather than focusing on conservation. While unfamiliar with EE measures, they have higher than average kWh and would be somewhat likely to adopt new EE / conservation measures in the future if they thought it would save them money.

Willing, But Uninformed (14%)

This group is relatively less experienced with EE / conservation measures to-date, and unsure of what they could be doing in this area, but they believe that conservation is important and that Ameren Illinois should be focused on pursuing green options in addition to keeping energy costs low. They have an average building size and number of employees, as well as have lower than average kWh. They are low on take rates across programs, and are the lowest on familiarity / experience with EE conservation measures currently.

Low Interest, Little Action (23%)

This group has very little interest in conservation or EE. This group actively dislikes Ameren Illinois, particularly on the dimensions of trust and being a leader in EE. They do not want the company to encourage customers to save energy, nor do they want it to pursue green options. They do want the company to keep costs low as its sole focus. They operate in smaller than average size buildings, and have smaller than average company size (more than half have less than 10 employees). They are the lowest on likelihood to adopt new EE programs and second lowest on existing familiarity.

Segment Marketing

Table 8-1 *Segment Marketing*

Segment	Marketing Effort	Potential Load Impact	Receptivity to Future Conservation Programs	Going Forward
Practical Idealists (21%)	Receptive to messages on both the positive environmental impact of EE / conservation, as well as cost-savings – plus satisfaction with Ameren Illinois is high, making them likely to trust their utility as a reliable source for energy efficiency suggestions.	Building size is small, but annual kWh usage is average, suggesting that this segment has room to be more efficient in its use of energy.	Projected take rates are the highest here of any of the other segments. Also note that high opinions of Ameren Illinois would likely make them more receptive to further education/ encouragement on the benefits of participating in new EE options.	They are already inclined to take EE actions – and they have already made some EE changes. Encouraging them to do more may just mean helping them to find the opportunity.
Cost-Focused Conservers (6%)	This segment is positive toward Ameren Illinois, and while they think encouraging customers to participate in energy saving programs is just as important as keeping energy costs low, for their business cost cutting is top of mind. They will likely be very receptive to messages about saving energy as a way to save money.	Building and company sizes tend to be larger than average and they have the highest average kWh usage of any segment. Having said that, they are very familiar with EE and conservation actions and programs, and have the highest past participation of any segment, so while there may be opportunity for load reduction, the simple (and low cost) things have probably been done already.	They are not fans of Ameren Illinois, but are fans of saving money (they have the second highest average new program take rate). Environmental messages will not have much effect on them, nor will messages that feel like “education” (since they already think they are pretty knowledgeable).	Since this group tends to like and trust Ameren Illinois, they should be open and receptive to messages from the company about reasons to consider EE / conservation actions, particularly as a way to save money.

Segment	Marketing Effort	Potential Load Impact	Receptivity to Future Conservation Programs	Going Forward
<p>Willing, But Unmotivated (21%)</p>	<p>This is a challenging segment because they appear to be green, but are not deeply so. They agree with overall statements of environmental concern and are the most familiar with EE/conservation of any segment, but when pushed, admit that they do not typically worry about the environmental effects of their day-to-day actions.</p>	<p>This group has average size buildings and larger company size, but lower than average kWh. They have taken some action to reduce their energy usage in the past, but doing so isn't top of mind.</p>	<p>Despite a current lack of action in EE/conservation measures, this segment is interested in participating in EE options in the future. Motivating this segment to act will be challenging, but there is potential to tap into their already high level of EE knowledge to convince them that participation would result in both cost and energy savings.</p>	<p>This group believes in EE and that Ameren Illinois should focus their efforts on both lowering energy costs and pursuing green initiatives. And while willing to participate in those initiatives, they will likely need messaging around how such programs would benefit them directly in order to become motivated to act.</p>
<p>Cost-Focused Skeptics (15%)</p>	<p>This is also a challenging segment for Ameren Illinois. They have the lowest participation in EE initiatives and are skeptical about the need for such measures. They are, however, favorable toward Ameren Illinois, who they believe should be focused only on decreasing energy costs for their customers.</p>	<p>This group has higher than average kWh and has yet to take much action to reduce their energy usage. There is definite opportunity for load reduction here, though they will need to be convinced of the cost benefit as messages around energy savings won't appeal to them.</p>	<p>This group is somewhat responsive to the EE measures tested, though obviously, there are barriers to implementation for them. They don't believe in the need for EE / conservation and are unfamiliar with such efforts to-date, but could be swayed by opportunities to cut costs.</p>	<p>This group likes and trusts Ameren Illinois, but is the most adamant that they focus solely on helping their customers save on energy costs. Increasing awareness of the need for EE/conservation, as well as promoting EE initiatives that will have a near-term cost savings would likely be an important starting points for this population.</p>

Segment	Marketing Effort	Potential Load Impact	Receptivity to Future Conservation Programs	Going Forward
<p>Willing But Uninformed (14%)</p>	<p>This segment will require a substantial education effort as they have the lowest familiarity and experience with EE / conservation to-date. But, they are moderately favorable to the company and its efforts to pursue both lower costs and green initiatives, so would likely be receptive to messaging focused on the basics of EE in the workplace.</p>	<p>This group has average size buildings and number of employees but lower than average kWh. Despite this, their lack of action so far indicates a substantial opportunity to improve the EE of these buildings, they are simply unsure of where to start.</p>	<p>This segment expresses lower take rates across the EE measures tested, but this is very likely due to a lack of awareness and understanding of the benefits of EE / conservation. Education is the key to increasing take rates among this group.</p>	<p>EE education should be the primary focus for engaging this segment. They are moderately favorable toward Ameren Illinois and believe that EE is important, but they lack the knowledge and experience to know where to start with their own conservation efforts.</p>
<p>Low Interest, Little Action (23%)</p>	<p>This segment would likely be the most difficult to market to as they are the least likely to like Ameren Illinois, and the least concerned with environmental issues. Beyond this, they appear to simply be unconcerned with energy and related issues.</p>	<p>Buildings and company sizes in this segment tend to be somewhat smaller than average, and with lower kWh. They have done relatively little to-date in terms of EE measures.</p>	<p>Take rates are the lowest in this group and familiarity / experience with EE is also very low. Given their lack of involvement in this category, it is not clear at all what sort of messaging would be likely to get this group's attention.</p>	<p>While it could be argued that EE education is needed with this group, it is unclear how to get their attention to attend to any type of education.</p>

Business Segments – At a Glance

Table 8-2 Segment Prioritization

	Practical Idealists	Cost-Focused Conservers	Willing, But Unmotivated	Cost-Focused Skeptics	Willing, But Uninformed	Low Interest, Little Action
Size	21%	6%	21%	15%	14%	23%
Opportunity	High They have done a lot already, but are open to – and able to – do more	Medium-High Experienced in EE and willing to do more; if the money is right	Medium-Low Convinced of the advisability of EE actions, but unmotivated to act to date	Medium-Low Skeptical about the need for EE, but are interested in its cost saving benefits	Low Least informed and unsure of how EE could benefit them or even where to start	Very Low Totally uninvolved with the energy category and no interest in becoming so
Role for Ameren Illinois	Trusted Green Partner: They like the company and see Ameren Illinois as having an important role in both EE and promoting green initiatives	Save Us Money: They like the company and see Ameren Illinois as having an important role in both EE and lowering energy costs	Help Me: They like the company and want it to help them become more energy efficient; they just need to be swayed in that direction.	Save Us Money: Positive opinion of the company, but just want Ameren Illinois to focus on lowering costs (for me)	Teach Me: Neutral view of the company, but see Ameren Illinois as having an important role in both EE and lowering energy costs; interest in EE would likely increase with more information	Don't Bother Me: Dislike the company, not interested in energy issues generally, and see little likely value in EE actions

Table 8-3 *Likely Takers given a 3 year payback period*

	Practical Idealists	Cost-Focused Conservers	Willing, But Unmotivated	Cost-Focused Skeptics	Willing, But Uninformed	Low Interest, Little Action
Size	21%	6%	21%	15%	14%	23%
Measures for purchasing/installing energy efficient equipment (Assumes a normal replacement cycle)						
Light Bulbs	65%	56%	55%	47%	36%	38%
Heating System	59%	58%	57%	53%	42%	41%
Cooling System	58%	57%	60%	56%	46%	44%
Refrigeration Unit	56%	54%	53%	41%	39%	35%
AC / Chiller Unit	56%	60%	58%	53%	40%	39%
Copier / Printer	51%	47%	47%	36%	31%	29%
Cooking Equipment	50%	54%	40%	28%	27%	33%
PC	49%	47%	44%	41%	30%	28%
Server	47%	46%	47%	35%	31%	28%
Measures for improving energy efficiency of existing systems						
Install EE fans on chiller units	55%	64%	54%	58%	48%	36%
Install a timer on pool pump	64%	32%	60%	30%	30%	n/a
Maintain cooling system regularly	61%	51%	52%	36%	35%	35%
Maintain heating system regularly	61%	51%	53%	36%	35%	36%
Install a programmable thermostat	58%	52%	51%	49%	41%	33%
Upgrade portions of your lighting system	57%	56%	51%	40%	37%	38%
Install exterior lighting controls	57%	62%	53%	46%	39%	35%
Purchase EE pumps or motors for HVAC system	54%	53%	54%	47%	34%	36%
Add ventilation system volume controls	54%	49%	51%	42%	30%	30%
Install variable speed drives on chiller pumps	53%	64%	48%	8%	4%	36%
Install occupancy / motion sensors for lighting	53%	48%	49%	37%	25%	26%

Purchase EE motors / pumps for non-HVAC equip	53%	53%	52%	43%	36%	32%
Install interior lighting sensors / timers	52%	49%	45%	36%	29%	28%
Install variable speed drives on non-HVAC pumps / motors	52%	54%	50%	41%	33%	29%
Install variable speed drives on HVAC system	51%	54%	54%	45%	33%	36%
Install “low flow” nozzles or faucet aerators	51%	43%	41%	25%	31%	22%
Install an Energy Management System	50%	46%	44%	41%	29%	26%
Implement “re-commissioning” of HVAC system	48%	48%	45%	33%	27%	33%
Install reflective film on exterior windows	47%	38%	40%	23%	25%	31%
Install a dishwasher pre-rinse spray valve	42%	54%	27%	23%	35%	27%
Install a variable speed compressor on refrigeration unit(s)	42%	50%	49%	32%	28%	24%
Install an Economizer	34%	72%	48%	8%	4%	36%
Reduce thermostat setting during the winter	54%	49%	48%	41%	42%	39%
Reduce water heater temperature	51%	40%	49%	39%	37%	33%
Raise your thermostat setting during the summer	50%	47%	46%	40%	38%	36%

⁶ No payback period associated with measure

C&I SATURATION SURVEY RESULTS

To gain an understanding of energy use for each building-type segment, information from the survey about building characteristics and end-use equipment were analyzed. This section presents the results of this analysis.

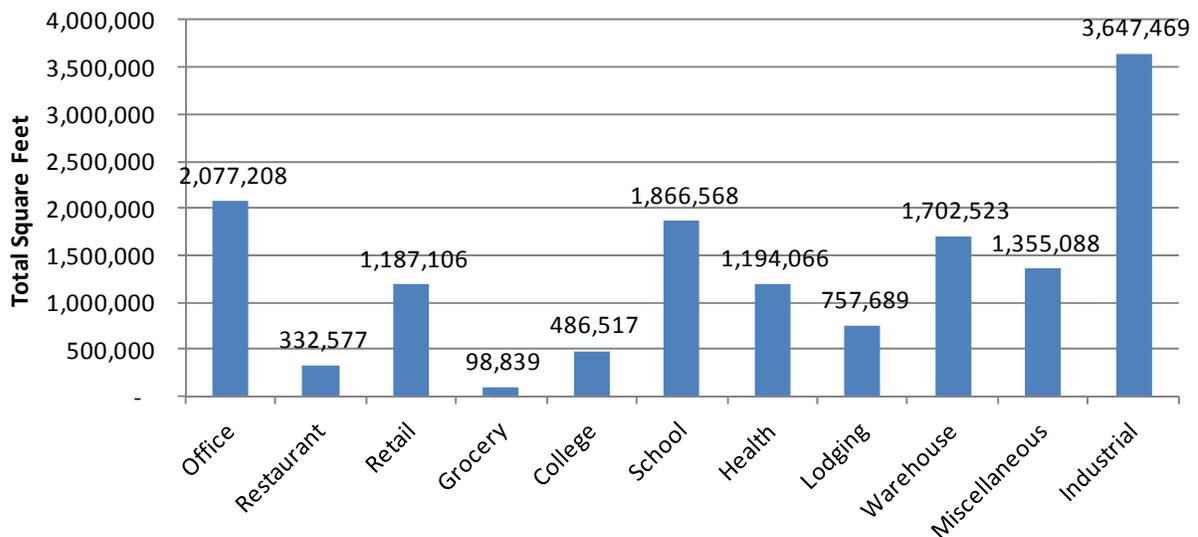
Building Characteristics

Key building characteristics include floor space, age of the building, and number of employees.

Size and Age of Segment Floor Space

Respondents were asked the approximate square footage of all the enclosed floor space in their building (Figure 9-1). The office and education segments have the most total floor space while grocery and restaurants have the least.

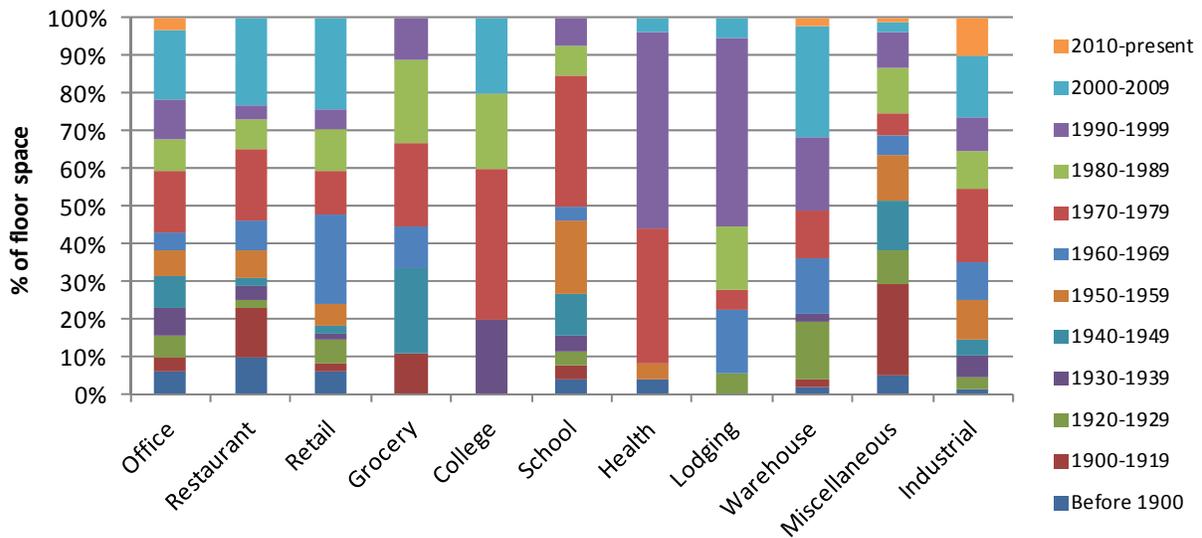
Figure 9-1 Total Square Footage by Segment



Building age is an indicator of the overall efficiency of the building. Further, buildings constructed most recently tend to be more efficient than older buildings. This is an important distinction in the end-use modeling approach taken for this study.

Respondents were asked to identify when the majority of their building or facility was built. The vast majority of floor space was built since 1960 with much of it built in the last decade (Figure 9-2). The three commercial segments with the “newest” buildings are health, warehouses and lodging with more than half built since 1990.

Figure 9-2 Age of Floorspace by Segment



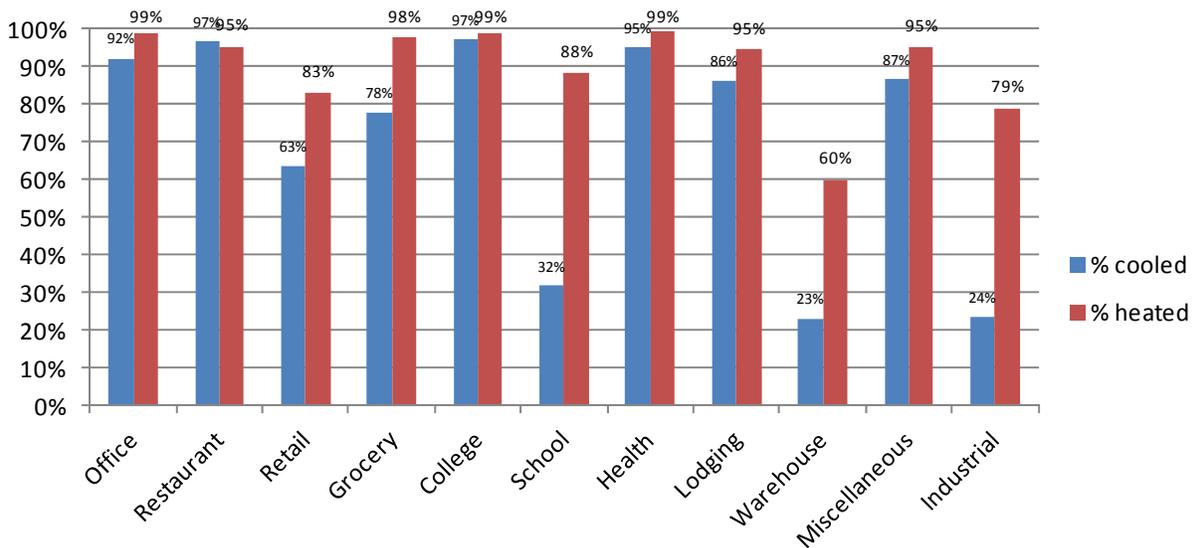
Building Equipment

Respondents were asked about the type of heating cooling and water heating equipment used in the building, the type of fuel used and the saturation of different types of lighting.

Heating and Cooling

The heating and cooling numbers presented here represent the percentage of square feet that is heated or cooled.

Figure 9-3 Percent of Floor Space Heated and Cooled by Segment



Roof top Units (RTU's) are the most popular type of primary cooling across all segments (Figure 9-4 and Table 9-1) Chillers and Split Systems are also very prevalent in all types of buildings.

Figure 9-4 Type of Primary Cooling Equipment by Segment

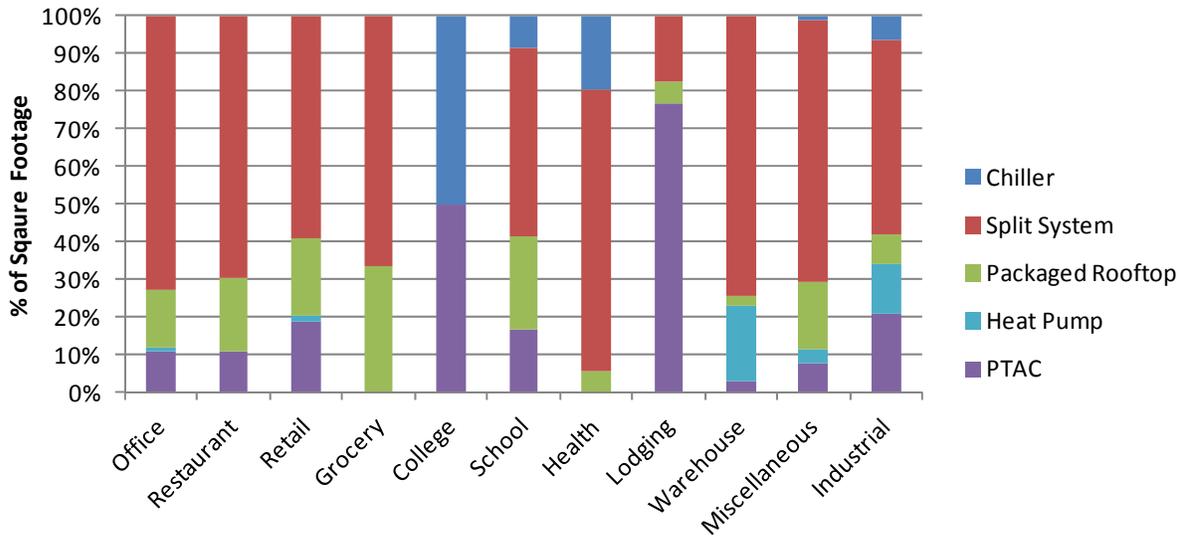


Table 9-1 Primary Cooling Equipment by Segment

Segment	Chiller	Split System	Packaged Rooftop	PTAC	Heat Pump
Office	0%	73%	15%	11%	1%
Restaurant	0%	70%	20%	11%	0%
Retail	0%	59%	20%	19%	2%
Grocery	0%	67%	33%	0%	0%
College	50%	0%	0%	50%	0%
School	8%	50%	25%	17%	0%
Health	19%	75%	6%	0%	0%
Lodging	0%	18%	6%	76%	0%
Warehouse	0%	74%	3%	3%	20%
Miscellaneous	1%	69%	18%	8%	4%
Industrial	6%	52%	8%	21%	13%

Natural gas furnaces are the main types of heating equipment used in most segments (Figure 9-5 and Table 9-3). Lodging is the only segment that uses electricity as its primary heating fuel.

Figure 9-5 Type of Primary Space Heating Equipment and Fuel

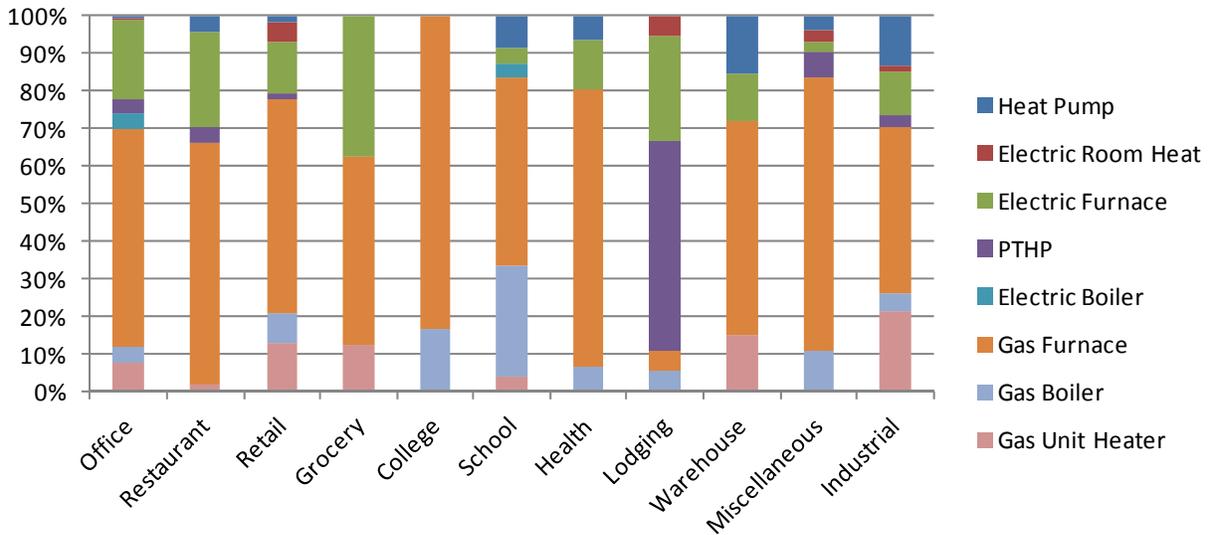


Table 9-2 Primary Space Heating Equipment by Segment

Segment	Heat Pump	Electric Room Heat	Electric Furnace	PTHP	Electric Boiler	Gas Furnace	Gas Boiler	Gas Unit Heater
Office	1%	1%	21%	3%	4%	58%	4%	8%
Restaurant	4%	0%	26%	4%	0%	64%	0%	2%
Retail	2%	5%	14%	2%	0%	57%	8%	13%
Grocery	0%	0%	38%	0%	0%	50%	0%	13%
College	0%	0%	0%	0%	0%	83%	17%	0%
School	8%	0%	4%	0%	4%	50%	29%	4%
Health	6%	0%	13%	0%	0%	74%	6%	0%
Lodging	0%	6%	28%	56%	0%	6%	6%	0%
Warehouse	15%	0%	13%	0%	0%	57%	0%	15%
Miscellaneous	4%	4%	2%	7%	0%	73%	11%	0%
Industrial	13%	2%	11%	3%	0%	44%	5%	21%

Water Heating

Natural gas is the fuel used most often to heat water in the majority of segments (Figure 9-6 and Table 9-3). But both the office segment and the lodging segment are more likely to have an electric water heater.

Figure 9-6 Type of Water Heating

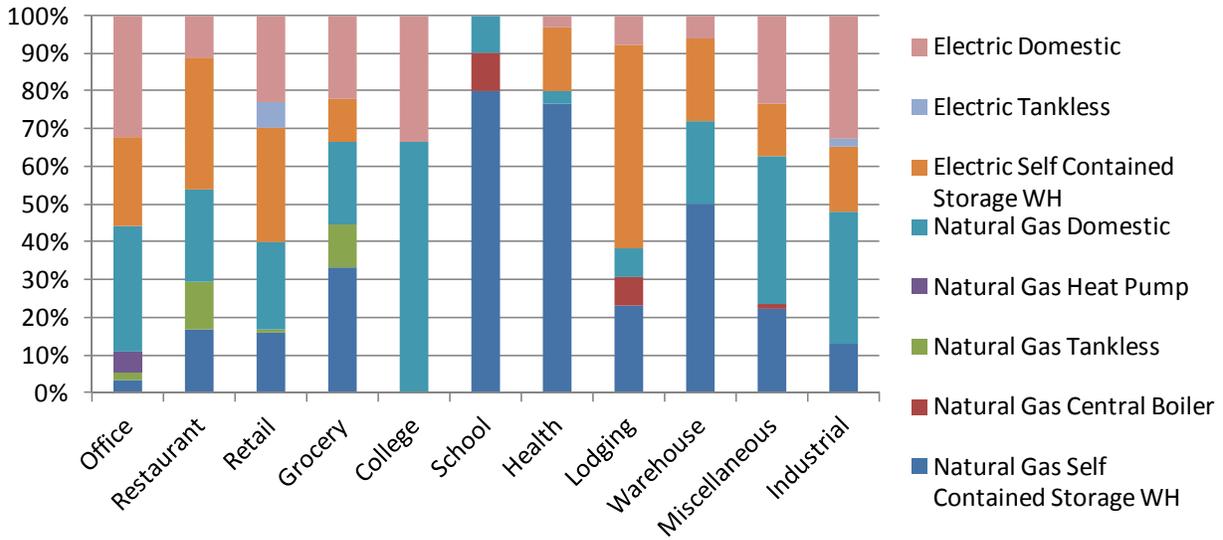


Table 9-3 Water Heating by Segment

Segment	Natural Gas Self Contained Storage WH	Natural Gas Central Boiler	Natural Gas Tankless	Natural Gas Heat Pump	Natural Gas Domestic	Electric Self Contained Storage WH	Electric Tankless	Electric Domestic
Office	3%	0%	2%	5%	33%	24%	0%	32%
Restaurant	17%	0%	13%	0%	24%	35%	0%	11%
Retail	16%	0%	1%	0%	23%	31%	6%	23%
Grocery	33%	0%	11%	0%	22%	11%	0%	22%
College	0%	0%	0%	0%	67%	0%	0%	33%
School	80%	10%	0%	0%	10%	0%	0%	0%
Health	77%	0%	0%	0%	3%	17%	0%	3%
Lodging	23%	8%	0%	0%	8%	54%	0%	8%
Warehouse	50%	0%	0%	0%	22%	22%	0%	6%
Miscellaneous	22%	1%	0%	0%	39%	14%	0%	23%
Industrial	13%	0%	0%	0%	35%	17%	2%	33%

Lighting

The survey asked respondents to count the number of lamps by various types in the facility. The most common type of lamp is fluorescent. In the LoadMAP model, fluorescent lamps are differentiated from the screw-in or specialty lamps.

Table 9-4 Average Number of Lamps by Type– All Indoor

Segment	Fluorescent	Incandescent	CFL	LED	Other
Office	35.3	3.9	20.3	2.4	5.2
Restaurant	23.2	5.0	11.6	2.1	9.5
Retail	73.5	4.0	5.7	1.5	6.0
Grocery	76.2	4.3	4.7	0.6	4.6
College	836.6	2.9	172.6	22.1	73.0
School	154.7	7.7	4.3	1.8	14.1
Health	70.5	5.5	36.4	0.6	11.9
Lodging	55.9	43.9	127.9	2.5	10.9
Warehouse	41.4	3.1	3.6	0.0	11.7
Miscellaneous	52.1	10.7	8.7	1.0	11.3
Industrial	150.2	4.7	5.8	0.9	10.2

The most prevalent type among the indoor fluorescent tubes is still the T12 lamps (Table 9-5). Lodging and office buildings are the segments with the most LED fluorescent lamps.

Table 9-5 Indoor Fluorescent Tubes by Type

Segment	T12	T8	Super T8	T5	LED	Other
Office	60%	34%	0%	0%	5%	1%
Restaurant	74%	22%	0%	2%	1%	0%
Retail	63%	31%	1%	4%	1%	0%
Grocery	38%	62%	0%	0%	0%	0%
College	17%	78%	0%	4%	1%	0%
School	56%	38%	3%	3%	0%	0%
Health	60%	24%	15%	0%	0%	0%
Lodging	81%	13%	2%	0%	4%	0%
Warehouse	65%	33%	0%	1%	0%	0%
Miscellaneous	55%	30%	7%	6%	1%	1%
Industrial	61%	31%	1%	7%	0%	0%

To calculate lighting EUIs, respondents were asked to estimate the percentage of lamps that were on during regular business hours and non-business hours by lighting type. Not surprisingly, more lights were on during business hours than non-business hours. A higher percentage of “other” lighting is on during non-business hours since the category includes lighting types that are typically used for security.

Table 9-6 Average Percent of Hours Lamps are On– All Indoor

Segment	Fluorescent		Incandescent		CFL		LED		Other	
	Biz Hrs	Non-Biz Hrs	Biz Hrs	Non-Biz Hrs	Biz Hrs	Non-Biz Hrs	Biz Hrs	Non-Biz Hrs	Biz Hrs	Non-Biz Hrs
Office	78%	3%	32%	2%	56%	13%	59%	31%	41%	39%
Restaurant	85%	7%	86%	16%	72%	40%	71%	18%	69%	42%
Retail	90%	5%	74%	1%	64%	21%	92%	19%	54%	45%
Grocery	100%	10%	75%	0%	84%	20%	100%	0%	71%	28%
College	93%	14%	100%	15%	90%	21%	97%	20%	81%	39%
School	84%	25%	45%	3%	22%	5%	76%	4%	60%	38%
Health	96%	7%	85%	11%	83%	23%	90%	76%	32%	74%
Lodging	90%	20%	88%	21%	84%	29%	62%	80%	44%	55%
Warehouse	79%	4%	61%	6%	72%	4%	75%	0%	47%	48%
Miscellaneous	63%	4%	54%	5%	38%	18%	39%	3%	54%	17%
Industrial	84%	5%	51%	5%	62%	12%	66%	47%	61%	44%

Energy Efficiency Measures

Respondents were asked what energy efficiency measures they have implemented in the last three years and what measures they had planned in the next two years. The measures were divided into five categories: lighting, HVAC, water heating, building structure and equipment upgrades. This information was used to determine the current saturation of energy-efficiency measures and to develop the adoption rates for the forecast.

Measures Implemented

HVAC upgrades are the most popular measures installed across all segments (Table 9-7). Adding insulation is also common, but varies more by segment. Less than half of all respondents in each segment implemented any of the HVAC measures shown in Table 9-7.

Table 9-7 HVAC Measures Implemented in Last 3 years

Segment	Purchase more energy efficient HVAC system	Install solar panels	Install heat recovery system	Add insulation to ductwork	Retro-commissioning of HVAC equipment	Install VSD on fan motors	Add economizer	Add EMS
Office	19%	1%	1%	9%	4%	1%	1%	6%
Restaurant	44%	0%	2%	7%	4%	2%	2%	2%
Retail	22%	0%	0%	10%	1%	1%	0%	0%
Grocery	30%	0%	0%	11%	10%	10%	0%	0%
College	33%	0%	0%	0%	14%	14%	0%	14%
School	22%	0%	0%	8%	0%	0%	0%	4%
Health	33%	0%	3%	18%	3%	3%	3%	5%
Lodging	32%	0%	0%	5%	0%	5%	5%	5%
Warehouse	19%	0%	0%	0%	0%	13%	0%	13%
Miscellaneous	30%	0%	1%	11%	1%	6%	0%	4%

Industrial	22%	0%	1%	18%	3%	7%	3%	3%
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Purchasing a more energy efficient water heating system is the most popular water heating measure, followed by reducing the water heater temperature. The grocery and lodging segments are the most likely to have implemented a water heating measure in the last 3 years, with over two-thirds implementing at least one measure.

Table 9-8 Water Heating Measures Implemented in Last 3 years

Segment	Purchase more energy efficient WH system	Insulate pipes	Reduce water temperature	Install low flow nozzles	Install faucet aerators	Other water heating measure
Office	9%	2%	6%	1%	2%	0%
Restaurant	42%	7%	25%	9%	9%	0%
Retail	15%	7%	13%	4%	7%	1%
Grocery	50%	11%	40%	0%	10%	0%
College	14%	14%	29%	14%	14%	0%
School	19%	4%	15%	4%	4%	0%
Health	32%	3%	18%	8%	8%	0%
Lodging	21%	5%	10%	42%	40%	5%
Warehouse	17%	19%	25%	0%	25%	0%
Miscellaneous	23%	9%	22%	2%	9%	6%
Industrial	16%	10%	12%	4%	3%	0%

Lighting upgrades have been implemented in 12% or more of the floor space in all the segments. Upgrading a fluorescent lighting system and switching to CFLs have been popular measures that were implemented, likely due to the awareness around the change in the lighting standard (Table 9-9). Installing occupancy or daylighting sensors is less prevalent.

Table 9-9 Lighting Measures Implemented in Last 3 years

Segment	Upgrade fluorescent lighting system	Reduce number of fluorescent fixtures	Replace with CFLs or LEDs	Replace with task lighting	Install occupancy sensors	Install daylighting sensors
Office	39%	13%	53%	1%	6%	6%
Restaurant	40%	14%	40%	21%	4%	5%
Retail	31%	11%	32%	14%	5%	1%
Grocery	60%	20%	50%	0%	0%	0%
College	43%	14%	43%	14%	14%	14%
School	33%	4%	12%	4%	11%	4%
Health	37%	34%	42%	3%	3%	3%
Lodging	63%	47%	47%	5%	11%	10%
Warehouse	27%	2%	21%	2%	29%	0%
Miscellaneous	57%	10%	44%	6%	8%	21%
Industrial	44%	12%	33%	10%	12%	10%

Overall very few building structure upgrades have been implemented in the last 3 years (Table 9-10), although lodging, restaurants and schools were the most likely to have implemented at least one building measure. The most common measure implemented was insulation of exterior doors, wall, ceilings or roofs.

Table 9-10 Building Structure Measures Implemented in Last 3 years

Segment	Replace windows with "low e" windows	Insulate exterior doors, walls ceilings or roof	Add window shades, reflective film or shading trees	Install a "cool roof"
Office	8%	3%	6%	7%
Restaurant	5%	30%	14%	9%
Retail	6%	18%	14%	4%
Grocery	0%	22%	0%	22%
College	14%	29%	17%	14%
School	15%	12%	19%	7%
Health	0%	3%	26%	3%
Lodging	21%	16%	11%	10%
Warehouse	4%	19%	21%	4%
Miscellaneous	6%	25%	19%	9%
Industrial	12%	15%	3%	10%

Overall very few equipment upgrades have been implemented in the last 3 years (Table 9-11). A couple of segments have focused on upgrading equipment: thirty-three percent of the grocery floor space has upgraded refrigeration units and the lodging segment has purchased more efficient refrigeration, office and kitchen equipment. While colleges did not make any equipment upgrades in the past three years, schools implemented each of the measures shown in Table 9-11.

Table 9-11 Equipment Upgrades Implemented in Last 3 years

Segment	Purchase more efficient refrigeration unit	Purchase high efficiency pool pump or heater	Purchase more efficient computer or office equipment	Purchase more efficiency dishwasher or kitchen equipment
Office	4%	0%	13%	4%
Restaurant	25%	0%	2%	7%
Retail	2%	0%	8%	1%
Grocery	33%	0%	10%	0%
College	0%	0%	0%	0%
School	12%	4%	19%	12%
Health	18%	3%	18%	0%
Lodging	26%	0%	11%	11%
Warehouse	2%	0%	2%	0%
Miscellaneous	6%	0%	23%	7%
Industrial	7%	0%	15%	4%

COMPARISON TO 2009 STUDY

In this section, we compare survey and market-characterization results from the current study (base year 2011) with the previous study conducted in 2009.

Residential Sector

Figure 10-1 and Figure 10-2 show the size of each of the segments as a percentage of residential sector energy use. In the 2009 study, manufactured homes were treated as a separate segment. In the 2011 study, manufactured homes are included with the single-family segment.

Figure 10-1 *Electric Residential Market Segmentation by Housing Type – % of Energy Use*

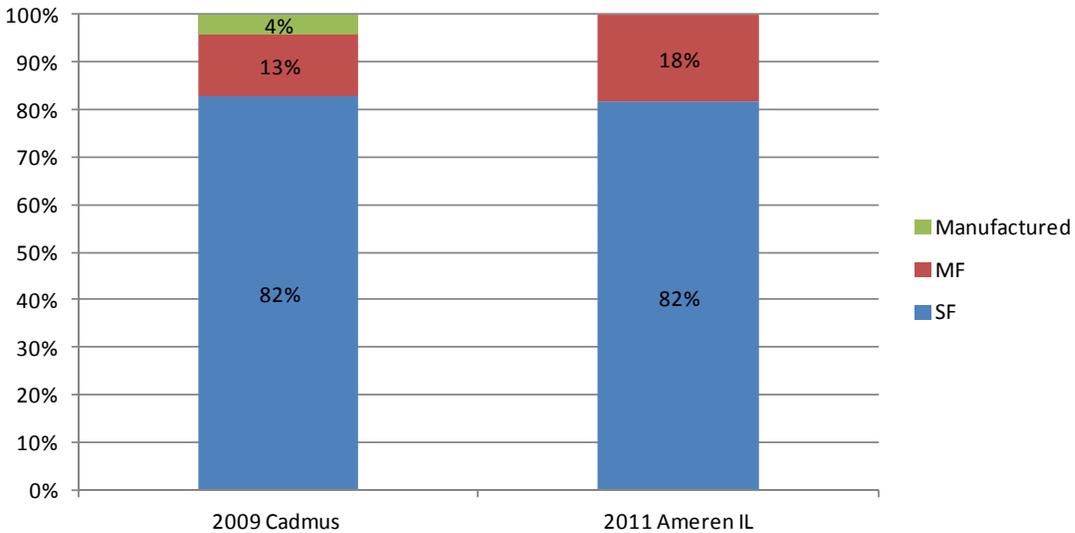


Figure 10-2 *Natural Gas Residential Market Segmentation by Housing Type – % of Energy Use*

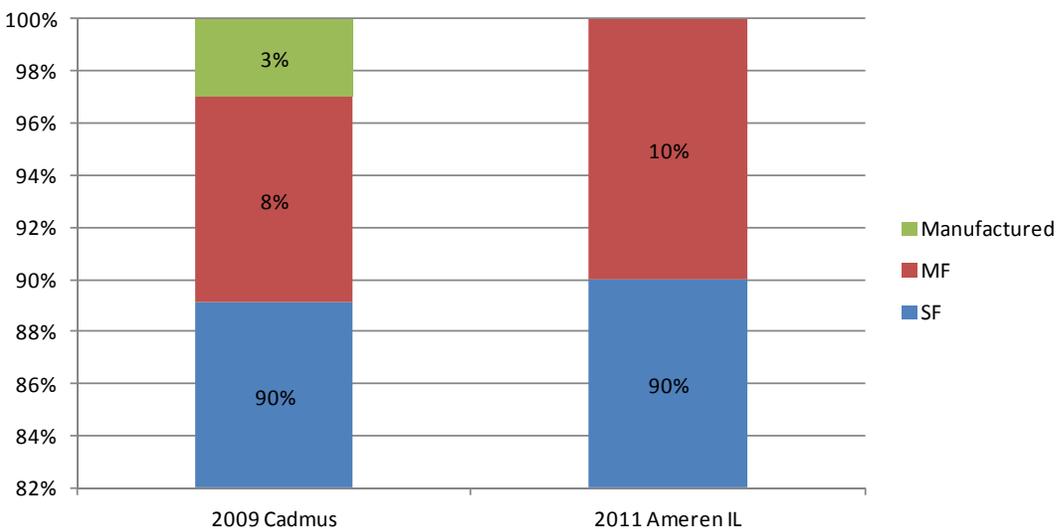
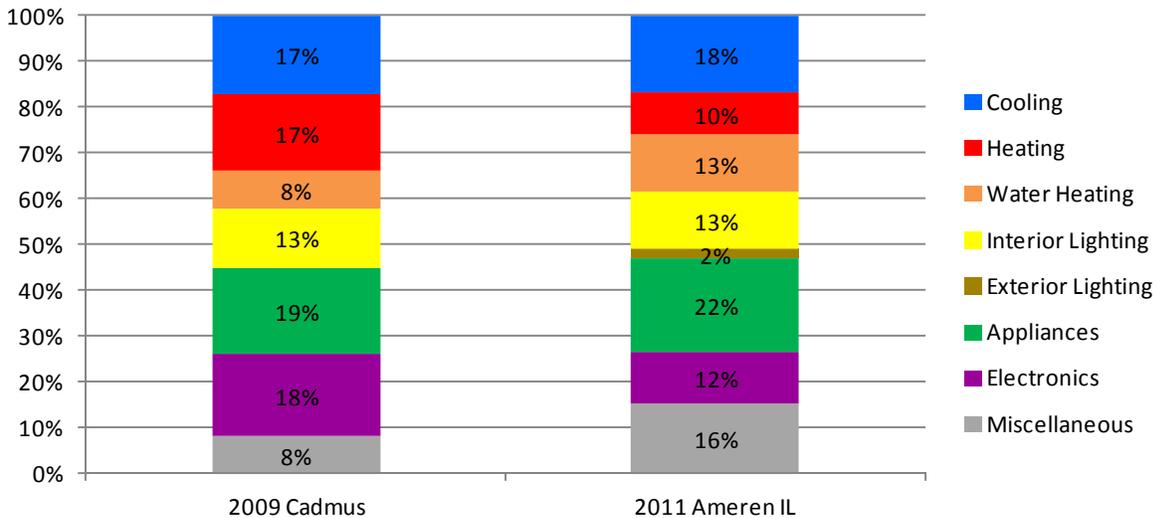


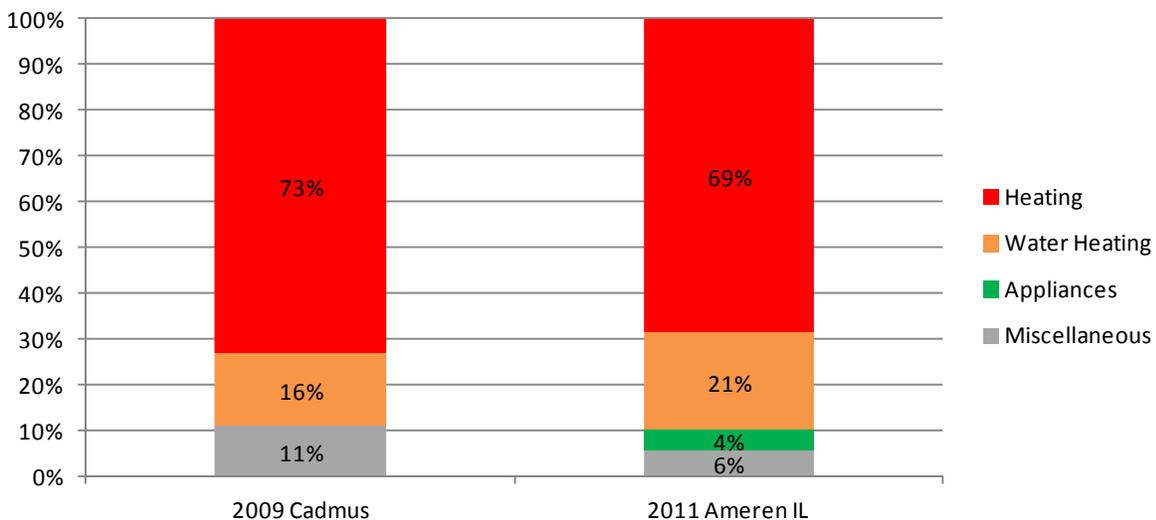
Figure 10-3 and Figure 10-4 shows the distribution of electricity and natural gas energy consumption by end use for all homes. Four main electricity end uses in the Cadmus study — appliances, electronics, cooling, and heating account for about 71% of total use. In this study, appliances, electronics, cooling, and heating account for 62% of total use. The difference in heating is likely due to a colder winter in 2009 than in 2011.

Figure 10-3 Residential Electricity Use by End Use (2011), All Homes



Natural gas usage is dominated by space heating with 73% of natural gas usage in the Cadmus study compared to 69% for the 2011 study. Water heating accounted for 16% of the natural gas usage in the Cadmus study compared to 21% in 2011. The two studies were similar in the usage of natural gas for cooking equipment and miscellaneous.

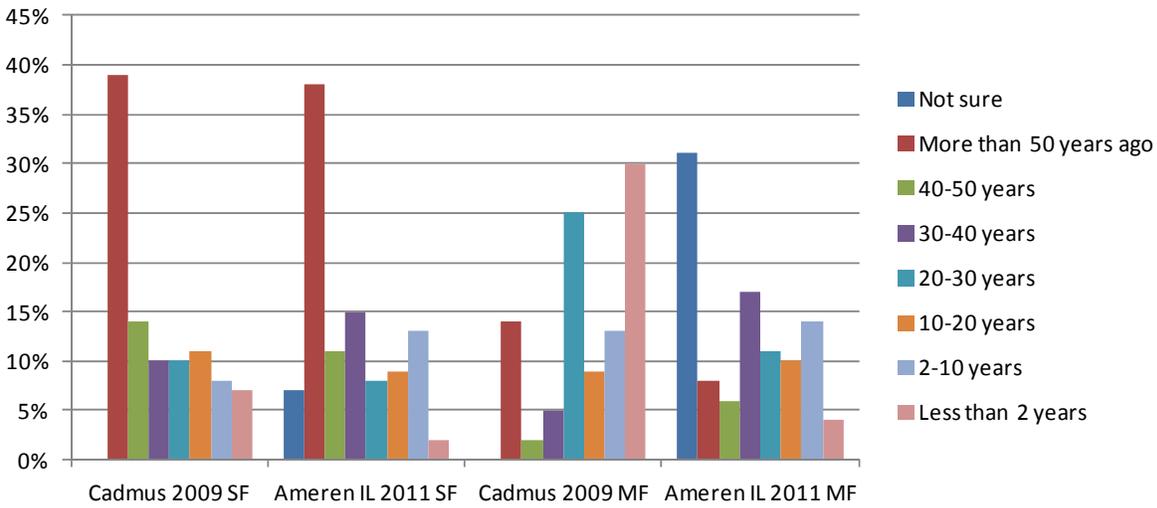
Figure 10-4 Residential Natural Gas Use by End Use (2011), All Homes



The average age of a single family home in the Ameren Illinois service territory is relatively old, with close to 40% of homes built over 50 years ago. Due to the recession, new home construction in the service territory slowed down, with less than two percent of homes built in the last two years. About one-third of multi-family respondents are not sure when their unit was built. Since the Cadmus study

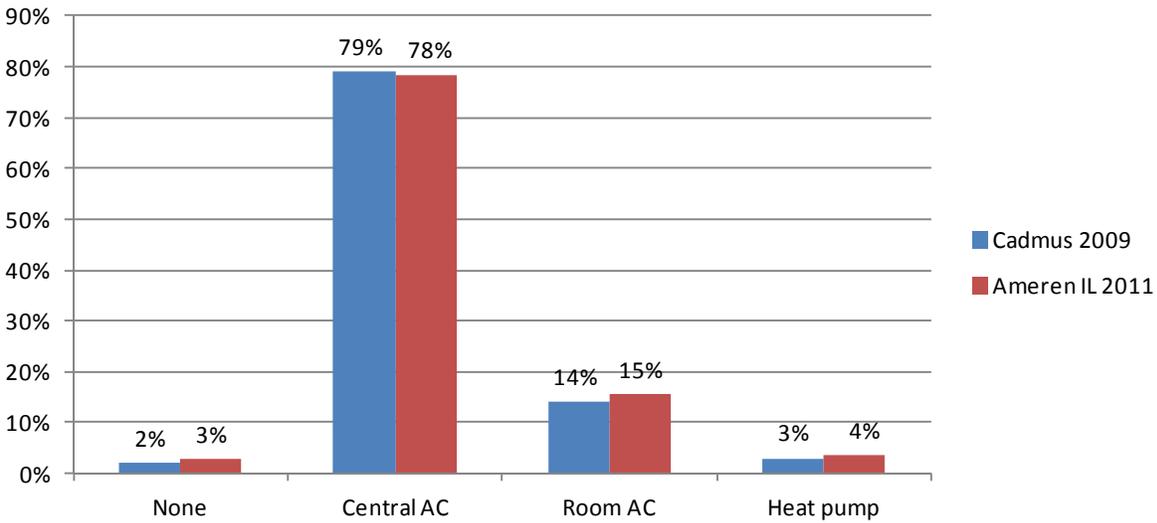
does not include the percentage it is difficult to make direct comparisons. However, the slowdown in new construction is noticeable when comparing homes built less than two years ago.

Figure 10-5 Age of the home



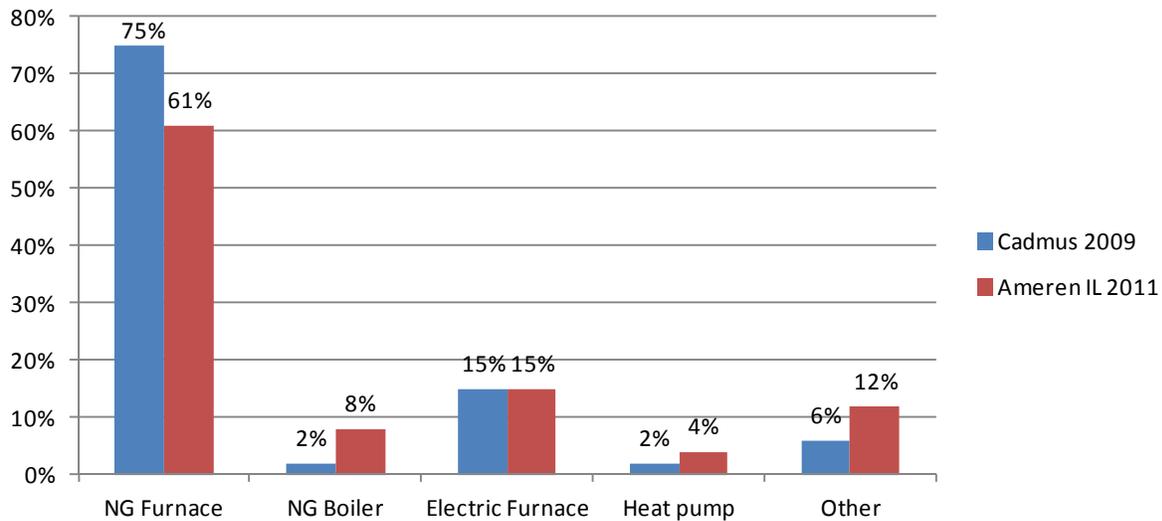
As shown in Figure 10-6, the distribution of cooling technologies has not changed significantly since 2009.

Figure 10-6 Distribution of Cooling Technologies



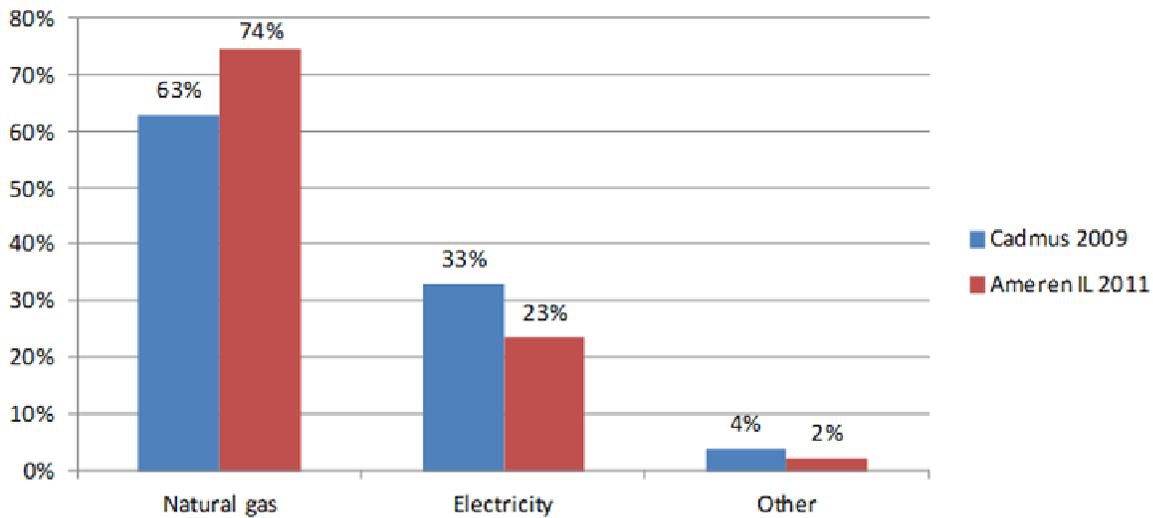
As shown in Figure 10-7 the 2011 study shows fewer natural gas furnaces. While the technologies differ, the distribution of fuel remains the same since the 2009 study.

Figure 10-7 *Distribution of Heating Technologies*



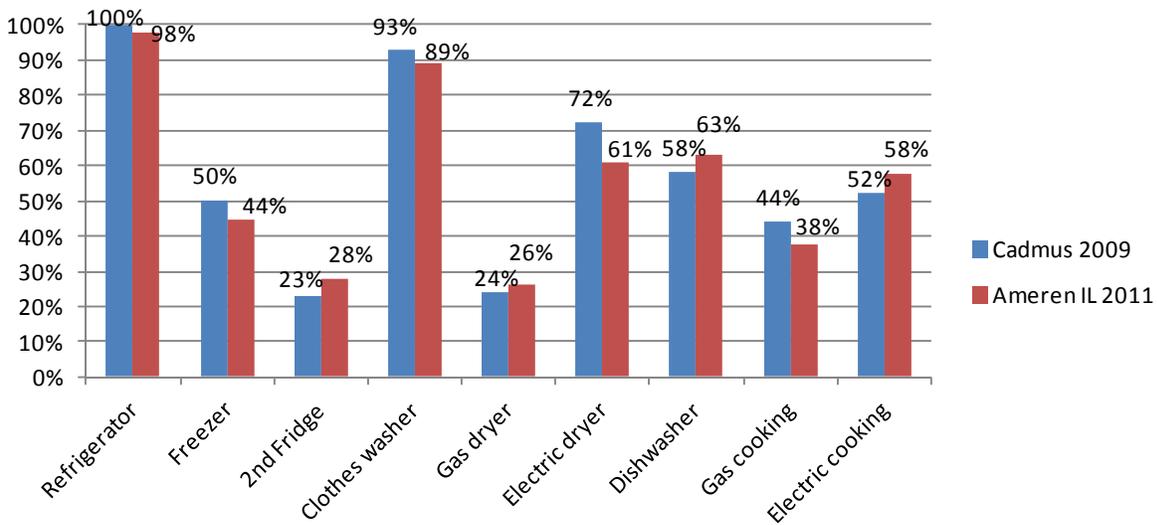
As shown in Figure 10-8, in the 2011 study, more homes use natural gas for heating water than was found in the 2009 study. The difference is likely due to the different samples and not likely due to any fuel switching.

Figure 10-8 *Distribution of Water Heating Fuel*



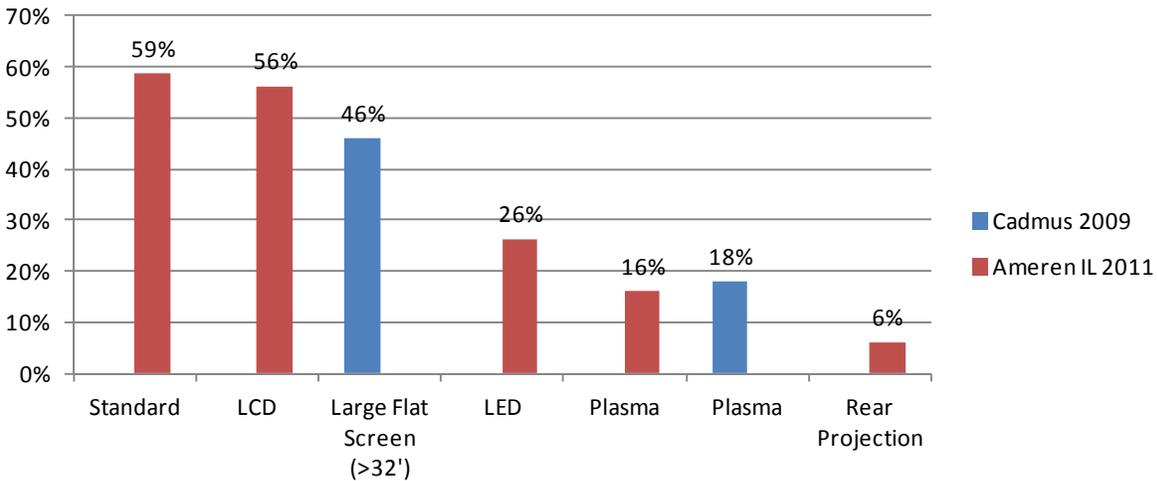
The saturation of each of the various appliances has remained fairly similar between 2009 and 2011, as shown in Figure 10-9. It is interesting that the saturation of separate freezers and second refrigerators has remained essentially flat, despite a successful appliance recycling program. For the 2011 study, we matched the respondents with a list of participants in the appliance recycling program. Approximately, 40 respondents had participated in the program since 2009. For those that participated in the program by removing a second refrigerator or freezer, about one-third still reported having one in 2011.

Figure 10-9 Saturation of Appliances and Miscellaneous



The saturation of televisions is difficult to compare since the categories between the two studies do not line up exactly. Since the newer LCD and LED televisions are typically larger than 32 inches, it seems as if the saturation of large flat screens increased since 2009. The saturation of plasma televisions is essentially flat (Figure 10-10).

Figure 10-10 Saturation of Electronics



Commercial Sector

Figure 10-11 and Figure 10-12 show the segmentation of each of the building-types as a percentage of commercial sector electricity and natural gas sales. The differences in segmentation are likely due to methodology. The respondents to the 2011 study are segmented based on self-reported building types from the survey. It is our understanding that the Cadmus study used the customer information system to identify building segments. Note that the two studies used different segmentation. Therefore if a segment shows 0% it is included in one of the other building segments.

Figure 10-11 Commercial Market Segmentation by Building Type – Percent of Electricity Use

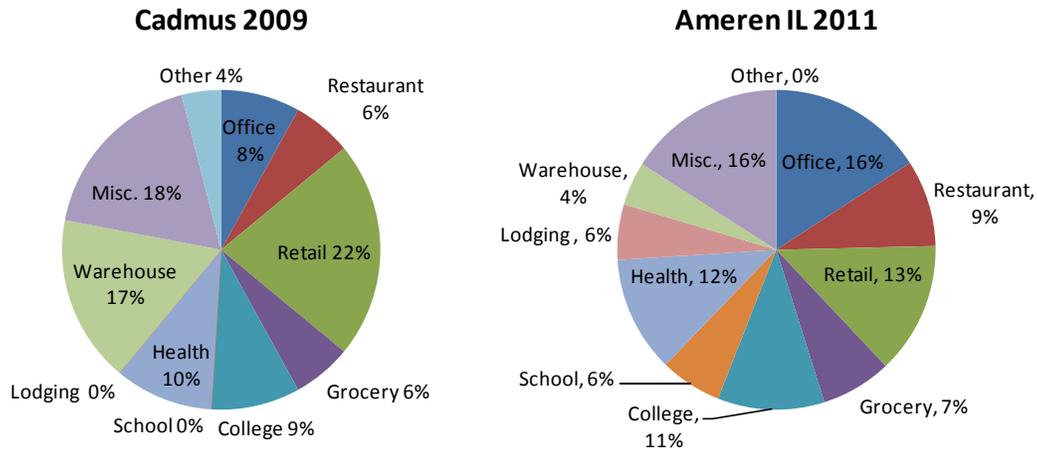


Figure 10-12 Commercial Market Segmentation by Building Type – Percent of Natural Gas Use

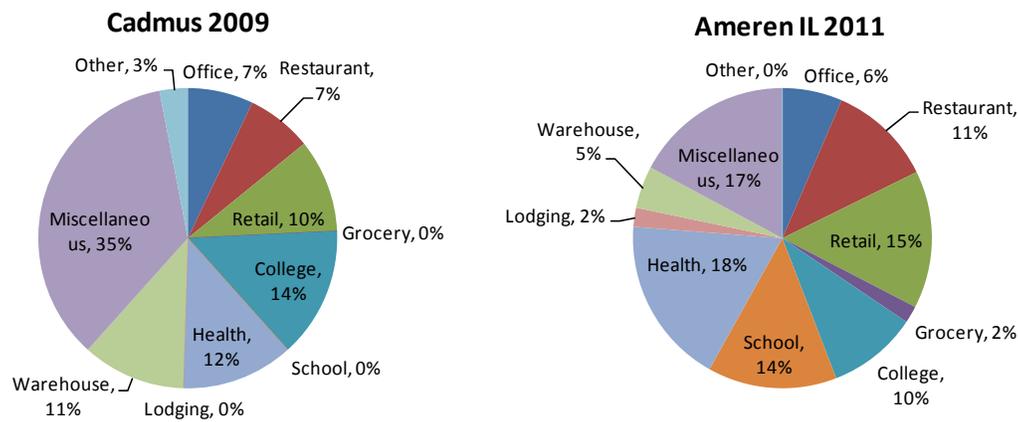


Figure 10-13 and Figure 10-14 show the distribution of electricity and natural gas energy consumption by end use for all commercial buildings from the 2009 and 2011 studies. Electricity usage is dominated by lighting, with interior and exterior varieties accounting for over one third of consumption for both studies. In the 2009 study, after lighting, plug load accounts for the next largest end use at 14%. In the 2011 study, the second largest end use is cooling. Natural gas usage is dominated by space heating (84%) in the 2009 study and (58%) in the 2011 study. Water heating is second to space heating, accounting for 9% of usage in 2009 and 24% in 2011.

Figure 10-13 Commercial Electricity Use by End Use (2011), All Buildings

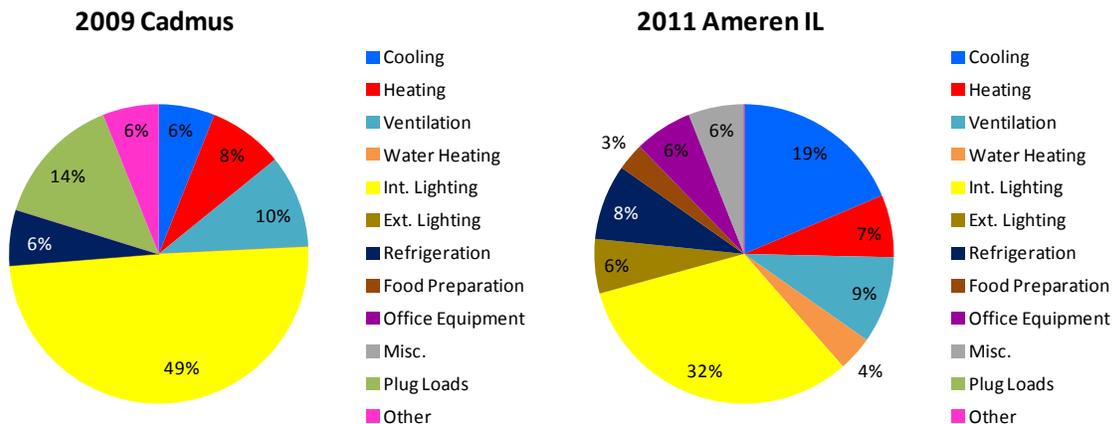
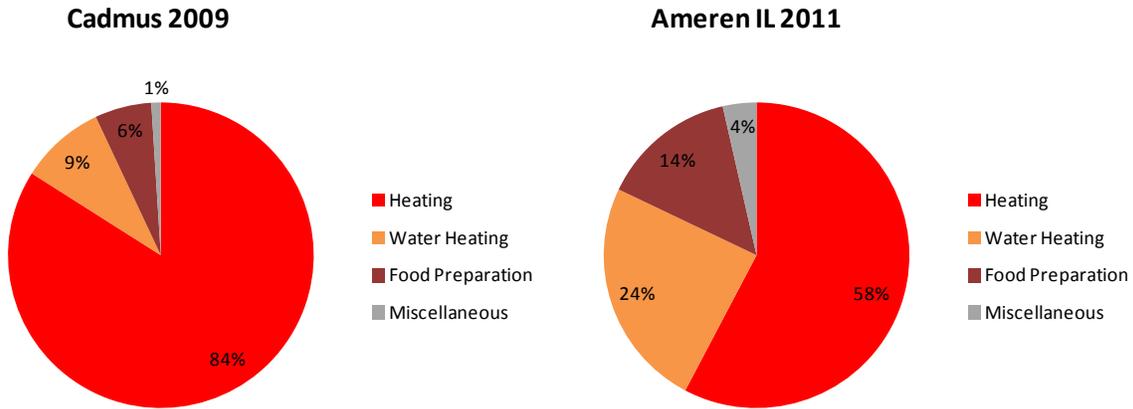
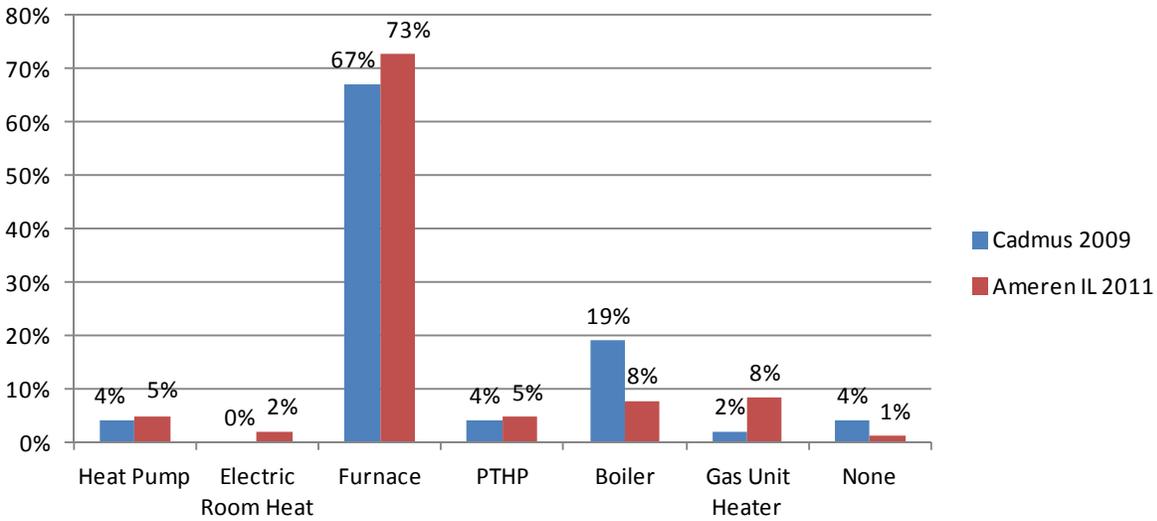


Figure 10-14 Commercial Natural Gas Use by End Use (2011), All Buildings



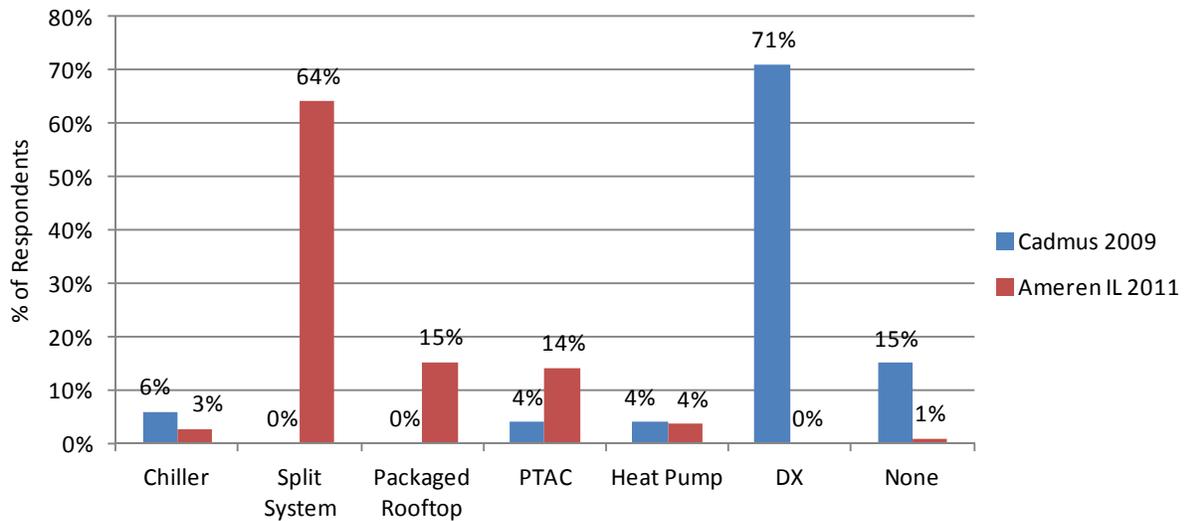
The saturation of commercial heating equipment in the commercial sector is relatively unchanged since the 2009 study, as shown in Figure 10-15. Furnaces remain the dominate space heating technology.

Figure 10-15 Types of Commercial Heating Equipment



The categories for space cooling in the commercial sector vary between the two studies, making it difficult to compare. However, the saturation of chillers and heat pumps remained about the same since 2009, as shown in Figure 10-16.

Figure 10-16 Types of Commercial Cooling Equipment



Industrial Sector

Figure 10-17 and Figure 10-18 shows the size of each of the segments as a percentage of industrial sector energy sales. The difference in segmentation likely stems from the methodology of assigning customers to segments. The 2011 study relied on self-reported responses to the survey, while it is our understanding that the 2009 study relied on Ameren’s customer information system.

Figure 10-19 and Figure 10-20 show the distribution of electricity and natural gas energy consumption by end use for all industrial customers. In the 2009 study, process is the largest end use at 62%, while in the 2011 study, the motors end use is the largest overall electric end use for the industrial sector, accounting for 56% of energy use. Note that the motors end use includes a wide range of industrial equipment, such as air compressors, refrigeration compressors, pumps, conveyor motors, and fans. The difference could be accounted for in definition of the end uses. In the 2009 study, the motors end use accounts for the second most energy use at 16% while in the 2011 study, the process end use accounts for 23% of electricity use. Natural gas usage is dominated by the process end use for both the 2009 and 2011 studies with 51% and 69%, respectively. Space heating accounted for 34% of natural gas usage in the 2009 study while in the 2011 study, it accounted for 27%.

Figure 10-17 Industrial Market Segmentation – Percentage of Electricity Use

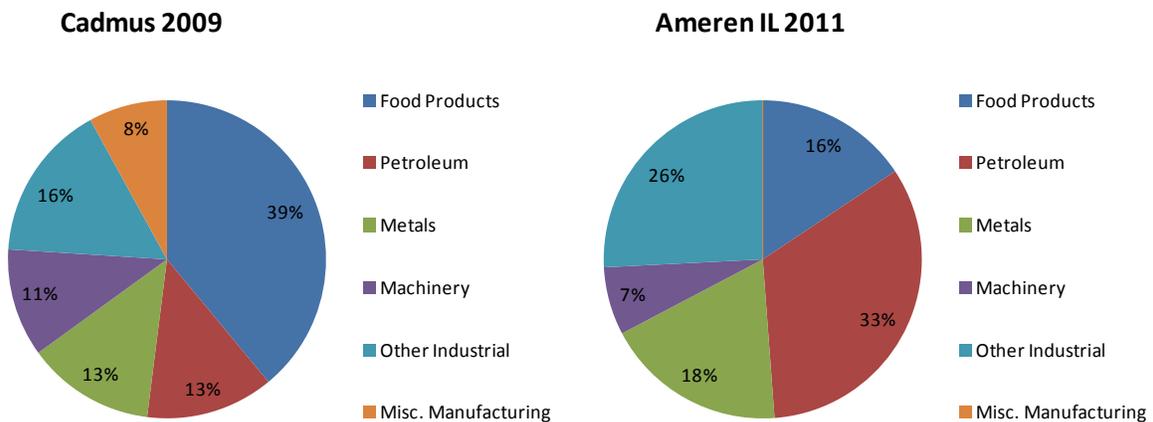


Figure 10-18 Industrial Market Segmentation – Percentage of Natural Gas Use

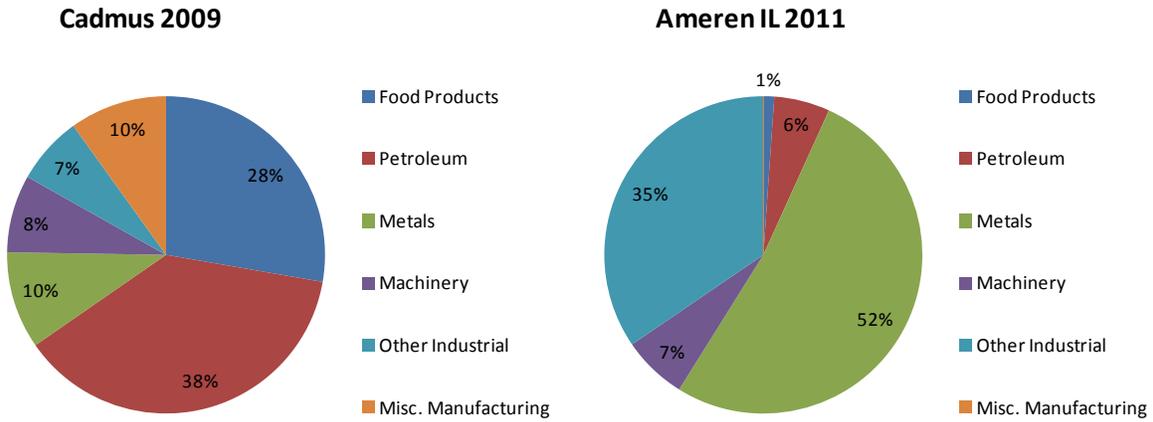


Figure 10-19 Industrial Electricity Use by End Use (2009, 2011), All Industries

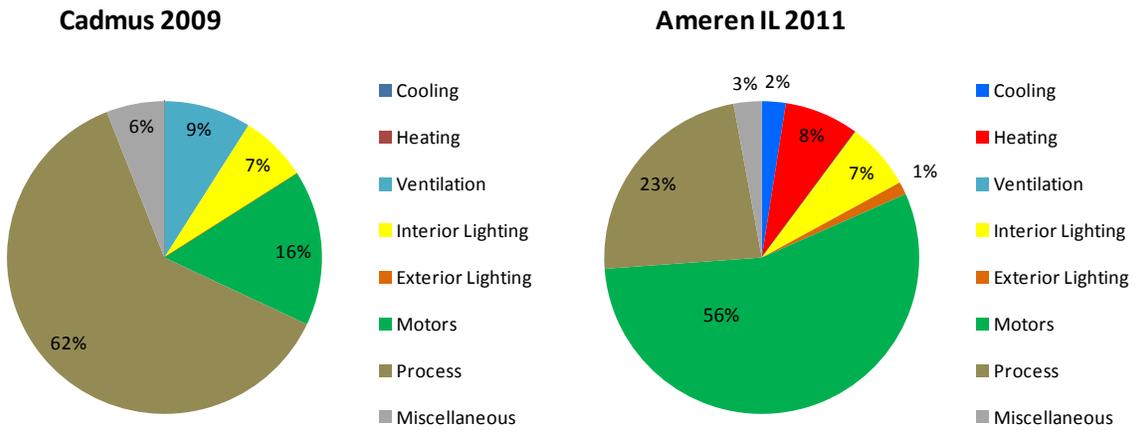
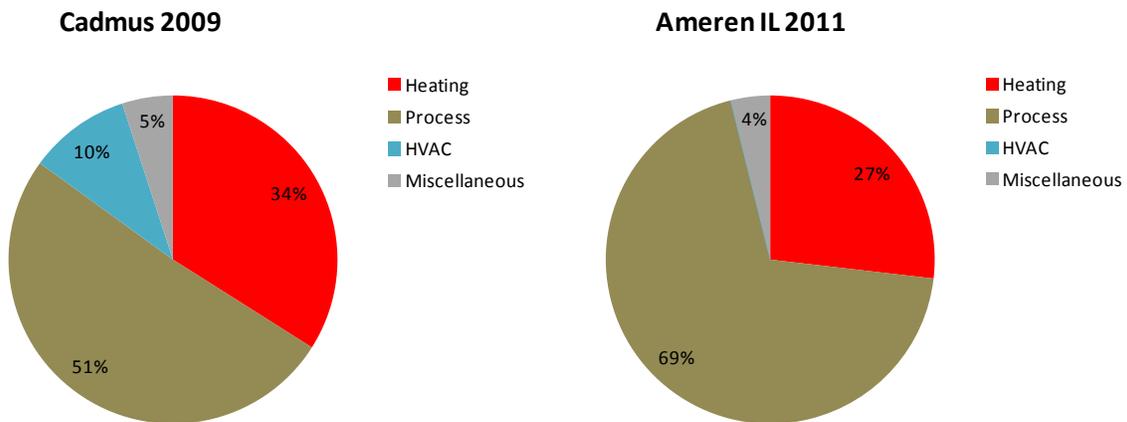


Figure 10-20 Industrial Natural Gas Use by End Use (2009, 2011), All Industries



RESIDENTIAL SAMPLE DESIGN

Sample design begins with development of the population frame. A significant amount of work goes into the frame preparation in order to target the correct population to accurately represent the Ameren Illinois service territory. The residential sample frame preparation began with an analysis of Ameren Illinois' billing accounts for the residential sector for June 1, 2010 through May 31, 2011.

Approximately 16% of the total customer population was removed from consideration for various reasons. Records with zero annual usage were removed. We also removed customers that had extremely high usage as defined by greater than 175,000 kWh or 7,000 therms. These accounts represent agricultural customers. Ameren Illinois will determine if these customers should be included in the residential sector or industrial sector. Customers that did not appear to have a full year of data were also excluded. If a customer had less than 9 electric bills or less than 4 natural gas bills, they were removed from the population. Table A-1 shows the breakdown of how many customers were removed and why.

Table A-1 Ameren Illinois Sample Frame Preparation

	Number of Electricity Records	Number of Natural Gas Records	Percent of Original Population
Not enough data	11,612	3,541	11%
Zero annual usage	2,717	3,253	4%
High usage	49	41	0%
Total Removed	14,378	6,835	16%

The remaining residential customer accounts were broken up into 12 usage categories based on actual annual usage from the 2010-11 Ameren Illinois billing data. By having electric, natural gas and combination (electric and natural gas) customers, the stratification is more complex. Therefore we end with 12 strata:

1. Low Electric – Electric only customers with electricity usage less than 10,000 kWh
2. Medium Electric – Electric only customers with electricity usage greater than or equal to 10,000 kWh, but less than 21,400 kWh
3. High Electric - Electric only customers with electricity usage greater than or equal to 21,400 kWh
4. Low Gas – Natural gas only customers with natural gas usage less than 600 therms
5. Medium Gas – Natural gas only customers with natural gas usage greater than or equal to 600 therms, but less than 1,100 therms
6. High Gas – Natural gas only customers with natural gas usage greater than or equal to 1,100 therms
7. Low Electric/Low Gas – Combination customers with electricity usage less than 8,600 kWh and natural gas usage less than 650 therms
8. Low Electric/High Gas – Combination customers with electricity usage less than 8,600 kWh and natural gas usage greater than or equal to 650 therms
9. Medium Electric/Low Gas – Combination customers with electricity usage greater than or equal to 8,600 kWh, but less than 16,400 kWh and natural gas usage less than 850 therms

10. Medium Electric/High Gas – Combination customers with electricity usage greater than or equal to 8,600 kWh, but less than 16,400 kWh and natural gas usage greater than or equal to 850 therms
11. High Electric/Low Gas – Combination customers with electricity usage greater than or equal to 16,400 kWh and natural gas usage less than 1,050 therms
12. High Electric/High Gas – Combination customers with electricity usage greater than or equal to 16,400 kWh and natural gas usage greater than or equal to 1,050 therms

Table A-2 shows how the residential sector is allocated across the usage categories.

Table A-2 Ameren Illinois Residential Customer Billing Analysis

Stratum	Number of Accounts	% of Total Accounts	Total MWh	% of kWh	Total Therms (000)	% of Therms
Low Electric	193,122	17%	1,119,848	9.5%		
Medium Electric	173,511	16%	2,527,665	21.5%		
High Electric	61,666	6%	1,804,717	15.3%		
Low Gas	35,476	3%			13,984	2.6%
Medium Gas	52,083	5%			42,339	7.9%
High Gas	15,699	1%			22,554	4.2%
Low Electric/ Low Gas	133,423	12%	698,061	5.9%	62,377	11.6%
Low Electric/High Gas	103,010	9%	638,261	5.4%	100,593	18.7%
Med Elec/Low Gas	147,744	13%	1,738,143	14.8%	90,787	16.8%
Med Elec/High Gas	109,925	10%	1,328,587	11.3%	125,456	23.3%
High Electric/ Low Gas	59,755	5%	1,266,780	10.8%	39,564	7.3%
High Elec/High Gas	28,243	3%	635,792	5.4%	41,377	7.7%
Total	1,113,657	100%	11,757,852	100%	539,030	100%

The breakdown among usage categories was then used to develop a sample target for each of the residential surveys with a goal of collecting 700 completed responses per residential survey. Table A-3 shows how the 700 target responses were allocated among the usage categories.

Table A-3 Ameren Illinois Residential Sample Target

Stratum	Number of Accounts	% of Total Accounts	Proposed Sample	% of Sample
Low Electric	193,122	17%	66	9%
Medium Electric	173,511	16%	69	10%
High Electric	61,666	6%	73	10%
Low Gas	35,476	3%	30	4%
Medium Gas	52,083	5%	30	4%
High Gas	15,699	1%	30	4%
Low Electric/ Low Gas	133,423	12%	66	9%
Low Electric/High Gas	103,010	9%	84	12%
Medium Electric/ Low Gas	147,744	13%	73	10%
Medium Electric/ High Gas	109,925	10%	94	13%
High Electric/ Low Gas	59,755	5%	44	6%
High Electric/ High Gas	28,243	3%	41	6%
Total	1,113,657	100%	700	100%

BUSINESS SAMPLE DESIGN

Sample design begins with development of the population frame. A significant amount of work goes into the frame preparation in order to target the correct sample to accurately represent the Ameren Illinois service territory. Ameren Illinois provided a database of 263,234 account records of commercial and industrial customers, which was used to construct a population frame for the sample design. Each customer record included the following categories of information:

- Account number
- Customer name
- Premise address
- Mailing address
- NAICS code
- Annual electricity use
- Natural gas use

Several steps were taken to prepare the sample. The first step was to create premises (individual customer locations) based on unique Customer Address (excluding Premise Address Suffix) and Customer Number. This step led to 165,867 establishments. The sample was further reduced by 80,963 establishments, which made up less than 1% of total energy, based on the following:

- Low annual electricity usage for Electric Only customers – less than 10,000 kWh
- Low annual natural gas usage for Natural Gas customers – less than 1,000 therms
- Low annual electricity AND low annual natural gas for Combination (Electric and Gas) customers

The final C&I population is 81,834 premises which were then mapped to 15 segments based on a mapping of SIC codes to segments. Table B-1 shows the results of this segmentation of the 81,834 premises by segment and type: electric only, natural gas only, or combination electric and natural gas establishment.

Table B-1 C&I Population for Ameren Illinois Study

Segment	Electric Only		Combination			Gas Only	
	Premises	Total GWh	Premises	Total GWh	Total Therms	Premises	Total Therms
Ag/Fish/Mining	900	401	223	69	6,404,217	91	4,738,806
Chemicals	68	702	85	426	174,284,070	21	4,457,120
Education	802	731	1,241	544	19,661,285	466	18,279,387
Food	133	1,011	168	652	78,812,684	53	103,682,045
Health	372	346	633	476	17,859,487	126	12,343,385
Lodging	190	41	384	139	3,591,409	71	1,444,308
Machinery	325	386	345	840	31,369,679	56	8,334,986
Miscellaneous	8,998	1,297	10,189	1,414	100,079,619	1,519	14,487,821
Office	10,551	1,937	9,477	1,353	45,219,744	1,375	65,686,666
Other Mfg	1,014	1,277	959	1,494	47,468,747	149	19,155,215
Petroleum	33	79	24	786	1,233,305	12	3,499,377
Primary Metals	42	1,057	48	622	21,736,514	7	1,087,385
Retail	4,826	599	9,103	1,408	32,483,044	875	7,169,365
Unknown	4,795	2,377	5,053	1,177	45,188,512	1,358	13,440,234
Warehouse	2,309	381	2,052	335	16,565,734	313	9,237,172
Total	35,358	12,620	39,984	11,735	641,958,050	6,492	287,043,272

Table B-2 shows the population by segment and the amount of electricity usage and natural gas usage.

Table B-2 Ameren Illinois C&I Establishments and Usage by Segment

Stratum Name	Electric Population		Electricity Usage		Gas Population		Gas Usage	
	Total Premises	% of Premises	Total kWh	% of kWh	Premises	% of Premises	Total Therms	% of Therms
Ag/Fish/Mining	1,123	1%	469	2%	314	1%	11,143,023	1%
Chemicals	153	0%	1,128	5%	106	0%	178,741,190	19%
Education	2,043	3%	1,275	5%	1,707	4%	37,940,672	4%
Food	301	0%	1,663	7%	221	0%	182,494,729	20%
Health	1,005	1%	822	3%	759	2%	30,202,872	3%
Lodging	574	1%	179	1%	455	1%	5,035,717	1%
Machinery	670	1%	1,226	5%	401	1%	39,704,665	4%
Miscellaneous	19,187	25%	2,711	11%	11,708	25%	114,567,440	12%
Office	20,028	27%	3,290	14%	10,852	23%	110,906,410	12%
Other Mfg	1,973	3%	2,771	11%	1,108	2%	66,623,962	7%
Petroleum	57	0%	865	4%	36	0%	4,732,682	1%
Primary Metals	90	0%	1,679	7%	55	0%	22,823,899	2%
Retail	13,929	18%	2,007	8%	9,978	21%	39,652,409	4%
Unknown	9,848	13%	3,554	15%	6,411	14%	58,628,746	6%
Warehouse	4,361	6%	716	3%	2,365	5%	25,802,906	3%
Total	75,342	100%	24,355	100%	46,476	100%	929,001,322	100%

**Note that the electric population plus the natural gas population exceeds the total establishment count of 81,834 because of the overlap caused by combination customers.*

The sample design step approached the C&I customer population as follows:

- The largest customers/premises were identified for individual treatment. Most of these customers will receive an onsite survey.
- The remaining small and medium C&I customers will be contacted via direct mail for the online survey.

Based on the electricity and natural gas usage within each segment, a sample target for each of the C&I surveys was developed with a goal of optimizing the precision targets. Table B-3 shows the allocation by segment.

Table B-3 Ameren Illinois C&I Establishments Sample Selection

Segment	Number of Premises	% of Premises	Proposed Sample	% of Sample	Confidence Level	Relative Error
Ag/Fish/Mining	1,214	1%	38	5%	90%	20%
Chemicals	174	0%	31	4%	90%	10%
Education	2,509	3%	67	8%	90%	20%
Food	354	0%	40	5%	90%	10%
Health	1,131	1%	85	10%	90%	10%
Lodging	645	1%	49	6%	90%	10%
Machinery	726	1%	39	5%	90%	10%
Miscellaneous	20,706	25%	47	6%	90%	25%
Office	21,403	26%	96	12%	90%	15%
Other Mfg	2,122	3%	64	8%	90%	20%
Petroleum	69	0%	25	3%	90%	10%
Primary Metals	97	0%	21	3%	90%	10%
Retail	14,804	18%	133	16%	90%	10%
Unknown	11,206	14%	45	5%	90%	25%
Warehouse	4,674	6%	52	6%	90%	25%
Total	81,834	100%	832	100%	90%	4%

RESIDENTIAL PROGRAM INTEREST SURVEY QUESTIONNAIRE



Ameren Illinois DSM Market Potential – Program Interest Questionnaire RESIDENTIAL
REVISED FINAL 7/11/2012

QUALIFYING CRITERIA AND QUOTAS

Qualifying Criteria

- The respondent must have primary or shared responsibility for making energy-related decisions
 - The respondent must be at least 18 years old
 - No one in the respondent's household may work for a gas or electric utility company
 - The respondent household must be billed for electricity directly by Ameren Illinois
-

PRELOAD ALL SAMPLE FIELDS.

Hard Quotas

Total: n=700

Soft Quotas

THE MAIN QUOTA VARIABLE IS STRATUM_ID / ALL OTHER QUOTAS ARE DRIVEN BY THAT ONE.

USAGE STRATUM

N=SEE QUOTA GRID

Age (S3)

N=AS FALLS BUT WE WANT TO TRACK

Geography – READ IN FROM SAMPLE: [REGION]

N=SEE QUOTA GRID

FOR ENTIRE SURVEY, [ADDRESS]=THE FOLLOWING SAMPLE FIELDS:

ADDR#

ADDRDIR

ADDRSTR

ADDRSUF

ADDRSTRUC

ADDRCITY

ADDRSTATE

ADDRZIP

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 5-digit "Survey ID#" that appears on the survey invitation postcard you received. It should be located just above the mailing address on the front side of the postcard.

Survey ID# : _____

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

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: AmerenHelp@definitiveinsights.com
phone: 1-888-742-4511
postal mail: Definitive Insights
ATTN: Ameren Illinois Project Director
601 SW Oak Street
Portland, Oregon 97205

INTRODUCTION

Thank you for taking the time to see if you and your household 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 household is one of a small number being asked to respond to the survey. To show our appreciation for your time and effort in completing the survey, you will have the option of choosing a **\$10 Amazon Electronic Gift Card or a \$10 check** at the end of the survey if you complete all of the questions. (You may decline to receive payment if desired.)

You will first be asked a few questions to make sure your household 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 your address is:
[ADDRESS]

Is this correct?

1. Yes
2. No

[IF A1=2, TERMINATE VIA A1 AND READ A1 TERMINATE TEXT; OTHERWISE GO TO S1.]

[A1 TERMINATE TEXT:]

We truly appreciate your time and effort in responding to our survey, but our questions are related to a specific address.

If you would like information on how your home can save money on your energy bills, please visit us at www.actonenergy.com.

Thank you. Have a nice day!

S1. What is your role in making energy-related decisions about things such as: adjusting your home's thermostat, choosing to install insulation, or selecting new appliances, large electronic devices, and light bulbs for your home?



Any reference to "your home or household," here and throughout the rest of this survey, refers specifically to the residence at [ADDRESS].

1. You are primarily responsible for some or all of these decisions
2. Someone else in your household is primarily responsible for these types of decisions **[REQUEST REFERRAL TO DECISION MAKER AND THEN TERMINATE VIA R1]**
3. You share responsibility for these decisions with others in your household, or with a landlord or property manager
4. Don't know **[REQUEST REFERRAL TO DECISION MAKER AND THEN TERMINATE VIA R1]**

[IF S1=1 OR 3, SKIP TO S2; OTHERWISE SHOW R1 AND TERMINATE WITHOUT SHOWING STANDARD TERMINATE LANGUAGE]

R1. 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 household who has specific knowledge about the way your household 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:

[INSERT URL THAT INCLUDES SURVEY ID#]

[PROGRAMMER NOTE: IF A RESPONDENT TERMINATES VIA R1, 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 R1 AS WELL AS THE NUMBER OF TIMES THESE PREVIOUSLY USED SURVEY ID#'S ARE REUSED. FOR ALL RESPONDENTS THAT DO NOT TERMINATE VIA R1, DO NOT ALLOW SURVEY ID# TO BE USED AGAIN.]

S2. Do you own or rent your home?
1. Own (or in the process of buying it)
2. Rent / lease

- S3. Which of the following categories represents your current age?
1. Less than 18 years old **[TERMINATE AFTER S7]**
 2. 18-24
 3. 25-34
 4. 35-44
 5. 45-54
 6. 55-64
 7. 65 or more years old

[IF S3=2-7, ASK S4; OTHERWISE ASK S4 AND TERMINATE AFTER S7]

- S4. Do you, or does anyone else in your household work for a gas or electric utility company?
1. Yes **[TERMINATE AFTER S7]**
 2. No

[IF S4=2, CONTINUE; OTHERWISE, TERMINATE AFTER S7 OR S9 – DEPENDING ON S6 RESPONSE]

- S5. How is your household billed for the electricity you use?
1. My household is billed directly by Ameren Illinois **[CONTINUE TO S6, BUT DO NOT TERMINATE, REGARDLESS OF S6 RESPONSE]**
 2. My household is NOT billed directly by Ameren Illinois; the cost for our electricity is included in our rent, or is paid by someone else **[ASK S6 – IF S6 NOT=1, ASK S7-S9 AND TERMINATE]**
 3. My household's electricity is provided by another utility; not Ameren Illinois **[ASK S6 – IF S6 NOT=1, TERMINATE AFTER S7]**
 4. Don't know **[ASK S6, BUT TERMINATE AFTER S7, REGARDLESS OF S6 RESPONSE]**

- S6. How is your household billed for the natural gas you use?
1. My household is billed directly by Ameren Illinois **[REGARDLESS OF S5 RESPONSE, GO TO S7 – DO NOT TERMINATE]**
 2. My household is NOT billed directly by Ameren Illinois; the cost for our natural gas is included in our rent, or is paid by someone else **[IF S5=1, ASK S7 BUT DO NOT TERMINATE]**
 3. My household’s natural gas is provided by another utility; **not** Ameren Illinois **[IF S5=1, ASK S7, S8 AND S9; IF S5 NOT=1, ASK S9 AND TERMINATE]**
 4. Don’t know **[TERMINATE AFTER S7]**

S7. Who is billed by your gas or electric company for each of the following things used in your home?

	1. Your household	2. Someone else (e.g., landlord, property manager)	3. Not sure	4. Not used in your home
A. Heating all or some of the space in your house / unit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Air conditioning or cooling all or some of the space in your house / unit (including any fans, dehumidifiers, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Water heating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Lights on the <u>outside</u> of your home or building	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Pump for a swimming pool or hot tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Heater for a swimming pool or hot tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[TERMINATE HERE IF DISQUALIFIED OR OVER-QUOTA AND GO TO TERMINATE LANGUAGE; OTHERWISE CONTINUE TO S8]

S8. **[ASK ALL:]** What is the **primary fuel type** used for each of the purposes listed below?

	Primary Fuel Type					
	1. Electricity	2. Natural gas (piped gas)	3. Propane	4. Something else [SPECIFY]	5. Not sure	6. Not applicable
1. Heating all or some of the space in your house / unit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Hot water heating for your home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Cooking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Clothes dryer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[IF S6=3 ASK S9; OTHERWISE GO TO S10]

- S9. What company provides you with natural gas?
1. Ameren Illinois
 2. Nicor
 3. Some other company **[PLEASE SPECIFY]**

[IF S5 NOT=1 AND S9 NOT=1, TERMINATE; OTHERWISE CONTINUE]

- S10. Which of the following systems/equipment do you use to **cool** your home, even if only once in a while, and / or for part of your home? *Select all that apply.*
1. Central air conditioner
 2. One or more room air conditioners mounted in or near a window or on a wall
 3. [Air-source heat pump](#)
 4. [Geothermal heat pump](#)
 5. [Whole-house fan](#)
 6. [Attic fan](#)
 7. One or more portable room air conditioners
 8. One or more portable dehumidifiers
 9. One or more ceiling fans
 10. One or more window or room fans
 990. Other **[SPECIFY]**
 996. Not sure **[EXCLUSIVE]**
 998. My home has no cooling systems/equipment **[EXCLUSIVE]**

[IF >1 ITEM SELECTED IN S10, DISPLAY S11; OTHERWISE AUTOCODE S11=S10 AND SKIP TO S12]

- S11. Which one of these cooling systems/equipment do you use to cool **all or most** of your home?
[ONLY DISPLAY ITEMS SELECTED IN S10]
1. Central air conditioner
 2. One or more room air conditioners mounted in or near a window or on a wall
 3. [Air-source heat pump](#)
 4. [Geothermal heat pump](#)
 5. [Whole-house fan](#)
 6. [Attic fan](#)
 7. One or more portable room air conditioners
 8. One or more portable dehumidifiers
 9. One or more ceiling fans
 10. One or more window or room fans
 990. **[INSERT S10_990 RESPONSE]**
 996. Not sure **[EXCLUSIVE]**
 998. home has no cooling systems/equipment that cool all or most of my home **[EXCLUSIVE]**
- S12. Which of the following systems/equipment do you use to **heat** your home, even if only once in a while, and / or for part of your home? *Select all that apply.*
1. [Central warm air furnace with ducts/vents to individual rooms](#)
 2. [Central boiler with hot water/steam radiators or baseboards in individual rooms](#)
 3. [Electric baseboard or electric coils radiant heating](#)
 4. An [air-source heat pump](#)
 5. A [geothermal heat pump](#)
 6. One or more [wall furnaces](#)
 7. One or more fireplaces
 8. One or more wood burning stoves
 9. One or more wall-mounted space heaters

- 10. One or more portable space heaters
- 990. Other **[SPECIFY]**
- 996. Not sure **[EXCLUSIVE]**
- 998. My home has no heating systems/equipment **[EXCLUSIVE]**

[IF >1 ITEM SELECTED IN S12, DISPLAY S13; OTHERWISE AUTOCODE S13=S12 AND SKIP TO END OF SCREENER]

S13. Which one of these heating systems/equipment do you use to heat **all or most** of your home?

[ONLY DISPLAY ITEMS SELECTED IN S12]

- 1. [Central warm air furnace with ducts/vents to individual rooms](#)
- 2. [Central boiler with hot water/steam radiators or baseboards in individual rooms](#)
- 3. [Electric baseboard or electric coils radiant heating](#)
- 4. An [air-source heat pump](#)
- 5. A [geothermal heat pump](#)
- 6. One or more [wall furnaces](#)
- 7. One or more fireplaces
- 8. One or more wood burning stoves
- 9. One or more wall-mounted space heaters
- 10. One or more portable space heaters
- 990. **[INSERT S12_990 RESPONSE]**
- 996. Not sure **[EXCLUSIVE]**
- 998. My home has no heating system/equipment that heat all of most of my home **[EXCLUSIVE]**

[TERMINATE IF DISQUALIFIED; OR OVER-QUOTA AND GO TO TERMINATE LANGUAGE; OTHERWISE GO TO INVITATION LANGUAGE]

TERMINATE LANGUAGE FOR NON-QUALIFYING AFTER QS1.0 OR OVER-QUOTA RESPONDENTS

We truly appreciate your time and effort in responding to our survey invitation and answering these initial questions, which were designed to see if you are eligible to participate.

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 home can save money on your energy bills, please visit us at www.actonenergy.com

Thank you. Have a nice day!

INVITATION LANGUAGE FOR QUALIFYING RESPONDENTS

Thank you for your responses so far! You qualify for the 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 \$10 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.

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 – ATTITUDES

[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]

Q1. Overall, how familiar would you say you are with Ameren Illinois as your electric, and/ or gas, utility?

[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 a 10-point scale where '1' means you strongly disagree, and '10' means you strongly agree, please indicate how much your household agrees or disagrees with each of the following statements about Ameren Illinois.

Note: If you don't feel like you are 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 1-5]	Strongly disagree								Strongly agree	
	1	2	3	4	5	6	7	8	9	10
1. ...a leader in energy conservation and energy efficiency	<input type="radio"/>									
2. ...a company that can be trusted	<input type="radio"/>									
3. ...a credible information source for the community on energy efficiency	<input type="radio"/>									
5. ...a company that actively promotes programs to help its customers save money	<input type="radio"/>									

Q3. Overall, how satisfied would you say your household is with the service provided by Ameren Illinois?

[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 a 10-point scale, where '1' means it is not at all important and '10' means it is extremely important, please indicate how important it is to your household that Ameren Illinois do the following things, even if that means you would have to pay a little more in order for the company to pursue these types of initiatives.

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

[ROTATE 1-4]	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	<input type="radio"/>									

renewable, clean energy										
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...? *PLEASE SELECT ONE*
1. Pursue these and other initiatives even if you would have to pay a little more
 2. Do everything possible to keep energy costs as low as possible
 3. Both are equally important

Q6. We'd like to understand how your household as a whole thinks about using energy at your home. Using a 10-point scale where '1' means you strongly disagree, and '10' means you strongly agree, please indicate how much you agree or disagree with each of the following statements.

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

[ROTATE 1-9]	Strongly disagree					Strongly agree				
	1	2	3	4	5	6	7	8	9	10
1. Comfort is very important to your household – even if it means spending more each month for energy	<input type="radio"/>									
2. Saving money on energy costs is something you focus on every day	<input type="radio"/>									
3. Realistically, there isn't much you can do to save money on energy costs	<input type="radio"/>									
4. You just want to be left alone to use energy however you want in your home	<input type="radio"/>									
5. You are very concerned about the environmental effects of electric power plants	<input type="radio"/>									
6. Conserving energy at your home will make no difference to the quality of the environment overall	<input type="radio"/>									
7. You would do more to make your home more energy efficient, but you don't know where to start	<input type="radio"/>									
8. The threat from global warming is real, and significant	<input type="radio"/>									
9. You are an "early adopter" of new home technologies	<input type="radio"/>									

II – ENERGY EFFICIENCY MEASURES IMPLEMENTED

Q7. Which, if any, of the following items have been purchased for your home in the **last 12 months**? Which, if any, do you plan to purchase for your home in the **next 12 months**? *Select all that apply.*

[ROTATE 1-13]	A. Purchased in last 12 months	B. Plan to purchase in next 12 months
1. Water heater [ASK THIS ROW IF S2=1]	<input type="checkbox"/>	<input type="checkbox"/>
2. Furnace or boiler [ASK THIS ROW IF S2=1]	<input type="checkbox"/>	<input type="checkbox"/>
3. Central air conditioner [ASK THIS ROW IF S2=1]	<input type="checkbox"/> [OFFER IF S10_1 IS SELECTED]	<input type="checkbox"/>
4. Room air conditioner	<input type="checkbox"/> [OFFER IF S10_2 IS SELECTED]	<input type="checkbox"/>
5. Clothes washer or dryer	<input type="checkbox"/>	<input type="checkbox"/>
6. Refrigerator	<input type="checkbox"/>	<input type="checkbox"/>
7. Freezer	<input type="checkbox"/>	<input type="checkbox"/>
8. Dishwasher	<input type="checkbox"/>	<input type="checkbox"/>
9. TV	<input type="checkbox"/>	<input type="checkbox"/>
10. Computer	<input type="checkbox"/>	<input type="checkbox"/>
11. Pump for pool or hot tub	<input type="checkbox"/> [ASK IF S2=1 AND S7_E NOT=4]	<input type="checkbox"/>
12. Heater for pool or hot tub	<input type="checkbox"/> [ASK IF S2=1 AND S7_F NOT=4]	<input type="checkbox"/>
13. Heat pump	<input type="checkbox"/> [ASK IF S2=1 OR IF ANY OF S10_3, S10_4, S12_4, S12_5 SELECTED]	<input type="checkbox"/>
14. Other significant energy-using item [SPECIFY ONE ITEM]	<input type="checkbox"/>	<input type="checkbox"/>
15. Other significant energy-using item [SPECIFY ONE ITEM]	<input type="checkbox"/>	<input type="checkbox"/>
16. Other significant energy-using item [SPECIFY ONE ITEM]	<input type="checkbox"/>	<input type="checkbox"/>
17. Not sure [EXCLUSIVE]	<input type="checkbox"/>	<input type="checkbox"/>
18. None of the above [EXCLUSIVE]	<input type="checkbox"/>	<input type="checkbox"/>

[IF ANY Q7_1 THRU Q7_16 SELECTED, ASK Q8; OTHERWISE SKIP TO FILTER BEFORE Q9]

Q8. To the best of your recollection, were any of the items purchased for your household **in the last 12 months** ones that were specifically described as “high energy efficiency,” or “highly energy efficient” appliances or devices?

High energy efficiency models are often labeled as “ENERGY STAR®” appliances or devices.

[DISPLAY ONLY ITEMS SELECTED AT Q3A]	1. Yes	2. No	3. Not sure
1. Water heater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Furnace or boiler	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Central air conditioner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Room air conditioner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Clothes washer or dryer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Refrigerator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Freezer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Dishwasher	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Pump for pool or hot tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Heater for pool or hot tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Heat pump	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. [INSERT Q7_14 OTHER SPECIFY]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. [INSERT Q7_15 OTHER SPECIFY]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. [INSERT Q7_16 OTHER SPECIFY]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[IF ANY Q8_1 THROUGH Q8_16 SELECTED, ASK Q9; OTHERWISE SKIP TO Q10]

Q9. Of the appliances and equipment that you **plan to purchase** in the next 12 months, do you plan for any of these to be “high energy efficiency,” or “highly energy efficient” models?

High energy efficiency models are often labeled as “ENERGY STAR®” appliances or devices.

[DISPLAY ONLY ITEMS SELECTED AT Q3B]	1. Yes	2. No	3. Not sure
1. Water heater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Furnace or boiler	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Central air conditioner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Room air conditioner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Clothes washer or dryer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Refrigerator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Freezer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Dishwasher	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Pump for pool or hot tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Heater for pool or hot tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Heat pump	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. [INSERT Q8_14 OTHER SPECIFY]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. [INSERT Q8_15 OTHER SPECIFY]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. [INSERT Q8_16 OTHER SPECIFY]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10. Before today, have you ever heard of compact fluorescent light bulbs (CFLs)?

- 1. Yes
- 2. No
- 3. Not sure

[IF Q10=2-3, ASK Q11; OTHERWISE SKIP TO Q12]

Q11. Compact fluorescent light bulbs (CFLs) usually do not look like [regular incandescent bulbs](#). The most common type of CFL is made with a glass tube bent into a spiral, resembling a soft-serve ice cream, and it fits in a regular light bulb socket (see image below). Before today, were you familiar with CFLs?

1. Yes
2. No
3. Not sure



[IF Q10=1 OR Q11=1, ASK

Q12. Approximately [light bulbs \(CFLs\)](#) are you currently using in your home? **Q12; OTHERWISE SKIP TO Q13]** *Your best estimate is fine.*

1. None
2. 1 to 5
3. 6 to 10
4. More than 10
5. Not sure

Q13. Have you purchased **any** lighting products within the last 6 months?

This includes any [incandescent light bulbs](#), [CFLs](#), [halogens](#), fixtures and other lighting products.

1. Yes
2. No
3. Not sure

[IF Q13=1, ASK Q14; OTHERWISE SKIP TO Q16]

Q14. For your lighting purchases made in the last 6 months, please record for each type below how many were bought for your home. *Your best estimate is fine.*

If a package of bulbs contained multiple units, please count each bulb separately.

A. Light bulb type		Bulbs purchased in the <u>last 6 months</u>
[DISPLAY ROW IF Q10=1 OR Q11=1; OTHERWISE AUTOCODE Q14A1=0] 1. Compact fluorescent light bulbs (CFLs)		[RECORD NUM 0-99]
2. Incandescent light bulbs		[RECORD NUM 0-99]
3. LED lamps		[RECORD NUM 0-99]
4. Halogen light bulbs		[RECORD NUM 0-99]
5. Tubular fluorescent light bulbs		[RECORD NUM 0-99]
6. Low-voltage lamps		[RECORD NUM 0-99]
990. Other light bulbs [SPECIFY]		[RECORD NUM 0-99]
TOT. Total		[CALCULATE TOT]

B. Lighting fixture type		Units purchased in the <u>last 6 months</u>
1. Hard-wired incandescent fixtures		[RECORD NUM 0-99]
2. Hard-wired halogen fixtures		[RECORD NUM 0-99]
3. Hard-wired fluorescent fixtures		[RECORD NUM 0-99]
<p>[DISPLAY ROW IF Q10=1 OR Q11=1; OTHERWISE AUTOCODE Q14B4=0]</p> 4. Hard-wired CFL-specific fixtures		[RECORD NUM 0-99]
5. Plug-in incandescent fixtures		[RECORD NUM 0-99]
6. Plug-in halogen fixtures		[RECORD NUM 0-99]
7. Plug-in fluorescent fixtures		[RECORD NUM 0-99]
<p>[DISPLAY ROW IF Q10=1 OR Q11=1; OTHERWISE AUTOCODE Q14B8=0]</p> 8. Plug-in CFL-specific fixtures		[RECORD NUM 0-99]
9. Incandescent torchieres (floor lamps)		[RECORD NUM 0-99]
10. Halogen torchieres (floor lamps)		[RECORD NUM 0-99]
11. Fluorescent torchieres (floor lamps)		[RECORD NUM 0-99]
<p>[DISPLAY ROW IF Q10=1 OR Q11=1; OTHERWISE AUTOCODE 14B12=0]</p> 12. CFL-specific torchieres (floor lamps)		[RECORD NUM 0-99]
990. Other lighting fixtures [SPECIFY]		[RECORD NUM 0-99]
TOT. Total		[CALCULATE TOT]

[IF Q14ATOT>0, ASK Q15; OTHERWISE SKIP TO Q16]

Q15. For the bulbs you said you purchased within the past 6 months, please tell us how many were purchased within the **last 3 months**.

Light bulb type [ONLY DISPLAY ROWS >0 AT Q14]	Bulbs purchased in the <u>last 6 months</u>	Number of those purchased within the <u>past 3 months?</u>
1. Compact fluorescent light bulbs (CFLs)	[Q14A1 RESPONSE]	[RECORD NUM 0-Q14A1]
2. Incandescent light bulbs	[Q14A2 RESPONSE]	[RECORD NUM 0-Q14A2]
3. LED lamps	[Q14A3 RESPONSE]	[RECORD NUM 0-Q14A3]
4. Halogen light bulbs	[Q14A3 RESPONSE]	[RECORD NUM 0-Q14A3]
5. Tubular fluorescent light bulbs	[Q14A4 RESPONSE]	[RECORD NUM 0-Q14A4]
6. [INSERT Q10A990 OTHER SPECIFY]	[Q14A5 RESPONSE]	[RECORD NUM 0-Q14A1]
TOT. Total	[Q14ATOT]	[CALCULATE TOT]

[IF Q14A_1>0, ASK Q16; OTHERWISE SKIP TO Q17]

Q16. You mentioned having purchased [Q14A1 RESPONSE] [Compact Fluorescent light bulbs CFL\(s\)](#) for your home within the **last 6 months**.

[IF Q14A_1=1; DISPLAY At which one of the following did you purchase this CFL? **]** **[IF Q14A_1>1; DISPLAY** At which of the following types of stores did you purchase these CFLs? *Select all that apply.* **]**

1. Discount store (e.g., Dollar Store or Deals)
2. Drug store / pharmacy (e.g., CVS, Walgreens)
3. Large home improvement store (e.g., Lowe’s, Home Depot, Menards)
4. Smaller hardware store (e.g., Ace, True Value, Sears Hardware)
5. Mass merchandise store (e.g., Wal-Mart, Target, Kmart)
6. Online store (e.g., Amazon.com, Ebay, Lowes.com)
7. Specialty lighting or electronics store
8. Supermarket / grocery store (e.g., Schnucks, Dierbergs, Shop & Save, Aldi, Kroger)
9. Warehouse / membership club store (e.g., Costco, Sam’s Club)
990. Other **[SPECIFY]**

Q17. Some utilities offer rebates, low interest loans, or price discounts to encourage people to purchase highly energy efficient products such as appliances, furnaces, heat pumps, water heaters, [compact fluorescent light bulbs \(CFLs\)](#), and home insulation.

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

1. Yes
2. No
3. Not sure

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

Q18. Has your household participated in any loans, price discounts or conservation rebate programs provided by Ameren Illinois either through a contractor or retailer, or directly by Ameren Illinois within the **last 2 years?**

1. Yes
2. No
3. Not sure

- Q19. In addition to the items we've reviewed so far, which, if any, of these other energy efficiency related actions have you **[IF S2=2, “, your landlord,”]** or any other members of your household taken in your home in the **last 12 months**? *Select all that apply.*

[ROTATE 1-10]	Other energy efficiency related actions taken in last 12 months
1. Conducted a home energy audit	<input type="checkbox"/>
2. Installed storm doors	<input type="checkbox"/>
3. Added weather stripping, caulking, or insulation of windows or doors	<input type="checkbox"/>
4. Installed enhanced insulation of ducts, ceilings, walls, attics, or foundation	<input type="checkbox"/>
5. Installed enhanced water pipe insulation	<input type="checkbox"/>
6. Installed low-flow shower heads or faucet aerators	<input type="checkbox"/>
7. Had a furnace or heat pump tuned up to operate more efficiently	<input type="checkbox"/>
8. Participated in a refrigerator/freezer recycling program	<input type="checkbox"/>
9. Installed a programmable thermostat	<input type="checkbox"/>
10. Installed one or more “Smart” power strips that automatically turn off devices (such as computers, printers, phone chargers) after a period of time when they are not used	<input type="checkbox"/>
990. Implemented any other energy efficiency measures [SPECIFY]	<input type="checkbox"/>
11. None of the above [EXCLUSIVE]	<input type="checkbox"/>

Q20. Which of the following actions are you consistently taking in your home today? *Select all that apply.*
By “consistently”, we mean that you do this every time, or on a regular basis.

[ROTATE 1-7]

1. Using a power strip to turn off electronic equipment when it is not in use
2. Unplugging battery rechargers (e.g., for laptops, cell phones, MP3 players) when they are not being used
3. **[DISPLAY IF ANY S10_1, S10_3, S10_4, OR S12_1, S12_2, S12_4, S12_5 SELECTED]** Performing annual maintenance on your HVAC (heating, ventilation, or air conditioning) equipment
4. Using a water heater insulation blanket / jacket
5. Using a lower water heater temperature
6. Turning off lights when no one is in the room
7. Using a clothes dryer that has a sensor that turns the dryer off when the clothes are dry
8. Turning down heating and/or cooling equipment when away from home and/or at night
990. None of the above **[EXCLUSIVE]**

Q21. Have you noticed any energy or cost savings as a result of any actions you might have taken over the last 12 months to conserve energy?

1. Yes
2. No
3. Not sure

III – PURCHASING ATTITUDES

Now, we'd like to ask you how important various factors are when you and/or other members of your household shop for energy-related products and services for your home.

Q22. Using a 10 point scale where '1' means it is **not at all important** to your household and '10' means it is **extremely important** to your household, please indicate **how important** to your household each of the following factors is when selecting which appliances, electronic devices, or other energy-related products or services to purchase for your home.

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

[ROTATE 1-7, but make sure 1-2 always appear next to each other, and make sure 1-2 rotate]	Not at all important					Extremely important				
	1	2	3	4	5	6	7	8	9	10
1. Any cost savings you might see from using the product / service	<input type="radio"/>									
2. Any positive environmental impacts that might result from using the product / service	<input type="radio"/>									
3. Any rebates or purchase discounts that might be offered for purchasing energy efficient 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. Recommendations of friends and family	<input type="radio"/>									
6. Features and functions included with the product / service	<input type="radio"/>									
7. The total amount of money the product / service would cost	<input type="radio"/>									

[IF Q22_1=Q22_2, ASK Q23; OTHERWISE SKIP TO Q24]

Q23. When shopping for energy-related products and services for your home, which **one** of the following factors is **more important** to you?

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

Q24. Using a 10 point scale where '1' means you **strongly disagree** and '10' means you **strongly agree**, please indicate how much you **agree** or **disagree** with each of the following statements.

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

[ROTATE 1-7]	Strongly disagree					Strongly agree				
	1	2	3	4	5	6	7	8	9	10
1. You really look to appliance and other home technologies to save you time and effort	<input type="radio"/>									
2. The most important thing about a heating system or air conditioner is how comfortable it makes your home	<input type="radio"/>									
3. How an appliance functions is always more important than how it looks	<input type="radio"/>									
4. You enjoy having leading-edge appliances or devices with the most innovative features	<input type="radio"/>									
5. You prefer appliances that are plain and simple – free of high-tech options	<input type="radio"/>									
6. It's worth spending more money to get the highest quality product available	<input type="radio"/>									
7. It's worth spending more for an appliance or electronic device that has been rated as an energy efficient or " <u>ENERGY STAR</u> " product	<input type="radio"/>									

IV – INTEREST IN POTENTIAL ENERGY EFFICIENCY PROGRAMS THAT COULD BE OFFERED BY AMEREN ILLINOIS

[PROGRAMMER NOTE: REBATE/INCENTIVE PROGRAM INTRODUCTION SCREEN]

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 customers like you. For each of the programs you will see, we would like to know how likely you think your household would be to participate in the program.

- Q25. With many of these programs, Ameren Illinois would offer your household a rebate or other financial incentive to purchase a more energy efficient version of an item that uses energy in your home. As an example, consider the fact that you can purchase refrigerators that are “standard” efficiency or “higher than standard” efficiency. Higher efficiency refrigerators cost a little bit more, but they use less energy. Often, the energy that you can save by using a more energy efficient appliance can pay for the higher cost of that appliance within a few years.

Ameren Illinois might be able to offer a rebate or other financial incentive to households that opt to purchase a higher efficiency refrigerator or other appliance. 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 you would save enough on your electricity costs to pay for the additional cost of a higher efficiency refrigerator within **3 years**. If you were going to acquire a new refrigerator, how likely would your household be to buy the higher than standard efficiency refrigerator (and take the rebate), rather than buying an equivalent standard efficiency refrigerator?

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

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

[ASK IF Q25 =7-10]

- Q26. 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” refrigerator in **5 years**. If this were true, and you were going to acquire a new refrigerator, how likely would your household be to buy the higher than

standard efficiency refrigerator (and take the rebate), rather than buying an equivalent standard efficiency refrigerator?

Not At All Likely

To Do This

1

2

3

4

5

6

7

8

Extremely Likely

to Do This

9

10

[ASK IF Q25 =1-6]

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” refrigerator in **1 year**. If this were true, and you were going to acquire a new refrigerator, how likely would your household be to buy the higher than standard efficiency refrigerator (and take the rebate), rather than buying an equivalent standard efficiency refrigerator?

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

Q28. 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 household 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 household would be not at all likely to do this and ‘10’ means your household would be extremely likely to do this.

[ROTATE 1-8] 3 Year Payback Period	Not at all likely to do this									Extremely likely to do this	
	1	2	3	4	5	6	7	8	9	10	
[DISPLAY IF S7B=1 OR 3 AND S10=1- 8, 990,996] 1. Purchase a higher than standard efficiency air conditioner	<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"/>	
IF S2=1 & S7A=1 OR 3] 2. Purchase a higher than standard efficiency furnace or boiler	<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"/>	
[IF S2=1 & S7C=1 OR 3] 3. Purchase a higher than standard	<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"/>	

efficiency water heater										
4. Purchase a higher than standard efficiency TV	<input type="radio"/>									
5. Purchase a higher than standard efficiency personal computer	<input type="radio"/>									
[IF S8_3=1-4] 6. Purchase a higher than standard efficiency stovetop or range	<input type="radio"/>									
[IF S8_4=1-4] 7. Purchase a higher than standard efficiency clothes dryer	<input type="radio"/>									
[S7E=1 OR 3] 8. Purchase a higher than standard efficiency swimming pool pump	<input type="radio"/>									

Q29. In addition to offering programs that would help you buy more energy efficient appliances for your home, Ameren Illinois might also be able to offer your household a rebate or other financial incentive to do other things that might make your home more energy efficient. For example, they might provide an incentive to help you replace your exterior windows with more energy efficient models that have greater insulating properties. Once the exterior windows are installed, the energy saved could potentially make up for the associated cost of installing the windows 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 more energy efficient exterior windows within **3 years**, how likely would you be to install the windows (and take the rebate)?

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

2. Have your cooling and / or heating system ductwork professionally inspected, repaired, and sealed										
[DISPLAY IF S12=1- 4 OR S10=1, 3 OR 4]										
3. Add insulation to the ductwork that serves your cooling and/or heating or systems.	<input type="radio"/>									
B. Exterior Building Improvements [DISPLAY THIS SECTION IF S2=1]										
4. Install additional or upgraded home insulation to ceilings, walls, or floors	<input type="radio"/>									
[DISPLAY IF S7D=1 OR 3]										
5. Install controls on your outside lights that make sure they are only on at certain times	<input type="radio"/>									

Q33. In addition to the options described so far, Ameren Illinois might also be able to offer your household a rebate or other financial incentive to implement some lower cost measures that could still help make your home more energy efficient. For example, they might provide an incentive to help you install a new – or replace an existing standard efficiency -- dehumidifier, with a more energy efficient model. Installing a high efficiency dehumidifier typically reduces air conditioning costs and saves energy overall. Once the dehumidifier is installed, the energy savings could potentially make up for the cost of the unit 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 more efficient dehumidifier within **3 years**, how likely would you be to install or replace a dehumidifier (and take the rebate)?

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

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

[ASK IF Q33 =7-10]

Q34. 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 cost to install the more energy efficient dehumidifier in **5 years**. If you were given this option, how likely would you be to install or replace a dehumidifier in your home (and take the rebate)?

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

[ASK IF Q33 =1-6]

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 to pay for the cost to install or replace a more energy efficient dehumidifier in **1 year**. If you were given this option, how likely would you be to install or replace a dehumidifier in your home (and take the rebate)?

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

Q36. Now, for each of the following energy efficiency improvements you could make in your home, let’s assume that the impact of the rebate from Ameren Illinois was that you would save enough on electricity, in **3 years**, to pay for the additional cost to make the energy efficiency improvement. If this were true, how likely would your household be to make each improvement (and take the rebate)?

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

[ROTATE SECTIONS A-C] [ROTATE ITEMS WITHIN EACH SECTION]	Not at all likely to do this					Extremely likely to do this				
3 Year Payback Period	1	2	3	4	5	6	7	8	9	10
A. Cooling Improvements [DISPLAY THIS SECTION IF S7B=1 OR 3 AND ANY S10_1-S10_996 SELECTED]										
[DISPLAY IF S10=1- 8, 990,996]										
1. Have regular maintenance performed on your cooling system by a professional service technician	<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 Improvements [DISPLAY THIS SECTION IF S7A=1 OR 3 AND IF S12 NE 9]										
2. Have regular maintenance performed on your heating system by a professional service technician										
[DISPLAY IF S13=1- 4 OR S10=1, 3 OR 4]										
3. Install a thermostat on your heating and / or cooling system that would allow you to pre-set different heating or cooling levels for different days and different times of the day	<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"/>
C. Water Heating Improvements										
4. Install “low flow” showerheads 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"/>
D. Other In-Home Improvements										
5. Install one or more “Smart” power strips that	<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"/>

automatically turn off devices (such as computers, printers, or phone chargers) after a period of time when they are not used										
---	--	--	--	--	--	--	--	--	--	--

Q37. So, finally in terms of new energy efficiency options that Ameren Illinois might also be able to offer your household is a rebate to install new light bulbs that are more energy efficient than traditional incandescent bulbs. Light bulbs such as [compact fluorescent light bulbs \(CFLs\)](#) or [LED \(light emitting diode\)](#) bulbs fit into this category. Installing these higher efficiency bulbs saves energy, and could potentially make up for the higher cost of the bulb 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 more efficient bulbs within **3 years**, how likely would you be to install one or more of the bulbs (and take the rebate)?

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

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

[ASK IF Q37 =7-10]

Q38. 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 cost to install the more energy efficient light bulbs in **5 years**. If you were given this option, how likely would you be to install one or more of these bulbs in your home (and take the rebate)?

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

[ASK IF Q37 =1-6]

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 to pay for the cost to install the more energy efficient light bulbs in **1 year**. If you were given this option, how likely would you be to install one or more of these bulbs in your home (and take the rebate)?

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

Q40. Now, please consider the following list of actions you can take to make your home more energy efficient, which don't have any up-front costs, but may require some tradeoffs in terms of a small amount of comfort or convenience.

Using a 10 point scale where, '1' means you think your household would be not at all likely to do this and '10' means your household would be extremely likely to do this, please indicate how likely you would be to take any of these energy saving actions.

[ROTATE 1-2]	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 hot 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. Turn down the heating or cooling while sleeping or away from home	<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. Get rid of a secondary refrigerator that you may only use sometimes and might be in a garage or basement	<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"/>

V – PURCHASING ATTITUDES / BEHAVIOR & ENVIRONMENTAL ATTITUDES

- Q41. Now we'd like to understand **how your household shops for products and services for your home**. Using a 10-point scale where '1' means you strongly disagree, and '10' means you strongly agree, please indicate how much you agree or disagree with each of the following statements.

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

[ROTATE 1-6]	Strongly disagree								Strongly agree	
	1	2	3	4	5	6	7	8	9	10
1. You carefully research product features and reviews to select the best product	<input type="radio"/>									
2. You usually don't buy things unless they're on sale, or you have a coupon or discount	<input type="radio"/>									
3. Someone in your household does a lot of do-it-yourself / home-improvement projects	<input type="radio"/>									
4. You usually take the time to shop and explore all of your options before you make a final purchase decisions	<input type="radio"/>									
5. You prefer to shop and make purchases in a store, rather than on the Internet	<input type="radio"/>									
6. To be honest, the environmental impact of your day-to-day purchases is not something you spend a lot of time worrying about	<input type="radio"/>									

VII – ADDITIONAL HOUSEHOLD CHARACTERISTICS / DEMOGRAPHICS

In order to help us classify your responses, the last few questions are on your household's characteristics.

- D1. **Including yourself**, how many individuals normally live in your home?
Please do not include anyone who is just visiting, or not currently living with you due to their enrollment in college and/or military service."
[RECORD NUMBER 1-20] individuals
- D2. Are there any individuals in your home that regularly stay at home all or most **weekdays**?
1. Yes
 0. No
- D3. Which of the following best describes your home?
1. Single-family house detached from any other houses
 2. Single-family house attached to one or more houses
 3. Multi-family house or building with 2-4 apartments/units
 4. Multi-family house or building with 5 or more apartments/units
 5. Mobile/manufactured home
 990. Other **[SPECIFY]**
- D4. For about how many years have you lived in your present home?
Your best estimate is fine, but please enter a whole number rather than a range of numbers.
1. Less than 1 year
 2. **[RECORD NUMBER 1-100]** years
- D5. Is this home your primary place of residence or is it a seasonal/vacation home that is only occupied for part of the year?
1. Primary residence
 2. Seasonal / vacation home
 990. Other **[SPECIFY]**
- [ASK IF D5=2]**
- D6. How many months out of the year do you or any other members of your household typically occupy this home? *Your best estimate is fine, but please enter a whole number rather than a range of numbers.*
[RECORD NUMBER 0-12] months
- D7. What is the approximate square footage of your home? Please include only heated living space in your response.
If you are not certain, please give your best estimate.
1. Less than 500 sq. ft.
 2. 500 – 999
 3. 1,000 – 1,499
 4. 1,500 – 1,999
 5. 2,000 – 2,499
 6. 2,500 – 2,999
 7. 3,000 – 3,499
 8. 3,500 – 3,999
 9. 4,000 sq. ft. or more

- D8. How many bedrooms are in your home?
0. 0 / Studio/Efficiency apartment / SRO
 1. 1
 2. 2
 3. 3
 4. 4
 5. 5
 6. 6 or more
- D9. Which of the following best characterizes the city / town / community in which you live?
1. Urban
 2. Suburban
 3. Rural
- D10. What is your gender?
1. Male
 2. Female

D11. What is the highest level of education you have completed?

1. Less than a high school degree
2. High school degree
3. Technical/trade school program
4. Associates degree or some college
5. Bachelors degree
6. Graduate / professional degree, e.g., J.D., MBA, MD, etc.
7. Professional certification, e.g., CPA, CNP, etc.

D12. What is your current employment status?

1. Employed full-time
2. Employed part-time
3. Not currently employed
4. Retired
990. Other **[SPECIFY]**

D13. Which of the following categories includes your household's total annual income before taxes in 2008?
Please include the income of **all** people living in your home in this figure.

1. Less than \$60,000
 2. \$60,000 or more
-

D14. Which of the following categories includes your household's total annual income before taxes in 2008?
Please include the income of **all** people living in your home in this figure.

[IF D13=1, DISPLAY OPTIONS 1-7 AND 13; IF D13=2, DISPLAY OPTIONS 8-13]

1. Less than \$10,000
 2. \$10,000 – \$14,999
 3. \$15,000 – \$19,999
 4. \$20,000 – \$29,999
 5. \$30,000 – \$39,999
 6. \$40,000 – \$49,999
 7. \$50,000 – \$59,999
 8. \$60,000 – \$74,999
 9. \$75,000 – \$99,999
 10. \$100,000 – \$124,999
 11. \$125,000 – \$149,999
 12. \$150,000 or more
 13. Prefer not to say
-

- D15. When thinking about your household's current financial situation compared to what it was a year ago, would you say that **overall your current financial situation is...**?
1. Better than it was a year ago
 2. The same as it was a year ago
 3. Worse than it was a year ago
 4. Prefer not to say
- D16. When thinking about your household's current financial situation compared to what you anticipate it will be in a year from now, would you say that **overall your anticipated financial situation in a year from now will be...**?
1. Better than your current financial situation
 2. The same as your current financial situation
 3. Worse than your current financial situation
 4. Prefer not to say
- D17. Which of the following best describes your race or ethnic background?
1. White, Caucasian
 2. Black, African American, Caribbean American
 3. American Indian (Native American), Alaska Native
 4. Asian
 6. Hispanic, Latino
 5. Native Hawaiian, Pacific Islander
 990. Other **[SPECIFY]**
 7. Prefer not to say

VIII - CONCLUSION

[INCENTIVE NAME/ADDRESS COLLECTION SCREEN]

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

Please click 'Continue' to proceed to the payment screen.

C0. Please indicate which of the following you would prefer:

1. Please email me a \$10 Amazon Gift Card
2. I would prefer to have a \$10 check mailed to me
3. I would like to decline and not receive an incentive

[IF C0=1, ASK C1; IF C0=2, ASK C2; IF C0=3, ASK C0A]

COA. You have indicated that you do NOT want to receive your \$10 payment. Is that correct?

1. Yes
2. No

[IF YES, GO TO THANK YOU SCREEN; IF NO, RE-ASK C0]

C1. So that we may mail your incentive to you, please provide your name and address below.

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

C1. So that we may email your incentive to you, please provide your email address below.

[RECORD EMAIL ADDRESS –VALIDATE FOR FORMAT]

[INCENTIVE NAME/ADDRESS VERIFICATION SCREEN]

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

[DISPLAY ALL NAME AND ADDRESS OR EMAIL INFORMATION COLLECTED]

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]

[IF CHOOSE TO RECEIVE AN INCENTIVE, DISPLAY:]

You have successfully submitted the information we need so we can send you your \$10 thank you gift. Your check or gift card will be issued within 4-6 weeks to the address or email address you provided. Thank you and have a nice day!

If you would like information on how your household can save money on energy bills, please visit Ameren Illinois at www.actonenergy.com

[IF CHOOSE NOT TO RECEIVE AN INCENTIVE, DISPLAY:]

Thank you for taking the time to answer our survey questions. Have a nice day!

If you would like information on how your household can save money on energy bills, please visit Ameren Illinois at www.actonenergy.com

SURVEY CLOSED MESSAGE – only display for terms or survey closed...do NOT display if respondent finishes survey.

We truly 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.

If you would like information on how your home can save money on your energy bills, please visit Ameren Illinois at

www.actonenergy.com

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]

Word / Phrase	Definitions	
Air-source heat pump	A single system that draws in outside air to use in both heating and cooling your home	
Attic fan	A ventilation fan which regulates the heat level of a home's attic by exhausting hot air. Unlike a whole-house fan , which removes heat from the entire home, an attic fan <i>only removes heat from the attic area of the home.</i>	
Compact fluorescent lamp (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.
Conventional bulb / Incandescent bulb		A traditional screw-in light bulb that may range from 15 – 100 watts or more
Electric baseboard or electric coil radiant heating	Devices that use electricity directly to produce heat for your home from baseboards or under-floor heating.	
ENERGY STAR®		A label for some new appliances that indicates the appliance meets the standards for high efficiency appliances
Geothermal heat pump	A single system that uses water that circulates through underground piping to provide both heating and cooling for your home	
Halogen lamp		A type of lamp, which uses filaments like a traditional incandescent bulb , but is also filled with inert gas and a small amount of halogen. Compared to traditional incandescent bulbs , halogen lamps get hotter, give off light of a brighter / whiter quality, and have a longer life span.
Hard-wired fixture		A fixture that is hard-wired or fixed to the wall in the home. Examples of hard-wired fixtures are recessed lighting, sconces, chandeliers, pendant lights, track lighting, and under-the-cabinet lighting.
LED lamp		A “light emitting diode” lamp is an electronic form of lighting that does not use filaments like traditional incandescent bulbs , but instead, uses solid state electronics.
Low Voltage lighting		Low power lights (often used under counters or in other similar situations) that use a much lower wattage than do most traditional

		incandescent lights
Plug-in fixture		A fixture that is portable or free-standing with a cord that plugs into an outlet. Examples of plug-in fixtures are table lamps, or task lighting.
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.
Tubular fluorescent lamp		Traditional fluorescent lights are generally tubes of 3 or more feet in length and are installed in special fixtures made specifically for these tubes
Wall furnace		A furnace that works “through the wall,” meaning that it is a box that draws air directly from the outside and then warms it before sending the resulting warm air into a room.
Whole-house fan		A ventilation fan mounted in the ceiling of a central part of a home that <u>removes heat from the entire home</u> . It does this by first drawing that heat from the living areas of the home into the home’s attic, and then pushing the heat trapped in the attic to the outside through vents. Unlike an attic fan , which only removes heat from a home’s attic, a whole-house fan removes heat from the entire home.

RESIDENTIAL SATURATION SURVEY QUESTIONNAIRE



Ameren Illinois DSM Market Potential – Saturation Questionnaire RESIDENTIAL

QUALIFYING CRITERIA AND QUOTAS

Qualifying Criteria

- The respondent must have primary or shared responsibility for making energy-related decisions
- The respondent must be at least 18 years old
- The respondent must be billed for electricity or natural gas directly by Ameren Illinois

PRELOAD ALL SAMPLE FIELDS.

Hard Quotas

Total: n=700

Soft Quotas

SEE QUOTA GRID: STRATUM_ID – we will track and enforce only if we need to

Age (S2)

FOR ENTIRE SURVEY, [ADDRESS]=THE FOLLOWING SAMPLE FIELDS:

CLEAN_ADDRESS1

CLEAN_ADDRESS2

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

Survey ID# : _____

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

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: AmerenHelp@definitiveinsights.com
phone: **1- 855-888-9270**
postal mail: Definitive Insights
ATTN: Ameren Illinois Project Director
601 SW Oak Street
Portland, Oregon 97205

INTRODUCTION

Thank you for taking the time to see if you and your household 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 household is one of a small number being asked to respond to the survey. To show our appreciation for your time and effort in completing the survey, **you will have the option of choosing a \$10 Amazon Electronic Gift Card or a \$10 check at the end of the survey if you complete all of the questions.** (You may decline to receive payment if desired.)

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 your address is:
[ADDRESS]

Is this correct?

3. Yes
4. No

[IF A1=2, TERMINATE AND READ A1 TERMINATE TEXT; OTHERWISE, GO TO S1.]

[A1 TERMINATE TEXT:]

We truly appreciate your time and effort in responding to our survey, but our questions are related to a specific address.

If you would like information on how your home can save money on your energy bills, please visit us at www.actonenergy.com.

Thank you. Have a nice day!

[DO NOT SHOW STANDARD THANK YOU SCREEN.]

S1. What is your role in making energy-related decisions about things such as: adjusting your home's thermostat, choosing to install insulation, selecting new appliances, large electronic devices, and light bulbs that are used in your home?



Any reference to "your home," here and throughout the rest of this survey, refers specifically to the residence at [ADDRESS].

1. You are primarily responsible for some or all of these decisions
2. Someone else in your household is primarily responsible for these types of decisions [REQUEST REFERRAL TO DECISION MAKER AND THEN TERMINATE VIA R1]
3. You share responsibility for these decisions with others in your household, or with a landlord or property manager
4. Don't know [REQUEST REFERRAL TO DECISION MAKER AND THEN TERMINATE VIA R1]

[IF S1=1 OR 3, ASK S2; OTHERWISE SHOW R1 AND TERMINATE WITHOUT SHOWING STANDARD TERMINATE LANGUAGE]

[R1 TERMINATE TEXT – NOT A DECISION MAKER]

R1. 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 household who has specific knowledge about the way your household 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: [URL] <http://tiny.cc/ameren2>

[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.}

[NEW PROGRAMMER NOTE 7/16 –FOR ALL TERMINATES BEYOND THIS POINT, USE THE GENERAL TERMINATE TEXT ON PG 6]

S2. Which of the following categories represents your current age?

1. Less than 18 years old **[TERMINATE AFTER S7]**
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65 or more years old

[IF S2=2-7, ASK S3; OTHERWISE ASK S3 BUT FLAG AS TERMINATE AND END SCREENER AFTER S7]

S3. Do you, or does anyone else in your household work for a gas or electric utility company?

1. Yes **[TERMINATE AFTER S7]**
2. No

[ASK ALL]

S4. Do you own or rent your home?

1. Own (or in the process of buying it)
2. Rent / lease

[PROGRAMMER NOTE: QS5 AND QS6 SHOULD BE PROGRAMMED EXACTLY LIKE S5 & S6 IN THE RES PROG INTEREST SURVEY]

S5. How is your household billed for the electricity you use?

1. My household is billed directly by Ameren Illinois **[CONTINUE TO S6]**
2. My household is NOT billed directly by Ameren Illinois; the cost for our electricity is included in our rent, or is paid by someone else **[ASK S6 – IF S6 NOT=1, ASK S7 AND TERMINATE]**
3. My household's electricity is provided by another utility; not Ameren Illinois **[ASK S6 – IF S6 NOT=1, TERMINATE AFTER S7]**
4. Don't know **[ASK S6, BUT TERMINATE AFTER S7, REGARDLESS OF S6 RESPONSE]**

- S6. How is your household billed for the natural gas you use?
1. My household is billed directly by Ameren Illinois **[IF S5 NOT=4, CONTINUE]**
 2. My household is NOT billed directly by Ameren Illinois; the cost for our natural gas is included in our rent, or is paid by someone else **[IF S5=1, ASK S7 & DO NOT TERMINATE; OTHERWISE, ASK S7 AND TERMINATE]**
 3. My household's natural gas is provided by another utility; **not** Ameren Illinois **[IF S5=1, ASK S7, S8 AND S9; IF S5 NOT=1, ASK S9 AND TERMINATE]**
 4. Don't know **[TERMINATE AFTER S7]**
- S7. Which of the following things are included in a gas or electric bill that you pay directly, as opposed to things that might be paid for by a landlord, a property management company, or someone else? *Please select all that apply.*

Things for which you pay directly

1. Heating all or some of the space in your house / unit
2. Air conditioning
3. Water heating
4. Lights on the outside of your home or building
5. None of the above – I am not billed directly for any of these things in my gas or electric bill **[EXCLUSIVE]**

[IF S2=1 OR S3=2, TERMINATE HERE, BUT TERM LABEL SHOULD BE FOR THE ACTUAL TERMINATION REASON...NOT THE LAST QUESTION VIEWED)

[QUOTA CHECK – IF OVER-QUOTA, TERMINATE AND SHOW TERMINATE LANGUAGE BELOW; OTHERWISE GO TO INVITATION LANGUAGE]

GENERAL TERMINATE LANGUAGE ONLY FOR NON-QUALIFYING AFTER QS1.0 OR OVER-QUOTA RESPONDENTS

We truly appreciate your time and effort in responding to our survey invitation and answering these initial questions, which were designed to see if you are eligible to participate.

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 home can save money on your energy bills, please visit us at www.actonenergy.com.

Thank you. Have a nice day!

INVITATION LANGUAGE FOR QUALIFYING RESPONDENTS

Thank you for your responses so far! You qualify for the 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 \$10 Visa card 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.

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 – HOUSEHOLD INFORMATION

[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]

7/25 PROGRAMMER NOTES: PLEASE USE SAME PROCESS THAT WE USED IN RES PROG INT TO PREVENT A CLICKED HYPERLINK FROM SELECTING THAT RESPONSE IF THE WORD IS A QUESTION RESPONSE OPTION; REQUIRE WHOLE NUMBERS ONLY – NO DECIMALS]]

Q1. Including yourself, how many individuals normally live in your home?

Do not include anyone who is just visiting, those away in the military, or children who are away at college.

[RECORD NUMBER 1-20] individuals

Q2. Which of the following best describes your home at [ADDRESS]?

1. Single-family house detached from any other houses
2. Single-family house attached to one or more houses
3. Multi-family house or building with 2-4 apartments/units
4. Multi-family house or building with 5 or more apartments/units
5. Mobile/manufactured home
990. Other [SPECIFY]

[PROGRAMMER: DISPLAY DIRECTLY BELOW Q2 ON SCREEN: Note is displayed above Q3 “PLEASE NOTE THAT ALL OF OUR REMAINING QUESTIONS REFER SPECIFICALLY TO THE RESIDENCE AT THE LOCATION CITED ABOVE.”]

[IF Q2=990, ASK Q3 ; OTHERWISE SKIP TO Q4]

Q3. Rather than using one of the residence type descriptions we offered in the last question, you described your home as: “[INSERT Q2=990 RESPONSE].” Which of the following would you say best describes this dwelling?

Note: The term “single-family” does not necessarily mean that the individuals living in the house/building/structure must be family members. Rather, this term indicates individuals voluntarily living together in a single dwelling who share common areas and do not consider each other neighbors or tenants.

1. A **single-family fully detached house/building/structure** – a house/building/structure that is fully separated from any other house/building/structure (i.e., it has open space on all four sides of its ground-to-roof outer walls)
2. Either...
 - a **single-family semi-detached house/building/structure** – a house/building/structure that is **not** fully separated from all other houses/buildings/structures (i.e., it shares a wall with at least one other house/building/structure) and is occupied by a single party of individuals

or...

- a **multi-family house/building/structure**– a single house/building/structure that incorporates several relatively self-contained housing units, each of which are occupied by separate parties of individuals

(This option includes any condominiums, town houses, row houses, duplexes, triplexes, apartment buildings, etc.)

Q4. About when was your home built?

1. Before 1940
2. 1940-1949
3. 1950-1959
4. 1960-1969
5. 1970-1979
6. 1980-1989
7. 1990-1999
8. 2000-2009
9. 2010-present
10. Not sure

Q5. For about how many years have you lived in your present home?

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

1. Less than 1 year
2. **[RECORD NUMBER 1-100]** years

Q6. Is this home your primary place of residence or is it a seasonal/vacation home that is only occupied for part of the year?

1. Primary residence
2. Seasonal / vacation home
990. Other **[SPECIFY]**

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

Q7. How many months out of the year do you or any other members of your household typically occupy this home? *Your best estimate is fine, but please enter a whole number rather than a range of numbers.*

[RECORD NUMBER 0-12]

Q8. What is the approximate square footage of your home? Please include only heated living space in your response.

If you are not certain, please give your best estimate.

1. Less than 500 sq. ft.
2. 500 – 999
3. 1,000 – 1,499
4. 1,500 – 1,999

5. 2,000 – 2,499
6. 2,500 – 2,999
7. 3,000 – 3,499
8. 3,500 – 3,999
9. 4,000 sq. ft. or more

Q9. How many stories or levels are there in your **[IF Q2=1 OR 5 OR Q3=1, DISPLAY, “home”; IF Q2=2-4 OR Q3=2, DISPLAY “apartment / unit”]**? Please do NOT count any basements or attics in your response.

1. 1 story / level
2. 2 stories / levels
3. 3 stories / levels
4. 4 or more stories / levels

Q10. How many bedrooms are in your home, include any that might be located in the basement or attic?

0. 0 / Studio/Efficiency apartment / SRO
1. 1
2. 2
3. 3
4. 4
5. 5
6. 6 or more

Q11. How many bathrooms are in your home?

Please consider a bathroom that does not include either a bathtub or shower as a half-bathroom.

A. Full bathrooms **[DROP DOWN WITH 0 - 4 OR MORE]**

B. Half bathrooms **[DROP DOWN WITH 0 - 4 OR MORE]**

Q12. Does your home have an attic or basement? *Select all that apply.*

[IF Q2=2-4 OR Q3=2, DISPLAY, “Consider only an attic or basement that is reserved solely for the use of those living in your specific apartment/unit; Do not consider an attic or basement that is available to others living in other apartments/units in your building.”]

1. My home has an attic
2. My home has a basement
3. My home has neither an attic nor a basement **[EXCLUSIVE]**

[IF Q12_1=1 OR Q12_2=1, ASK Q13; OTHERWISE SKIP TO Q14]

Q13. How much, if at all, is your [DISPLAY IF Q12_1=1, "attic"] [DISPLAY IF Q12_1=1 AND Q12_2=1, "or"] [DISPLAY IF Q12_2=1, "basement"] finished and/or heated during the winter months?

		Area	How much of this area is finished?	How much of this area is heated during the winter months?
1.	[DISPLAY ROW IF Q12_1=1]	Attic	1. All or most of it (75%+) 2. Some of it (25-74%) 3. Little or none of it (<25%)	1. All or most of it (75%+) 2. Some of it (25-74%) 3. Little or none of it (<25%)
2.	[DISPLAY ROW IF Q12_2=1]	Basement	1. All or most of it (75%+) 2. Some of it (25-74%) 3. Little or none of it (<25%)	1. All or most of it (75%+) 2. Some of it (25-74%) 3. Little or none of it (<25%)

Q14. Of all the windows in your home, 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%.

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

[PROGRAMMER: Q14TOT MUST EQUAL 100, OR Q14_3 MUST BE SELECTED ("NOT SURE") IN ORDER TO CONTINUE TO NEXT SCREEN]

II – HEATING AND COOLING

Now we'd like to ask you some questions about your home's heating, cooling, and water heating systems.

Q15. During the winter (December through February), how often do you use the following heating equipment in your home? **[DEFAULT ANSWER IS 'NEVER' FOR EACH OPTION]**

	Heating Equipment	[A] Never (I don't have it or I never use it)	[B] On a few winter days (less than 25% of days)	[C] On some winter days (25-49% of days)	[D] On many winter days (50-74% of days)	[E] On most winter days (75% or more days)
1.	Electric central warm air furnace with ducts/vents to individual rooms [REMOVED HYPERLINK]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	Natural gas central warm air furnace with ducts/vents to individual rooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.	Natural gas central boiler with hot water/steam radiators or baseboards in individual rooms [REMOVED HYPERLINK]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.	Electric baseboard or electric coils radiant heating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.	Air-source heat pump	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.	Geothermal heat pump	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.	Wall furnace(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8.	Fireplace(s) – wood burning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12.	Fireplace(s) – natural gas burning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9.	Wood burning stove(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10.	Wall-mounted space heater(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11.	Portable space heater(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
990.	Other (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programming note added – respondent cannot select “Never” for all options.

[IF Q4=9 (HOUSE BUILT 2010 TO PRESENT), AUTOCODE AS Q16=8 AND ASK Q17; OTHERWISE CONTINUE]

Q16. When was your heating system (**[INSERT Q15 RESPONSE]**) purchased or installed? **[Repeat for each system selected in Q15]**

[IF Q15=7-10, DISPLAY, “If you have more than one heating unit as part of this heating system but all the units were not purchased at the same time, answer for the unit you use most often.”]

1. Before 1970 **[SHOW IF Q4 = 1-4, OR 11]**
2. 1970-1979 **[SHOW IF Q4 = 1-5, OR 11]**
3. 1980-1989 **[SHOW IF Q4 = 1-6, OR 11]**
4. 1990-1994 **[SHOW IF Q4 = 1-7, OR 11]**
5. 1995-1999 **[SHOW IF Q4 = 1-7, OR 11]**
6. 2000-2004 **[SHOW IF Q4 = 1-8, OR 11]**
7. 2005-2009 **[SHOW IF Q4 = 1-8, OR 11]**
8. 2010-present **[SHOW IF Q4 = 1-9, OR 11]**
9. Not sure **[SHOW ALL]**

[IF Q16=7-8 ASK Q17; OTHERWISE SKIP TO Q18]

[IF Q15=1-7 AND Q16=7-8, ASK Q17 FOR EACH MENTION; PIPE IN EACH Q15 RESPONSE GIVEN BETWEEN 1-7]

Q17. Why did you replace your [Q15 RESPONSE 1-7] heating system?

1. My home did not have a heating system so I added it.
2. The existing system broke and I needed to replace it.
3. I wanted to purchase a more energy efficient appliance to replace a still-working system.
4. I wanted to purchase a new unit to replace a still-working system for other reasons.
5. Other (please specify)

Q18. During the summer (June through August), how often do you use the following cooling equipment in your home? [PROGRAMMER: THE A, B, C, ETC.; BELOW IS FOR DATA LABELING – DO NOT SHOW ON SCREEN]

	Cooling Equipment	A. None (I don't have it or I never use it)	B. On a few summer days (less than 25% of days)	C. On some summer days (25-49% of days)	D. On many summer days (50-74% of days)	E. On most summer days (75% or more days)
1.	Central air conditioner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	One or more room air conditioners mounted in or near a window or on a wall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.	Air source heat pump	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.	Geothermal heat pump	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.	One or more portable room air conditioners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.	One or more portable dehumidifiers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.	One or more ceiling, window, or room fans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8.	Whole-house fan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9.	Attic fan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
990.	Other (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[IF Q15_5 > A. Never AND Q18_3=A. None] OR [If Q15_6 > A. Never AND Q18_4=A. None] ASK Q19; OTHERWISE SKIP TO Q22]

Q19. You indicated that you use a heat pump to heat your home in the winter, but do not use it to cool your home in the summer. For verification purposes, please select your primary heating and cooling system.

	Q19A. Heating Equipment [Show any for which Q15>A. Never]		Q19B. Cooling Equipment [Show any for which Q18>A. None]
1.	Electric central warm air furnace with ducts/vents to individual rooms [REMOVED HYPERLINK]	1.	Central air conditioner
2.	Natural gas central warm air furnace with ducts/vents to individual rooms [REMOVED HYPERLINK]	2.	One or more room air conditioners mounted in or near a window or on a wall
3.	Natural gas central boiler with hot water/steam radiators or baseboards in individual rooms	3.	Air source heat pumps
4.	Electric baseboard or electric coils radiant heating	4.	Geothermal heat pump
5.	Air-source heat pump	5.	One or more portable room air conditioners
6.	Geothermal heat pump	6.	One or more portable dehumidifiers
7.	Wall furnace(s)	7.	One or more ceiling, window, or room fans
8.	Fireplace(s) – wood burning	8.	Whole-house fan
12.	Fireplace(s) – natural gas burning	9.	Attic fan
9.	Wood burning stove(s)	990.	Other (please specify)

10.	Wall-mounted space heater(s)		
11.	Portable space heater(s)		
990.	Other (please specify)		

[IF ANY Q18=1-9,990 >A. None , ASK Q20; OTHERWISE SKIP TO Q23]

[IF Q4=9 (HOUSE BUILT 2010 TO PRESENT), AUTOCODE AS Q20=8 AND ASK Q21; OTHERWISE CONTINUE]

Q20. When was this cooling system purchased or installed? **[Repeat for each system selected in Q18]**

[IF Q18=2,5-7, DISPLAY, "If you have more than one cooling unit as part of this cooling system but all the units were not purchased at the same time, answer for the unit you use most often."]

1. Before 1970 **[SHOW IF Q4 = 1-4 OR 11]**
2. 1970-1979 **[SHOW IF Q4 = 1-5 OR 11]**
3. 1980-1989 **[SHOW IF Q4 = 1-6 OR 11]**
4. 1990-1994 **[SHOW IF Q4 = 1-7 OR 11]**
5. 1995-1999 **[SHOW IF Q4 = 1-7 OR 11]**
6. 2000-2004 **[SHOW IF Q4 = 1-8 OR 11]**
7. 2005-2009 **[SHOW IF Q4 = 1-8 OR 11]**
8. 2010-present **[SHOW IF Q4 = 1-9 OR 11]**
9. Not sure **[SHOW ALL]**

[IF Q20=7-8 ASK Q21; OTHERWISE SKIP TO Q22]

[IF Q18=1-5 >NONE AND Q20=7-8, ASK Q21 FOR EACH MENTION Q18=1-5; PIPE IN EACH Q18 RESPONSE GIVEN BETWEEN 1-5]

Q21. Why did you replace your [Q18 RESPONSE] cooling system?

1. My home did not have a cooling system so I added it.
2. The existing system broke and I needed to replace it.
3. I wanted to purchase a more energy efficient appliance to replace a still-working system.
4. I wanted to purchase a new unit to replace a still-working system for other reasons.
5. Other (please specify)

[IF (Q18=2,5,6 OR 7 Not Equal to A. NONE) , ASK Q22; OTHERWISE SKIP TO Q23]

Q22. How many of the following does your home have?

1.	[DISPLAY IF Q18_2 NE A. None]	Room air conditioners mounted in or near a window or on a wall	[RECORD NUM 0-19]
2.	[DISPLAY IF Q18_5 NE A. None]	Portable room air conditioners	[RECORD NUM 0-19]
3.	[DISPLAY IF Q18_6 NE A. None]	Portable dehumidifiers	[RECORD NUM 0-19]
4.	[DISPLAY IF Q18_7 NE A. None]	Window/room fans	[RECORD NUM 0-19]
5.	[DISPLAY IF Q18_7 NE A. None]	Ceiling fans	[RECORD NUM 0-19]

Programming note added – respondent must answer at least one choice with a numerical value of 1 or greater.

Q23. Does your home use a thermostat to control heating and/or cooling?

1.	Yes, a programmable thermostat (one 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)	<input type="checkbox"/>
2.	Yes, a standard/manual thermostat (one that you have to manually adjust and that has only one setting for the internal temperature you want)	<input type="checkbox"/>
3.	No thermostat	<input type="checkbox"/>

[IF Q23=1-2, ASK Q24; OTHERWISE SKIP TO FILTER BEFORE Q25]

Q24. At what temperature do you set your thermostat during the following portions of the day?

		A. On days when you are using your HEATING system	B. On days when you are using your COOLING System
1.	Day	1. Less than 66°F 2. 66-69°F 3. 70-74°F 4. 75-79°F 5. 80°F or higher 6. Not Applicable	1. Less than 66°F 2. 66-69°F 3. 70-74°F 4. 75-79°F 5. 80°F or higher 6. Not Applicable
2.	Night	1. Less than 66°F 2. 66-69°F 3. 70-74°F 4. 75-79°F 5. 80°F or higher 6. Not Applicable	1. Less than 66°F 2. 66-69°F 3. 70-74°F 4. 75-79°F 5. 80°F or higher 6. Not Applicable

[IF S7=3, ASK Q25, OTHERWISE SKIP TO INTRO TEXT BEFORE Q29]

Q25. How many water heaters does your home have?

- 0. None; hot water is provided by the building to residents
- 1. 1
- 2. 2
- 3. 3 or more

IF Q25=1-3; ASK Q26; OTHERWISE SKIP TO TEXT BEFORE Q29]

Q26. **[IF Q25=1, DISPLAY, “What kind of water heater is this?” IF Q25=2-3, DISPLAY, “What kind of water heaters are these?”]**

[IF Q25=3, DISPLAY, “Please answer for the two water heaters used most often.”]

		A. Conventional water heater with storage tank	B. Tankless (instantaneous/on demand) water heater	C. Heat pump water heater	D. Other [SPECIFY]	E. Not sure
1.	Water heater [IF Q25>1, DISPLAY, “Water heater #1”]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	[DISPLAY ROW IF Q25>1] Water heater #2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q27. **[IF Q25=1, DISPLAY, “What type of fuel does this water heater use? When was it installed?”; IF Q25=2-3, DISPLAY, “What type of fuel do these water heaters use? When were they installed?”] [If Q26_1=conventional water heater with storage tank or If Q26_2= conventional water heater with storage tank, DISPLAY “What size tank is your water heater?”]**

[IF Q25=3, DISPLAY, “Please answer for the two water heaters used most often.”]

		Water Heater Type	Fuel Type	Year Installed	Tank Size [Display if Q26=1]
1.	Water heater [IF Q25>1, DISPLAY, “Water Heater #1”]	[INSERT RESPONSE SELECTED AT Q26]	1. Natural gas 2. Electricity 3. Fuel oil 4. Propane (bottled gas) 5. Wood 990. Other [SPECIFY] 998. Not sure	1. Before 1970 [SHOW IF Q4 = 1-4] 2. 1970-1979 [SHOW IF Q4 = 1-5] 3. 1980-1989 [SHOW IF Q4 = 1-6] 4. 1990-1994 [SHOW IF Q4 = 1-7] 5. 1995-1999 [SHOW IF Q4 = 1-7] 6. 2000-2004 [SHOW IF Q4 = 1-8] 7. 2005-2009 [SHOW IF Q4 = 1-8] 8. 2010-present [SHOW IF Q4 = 1-9] 998. Not sure	1. Under 55 gallons 2. 55 gallons or more 3. Not sure

2.	<p>[DISPLAY ROW IF Q25>1] Water heater #2</p>	<p>[INSERT RESPONSE SELECTED AT Q26]</p>	<p>1. Natural gas 2. Electricity 3. Fuel oil 4. Propane (bottled gas) 5. Wood 990. Other [SPECIFY] 998. Not sure</p>	<p>1. Before 1970 [SHOW IF Q4 = 1-4] 2. 1970-1979 [SHOW IF Q4 = 1-5] 3. 1980-1989 [SHOW IF Q4 = 1-6] 4. 1990-1994 [SHOW IF Q4 = 1-7] 5. 1995-1999 [SHOW IF Q4 = 1-7] 6. 2000-2004 [SHOW IF Q4 = 1-8] 7. 2005-2009 [SHOW IF Q4 = 1-8] 8. 2010-present [SHOW IF Q4 = 1-9] 998. Not sure</p>	<p>1. Under 55 gallons 2. 55 gallons or more 3. Not sure</p>
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[IF Q27_1 Yr Installed=7-8 or Q27_2 Yr Installed=7-8 ASK Q28; OTHERWISE SKIP TO Q29]

Q28. Why did you replace your water heating system?

1. My home did not have a water heating system so I added it.
2. The existing system broke and I needed to replace it.
3. I wanted to purchase a more energy efficient appliance to replace a still-working system.
4. I wanted to purchase a new unit to replace a still-working system for other reasons.
5. Other (please specify)

III – LIGHTING

Thank you for your responses so far! Next we are going to ask you about your home's lighting.

- Q29. About how many of the following types of light bulbs/lamps would you say you are currently using inside your home? *Your best estimate is fine, but please enter whole numbers rather than ranges of numbers.*
[PROGRAMMER NOTE: DO NOT ACCEPT DECIMALS]

Note: To make it easier for you to account for all the lighting inside your home, we've broken this down by areas that might be included in your home. If the list of areas provided does not account for all the lighted areas inside your home, please include the number of each type of light bulb/lamp in the "Any other areas in your home" row.

	A.	B.	C.	D.	E.	F.	G.	
Area	Conventional light bulbs /Incandescent lamps	Compact fluorescent lamps (CFLs)	Tubular fluorescent lamps	Halogen light bulbs	LED light bulbs	Low voltage lamps	Other types of lighting [SPECIFY]	Tot
								
1. Bedrooms [DISPLAY ROW IF Q10>0]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[CA TOT
2. Bathrooms [DISPLAY ROW IF Q11>0]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[CA TOT
3. Kitchen / dining areas	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[CA TOT
4. Living area(s) (e.g., Living rooms, great rooms, family rooms)	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[CA TOT
5. Hallways, entryways/ foyers, stairwells, closets/pantries	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[CA TOT
6. Utility rooms, garages	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[CA TOT
7. Any other areas in your home [SPECIFY]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[CA TOT
Total	[CALCULATE TOTAL]	[CALCULATE TOTAL]	[CALCULATE TOTAL]	[CALCULATE TOTAL]	[CALCULATE TOTAL]	[CALCULATE TOTAL]	[CALCULATE TOTAL]	Gra Tot [CA TOT

[PROGRAMMER: GRAND TOTAL MUST BE GREATER THAN 0 FOR RESPONDENT TO MOVE TO NEXT SCREEN]

[IF Q29_C GRANDTOT>0, ASK Q30; OTHERWISE SKIP TO Q31]

- Q30. What percentage of all the interior fluorescent lamps / fixtures in your home 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 fluorescent lamps / fixtures used...
1.	Standard fluorescent tubes (T12)	[RECORD NUM 0-100]%
2.	High-efficiency fluorescent tubes (T8)	[RECORD NUM 0-100]%
3.	Super high-efficiency fluorescent tubes (T5)	[RECORD NUM 0-100]%
4.	LED	[RECORD NUM 0-100]%
5.	Other	[RECORD NUM 0-100]%
TOT.	Total	[CALCULATE TOTAL]%

[IF Q29GRANDTOT>0, ASK Q31; OTHERWISE SKIP TO Q32]

[FOR Q31, SHOW ONLY THOSE RESPONSES THAT MATCH TO WHAT WAS ANSWERED IN Q29]

Q31. Approximately what is the average **number of HOURS** that each of these types of lighting (used inside your home) is on per day? *Your best estimate is fine, but please use only WHOLE numbers.*

Note: Once again, we’ve broken this down by areas that might be included in your home. If the list of areas provided does not account for all the lighted areas inside your home, please include the number of hours for each type of light bulb/lamp in the “Any other areas in your home” row.

[PROGRAMMER: DO NOT ACCEPT DECIMALS]

		A.	B.	C.	D.	E.	F.	G.	
	Area	Conventional light bulbs /Incandescent lamps	Compact fluorescent lamps (CFLs)	Tubular fluorescent lamps	Halogen light bulbs	LED light bulbs	Low voltage lamps	Other types of lighting [SPECIFY]	Tot Hou
									
1.	Bedrooms [DISPLAY ROW IF Q10>0]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CA TOT
2.	Bathrooms [DISPLAY ROW IF Q11>0]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CA TOT
3.	Kitchen / dining areas	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CA TOT
4.	Living area(s) (e.g., Living rooms, great rooms, family rooms)	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CA TOT
5.	Hallways, entryways/ foyers, stairwells, closets/pantries	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CA TOT
6.	Utility rooms, garages	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CA TOT
7.	Any other areas in	[RECORD NUM	[RECORD	[RECORD	[RECORD	[RECORD	[RECORD	[RECORD	[CA

your home [DISPLAY ROW IF Q29 7>0] [SPECIFY]	0-24]	NUM 0-24]	NUM 0-24]	NUM 0-24]	NUM 0-24]	NUM 0-24]	NUM 0-24]	NUM 0-24]	TOT
Total	[CALCULATE TOTAL]	Gr Tot [CA TOT							

[PROGRAMMER: GRAND TOTAL MUST BE GREATER THAN 0 FOR RESPONDENT TO MOVE TO NEXT SCREEN]

Q32. Approximately how many of each of the following devices do you have to control lighting inside your home?

1. [Timers](#): [RECORD NUMBER 0-50]
2. [Motion detectors](#) or [occupancy sensors](#): [RECORD NUMBER 0-50]

[IF S7=4, ASK Q33; OTHERWISE SKIP TO INTRO BEFORE Q36]

Q33. About how many of ~~the~~ each of the following types of light bulbs/lamps would you say you are currently using on the outside of your home? *Your best estimate is fine, but please enter whole numbers rather than ranges of numbers.*

	1.	2.	3.	4.	5.	
Area	Conventional light bulbs /Incandescent lamps	Compact fluorescent lamps (CFLs)	Halogen light bulbs	LED lamps	Other [SPECIFY]	Total
						
Outside your home	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[RECORD NUM 0-100]	[CALC TOTAL]

[IF Q33TOT>0, ASK Q34; OTHERWISE SKIP TO Q35]

Q34. Approximately, how many **HOURS** per day do you use the following lights outside your home, on average? *Your best estimate is fine.*

		Average number hours on per day
1.	[DISPLAY ROW IF Q33_1>0] Conventional light bulbs / Incandescent lamps	[RECORD NUM 0-24]
2.	[DISPLAY ROW IF Q33_2>0] Compact fluorescent lamps (CFLs)	[RECORD NUM 0-24]
3.	[DISPLAY ROW IF Q33_3>0] Halogen light bulbs	[RECORD NUM 0-24]
4.	[DISPLAY ROW IF Q33_4>0] LED lamps	[RECORD NUM 0-24]
5.	[DISPLAY ROW IF Q33_5>0] Other	[RECORD NUM 0-24]

Q35. Which of the following types of devices do you use to control lighting outside your home? *Select all that apply.*

1. Timers
2. [Motion detectors](#)
3. [Dusk-to-dawn sensors](#)
4. None of the above **[EXCLUSIVE]**

IV – MAJOR APPLIANCES

The following questions relate to some common appliances that may be used in your home.

Q36. Which of the following major appliances does your home have? *Select all that apply.*

[IF Q2=2-4 OR Q3=2, DISPLAY] *“Include only appliances that are located within your specific condo / apartment / unit. Do not include appliances that are located in common areas of your ~~apartment~~ building and available for use by the entire community of residents within your building.”*

1. Refrigerator and/or freezer
2. Stovetop/range and/or oven
3. Dishwasher
4. Clothes washer
5. Clothes dryer
6. None of the above **[EXCLUSIVE]**

[IF Q36_1=1, ASK Q37; OTHERWISE AUTOCODE ALL (Q37_1 thru Q37_3)=0 AND SKIP TO FILTER BEFORE Q39]
 Q37. How many refrigerators, freezers, and refrigerator / freezer combos does your home have?

[PROGRAMMER: DEFAULT SHOULD BE ZERO]

	Unit Type	Number of Units
1.	Combination refrigerator / freezer units	[RECORD NUM 0-5]
2.	Refrigerator-only units	[RECORD NUM 0-5]
3.	Freezer-only units	[RECORD NUM 0-5]
TOT.	Total # of units in your home:	[CALCULATE TOTAL]

[IF Q37TOT>0, ASK Q38; OTHERWISE SKIP TO FILTER BEFORE Q39]

Q38. **[IF Q37TOT=1, DISPLAY, "When was this refrigerator, freezer, or refrigerator / freezer combo purchased?"]** **[IF Q37TOT>1, DISPLAY, "When were each of these refrigerator, freezer, or refrigerator / freezer combo units purchased?"]**

[IF Q37_1>2 OR Q37_2>2 OR Q37_3>2, DISPLAY "When your home has more than two units in a category, please answer for the largest two units in that category."]

		Unit Type [DISPLAY COLUMN IF Q37TOT>1]	Year Purchased
1.	[DISPLAY ROW IF Q37_1>=1]	Combination refrigerator / freezer unit [DISPLAY IF Q37_1>1, "#1"]	1. Before 1993 2. 1993-2001 3. 2002-2007 4. 2008- present 5. Not sure
2.	[DISPLAY ROW IF Q37_3>=2]	Combination refrigerator / freezer unit #2	1. Before 1993 2. 1993-2001 3. 2002-2007 4. 2008- present 5. Not sure
3.	[DISPLAY ROW IF Q37_2>=1]	Refrigerator-only unit [DISPLAY IF Q37_2>1, "#1"]	1. Before 1993 2. 1993-2001 3. 2002-2007 4. 2008- present 5. Not sure
4.	[DISPLAY ROW IF Q37_2>=2]	Refrigerator-only unit #2	1. Before 1993 2. 1993-2001 3. 2002-2007 4. 2008- present 5. Not sure
5.	[DISPLAY ROW IF Q37_3>=1]	Freezer-only unit [DISPLAY IF Q37_3>1, "#1"]	1. Before 1993 2. 1993-2001 3. 2002-2007 4. 2008- present 5. Not sure
6.	[DISPLAY ROW IF Q37_3>=2]	Freezer-only unit #2	1. Before 1993 2. 1993-2001 3. 2002-2007 4. 2008- present 5. Not sure

[IF Q36_2=1, ASK Q396; OTHERWISE SKIP TO FILTER BEFORE Q41]

You mentioned you have a stovetop/range and/or oven.

Q39. What type of fuel does your stovetop/range use?

1. Natural gas
2. Electricity
3. Propane (bottled gas)
990. Other **[SPECIFY]**
5. Do not have a stovetop/range – only have an oven

Q40. What type of fuel does your oven use?

1. Natural gas
2. Electricity
3. Propane (bottled gas)
990. Other **[SPECIFY]**
5. Do not have an oven – only have a stovetop/range

[IF Q36_5=1, ASK Q41; OTHERWISE SKIP TO FILTER BEFORE Q42]

Q41. What type of fuel does your clothes dryer use?

1. Natural gas
2. Electricity
3. Propane (bottled gas)
990. Other **[SPECIFY]**
5. Not sure

[IF Q36_1=1 OR Q36_3=1 OR Q36_4=1, ASK Q42; OTHERWISE SKIP TO INTRO TEXT BEFORE Q43]

Q42. Which, if any, of the following appliances in your home are [ENERGY STAR](#) appliances?

Select all that apply.



[DISPLAY IF Q37_1>2 OR Q37_2>2 OR Q37_3>2, "When your home has more than two units in a category, please answer for the largest two units in that category."]

				NOT SURE
1.	[DISPLAY ROW IF Q37_1>=1]	Combination refrigerator / freezer unit [DISPLAY IF Q37_1>1, "#1"]	<input type="checkbox"/>	<input type="checkbox"/>
2.	[DISPLAY ROW IF Q37_3>=2]	Combination refrigerator / freezer unit #2	<input type="checkbox"/>	<input type="checkbox"/>
3.	[DISPLAY ROW IF Q37_2>=1]	Refrigerator-only unit [DISPLAY IF Q37_2>1, "#1"]	<input type="checkbox"/>	<input type="checkbox"/>
4.	[DISPLAY ROW IF Q37_2>=2]	Refrigerator-only unit #2	<input type="checkbox"/>	<input type="checkbox"/>
5.	[DISPLAY ROW IF Q37_3>=1]	Freezer-only unit [DISPLAY IF Q37_3>1, "#1"]	<input type="checkbox"/>	<input type="checkbox"/>
6.	[DISPLAY ROW IF Q37_3>=2]	Freezer-only unit #2	<input type="checkbox"/>	<input type="checkbox"/>
7.	[DISPLAY ROW IF Q33_3>=1]	Dishwasher	<input type="checkbox"/>	<input type="checkbox"/>
8.	[DISPLAY ROW IF Q33_4>=1]	Clothes washer	<input type="checkbox"/>	<input type="checkbox"/>
10.		None of the above [EXCLUSIVE]	<input type="checkbox"/>	<input type="checkbox"/>

IV – ELECTRONICS

The next few questions ask about some other electronics that might be used in your home.

Q43. How many of the following types of TV sets are used in your home?
[PROGRAMMER: DO NOT ACCEPT DECIMALS]

	TV Set Type	Number of sets
1.	Standard Tube TVs	[RECORD NUM 0-5]
2.	LCD TVs	[RECORD NUM 0-5]
3.	LED TVs	[RECORD NUM 0-5]
4.	Plasma TVs	[RECORD NUM 0-5]
5.	Rear projection TVs	[RECORD NUM 0-5]
TOT.	Total # of TV sets in your home:	[CALCULATE TOTAL]

[IF Q43TOT>0, ASK Q44; OTHERWISE SKIP TO FILTER BEFORE Q45]

Q44. What is the size of [IF Q40TOT=1, DISPLAY “this TV set?”] [IF Q40TOT>1, DISPLAY “each of these TV sets?”] *Your best estimate is fine. Also note if you purchased the television since January 1, 2011.*

[IF ANY Q43_1 thru Q43_4 >3, DISPLAY, “When you have more than 3 of any one TV type (standard tube, LCD, plasma, rear projection), answer for the largest 3 of that type.”]

		TV Set Type	TV Size	Purchased since January 1, 2011?
1.	[DISPLAY ROW IF Q43_1>0]	Standard Tube TV [DISPLAY IF Q43_1>1, “#1”]	1. 35” or less 2. More than 35”	1. Yes 2. No 3. Not sure
2.	[DISPLAY ROW IF Q43_1>1]	Standard Tube TV #2	1. 35” or less 2. More than 35”	1. Yes 2. No 3. Not sure
3.	[DISPLAY ROW IF Q43_1>2]	Standard Tube TV #3	1. 35” or less 2. More than 35”	1. Yes 2. No 3. Not sure
4.	[DISPLAY ROW IF Q43_2>0]	LCD TV [DISPLAY IF Q43_2>1, “#1”]	1. Less than 40” 2. 40” to 50” 3. More than 50”	1. Yes 2. No 3. Not sure
5.	[DISPLAY ROW IF Q43_2>1]	LCD TV #2	1. Less than 40” 2. 40” to 50” 3. More than 50”	1. Yes 2. No 3. Not sure
6.	[DISPLAY ROW IF Q43_2>2]	LCD TV #3	1. Less than 40” 2. 40” to 50” 3. More than 50”	1. Yes 2. No 3. Not sure
7.	[DISPLAY ROW IF Q43_3>0]	LED TV [DISPLAY IF Q43_3>1, “#1”]	1. Less than 40” 2. 40” to 50”	1. Yes 2. No

			3. More than 50"	3. Not sure
8.	[DISPLAY ROW IF Q43_3>1]	LED TV #2	1. Less than 40" 2. 40" to 50" 3. More than 50"	1. Yes 2. No 3. Not sure
9.	[DISPLAY ROW IF Q43_3>2]	LED TV #3	1. Less than 40" 2. 40" to 50" 3. More than 50"	1. Yes 2. No 3. Not sure
10.	[DISPLAY ROW IF Q43_4>0]	Plasma TV [DISPLAY IF Q43_4>1, "#1"]	1. Less than 42" 2. 42" to 50" 3. More than 50"	1. Yes 2. No 3. Not sure
11.	[DISPLAY ROW IF Q43_4>1]	Plasma TV #2	1. Less than 42" 2. 42" to 50" 3. More than 50"	1. Yes 2. No 3. Not sure
12.	[DISPLAY ROW IF Q43_4>2]	Plasma TV #3	1. Less than 42" 2. 42" to 50" 3. More than 50"	1. Yes 2. No 3. Not sure
13.	[DISPLAY ROW IF Q43_5>0]	Rear projection TV [DISPLAY IF Q43_5>1, "#1"]	1. 56" or less 2. More than 56"	1. Yes 2. No 3. Not sure
14.	[DISPLAY ROW IF Q43_5>1]	Rear projection TV #2	1. 56" or less 2. More than 56"	1. Yes 2. No 3. Not sure
15.	[DISPLAY ROW IF Q43_5>2]	Rear projection TV #3	1. 56" or less 2. More than 56"	1. Yes 2. No 3. Not sure

[IF Q43TOT>0, ASK Q45; OTHERWISE AUTOPUNCH Q45TOT=0 AND SKIP TO Q47]

Q45. On average, how many hours per day [IF Q43TOT=1, DISPLAY "is this TV set turned on?"] [IF Q43TOT>1, DISPLAY "are each of these TV sets turned on?"]

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

		TV Set Type	TV Size	Number of hrs per day turned on
1.	[DISPLAY ROW IF Q43_1>0]	Standard Tube TV [DISPLAY IF Q43_1>1, "#1"]	[INSERT RESPONSE SELECTED AT Q44_1]	[RECORD NUM 0-24]
2.	[DISPLAY ROW IF Q43_1>1]	Standard Tube TV #2	[INSERT RESPONSE SELECTED AT Q44_2]	[RECORD NUM 0-24]
3.	[DISPLAY ROW IF Q43_1>2]	Standard TV #3	[INSERT RESPONSE SELECTED AT Q44_3]	[RECORD NUM 0-24]
4.	[DISPLAY ROW IF Q43_2>0]	LCD TV [DISPLAY IF Q43_2>1, "#1"]	[INSERT RESPONSE SELECTED AT Q44_4]	[RECORD NUM 0-24]
5.	[DISPLAY ROW IF Q43_2>1]	LCD TV #2	[INSERT RESPONSE SELECTED AT Q44_5]	[RECORD NUM 0-24]
6.	[DISPLAY ROW IF Q43_2>2]	LCD TV #3	[INSERT RESPONSE SELECTED AT Q44_6]	[RECORD NUM 0-24]
7.	[DISPLAY ROW IF Q43_3>0]	LED TV [DISPLAY IF Q43_2>1, "#1"]	[INSERT RESPONSE SELECTED AT Q44_7]	[RECORD NUM 0-24]
8.	[DISPLAY ROW IF Q43_3>1]	LED TV #2	[INSERT RESPONSE SELECTED AT Q44_8]	[RECORD NUM 0-24]

9.	[DISPLAY ROW IF Q43_3>2]	LED TV #3	[INSERT RESPONSE SELECTED AT Q44_9]	[RECORD NUM 0-24]
10.	[DISPLAY ROW IF Q43_4>0]	Plasma TV [DISPLAY IF Q43_3>1, "#1"]	[INSERT RESPONSE SELECTED AT Q44_10]	[RECORD NUM 0-24]
11.	[DISPLAY ROW IF Q43_4>1]	Plasma TV #2	[INSERT RESPONSE SELECTED AT Q44_11]	[RECORD NUM 0-24]
12.	[DISPLAY ROW IF Q43_4>2]	Plasma TV #3	[INSERT RESPONSE SELECTED AT Q44_12]	[RECORD NUM 0-24]
13.	[DISPLAY ROW IF Q43_5>0]	Rear projection TV [DISPLAY IF Q43_4>1, "#1"]	[INSERT RESPONSE SELECTED AT Q44_13]	[RECORD NUM 0-24]
14.	[DISPLAY ROW IF Q43_5>1]	Rear projection TV #2	[INSERT RESPONSE SELECTED AT Q44_14]	[RECORD NUM 0-24]
15.	[DISPLAY ROW IF Q43_5>2]	Rear projection TV #3	[INSERT RESPONSE SELECTED AT Q44_15]	[RECORD NUM 0-24]
TOT.	[DISPLAY ROW IF Q43TOT>1]	Total # of hours per day a TV is turned on in your home:		[CALCULATE TOTAL]

Q46. [IF Q43TOT=1, DISPLAY "Is this TV set an [ENERGY STAR](#) TV set?"] [IF Q43TOT>1, DISPLAY "Are any of these TV sets [ENERGY STAR](#) TV sets?"]



		TV Set Type	TV Size	ENERGY STAR?		
				Yes	No	Not sure
1.	[DISPLAY ROW IF Q43_1>0]	Standard Tube TV [DISPLAY IF Q43_1>1, "#1"]	[INSERT RESPONSE SELECTED AT Q44_1]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	[DISPLAY ROW IF Q43_1>1]	Standard Tube TV #2	[INSERT RESPONSE SELECTED AT Q44_2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.	[DISPLAY ROW IF Q43_1>2]	Standard TV #3	[INSERT RESPONSE SELECTED AT Q44_3]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.	[DISPLAY ROW IF Q43_2>0]	LCD TV [DISPLAY IF Q43_2>1, "#1"]	[INSERT RESPONSE SELECTED AT Q44_4]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.	[DISPLAY ROW IF Q43_2>1]	LCD TV #2	[INSERT RESPONSE SELECTED AT Q44_5]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.	[DISPLAY ROW IF Q43_2>2]	LCD TV #3	[INSERT RESPONSE SELECTED AT Q44_6]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.	[DISPLAY ROW IF Q43_3>0]	LED TV [DISPLAY IF Q43_3>1, "#1"]	[INSERT RESPONSE SELECTED AT Q44_7]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8.	[DISPLAY ROW IF Q43_3>1]	LED TV #2	[INSERT RESPONSE SELECTED AT Q44_8]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9.	[DISPLAY ROW IF Q43_3>2]	LED TV #3	[INSERT RESPONSE SELECTED AT Q44_9]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10.	[DISPLAY ROW IF Q43_4>0]	Plasma TV [DISPLAY IF Q43_4>1, "#1"]	[INSERT RESPONSE SELECTED AT Q44_10]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11.	[DISPLAY ROW IF Q43_4>1]	Plasma TV #2	[INSERT RESPONSE SELECTED AT Q44_11]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12.	[DISPLAY ROW IF Q43_4>2]	Plasma TV #3	[INSERT RESPONSE SELECTED AT Q44_12]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13.	[DISPLAY ROW IF	Rear projection TV [DISPLAY	[INSERT RESPONSE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Q43_5>0]	IF Q43_5>1, "#1"]	SELECTED AT Q44_13]			
14.	[DISPLAY ROW IF Q43_5>1]	Rear projection TV #2	[INSERT RESPONSE SELECTED AT Q44_14]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15.	[DISPLAY ROW IF Q43_5>2]	Rear projection TV #3	[INSERT RESPONSE SELECTED AT Q44_15]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q47. How many desktop and laptop computers are regularly used in your home?

	Computer Type	Number of Computers
1.	Desktops	[RECORD NUM 0-5]
2.	Laptops	[RECORD NUM 0-5]
3.	Tablets	[RECORD NUM 0-5]
TOT.	Total # of computers regularly used in your home:	[CALCULATE TOTAL]

[IF Q47_1>0, ASK Q48; OTHERWISE SKIP TO FILTER BEFORE Q49]

Q48. **[IF Q47_1=1, DISPLAY "What kind of monitor does your desktop computer have?"] [IF Q47_1>1, DISPLAY "What kind of monitors do your desktop computers have?"]**

[IF Q47_1>3, DISPLAY, "When you have more than 3 desktop computers, please answer for the 3 desktop computers that are used most often."]

			Monitor Type		
			Flat panel (e.g., LCD or LED)	Non-flat panel / standard tube	Not sure
		[DISPLAY COLUMN IF Q47TOT>1]			
1.	[DISPLAY ROW IF Q47_1>0]	Desktop [DISPLAY IF Q47_1>1, "#1"]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	[DISPLAY ROW IF Q47_1>1]	Desktop #2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.	[DISPLAY ROW IF Q47_1>2]	Desktop #3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[IF Q47TOT>0, ASK Q49; OTHERWISE AUTOPUNCH Q49ATOT=0 AND Q49BTOT=0 AND THEN SKIP TO Q50]

Q49. On average, how many hours per day **[IF Q47TOT=1, DISPLAY “is this desktop turned on or is the laptop computer or tablet plugged in?”]** **[IF Q47TOT>1, DISPLAY “are each of these desktops turned on or are the laptop computers or tablets plugged in?”]** *Be sure to include time in which this/these computer(s) are asleep or in stand-by mode.*

[IF ANY Q47_1 thru Q43_3 >3, DISPLAY, “When you have more than 3 of any one computer type (desktop, laptop), answer for the 3 of that type that are used most often.”]

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

		Number of hrs per day turned on and...			
		Computer Type [DISPLAY COLUMN IF Q47TOT>1]	A. In use	B. NOT in use (in standby / sleep mode)	Total
1.	[DISPLAY ROW IF Q47_1>0]	Desktop [DISPLAY IF Q47_1>1, “#1”]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CALCULATE TOTAL 0-24]
2.	[DISPLAY ROW IF Q47_1>1]	Desktop #2	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CALCULATE TOTAL 0-24]
3.	[DISPLAY ROW IF Q47_1>2]	Desktop #3	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CALCULATE TOTAL 0-24]
4.	[DISPLAY ROW IF Q47_2>0]	Laptop [DISPLAY IF Q47_2>1, “#1”]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CALCULATE TOTAL 0-24]
5.	[DISPLAY ROW IF Q47_2>1]	Laptop #2	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CALCULATE TOTAL 0-24]
6.	[DISPLAY ROW IF Q47_2>2]	Laptop #3	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CALCULATE TOTAL 0-24]
7.	[DISPLAY ROW IF Q47_3>0]	Tablet [DISPLAY IF Q47_3>1, “#1”]	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CALCULATE TOTAL 0-24]
8.	[DISPLAY ROW IF Q47_3>1]	Tablet #2	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CALCULATE TOTAL 0-24]
9.	[DISPLAY ROW IF Q47_3>2]	Tablet #3	[RECORD NUM 0-24]	[RECORD NUM 0-24]	[CALCULATE TOTAL 0-24]
TOT.	[DISPLAY ROW IF Q47TOT>1]	Total # of hours per day a computer is turned on in your home:	[CALCULATE TOTAL]	[CALCULATE TOTAL]	Grand Total: [CALCULATE TOTAL]



Q50. [IF Q47TOT=1, DISPLAY “Is this desktop or laptop computer an [ENERGY STAR](#) computer?”] [IF Q47TOT>1, DISPLAY “Are any of these desktop or laptop computers [ENERGY STAR](#) computers?”]

		Computer Type [DISPLAY COLUMN IF Q47TOT>1]	ENERGY STAR?		
			Yes	No	Not sure
1.	[DISPLAY ROW IF Q47_1>0]	Desktop [DISPLAY IF Q47_1>1, “#1”]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	[DISPLAY ROW IF Q47_1>1]	Desktop #2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.	[DISPLAY ROW IF Q47_1>2]	Desktop #3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.	[DISPLAY ROW IF Q47_2>0]	Laptop [DISPLAY IF Q47_2>1, “#1”]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.	[DISPLAY ROW IF Q47_2>1]	Laptop #2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.	[DISPLAY ROW IF Q47_2>2]	Laptop #3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q51. How many of the following items are used in your home?

[PROGRAMMER: DEFAULT IS ZERO]

	[ROTATE LIST]	Number
1.	Cable set-top box / satellite set-top box / analog-to-digital TV converter set-top box	[RECORD NUM 0-9]
2.	Digital video recorder (TIVO, DVR)	[RECORD NUM 0-9]
3.	Stand-alone speakers and subwoofers that are part of a home theater system (not embedded in other devices like TVs or CD players)	[RECORD NUM 0-49]
4.	Gaming consoles (Xbox360, Wii, etc.)	[RECORD NUM 0-9]
5.	Medical equipment that is plugged into an electrical outlet	[RECORD NUM 0-9]
6.	Heated waterbeds	[RECORD NUM 0-9]
7.	Heated aquariums	[RECORD NUM 0-9]
8.	Air Purifier/Cleaner	[RECORD NUM 0-9]
9.	Dehumidifier	[RECORD NUM 0-9]

[IF Q51_8>0 or If Q51_9>0, ASK Q52, OTHERWISE SKIP TO Q53.]

Q52. [IF Q51_8>0, DISPLAY “Is this air purifier/air cleaner an [ENERGY STAR](#) appliance?”] [IF Q51_9>0, DISPLAY “Is this dehumidifier an [ENERGY STAR](#) appliance?”]

		ENERGY STAR?			
		Appliance	Yes	No	Not sure
1.	[DISPLAY ROW IF Q51_8>0]	Air Purifier/ Air Cleaner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	[DISPLAY ROW IF Q51_9>0]	Dehumidifier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q53. Does your home have any of the following? *Select all that apply.*

[IF Q2=2-4 OR Q3=2, DISPLAY, Please consider only those that are exclusively reserved for use by you, by others who live in your specific apartment, or by any guests to whom you choose to allow access. DO NOT consider common-access pools/spas/tubs which that can be used by any other residents within your building/community.”]

1. A swimming pool that includes a heater, filtration system, and/or pump
2. A spa / hot tub that includes a heater, filtration system, and/or jet pump
3. None of the above [EXCLUSIVE]

[IF Q53_1 OR Q53_2 SELECTED, ASK Q54; OTHERWISE SKIP TO INTRO TEXT BEFORE Q55]

Q54. You mentioned your home has [IF Q53=1, DISPLAY, “a pool”] [IF Q53=1 AND 2, DISPLAY, “and”] [IF Q53=2, DISPLAY, “a spa/hot tub”] that includes a heater, filtration system, and/or pump/jet pump. What type of fuel does [IF Q53=1 OR 2 (BUT NOT BOTH 1 AND 2), DISPLAY, “does this heater”] [IF Q53=1 AND 2, DISPLAY, “do each of the heaters”] use?

		Natural gas	Electricity	Propane (bottled gas)	Other	Not sure	My home does not have this
1.	[DISPLAY IF Q53_1=1] Swimming pool heater	<input type="radio"/>					
2.	[DISPLAY IF Q53_2=1] Spa/hot tub heater	<input type="radio"/>					

V – ENERGY-RELATED ACTIONS

The next few questions ask you about some actions you might have taken which may affect the amount of energy your home uses.

Q55. Which, if any, of the following home improvement / remodeling efforts have you or a previous **[IF S4=2, DISPLAY, “or current”]** owner made in the last 5 years? *Select all that apply.*

[IF Q2=2-4 OR Q3=2, DISPLAY, “Please answer only for your particular apartment / unit.”]

1.	Enhanced insulation of ducts	<input type="checkbox"/>
2.	Enhanced insulation of ceiling	<input type="checkbox"/>
3.	Enhanced insulation of walls	<input type="checkbox"/>
4.	Enhanced insulation of attic	<input type="checkbox"/>
5.	Enhanced insulation of the foundation	<input type="checkbox"/>
6.	Enhanced water pipe insulation	<input type="checkbox"/>
7.	Installed low-flow showerheads	<input type="checkbox"/>
8.	Installed low-flow faucet aerators	<input type="checkbox"/>
9.	Installed a furnace with a brushless permanent magnet (BPM) furnace blower motor	<input type="checkbox"/>
10.	Installed a high efficiency bathroom exhaust fan	<input type="checkbox"/>
11.	Weather stripped/caulked windows and/or doors	<input type="checkbox"/>
12.	Installed storm doors	<input type="checkbox"/>
13.	None of the above [EXCLUSIVE]	<input type="checkbox"/>

NEWQ56A. Which, if any, of the following actions are you currently taking in your home?

NEWQ56B. **[ASK ONLY FOR ITEMS NOT SELECTED IN Q56A]** You indicated that you are not currently doing the following. Please tell us if it would physically be possible for you to do the item. For example, if you do not have a clothes dryer, you could NOT use a dryer that has a sensor that turns the dryer off when the clothes are dry.

	[ROTATE 1-7]	[A] Currently doing this	[B] Could do this
1.	Use a “ Smart strip ” power strip to turn off electronic equipment when it’s not in use	<input type="checkbox"/>	<input type="checkbox"/>
2.	Unplug battery rechargers (e.g., for laptops, cell phones, MP3 players) when they are not being used	<input type="checkbox"/>	<input type="checkbox"/>
3.	Perform annual maintenance on your HVAC (heating, ventilation, or air conditioning) equipment	<input type="checkbox"/>	<input type="checkbox"/>
4.	Use a water heater insulation blanket/jacket	<input type="checkbox"/>	<input type="checkbox"/>
5.	Lower the water heater temperature to 125 degrees F	<input type="checkbox"/>	<input type="checkbox"/>
6.	Use a clothes dryer that has a sensor that turns the dryer off when the clothes are dry	<input type="checkbox"/>	<input type="checkbox"/>
7.	Regularly turn out the lights when leaving a room	<input type="checkbox"/>	<input type="checkbox"/>
8.	None of the above [EXCLUSIVE – DO NOT CARRY TO B SCREEN]	<input type="checkbox"/>	<input type="checkbox"/>

VI – UTILITY PROGRAMS

Q57. Some utilities offer rebate, low interest loan or price discount programs to encourage people to purchase highly energy efficient products such as appliances, furnaces, heat pumps, water heaters, [compact fluorescent light bulbs \(CFLs\)](#), and home insulation.

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 Q57=1 ASK Q58, OTHERWISE SKIP TO Q59]

Q58. Are you aware of any of the following programs offered by Ameren Illinois? Has your household participated in any of the following programs in the past 3 years?

	Energy Efficiency Program [RANDOMIZE]	A. Aware of program	B. Participated in the last 3 years
1.	Appliance Recycling – Room Air Conditioner	<input type="checkbox"/>	<input type="checkbox"/>
2.	Appliance Recycling – Refrigerator	<input type="checkbox"/>	<input type="checkbox"/>
3.	Appliance Recycling – Freezer	<input type="checkbox"/>	<input type="checkbox"/>
4.	Home Energy Performance (HEP)	<input type="checkbox"/>	<input type="checkbox"/>
5.	HVAC New Cooling Equipment	<input type="checkbox"/>	<input type="checkbox"/>
6.	Lighting discounts online or through a retailer	<input type="checkbox"/>	<input type="checkbox"/>
7.	ENERGY STAR New Homes Construction	<input type="checkbox"/>	<input type="checkbox"/>
8.	Appliance Rebate – Air Purifier	<input type="checkbox"/>	<input type="checkbox"/>
9.	Appliance Rebate – Dehumidifier	<input type="checkbox"/>	<input type="checkbox"/>
10.	Appliance Rebate – Room Air Conditioner	<input type="checkbox"/>	<input type="checkbox"/>
11.	Appliance Rebate – Heat Pump Water Heater	<input type="checkbox"/>	<input type="checkbox"/>
12.	Appliance Rebate – Smart Strip	<input type="checkbox"/>	<input type="checkbox"/>
13.	Appliance Rebate – Thermostat	<input type="checkbox"/>	<input type="checkbox"/>
14.	Appliance Rebate – Setback Thermostat	<input type="checkbox"/>	<input type="checkbox"/>
15.	Appliance Rebate – High Efficiency Gas Water Heater	<input type="checkbox"/>	<input type="checkbox"/>
990.	Other program(s) [SPECIFY]	<input type="checkbox"/>	<input type="checkbox"/>
998.	NONE [EXCLUSIVE]	<input type="checkbox"/>	<input type="checkbox"/>

[IF 58B SELECTED, AUTOFILL 58A AS SELECTED]

[NOTE: CANNOT RANDOMIZE THIS ONE WITHOUT SPLITTING OUT INTO TWO SCREENS]

VII – ADDITIONAL HOUSEHOLD DEMOGRAPHICS

In order to help us classify your responses, the last few questions are on your household's characteristics.

Q59. Does anyone in your household regularly telecommute or work from home during the day on **weekdays**?

1. Yes
0. No

[IF Q59=1, ASK Q60; OTHERWISE SKIP TO Q61]

Q60. On average, how many **weekdays** does anyone in your household work from home each week?

1. 1 weekday
2. 2 weekdays
3. 3 weekdays
4. 4 weekdays
5. 5 weekdays

Q61. **[IF Q59=1, DISPLAY, "Other than those that work from home or telecommute, are"] [IF Q59=0, DISPLAY, "Are"]** there any individuals in your home that regularly stay at home all or most **weekdays**?

1. Yes
0. No

[IF Q1>1, ASK Q62; OTHERWISE AUTOCODE Q62_5=1 AND SKIP TO Q63]

Q62. Of the **[INSERT (Q1 RESPONSE MINUS 1)]** individuals that currently live in your household besides yourself, how many are children younger than 18 years old? *Select all that apply.*

1. Birth to 2 years old **[RECORD NUMBER 0-10]**
2. 3 to 6 years old **[RECORD NUMBER 0-10]**
3. 7 to 12 years old **[RECORD NUMBER 0-10]**
4. 13 to 17 years old **[RECORD NUMBER 0-10]**
5. There are no children younger than 18 years old in my household. **[EXCLUSIVE]**
[TOTAL OF Q62_1 through Q62_4 MUST BE LESS THAN (Q1 RESPONSE MINUS 1)]

Q63. Which of the following best characterizes the city / town / community in which you live?

1. Urban
2. Suburban
3. Rural

Q64. What is your gender?

1. Male
2. Female

Q65. What is the highest level of education you have completed?

1. Less than a high school degree
2. High school degree
3. Technical/trade school program
4. Associates degree or some college
5. Bachelors degree
6. Graduate / professional degree, e.g., J.D., MBA, MD, etc.
7. Professional certification, e.g., CPA, CNP, etc.

Q66. What is your current work status?

1. Employed full-time
2. Employed part-time
3. Not currently employed
4. Retired
990. Other **[SPECIFY]**

Q67. Which of the following categories includes your household's total annual income before taxes in 2011?
Please include the income of **all** people living in your home in this figure.

1. Less than \$60,000
2. \$60,000 or more

Q68. Which of the following categories includes your household's total annual income before taxes in 2011?
Please include the income of **all** people living in your home in this figure.

[IF Q67=1, DISPLAY OPTIONS 1-7 AND 13; IF Q67=2, DISPLAY OPTIONS 8-13]

1. Less than \$10,000
2. \$10,000 – \$14,999
3. \$15,000 – \$19,999
4. \$20,000 – \$29,999
5. \$30,000 – \$39,999
6. \$40,000 – \$49,999
7. \$50,000 – \$59,999
8. \$60,000 – \$74,999
9. \$75,000 – \$99,999
10. \$100,000 – \$124,999
11. \$125,000 – \$149,999
12. \$150,000 or more
13. Prefer not to say

Q69. How many vehicles are used in your household?
By 'vehicles' we mean cars, trucks and SUV's.

1. One
2. Two
3. Three
4. Four or more
0. None

[If Q69=1-4, ASK Q70, OTHERWISE SKIP to Q72]

Q70. What type of vehicle do you drive?

		Conventional gasoline	Natural gas	Diesel	HEV - A hybrid using gas & an electric battery as fuel (Prius, etc.)	PHEV - Hybrid using gas and a plug-in rechargeable battery (Chevy Volt, etc.)	BEV - All electric (Tesla, Leaf, etc.)	Other
1.	[DISPLAY IF Q69=1-4] Car #1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	[DISPLAY IF Q69=2-4] Car #2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.	[DISPLAY IF Q69=3-4] Car #3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.	[DISPLAY IF Q69=4-4] Car #4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q71. What type of car are you considering for your next purchase? *Select the one you are most likely going to purchase.*

1. Conventional gasoline
2. Diesel
3. Natural gas
4. Gas/electric hybrid, such as a Prius
5. Plug-in electric, such as a Volt
6. All electric vehicle, such as the Leaf or Tesla
7. Other (please specify)
8. Not sure / Not considering a purchase at this time

Q72. Which of the following best describes your race or ethnic background?

1. White, Caucasian
2. Black, African American, Caribbean American
3. American Indian (Native American), Alaska Native
4. Asian
6. Hispanic, Latino
5. Native Hawaiian, Pacific Islander
990. Other **[SPECIFY]**
7. Prefer not to say

VIII - CONCLUSION

[INCENTIVE NAME/ADDRESS COLLECTION SCREEN]

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

Please click 'Continue' to proceed to the payment screen.

C0. Please indicate which of the following you would prefer:

4. Please email me a \$10 Amazon Gift Card
5. I would prefer to have a \$10 check mailed to me
6. I would like to decline and not receive an incentive

[IF C0=1, ASK C1; IF C0=2, ASK C2; IF C0=3, ASK C0A]

COA. You have indicated that you do NOT want to receive your \$10 payment. Is that correct?

3. Yes
4. No

[IF YES, GO TO THANK YOU SCREEN; IF NO, RE-ASK C0]

C1. So that we may mail your incentive to you, please provide your name and address below.

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

C1. So that we may email your incentive to you, please provide your email address below.

[RECORD EMAIL ADDRESS –VALIDATE FOR FORMAT]

[INCENTIVE NAME/ADDRESS VERIFICATION SCREEN]

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

[DISPLAY ALL NAME AND ADDRESS OR EMAIL INFORMATION COLLECTED]

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]

[IF CHOOSE TO RECEIVE AN INCENTIVE, DISPLAY:]

You have successfully submitted the information we need so we can send you your \$10 thank you gift. Your check or gift card will be issued within 4-6 weeks to the address or email address you provided. Thank you and have a nice day!

If you would like information on how your household can save money on energy bills, please visit Ameren Illinois at www.actonenergy.com

[IF CHOOSE NOT TO RECEIVE AN INCENTIVE, DISPLAY:]

Thank you for taking the time to answer our survey questions. Have a nice day!

If you would like information on how your household can save money on energy bills, please visit Ameren Illinois at www.actonenergy.com

SURVEY CLOSED MESSAGE

We truly 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.

If you would like information on how your home can save money on your energy bills, please visit us at <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]

Word / Phrase	Definitions										
Air-source heat pump	A single system that draws in outside air to use in both heating and cooling your home										
Attic fan	A ventilation fan which regulates the heat level of a home's attic by exhausting hot air. Unlike a whole-house fan , which removes heat from the entire home, an attic fan <i>only removes heat from the attic area</i> of the home.										
Central boiler with hot water/steam radiators or baseboards in individual rooms	A furnace that sends either hot water or steam to individual room radiators or baseboards to heat your home										
Combination refrigerator / freezer units	Units that contain both a refrigerator and a freezer. This kind of unit comes in multiple configurations, such as:										
	<table border="1"> <thead> <tr> <th>Unit Type</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>Side-by-side freezer refrigerator</td> <td> The freezer and refrigerator sections are adjacent to one another, allowing portions of both sections to appear at eye-level.</td> </tr> <tr> <td>Top-mount freezer refrigerator</td> <td> The freezer section of the unit appears at eye level, mounted <u>above</u> the refrigerator section.</td> </tr> <tr> <td>Traditional bottom-mount freezer refrigerator</td> <td> The freezer section of the unit is mounted <u>below</u> the refrigerator section of the unit, allowing the refrigerator section to be at eye-level. Sometimes the freezer consists of one or more pull-out freezer drawers.</td> </tr> <tr> <td>French door bottom-mount freezer refrigerator</td> <td> The refrigerator section of the unit has <u>dual / twin doors</u>. The freezer section of the unit is mounted <u>below</u> the refrigerator section of the unit, allowing the refrigerator section to be more at eye-level. The freezer consists of one or more pull-out freezer drawers.</td> </tr> </tbody> </table>	Unit Type	Description	Side-by-side freezer refrigerator	 The freezer and refrigerator sections are adjacent to one another, allowing portions of both sections to appear at eye-level.	Top-mount freezer refrigerator	 The freezer section of the unit appears at eye level, mounted <u>above</u> the refrigerator section.	Traditional bottom-mount freezer refrigerator	 The freezer section of the unit is mounted <u>below</u> the refrigerator section of the unit, allowing the refrigerator section to be at eye-level. Sometimes the freezer consists of one or more pull-out freezer drawers.	French door bottom-mount freezer refrigerator	 The refrigerator section of the unit has <u>dual / twin doors</u> . The freezer section of the unit is mounted <u>below</u> the refrigerator section of the unit, allowing the refrigerator section to be more at eye-level. The freezer consists of one or more pull-out freezer drawers.
	Unit Type	Description									
	Side-by-side freezer refrigerator	 The freezer and refrigerator sections are adjacent to one another, allowing portions of both sections to appear at eye-level.									
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French door bottom-mount freezer refrigerator	 The refrigerator section of the unit has <u>dual / twin doors</u> . The freezer section of the unit is mounted <u>below</u> the refrigerator section of the unit, allowing the refrigerator section to be more at eye-level. The freezer consists of one or more pull-out freezer drawers.										

Compact fluorescent lamp (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 shape for a light bulb									
Conventional bulb / Incandescent lamp	A traditional screw-in light bulb that may range from 15 – 100 watts or more									
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)	T5 lamps are high-efficiency fluorescent tubes. T5 lamps further increase efficiency from T8 fluorescent tubes by reducing the lamp diameter to 5/8”.									
Conventional water heater with storage tank	A traditional water heater that heats a tank of hot water, and keeps that tank of water hot at all times. Most tanks range from 30-80 gallons in size.									
Dimming switches	Light switches that can work to dim lights, rather than simply turning them on and off									
Double pane windows or better	Window systems that have two or more layers of glass with an insulating layer of air (or special gas) added between the glass layers									
Dusk-to-dawn sensors	Electronic devices that use a light sensor (photocell) to automatically turn on outside lights at dusk and turn them off at dawn									
Electric baseboard or electric coil radiant heating	Devices that use electricity directly to produce heat for your home from baseboards or under-floor heating.									
ENERGY STAR	A label for some new appliances that indicate that the appliance meets the standards for high efficiency appliances									
Freezer-only units	<p>Units that function only as freezers (i.e., do NOT function as refrigerators).</p> <p>This kind of unit comes in multiple configurations, such as:</p> <table border="1" data-bbox="609 1297 1438 1633"> <thead> <tr> <th colspan="2">Unit Type</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>Chest freezer</td> <td></td> <td>A freezer unit that <u>opens from the top</u> and often contains storage baskets.</td> </tr> <tr> <td>Upright freezer</td> <td></td> <td>A freezer unit that <u>opens from the front</u> and contains shelf storage.</td> </tr> </tbody> </table>	Unit Type		Description	Chest freezer		A freezer unit that <u>opens from the top</u> and often contains storage baskets.	Upright freezer		A freezer unit that <u>opens from the front</u> and contains shelf storage.
Unit Type		Description								
Chest freezer		A freezer unit that <u>opens from the top</u> and often contains storage baskets.								
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Geothermal heat pump	A single system that uses water or fluid that circulates through underground piping to provide both heating and cooling for your home									
Halogen lamp	A type of lamp which uses filaments like a traditional incandescent bulb , but is also filled with inert gas and a small amount of halogen. Compared to traditional incandescent bulbs , halogen lamps get hotter, give off light of a brighter / whiter quality, and have a longer life span.									

Heat pump water heater	A system that uses a refrigeration cycle in reverse to draw heat out of the surrounding air to provide hot water in a traditional water heater storage tank									
H.I.D. lamp (mercury vapor, metal halide, sodium vapor)	High power outside lights with special bulbs that are typically only used for outside lighting									
LED lamp	A “light emitting diode” lamp is an electronic form of lighting that does not use filaments like traditional incandescent bulbs , but instead, uses solid state electronics.									
Low voltage lighting	Low power lights (often used under counters or in other similar situations) that use a much lower wattage than do most traditional incandescent lights									
Motion detectors	Electronic devices that are used to control lights in a room so that when someone is moving in a room, the lights are on, but when there is no motion in the room for several minutes, the lights are turned off									
Occupancy sensors	Electronic devices that are used to control lights in a room so that when someone is present the lights are on, but where there is no one in the room for several minutes, the lights are turned off									
Refrigerator-only units	<p>Units that have only a refrigerator function (i.e., do NOT have a freezer function). They are much less common than freezer-only units.</p> <p>This kind of unit, which is sometimes called a freezerless refrigerator, comes in multiple configurations, such as:</p> <table border="1" data-bbox="609 919 1429 1302"> <thead> <tr> <th colspan="2">Unit Type</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>Chest refrigerator</td> <td></td> <td>An all-refrigerator unit that <u>opens from the top</u> and often contains storage baskets.</td> </tr> <tr> <td>Upright refrigerator</td> <td></td> <td>An all-refrigerator unit that <u>opens from the front</u> and contains shelf storage.</td> </tr> </tbody> </table>	Unit Type		Description	Chest refrigerator		An all-refrigerator unit that <u>opens from the top</u> and often contains storage baskets.	Upright refrigerator		An all-refrigerator unit that <u>opens from the front</u> and contains shelf storage.
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Chest refrigerator		An all-refrigerator unit that <u>opens from the top</u> and often contains storage baskets.								
Upright refrigerator		An all-refrigerator unit that <u>opens from the front</u> and contains shelf storage.								
Single pane windows	Traditional windows that have only a single pane of glass, without any insulating layer of air, or anything else inserted inside the glass. Note that single pane windows may have reflective film or other additions applied to the single layer of glass.									
Smart strip	Controlled Power Strips (or Smart Strips) which are multi-plug power strips with the ability to automatically disconnect specific connected loads depending upon the power draw of a “control” load, also plugged into the strip. For example, if a desktop computer is the control load, when it shuts down it might also disconnect an associated monitor, printer, and scanner, thereby reducing standby power loads. The same can be true for a television controlling a DVD, DVR, and audio system. Uncontrolled outlets are also provided on the strip that are not affected by the control device and so are always providing power to any device plugged into it.									
Tankless (instantaneous/on demand) water heater	A water heater that only heats water for delivery to your home when you ask for it by using hot water. These systems do not keep a tank of water hot at all times.									

Timers	Timers are typically used to control lights, turning them on and off at specific times of the day
Tubular fluorescent lamp	Traditional fluorescent lights are generally tubes of 3 or more feet in length and are installed in special fixtures made specifically for these tubes
Wall furnace	A furnace that works “through the wall,” meaning that it is a box that draws air directly from the outside and then warms it before sending the resulting warm air into a room.
Whole-house fan	A ventilation fan mounted in the ceiling of a central part of a home that <u>removes heat from the <i>entire</i> home</u> . It does this by first drawing that heat from the living areas of the home into the home’s attic, and then pushing the heat trapped in the attic to the outside through vents. Unlike an attic fan , which only removes heat from a home’s attic, a whole-house fan removes heat from the entire home.

BUSINESS PROGRAM INTEREST SURVEY QUESTIONNAIRE



Ameren Illinois DSM Market Potential – Program Interest Questionnaire SMB
FINAL 7/26/2012

QUALIFYING CRITERIA AND QUOTAS

Qualifying Criteria

- The respondent must be knowledgeable about decision-making about energy issues for the business at the specified location
 - Utility bills must be paid for that location
-

Hard Quotas

Total: n=700

Additional sample groups to monitor during fielding

- MAIN QUOTA VARIABLE IS 'Usage-Segment-Stratum'

RESPONDENT IDENTIFICATION / VERIFICATION

Welcome. This survey is sponsored by Ameren Illinois.

[PROGRAMMER: INCLUDE AMEREN ILLINOIS LOGO]

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: AmerenSurveyHelp@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 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.

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)}

Traditional Office-Based Business [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"/>
Retail [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"/>
Grocery [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"/>
Restaurant / Food Service [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"/>
Warehouse [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"/>
School [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"/>
College, University or Trade School [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 [SPECIFY]	<input type="radio"/>
Health Care [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 [DO NOT DISPLAY FOR S8=15 FOLLOWUP]	<input type="radio"/>
81. Veterinary hospital	<input type="radio"/>
82. Other hospital [SPECIFY] [DO NOT DISPLAY FOR S8=15 FOLLOWUP]	<input type="radio"/>
83. Urgent care center	<input type="radio"/>
84. Other health care facility [SPECIFY]	<input type="radio"/>
Nursing Home / Assisted Living [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 [SPECIFY]	<input type="radio"/>
Lodging / Housing [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 [SPECIFY]	<input type="radio"/>
Not-For-Profit Housing [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 [SPECIFY]	<input type="radio"/>
Entertainment / Recreation [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 [SPECIFY]	<input type="radio"/>
Public Assembly [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 [SPECIFY]	<input type="radio"/>
Worship [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 [SPECIFY]	<input type="radio"/>
Manufacturing / Production / Processing [IF S8=16 OR 990, DISPLAY CODES 67-79] [DO NOT DISPLAY FOR S8=15 FOLLOWUP]	
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 [SPECIFY]	<input type="radio"/>
Something else [IF S8=15 OR 990, DISPLAY CODE 80]	
80. Something else [SPECIFY]	<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

[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.	Air-source heat pump	<input type="checkbox"/>	<input type="checkbox"/>
7.	Geothermal heat pump	<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	[RECORD NUMBER 0-99]
2. Freezer, units	[RECORD NUMBER 0-99]
3. Refrigerator, walk-in	[RECORD NUMBER 0-99]
4. Freezer, walk-in	[RECORD NUMBER 0-99]

[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 cost savings your organization might see	<input type="radio"/>
2. Any positive effects on the environment 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.

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

[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?

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

[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				
3 Year Payback Period														
Cooling System Equipment														
[ASK IF Q8=2-5,7] 1. Purchase a higher than standard efficiency central / packaged air conditioner or chiller unit	<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 fans on chiller units	<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 Economizer	<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 variable speed drives on chiller pumps	<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"/>
Heating System Equipment														
[ASK IF S14_1] 5. Purchase a higher than standard efficiency primary heating system	<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"/>
Refrigeration Equipment														
[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"/>

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

Not At All Likely To Do This											Extremely Likely to Do This
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?

Not At All Likely To Do This											Extremely Likely to Do This
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?

Not At All Likely To Do This											Extremely Likely to Do This
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				
3 Year Payback Period														
Building Level														
1. Install an Energy Management System that is designed to optimize the performance of all your energy using systems														
HVAC Equipment														
2. Add controls to your ventilation system to enable variable – rather than constant – air volumes	<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"/>
Lighting Equipment														
4. Install occupancy / motion sensors 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 daylighting sensors 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"/>
Swimming Pool Equipment [DISPLAY THIS SECTION IF Q13=2-5]														
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"/>
Building Exterior														
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.

Not At All Likely To Do This											Extremely Likely to Do This
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?

Not At All Likely To Do This											Extremely Likely to Do This
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?

Not At All Likely To Do This											Extremely Likely to Do This
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				
3 Year Payback Period														
Office Equipment														
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"/>
Water Heating Equipment [DISPLAY THIS SECTION IF Q9=2-8]														
3. Install " <u>low flow</u> " <u>nozzles or faucet aerators</u> 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 <u>pre-rinse spray valve on any dishwashers</u> , which would reduce hot water use														
HVAC System [DISPLAY THIS SECTION IF Q8 NE 9]														
[ASK IF Q8=2-5,7] 5. Perform regular, <u>professional maintenance</u> on your <u>cooling system</u> 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"/>
[ASK IF Q8=1,3-4] 6. Perform regular, <u>professional maintenance</u> on your <u>heating system</u> 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														
Building Exterior														
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"/>
Lighting System														
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.

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

[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?

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

[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?

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

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

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.”]

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.

If you would like information on how your business can save money on energy bills, please visit Ameren Illinois at 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®	 A label for some new appliances that indicates the appliance meets the standards for high efficiency appliances
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: AmerenIllinoissurveyhelp@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}

Traditional Office-Based Business [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 [SPECIFY]	<input type="radio"/>
Retail [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 [SPECIFY]	<input type="radio"/>
Grocery [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 [SPECIFY]	<input type="radio"/>
Restaurant / Food Service [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 [SPECIFY]	<input type="radio"/>
Warehouse [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 [SPECIFY]	<input type="radio"/>
School [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 [SPECIFY]	<input type="radio"/>
College, University or Trade School [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 [SPECIFY]	<input type="radio"/>
Health Care [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 [SPECIFY]	<input type="radio"/>
83. Urgent care center	<input type="radio"/>
84. Other health care facility [SPECIFY]	<input type="radio"/>
Nursing Home / Assisted Living [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 [SPECIFY]	<input type="radio"/>
Lodging [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 [SPECIFY]	<input type="radio"/>
Not-For-Profit Housing [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 [SPECIFY]	<input type="radio"/>
Entertainment / Recreation [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 [SPECIFY]	<input type="radio"/>

Public Assembly [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"/>
Worship [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"/>
Manufacturing / Production / Processing [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"/>
Something else [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.

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]?	<input type="radio"/>	<input type="radio"/>

RESPONSE] to Saturday at [INSERT Q8_5B RESPONSE]?		
[DISPLAY IF Q8_6B<Q8_6A] 6. Is it correct that you are open from Saturday at [INSERT Q8_6A RESPONSE] to Sunday at [INSERT Q8_6B RESPONSE]?	<input type="radio"/>	<input type="radio"/>
[DISPLAY IF Q8_7B<Q8_7A] 7. Is it correct that you are open from Sunday at [INSERT Q8_7A RESPONSE] to Monday 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%

Business Activity	Percentage of space
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]%
TOT. Total	[CALCULATE TOTAL]%

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