

Customer Adoption Factors

Table C-20 Industrial Customer Adoption Rates – Natural Gas Equipment Measures, Maximum Achievable Case

End Use	Technology	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Heating	Furnace	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%
Heating	Boiler	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%
Heating	Process Boiler	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%
Heating	Unit Heater	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%
Process	Process Heating	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%
Process	Process Cooling	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%
Process	Other Process	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%
Miscellaneous	Miscellaneous	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%

Table C-21 Industrial Customer Adoption Rates – Electric Equipment Measures, Realistic Achievable Case

End Use	Technology	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Cooling	Air-Cooled Chiller	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Cooling	Water-Cooled Chiller	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Cooling	RTU	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Cooling	Air-Source Heat Pump	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Cooling	Geothermal Heat Pump	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Heating	Electric Furnace	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Heating	Electric Room Heat	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Heating	Air-Source Heat Pump	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Heating	Geothermal Heat Pump	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Ventilation	Ventilation	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Interior Lighting	Screw-in	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Interior Lighting	Linear Lighting	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Interior Lighting	High-Bay Fixtures	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Exterior Lighting	Screw-in	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Exterior Lighting	Area Lighting	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Exterior Lighting	Linear Lighting	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Process	Process Heating	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Process	Process Cooling	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Process	Process Refrigeration	37%	37%	38%	38%	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%
Process	Process Electrochemical	37%	37%	38%	38%	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%

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Process	Process Other	37%	37%	38%	38%	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%
Motors	Pumps	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Motors	Fans & Blowers	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Motors	Compressed Air	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Motors	Conveyors	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Motors	Other Motors	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Miscellaneous	Miscellaneous	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%

Table C-22 Industrial Customer Adoption Rates – Natural Gas Equipment Measures, Realistic Achievable Case

End Use	Technology	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Heating	Furnace	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Heating	Boiler	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Heating	Process Boiler	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Heating	Unit Heater	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Process	Process Heating	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Process	Process Cooling	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Process	Other Process	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Miscellaneous	Miscellaneous	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%

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Table C-23 Industrial Customer Adoption Rates – Non-Equipment Measures, Maximum Achievable Case

Measure	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Insulation - Ceiling	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%
Insulation - Ducting	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%
Insulation - Wall Cavity	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%
HVAC - Duct Repair and Sealing	59%	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%
Cool Roofs	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%
Chiller - VSD on Fans	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%	77%	78%	78%	79%	79%	80%	80%	81%	81%	82%
Chiller - Chilled Water Reset	79%	80%	80%	81%	81%	82%	82%	83%	83%	84%	84%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%
Chiller - Chilled Water Variable-Flow System	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%	77%	78%	78%	79%	79%	80%	80%	81%	81%	82%
HVAC - Economizer	79%	80%	80%	81%	81%	82%	82%	83%	83%	84%	84%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%
Gas Boiler - Maintenance	53%	53%	54%	54%	55%	55%	56%	56%	57%	57%	58%	58%	59%	59%	60%	60%	61%	61%	62%	62%	63%	63%
Gas Furnace - Maintenance	53%	53%	54%	54%	55%	55%	56%	56%	57%	57%	58%	58%	59%	59%	60%	60%	61%	61%	62%	62%	63%	63%
Gas Boiler - Hot Water Reset	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%
Steam Trap Maintenance	53%	53%	54%	54%	55%	55%	56%	56%	57%	57%	58%	58%	59%	59%	60%	60%	61%	61%	62%	62%	63%	63%
Gas Boiler - O2 Trim	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%
Gas Boiler - Parallel Positioning Control	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%
Gas Boiler - Stack Economizer	79%	80%	80%	81%	81%	82%	82%	83%	83%	84%	84%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%	85%
Gas Boiler - Insulate Steam Lines/Condensate Tank	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%
Ventilation - Variable Speed Control	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%
Ventilation - Notched V-Belts	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
RTU - Maintenance	59%	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%
Interior Lighting - Daylighting Controls	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%	77%	78%	78%	79%	79%	80%
Interior Lighting - LED Exit Lighting	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%
Interior Lighting - Occupancy Sensors	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%	77%	78%	78%	79%	79%	80%
Interior Lighting - Timeclocks and Timers	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%	77%	78%	78%	79%	79%	80%
Interior Lighting - Skylights	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%	77%	78%	78%	79%	79%	80%
Interior Fluorescent - Bi-Level Fixture	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%	77%	78%	78%	79%	79%	80%
Interior Fluorescent - Delamp and Install Reflectors	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%
Exterior Lighting - Bi-Level Fixture	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%	77%	78%	78%	79%	79%	80%
Exterior Lighting - Enhanced Controls	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%	77%	78%	78%	79%	79%	80%
Exterior Lighting - Photovoltaic Installation	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%	77%	78%	78%	79%	79%	80%
Thermostat - Programmable/Interactive	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%	77%	78%	78%	79%	79%
Destratification Fans (HVLS)	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%

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Process - Conductivity Controls	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Process - Controls on Fume Hoods	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Process - Timers and Controls	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Refrigeration - Floating Head Pressure	57%	57%	58%	58%	59%	59%	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%
Refrigeration - System Optimization	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%	77%	78%	78%
Pumping System - Equipment Upgrade	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Pumping System - System Optimization	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Pumping System - Variable Speed Drive	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%
Fan System - Equipment Upgrade	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Fan System - Flow Optimization	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Fan System - Variable Speed Drive	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%
Compressed Air - Equipment Upgrade	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Compressed Air - System Controls	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Compressed Air - Leak Management Program	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Compressed Air - Variable Speed Drive	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%
Compressed Air - Low Pressure-Drop Filters	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Compressed Air - Zero-Loss Condensate Drain	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Compressed Air - Engineered Nozzles	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Motors - Green Rewind	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Agriculture - Engine Block Timer	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Agriculture - High Speed Fans	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%
Agriculture - Live Stock Waterer	60%	60%	61%	61%	62%	62%	63%	63%	64%	64%	65%	65%	66%	66%	67%	67%	68%	68%	69%	69%	70%	70%

Table C-24 Industrial Customer Adoption Rates – Non-Equipment Measures, Realistic Achievable Case

Measure	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Insulation - Ceiling	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%
Insulation - Ducting	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%
Insulation - Wall Cavity	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%
HVAC - Duct Repair and Sealing	38%	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%
Cool Roofs	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%
Chiller - VSD on Fans	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%	54%	54%	55%	55%	56%	56%	57%
Chiller - Chilled Water Reset	51%	52%	52%	53%	53%	54%	54%	55%	55%	56%	56%	57%	57%	58%	58%	59%	59%	60%	60%	61%	61%	62%
Chiller - Chilled Water Variable-Flow System	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%	54%	54%	55%	55%	56%	56%	57%

Customer Adoption Factors

HVAC - Economizer	51%	52%	52%	53%	53%	54%	54%	55%	55%	56%	56%	57%	57%	58%	58%	59%	59%	60%	60%	61%	61%	62%
Gas Boiler - Maintenance	34%	35%	35%	36%	36%	37%	37%	38%	38%	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%
Gas Furnace - Maintenance	34%	35%	35%	36%	36%	37%	37%	38%	38%	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%
Gas Boiler - Hot Water Reset	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Steam Trap Maintenance	34%	35%	35%	36%	36%	37%	37%	38%	38%	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%
Gas Boiler - O2 Trim	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Gas Boiler - Parallel Positioning Control	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Gas Boiler - Stack Economizer	51%	52%	52%	53%	53%	54%	54%	55%	55%	56%	56%	57%	57%	58%	58%	59%	59%	60%	60%	61%	61%	62%
Gas Boiler - Insulate Steam Lines/Condensate Tank	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%
Ventilation - Variable Speed Control	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%
Ventilation - Notched V-Belts	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
RTU - Maintenance	38%	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%
Interior Lighting - Daylighting Controls	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%	54%	54%	55%	55%
Interior Lighting - LED Exit Lighting	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Interior Lighting - Occupancy Sensors	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%	54%	54%	55%	55%
Interior Lighting - Timers and Controls	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%	54%	54%	55%	55%
Interior Lighting - Skylights	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%	54%	54%	55%	55%
Interior Fluorescent - Bi-Level Fixture	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%	54%	54%	55%	55%
Interior Fluorescent - Delamp and Install Reflectors	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Exterior Lighting - Bi-Level Fixture	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%	54%	54%	55%	55%
Exterior Lighting - Enhanced Controls	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%	54%	54%	55%	55%
Exterior Lighting - Photovoltaic Installation	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%	54%	54%	55%	55%
Thermostat - Programmable/Interactive	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%	54%	54%	55%
Destratification Fans (HVLS)	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%
Process - Conductivity Controls	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Process - Controls on Fume Hoods	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Process - Timers and Controls	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Refrigeration - Floating Head Pressure	37%	37%	38%	38%	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%
Refrigeration - System Optimization	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%	54%	54%
Pumping System - Equipment Upgrade	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Pumping System - System Optimization	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Pumping System - Variable Speed Drive	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%
Fan System - Equipment Upgrade	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Fan System - Flow Optimization	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%

Customer Adoption Factors

Fan System - Variable Speed Drive	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%
Compressed Air - Equipment Upgrade	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Compressed Air - System Controls	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Compressed Air - Leak Management Program	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Compressed Air - Variable Speed Drive	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%
Compressed Air - Low Pressure-Drop Filters	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Compressed Air - Zero-Loss Condensate Drain	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Compressed Air - Engineered Nozzles	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Motors - Green Rewind	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Agriculture - Engine Block Timer	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Agriculture - High Speed Fans	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%
Agriculture - Live Stock Waterer	39%	39%	40%	40%	41%	41%	42%	42%	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%

Customer Adoption Factors

Table C-25 Street Lighting Customer Adoption Rates – Equipment Measures, Maximum Achievable Case

Segment	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Company <200W	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%
Company 200-299W	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%
Company 300-400W	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%
Customer <200W	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%
Customer 200-299W	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%
Customer 300-400W	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%
Customer >400W	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%

Table C-26 Street Lighting Customer Adoption Rates – Equipment Measures, Realistic Achievable Case

Segment	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Company <200W	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Company 200-299W	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Company 300-400W	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Customer <200W	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Customer 200-299W	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Customer 300-400W	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Customer >400W	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%

Table C-27 Street Lighting Customer Adoption Rates – Non-Equipment Measures, Maximum Achievable Case

Segment	Measure	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Company <200W	Smart Dimming Controller	33%	33%	34%	34%	34%	34%	35%	35%	35%	35%	36%	36%	36%	36%	37%	37%	37%	37%	38%	38%	38%	38%
Company 200-299W	Smart Dimming Controller	33%	33%	34%	34%	34%	34%	35%	35%	35%	35%	36%	36%	36%	36%	37%	37%	37%	37%	38%	38%	38%	38%
Company 300-400W	Smart Dimming Controller	33%	33%	34%	34%	34%	34%	35%	35%	35%	35%	36%	36%	36%	36%	37%	37%	37%	37%	38%	38%	38%	38%
Customer <200W	Smart Dimming Controller	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%
Customer 200-299W	Smart Dimming Controller	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%
Customer 300-400W	Smart Dimming Controller	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%
Customer >400W	Smart Dimming Controller	66%	67%	67%	68%	68%	69%	69%	70%	70%	71%	71%	72%	72%	73%	73%	74%	74%	75%	75%	76%	76%	77%

Table C-28 Street Lighting Customer Adoption Rates – Non-Equipment Measures, Realistic Achievable Case

Segment	Measure	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Company <200W	Smart Dimming Controller	21%	22%	22%	22%	22%	23%	23%	23%	23%	24%	24%	24%	24%	25%	25%	25%	25%	26%	26%	26%	26%	27%
Company 200-299W	Smart Dimming Controller	21%	22%	22%	22%	22%	23%	23%	23%	23%	24%	24%	24%	24%	25%	25%	25%	25%	26%	26%	26%	26%	27%
Company 300-400W	Smart Dimming Controller	21%	22%	22%	22%	22%	23%	23%	23%	23%	24%	24%	24%	24%	25%	25%	25%	25%	26%	26%	26%	26%	27%
Customer <200W	Smart Dimming Controller	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Customer 200-299W	Smart Dimming Controller	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Customer 300-400W	Smart Dimming Controller	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%
Customer >400W	Smart Dimming Controller	43%	43%	44%	44%	45%	45%	46%	46%	47%	47%	48%	48%	49%	49%	50%	50%	51%	51%	52%	52%	53%	53%

Residential Market Research Questionnaire

Ameren Illinois Market Potential Questionnaire RESIDENTIAL
[POST TESTING CHANGES HIGHLIGHTED IN BLUE]

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

Hard Quotas

Total: n=800

Soft Quotas

TBD

RESPONDENT IDENTIFICATION / VERIFICATION

Welcome. This survey is sponsored by Ameren Illinois.



Survey results will be collected and summarized by the American Institute of Consumer Studies, 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 the American Institute of Consumer Studies 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 any questions about the legitimacy of this research, please call Ameren Illinois at **800-755-5000**.

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, we will send a \$20 Thank You payment to the first 800 people who complete the survey.

You will first be asked a few questions to make sure your household qualifies to complete the full survey.

Note: If you need to pause the survey at any time, you can come back later to 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 pop-up box with definition when you mouse-over that word or phrase.

Please click "Next" to begin.

RESPONDENT SCREENING

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 [READ IN ADDRESS FROM SAMPLE].

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** [TERMINATE AFTER S4]

PROGRAMMER NOTE: IF S1=2 SKIP TO R1 AND THEN TERMINATE. IF S1=1 OR 3, ASK S1a; IF S1=4 TERMINATE AFTER S4.

S1a. All of our questions will relate to the survey address shown on your invitation postcard and below.



Any reference to "your home," here and throughout the rest of this survey, will refer specifically to the residence at [READ IN ADDRESS FROM SAMPLE].

Is this your home or residence?

1. Yes
2. No

PROGRAMMER NOTE: IF S1a=2, CONTINUE, BUT TERMINATE AFTER S4.

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

1. Less than 18 years old [TERMINATE AFTER S4]
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65 or more years old

PROGRAMMER NOTE: IF S2=2-7, ASK S2a; OTHERWISE TERMINATE AFTER S4.

S2a. Do you, or does anyone else in your household work for a gas or electric utility company?

1. Yes [TERMINATE AFTER S4]
2. No

PROGRAMMER NOTE: IF S2A=1, TERMINATE AFTER S4.

S2b. Which of the following best describes your situation?
You are . . . ?

1. The homeowner and live here
2. Tenant and live here
3. Landlord and live here
4. A landlord and live elsewhere
5. Something else (Please specify _____)

S3. Which of the following best describes how your household is billed for electricity?

1. My household is billed directly by Ameren Illinois for the electricity we use
2. My household is NOT billed directly by Ameren Illinois for the electricity we use; the cost of our electricity is included in our rent, or is paid by someone else
3. My household is served by another utility; not Ameren Illinois
4. **Don't know** [TERMINATE AFTER S4]

PROGRAMMER NOTE: IF S3=4, TERMINATE AFTER S4.

S3b. Which of the following best describes how your household is billed for natural gas?

1. My household is billed directly by Ameren Illinois for the natural gas we use
2. My household is NOT billed directly by Ameren Illinois for the natural gas we use; the cost of our natural gas is included in our rent, or is paid by someone else
3. My household is served by another utility; not Ameren Illinois
4. **Don't know** [TERMINATE AFTER S4]

PROGRAMMER NOTE: IF S3B=4, TERMINATE AFTER S4.

PROGRAMMER NOTE: IF S3=2 OR 3 AND S3b=2 OR 3, TERMINATE AFTER S4.

S4. 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. Clothes washer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Clothes dryer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. Pump for a swimming pool or hot tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H. Heater for a swimming pool or hot tub	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRAMMER NOTE: TERMINATE HERE IF DISQUALIFIED OR OVER-QUOTA AND GO TO TERMINATE LANGUAGE; OTHERWISE CONTINUE.

S5. What is the main fuel type used for each of the purposes listed below?

	Main Fuel Type					
	1. Electricity	2. Natural gas (piped gas)	3. Propane	4. Something else [SPECIFY]	5. Not sure	6. Not applicabl e
[PROGRAMMER: ONLY DISPLAY THIS OPTION IF S4_A=1] 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"/>
[PROGRAMMER: ONLY DISPLAY THIS OPTION IF S4_C=1] 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"/>
[PROGRAMMER: ONLY DISPLAY THIS OPTION IF S4_D=1] 3. Cooking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[PROGRAMMER: ONLY DISPLAY THIS OPTION IF S4_E=1] 4. Clothes dryer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PROGRAMMER NOTE: IF S4_B=1, CONTINUE, OTHERWISE SKIP TO INSTRUCTION BEFORE S8.

- S6. 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.*
01. Central air conditioner
 02. One or more room air conditioners
 03. [Air-source heat pump](#)
 04. [Geothermal heat pump](#)
 05. [Whole-house fan or attic fan](#)
 06. One or more portable dehumidifiers
 07. One or more ceiling fans
 08. One or more window or room fans
 97. Other [SPECIFY]
 98. Not sure [EXCLUSIVE]
 00. My home has no cooling systems/equipment [EXCLUSIVE]

PROGRAMMER NOTE: IF MORE THAN 1 ITEM SELECTED IN S6, DISPLAY S7, ONLY DISPLAY ITEMS SELECTED IN S6; OTHERWISE AUTOCODE S7=S6 AND SKIP TO S8.

- S7. Which one of these cooling systems/equipment do you use to cool all or most of your home? [ONLY DISPLAY ITEMS SELECTED IN S6]
01. Central air conditioner
 02. One or more room air conditioners
 03. [Air-source heat pump](#)
 04. [Geothermal heat pump](#)
 05. [Whole-house fan or attic fan](#)
 06. One or more portable dehumidifiers
 07. One or more ceiling fans
 08. One or more window or room fans
 97. Other [SPECIFY]
 98. Not sure [EXCLUSIVE]
 00. My home has no cooling systems/equipment [EXCLUSIVE]

PROGRAMMER NOTE: IF S4_A=1, CONTINUE, OTHERWISE SKIP TO INSTRUCTION BEFORE R1.

S8. 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.*

01. [Central warm air furnace with ducts/vents to individual rooms](#)
02. [Central boiler with hot water/steam radiators or baseboards in individual rooms](#)
03. [Electric baseboard or electric coils radiant heating](#)
04. An [air-source heat pump](#)
05. A [geothermal heat pump](#)
06. One or more [wall furnaces](#)
07. One or more fireplaces
08. One or more wood burning stoves
09. One or more wall-mounted space heaters
10. One or more portable space heaters
97. Other [SPECIFY]
98. Not sure [EXCLUSIVE]
00. My home has no heating systems/equipment [EXCLUSIVE]

PROGRAMMER NOTE: IF MORE THAN 1 ITEM SELECTED IN S8, DISPLAY S9, ONLY DISPLAY ITEMS SELECTED IN S8; OTHERWISE AUTOCODE S9=S8 AND SKIP TO INSTRUCTION BEFORE R1.

S9. Which one of these heating systems/equipment do you use to heat all or most of your home? [ONLY DISPLAY ITEMS SELECTED IN S8]

01. [Central warm air furnace with ducts/vents to individual rooms](#)
02. [Central boiler with hot water/steam radiators or baseboards in individual rooms](#)
03. [Electric baseboard or electric coils radiant heating](#)
04. An [air-source heat pump](#)
05. A [geothermal heat pump](#)
06. One or more [wall furnaces](#)
07. One or more fireplaces
08. One or more wood burning stoves
09. One or more wall-mounted space heaters
10. One or more portable space heaters
97. [INSERT S8_990 RESPONSE]
98. Not sure [EXCLUSIVE]
00. My home has no heating system/equipment that heat all of most of my home [EXCLUSIVE]

****PROGRAMMER NOTE: IF S1=2, CONTINUE, OTHERWISE SKIP TO EITHER "TERMINATE" LANGUAGE OR "INVITATION" LANGUAGE AS APPROPRIATE.****

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 are made for your home. 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#]

[THEN DISPLAY "Thank you for your time." AND TERMINATE]

TERMINATE LANGUAGE FOR NON-QUALIFYING 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 time, 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. 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 \$20 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 "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.

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.

HOUSEHOLD INFORMATION

PROGRAMMER NOTE: THROUGHOUT THIS SURVEY, WORDS OR PHRASES WITH BLUE, UNDERLINED FONT WILL SHOW POP-UP BOX WHEN THE RESPONDENT MOUSES OVER THE WORD OR PHRASE. HYPERLINKED DEFINITIONS ARE PROVIDED AT THE END OF THIS DOCUMENT.

PROGRAMMER NOTE: RANDOMIZE STATEMENTS.

Q2b. 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...

[RANDOMIZE 3,5]	Strongly disagree								Strongly agree	
	1	2	3	4	5	6	7	8	9	10
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"/>									

Q3a. Overall, how satisfied would you say your household is with the service provided by Ameren Illinois?

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

PROGRAMMER NOTE: RANDOMIZE STATEMENTS.

Q4a. 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.

[RANDOMIZE 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"/>									

PROGRAMMER NOTE: RANDOMIZE STATEMENTS.

Q6a. **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.

[RANDOMIZE 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"/>									
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"/>									
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"/>									

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 [READ IN ADDRESS FROM SAMPLE]?
 01. Single-family house detached from any other houses

- 02. Single-family house attached to one or more houses
- 03. Multi-family house or building with 2-4 apartments/units
- 04. Multi-family house or building with 5 or more apartments/units
- 05. Mobile/manufactured home
- 97. Other [SPECIFY]

PROGRAMMER NOTE: IF Q2=97, ASK Q2a; OTHERWISE SKIP TO Q4.

Q2a. Rather than using one of the residence type descriptions we offered in the last question, you **described your home as:** "[INSERT Q2=97 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?

- 01. Before 1940
- 02. 1940-1949
- 03. 1950-1959
- 04. 1960-1969
- 05. 1970-1979
- 06. 1980-1989
- 07. 1990-1999
- 08. 2000-2009
- 09. 2010-present
- 10. Not sure

Q6. 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

Q7. How many stories or levels are there in your **[IF Q2=1 OR 5 OR Q2a=1, DISPLAY, "home"; IF Q2=2-4 OR Q2a=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

Q8. 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

Q9. 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 _____

b) Half bathrooms _____

****PROGRAMMER NOTE: IF S4_A=1 OR S4_B=1, CONTINUE, OTHERWISE SKIP TO Q24A.****

Q22. Does your home use one or more thermostats to control your heating and/or cooling system(s)? *(Please select all that apply.)*

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)
2. Yes, a smart thermostat (one that learns your schedule and automatically adjusts the temperature at different times of the day and/or different days of the week)
3. Yes, a standard/manual thermostat (one with a single setting for the internal temperature which you manually adjust)
4. No thermostat (exclusive)

****PROGRAMMER NOTE: IF Q22=1 OR 2, CONTINUE, OTHERWISE SKIP TO Q24A.****

Q22a. Does your programmable thermostat actually operate in a programmed mode for most of the year?

1. It is not programmed; we use it like a traditional thermostat
2. We occasionally run programmed settings
3. We always run programmed settings
4. Not sure

Q22b. Are you able to communicate with your thermostat over the internet or through your smart phone?

1. Yes, and we use this feature
2. Yes, but we do not use this feature
3. No

****PROGRAMMER NOTE: IF Q22b=1 OR 2, CONTINUE, OTHERWISE SKIP TO Q24A.****

Q22c. When you communicate with your thermostat, which device(s) do you regularly use to do so? *Check all that apply.*

Devices to communicate with your smart thermostat	Regularly use
1. Smart phone	<input type="checkbox"/>
2. Computer	<input type="checkbox"/>
3. Tablet	<input type="checkbox"/>
4. None of the above [EXCLUSIVE]	<input type="checkbox"/>

Q24a. What type of water heating system do you use in your home? *If you use more than one water heating system, answer for the system that is used most often.*

1. Standard tank
2. Heat pump water heater
3. Instantaneous / tankless system
4. Solar water heating system (not Photovoltaic)
5. Something else (**please specify:** _____)

LIGHTING

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

Q27. 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 a whole number for each type of lamp / fixture.

Lamp/fixture type	Example Images	Number of <u>interior</u> lamps / fixtures
1. Traditional fluorescent tube-style lamps		[RECORD NUM 0-9999]
2. Compact fluorescent bulbs		[RECORD NUM 0-9999]
3. Other fluorescent lamps (circuline, U-type, etc.)		[RECORD NUM 0-9999]
4. Incandescent bulbs		[RECORD NUM 0-9999]
5. Screw-in LED bulbs		[RECORD NUM 0-9999]
6. LEDs that replace Linear Fluorescent Lights ("Panel LEDs" or "Tube LEDs")		[RECORD NUM 0-9999]
7. Halogen/Advanced incandescent light bulbs		[RECORD NUM 0-9999]
8. Other (all other lamps)		[RECORD NUM 0-9999]

Q30. 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]
3. Wifi enabled or smart-controllable lights: [RECORD NUMBER 0-50]

PROGRAMMER NOTE: IF S4_D=1, ASK Q31; OTHERWISE SKIP TO Q31a.

Q31. About how many of the each of the following types of light bulbs/lamps would you say you are currently on the outside of your home or residence? *Your best estimate is fine, but please enter whole numbers rather than ranges of numbers.*

	1.	2.	3.	4.	5.	
Area	<u>Conventional light bulbs /Incandescent lamps</u>	<u>Compact fluorescent lamps (CFLs)</u>	<u>Halogen light bulbs</u>	<u>LED lamps</u>	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]

Q31a. Over the last 2 years, about how many high efficiency CFL or LED bulbs would you say you installed that replaced traditional incandescent bulbs?

_____ [RECORD NUMBER]

PROGRAMMER NOTE: ONLY DISPLAY ROWS >0 IN Q27.; IF ALL Q27 ROWS =0, SKIP TO Q40]

Q15. How many of the following types of bulbs did your home purchase in the last 2 years?

Light bulb type [ONLY DISPLAY ROWS >0 AT Q27]	Bulbs purchased in the <u>last 2 years</u>
1. Compact fluorescent light bulbs (CFLs)	[RECORD NUM 0-100]
2. Incandescent light bulbs	[RECORD NUM 0-100]
3. LED lamps (>0 for either 5 or 6 in Q27)	[RECORD NUM 0-100]
4. Halogen/Advanced incandescent light bulbs	[RECORD NUM 0-100]
5. Tubular fluorescent light bulbs	[RECORD NUM 0-100]
6. Other types of lights	[RECORD NUM 0-100]

Q40. How many of the following types of TV sets are used in your home?

	TV Set Type	Number of sets
2.	LCD TVs	[RECORD NUM 0-9]
3.	LED TVs	[RECORD NUM 0-9]
4.	Plasma TVs	[RECORD NUM 0-9]
5.	Other TVs	[RECORD NUM 0-9]
TOT.	Total # of TV sets in your home:	[CALCULATE TOTAL]

Q42. How many desktop and laptop computers are regularly used in your home?

	Computer Type	Number of Computers
1.	Desktops	[RECORD NUM 0-9]
2.	Laptops	[RECORD NUM 0-9]
3.	Tablets	[RECORD NUM 0-9]

Q44. How many of each of the following items are used in your home?

		Number
1.	Internet router / 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 0-9]
4.	Gaming consoles (Xbox360, PS4, Wii, etc.)	[RECORD NUM 0-9]

Q67. How many plug-in electric vehicles do you garage at this residence?

- 0. None
- 1. One
- 2. Two or more
- 3. Not sure

Q68a. Are there any solar electric generation systems / panels (PV) operating at your home currently?

- 1. Yes
- 2. No

PROGRAMMER NOTE: IF Q68a=1, CONTINUE, OTHERWISE SKIP TO Q15.

Q68b. What is the approximate installed capacity of all of the PV systems at your home?
 [ENTER NUMBER] Kilowatts of capacity

998. Don't know / Not sure

ENERGY EFFICIENCY ACTIONS

PROGRAMMER NOTE: RANDOMIZE 1-4.

Q15b. Which, if any, of the following items have you purchased for this residence in the last 2 years, and if these purchases have been made, were any of the new items specifically described as "high energy efficiency," or ENERGY STAR-qualified purchases?" Please select one response for each row.

[RANDOMIZE 1-4]	Did not Purchase	Purchased "Standard Efficiency"	Purchased Highly Energy Efficient
1. A new heating system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. New air conditioning equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. A new water heater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. A new refrigerator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q69. Which of the following other energy efficiency measures have been implemented in your home within the last three years, or do you plan to implement in the next two years?

Select all that apply for each time period. Select "Neither" in the appropriate column if you have not implemented / do not plan to implement any of the measures within that time period.

	Energy Efficiency Measures	Have implemented in last 3 years	Plan to implement in next 2 years	Neither
3.	Replacing windows with windows designated as "low-e" glass and/or have a gas core that increases their energy efficiency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Adding or upgrading insulation on exterior doors, walls, ceilings, or roofs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q70. Some utilities offer residential customers rebates or incentives to reduce the cost of highly efficient, or Energy Star, appliances or lighting. To the best of your knowledge, does Ameren Illinois offer any rebates or incentives of this type?

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

PROGRAMMER NOTE: IF Q70=1, CONTINUE, OTHERWISE SKIP TO Q73.

- Q71. Have you received a rebate or incentive payment from Ameren Illinois, or a third-party state organization, for installing one or more energy efficiency measures in the last two years?
1. Yes, we received a rebate for a single purchase
 2. Yes, we received rebates for more than one purchase
 3. Yes, we received rebates for all of our purchases
 4. No, there are rebates available to us, but we have not used them
 5. No, we are not eligible to receive rebates

PROGRAMMER NOTE: IF Q71 NE 3 OR 5, CONTINUE, OTHERWISE SKIP TO Q73.

- Q72. Why have you not used rebates from Ameren Illinois [PROGRAMMER: IF Q71 = 1 OR 2, **INSERT "more often"**] for any new equipment or appliances you might have purchased, or other energy efficiency actions you might have taken in the last two years? [PLEASE SELECT ALL THAT APPLY]

1. We have not taken any actions that would have qualified for a rebate [PROGRAMMER: EXCLUSIVE]
2. It just did not occur to us to apply for a rebate
 3. Rebates were not available at the time we applied
 4. It seemed like too much trouble
 5. Something else (Please specify: _____)

- Q73. Although the purchase price of high efficiency light bulbs (CFLs or LEDs) is slightly higher than for standard incandescent bulbs, the real cost of a bulb is not just what it costs to buy, but also what it costs to use. Since high efficiency bulbs use a fraction of the electricity used by incandescent bulbs to produce the same amount of light, your electricity savings will pay back the initial price difference over time. And, with discounts that Ameren Illinois could provide, it would cost you even less to start using less and spending less on energy.

Two examples of discounts that Ameren Illinois could provide would be:

Purchase a High Efficiency Bulb that Produces the Same Amount of Light as a Standard 60 watt Incandescent bulb	Instead of a Standard Bulb
An 8 watt dimmable LED bulb, regularly \$8, reduced to \$3 with an Ameren discount	60 watt incandescent bulb at \$1
A 15 watt dimmable CFL bulb, regularly \$3, reduced to \$2 with an Ameren discount	60 watt incandescent bulb at \$1

If Ameren Illinois were to offer you discounts like this right now, how likely would you be to install at least some of these new LED or CFL bulbs in your home?

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

PROGRAMMER NOTE: RANDOMIZE STATEMENTS.

Q76. Please tell us how much you agree or disagree with each of the following statements about **Ameren Illinois’s energy efficiency programs, and about energy efficient appliances and equipment in general.**

[RANDOMIZE 1-3]	Strongly Disagree					Strongly agree				
	1	2	3	4	5	6	7	8	9	10
1. I feel comfortable that we know exactly how to use Ameren Illinois’s rebate programs effectively	<input type="radio"/>									
2. We are well informed about the benefits of Ameren Illinois’s energy efficiency programs	<input type="radio"/>									
3. We really believe in the value of energy efficiency	<input type="radio"/>									

PROGRAMMER NOTE: RANDOMIZE EQUIPMENT.

Q77. For each of the following types of equipment, please tell us how likely you are to replace that equipment or appliance with highly energy efficient / ENERGY STAR-qualified equipment the next time you need to do so, regardless of whether or not there are rebates available to reduce the cost of that equipment?

[RANDOMIZE 1-5]	Not at all likely to replace with highly energy efficient option					Extremely likely to replace with highly energy efficient option					Not Applicable
	1	2	3	4	5	6	7	8	9	10	
1. Existing incandescent lights	<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. Existing 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"/>
3. Existing cooling 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"/>
4. Existing water heater	<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. Existing personal computer	<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"/>

The next section of the survey asks for your reaction to energy efficiency programs that Ameren Illinois may be able to offer to residential customers like you.

Q26. Please assume that Ameren Illinois would offer you a rebate to take an action to become more energy efficient. As an example, consider that you can purchase a new primary HVAC system (heating, ventilation, and air-conditioning) that is **"standard" efficiency or is "higher than standard" efficiency (sometimes labelled as ENERGY STAR)**. Higher efficiency systems typically 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 to people that opt to purchase a higher efficiency heating and / or cooling system, or other types of appliances or pieces of equipment. Because these rebates would reduce the cost difference between a highly energy efficient unit and a standard unit, the rebate would mean that it would take less time to save on electricity, or natural gas, 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."**

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

Not At All Likely											Extremely Likely
Not applicable/ To Do This											to Do This
Not our decision											
1	2	3	4	5	6	7	8	9	10		
11											

PROGRAMMER NOTE: IF Q26=7 TO 10, CONTINUE, OTHERWISE SKIP TO Q28.

Q27b. Now, please assume that the impact of the rebate from Ameren Illinois was that you would save **enough on gas or electricity to pay for the additional cost to buy a "higher than standard efficiency" HVAC system in 5 years**. If this were true, and you were going to acquire a new HVAC system, how likely would you be to buy the higher efficiency / ENERGY STAR HVAC system (and take the rebate), rather than buying an equivalent standard efficiency cooling system?

Not At All Likely											Extremely Likely
Not applicable/ To Do This											to Do This
Not our decision											
1	2	3	4	5	6	7	8	9	10		
11											

PROGRAMMER NOTE: IF Q26 = 1-6, CONTINUE, OTHERWISE SKIP TO Q28A.

Q28. Now, please assume that 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" HVAC system in 1 year**. If this were true, and you were going to acquire a new cooling system, how likely

would you be to buy the higher efficiency / ENERGY STAR HVAC system (and take the rebate), rather than buying an equivalent standard efficiency cooling system?

Not At All Likely Extremely Likely
 Not applicable/ to Do This
 To Do This
 Not our decision
 1 2 3 4 5 6 7 8 9 10
 11

PROGRAMMER NOTE: ASK ALL RESPONDENTS.

Q28a. Another alternative would be a situation in which the impact of the rebate from Ameren Illinois was **that the initial cost of a "higher efficiency" / ENERGY STAR heating or cooling system was the same as the "Standard efficiency" system. In other words, there would be no incremental cost** for the higher efficiency system, and in addition, all of the energy savings going forward would be savings that you would realize. If this were the case, and you were going to acquire a new heating or cooling system, how likely would you be to buy the higher efficiency / ENERGY STAR HVAC system (and take the rebate), rather than buying an equivalent standard efficiency cooling system?

Not At All Likely Extremely Likely
 Not applicable/ to Do This
 To Do This
 Not our decision
 1 2 3 4 5 6 7 8 9 10
 11

PROGRAMMER NOTE: IF Q28a = 1-8, CONTINUE, OTHERWISE SKIP TO Q33.

Q28b. Why would you not be extremely likely to select the higher efficiency / ENERGY STAR system? *(Please be as detailed as possible)*

Q33. **Now, for each of the other equipment listed below, 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 higher cost associated with the higher efficiency / ENERGY STAR model. If this were true, how likely would you be to acquire the higher efficiency model if you needed to replace that equipment?**

How likely would you be to...?

	Not at all likely to do this					Extremely likely to do this					Not applicable/ Not our decision
	1	2	3	4	5	6	7	8	9	10	
3 Year Payback Period											
1. Install a high efficiency / ENERGY STAR refrigerator	<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 high efficiency / energy star personal computer	<input type="radio"/>										
---	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Q130. In addition to offering programs that would help you buy more energy efficient equipment, Ameren Illinois might also be able to offer your household a rebate or other financial incentives to install a variety of control systems that could optimize the operational efficiency of your *existing home's heating and cooling systems*. For example, they might provide a rebate to help you install or upgrade an [advanced programmable thermostat](#) on your heating / cooling system to provide automation for this system. Once this smart, wifi enabled thermostat is installed, the energy saved could potentially make up for the 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 thermostat](#) within 3 years, how likely would you be to install this device (and take the rebate)?

	Not at all likely to do this					Extremely likely to do this					<u>Not our decision</u>	<u>Already have / do this</u>
3 Year Payback Period	1	2	3	4	5	6	7	8	9	10		
Advanced programmable thermostat	<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"/>

PROGRAMMER NOTE: ASK IF Q130=7 TO 10, OTHERWISE SKIP TO Q132.

Q131. 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 thermostat](#). In this case, how likely would you be to install the thermostat, and take the rebate?

	Not at all likely to do this					Extremely likely to do this					<u>Not our decision</u>	<u>Already have / do this</u>
5 Year Payback Period	1	2	3	4	5	6	7	8	9	10		
Advanced programmable thermostat	<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"/>

PROGRAMMER NOTE: IF Q130 = 1-6, CONTINUE, OTHERWISE SKIP TO Q140.

Q132. Now, please assume that the impact of the rebate from Ameren Illinois was that you would save enough on electricity to pay for the cost of installing the [advanced programmable thermostat](#) in 1 year. In this case, how likely would you be to install the thermostat, and take the rebate?

	Not at all likely to do this					Extremely likely to do this					<u>Not our decision</u>	<u>Already have / do this</u>
1 Year Payback Period	1	2	3	4	5	6	7	8	9	10		
Advanced programmable thermostat	<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"/>

light bulbs. In this case, how likely would you be to install one or more of the bulbs, and take the rebate?

Not At All Likely
To Do This

1 2 3 4 5 6 7 8 9 10

Extremely Likely
to Do This

Q154. Another alternative is that the rebate from Ameren Illinois would pay for the entire cost of purchasing and installing new, higher efficiency light bulbs, so that there would be no incremental cost to you compared to a standard efficiency light. In this case, how likely would you be to take the rebate and install the higher efficiency light bulbs?

Not At All Likely
To Do This

1 2 3 4 5 6 7 8 9 10

Extremely Likely
to Do This

PROGRAMMER NOTE: IF Q154 = 1-8, CONTINUE, OTHERWISE SKIP TO Q50.

Q155. Why would you not be extremely likely to install the higher efficiency light bulbs?

PROGRAMMER NOTE: EACH RESPONDENT ONLY RECEIVES ONE OF Q50, Q51, Q52; RANDOMLY ROTATE.

PROGRAMMER NOTE: RANDOMIZE OPTIONS.

Q50. We know that the rebate amount that Ameren Illinois might provide to you may not be the only thing that matters to you in terms of your decisions on these issues. For this reason, we would like you to tell us how several other factors might affect your decision about whether or not to use a rebate to install new, higher efficiency light bulbs, like those we just discussed.

First, please indicate below how likely you would be to use a rebate and install new, higher efficiency light bulbs if you would save enough in 3 years to pay for the incremental cost of the bulbs, given the processes outlined below that would be involved in your receiving that rebate.

	Not at all likely to do this					Extremely likely to do this				
	1	2	3	4	5	6	7	8	9	10
[RANDOMIZE OPTIONS 1-5]										
1. The rebate is mailed to you as a check after you complete a rebate application that is submitted through the mail	<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. The rebate is mailed to you as a check after you complete an online form	<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. The rebate is credited to your bill after you complete an online form	<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. An "instant rebate" is applied as a discount to the cost of the bulbs at the point of sale	<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. A utility representative would come to your home and install the lights at no cost to you beyond what standard efficiency lights would cost	<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"/>

PROGRAMMER NOTE: RANDOMIZE OPTIONS.

Q51. We know that the amount of the rebate that Ameren Illinois might provide to you may not be the only thing that matters to you in terms of your decisions on these issues. For this reason, we would like you to tell us how several other factors might affect your decision about whether or not to use a rebate to install new, higher efficiency light bulbs, like those we just discussed.

First, please indicate below how likely you would be to use a rebate and install new, higher efficiency light bulbs if you would save enough in 3 years to pay for the incremental cost of the bulbs, given the additional considerations outlined below.

	Not at all likely to do this					Extremely likely to do this				
[PROGRAMMER: ROTATE OPTIONS 1-2]	1	2	3	4	5	6	7	8	9	10
1. Your household income is better than you expected for several months in a row, generating unexpected disposable income	<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. You have unexpected expenses for several months in a row, meaning you have less money in your household budget than expected	<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"/>

PROGRAMMER NOTE: RANDOMIZE 1-2 AND 3-4 AND RANDOMIZE 1-2 AND 3-4 AS BLOCKS.

Q52. We know that the amount of the rebate that Ameren Illinois might provide to you may not be the only thing that matters to you in terms of your decisions on these issues. For this reason, we would like you to tell us how several other factors might affect your decision about whether or not to use a rebate to install new, higher efficiency equipment, like those we just discussed.

Please indicate below how likely you would be to use a rebate and install new, higher efficiency equipment of the different types identified below if you would save enough in 3 years to pay for the incremental cost of the equipment, given the additional considerations outlined below.

	Not at all likely to do this					Extremely likely to do this				
	1	2	3	4	5	6	7	8	9	10
[PROGRAMMER: ROTATE OPTIONS 1 & 2, AND 3 & 4 SEPARATELY]										
Install higher efficiency lights if:										
1. The color rendering provided by the bulbs is unfamiliar relative to that of traditional incandescent bulbs	<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. Bulb designs are sleek, stylish, and clearly communicate a "green" concern to friends and neighbors	<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"/>
Install advanced programmable thermostat if:										
3. The thermostat's programmed schedule may occasionally override individual settings that people select	<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. The thermostat also provides a companion website that allows you to view usage history and control thermostat settings in real time	<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"/>

ADDITIONAL HOUSEHOLD DEMOGRAPHICS

In order to help us classify your responses, the last few questions are on demographics.

Q56. What is your gender?

1. Male
2. Female

Q57. 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. Bachelor's degree**
6. Graduate / professional degree, e.g., J.D., MBA, MD, etc.
7. Professional certification, e.g., CPA, CNP, etc.

Q58. What is your current work status?

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

Q59. Which of the following categories includes your **household's** total annual income before taxes in 2014? Please include the income of all people living in your home in this figure.

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

**PROGRAMMER NOTE: IF Q59=1, DISPLAY OPTIONS 1-7 AND 13; IF Q59=2, DISPLAY OPTIONS 8-13]

Q59a. Which of the following categories includes your **household's** total annual income before taxes in 2014? Please include the income of all people living in your home in this figure.

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

Q63. 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

CONCLUSION

PROGRAMMER NOTE: IF S2B= 2, CONTINUE, OTHERWISE SKIP TO INSTRUCTION BEFORE Q66.

Q64. You mentioned earlier that you are a tenant living in this home. It would be very helpful for us to also speak to your landlord about some of the issues associated with energy use at this property. Would you be willing to provide us with a name and telephone number for your landlord?

1. Yes
2. No

Q65. What is the name and telephone number for that person?

1. [Name]
2. [Telephone number]

PROGRAMMER NOTE: IF S2B = 4, CONTINUE, OTHERWISE SKIP TO INCENTIVE NAME/ADDRESS COLLECTION SCREEN.

Q66. You mentioned earlier that you are a landlord for this property, but living elsewhere. It would be very helpful for us to also speak to your tenant, or one of your tenants, about some of the issues associated with energy use at this property. Would you be willing to provide us with a name and telephone number for your tenant, or one of your tenants?

1. Yes
2. No

Q67b. What is the name and telephone number for that person?

1. [Name]
2. [Telephone number]

[INCENTIVE NAME/ADDRESS COLLECTION SCREEN]

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

Q63b. To receive the \$20 thank you payment you earned by completing our survey, 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

****PROGRAMMER: INCLUDE OPTION FOR "I would prefer not to receive the \$20 thank you payment"; IF SELECTED, SKIP TO INCENTIVE CONFIRMATION / GOODBYE SCREEN]**

PROGRAMMER NOTE: CONFIRM CONTACT INFORMATION ON NEXT SCREEN.

[INCENTIVE CONFIRMATION / GOODBYE SCREEN]

**PROGRAMMER NOTE: IF CHOOSE TO RECEIVE AN INCENTIVE, DISPLAY: You have successfully submitted the information we need so we can send you your \$20 thank you payment. This payment will be in the form of a check that will be mailed within 3-4 weeks to the address you provided.

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 very much for your help with our research. It is greatly appreciated! Have a nice day!

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								
Advanced programmable thermostat	A programmable thermostat is used to automatically set times for energy saving modes; for example to decrease temperature set points during winter nights or increase temperatures during summer afternoons. An advanced programmable thermostat uses new technologies to automate this process or make it easier and more accessible. Examples are remote access to controls, dashboards, and reports over wifi and the internet; learning algorithms that can automate and customize your system's response based on preferences input over time; and communication from your utility and appliances through emails, text messages, and your mobile device.								
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>								
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								
Central warm air furnace with ducts/vents to individual rooms	A furnace that sends warm air to ducts or vents 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> </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.
	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.								

	<p>French door bottom-mount freezer refrigerator</p>		<p>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.</p>									
<p>Compact fluorescent lamp (CFL)</p>	<p>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</p>											
<p>Conventional bulb / Incandescent lamp</p>	<p>A traditional screw-in light bulb that may range from 15 – 100 watts or more</p>											
<p>Conventional water heater with storage tank</p>	<p>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.</p>											
<p>Dimming switches</p>	<p>Light switches that can work to dim lights, rather than simply turning them on and off</p>											
<p>Double pane windows or better</p>	<p>Window systems that have two or more layers of glass with an insulating layer of air (or special gas) added between the glass layers</p>											
<p>Dusk-to-dawn sensors</p>	<p>Electronic devices that use a light sensor (photocell) to automatically turn on outside lights at dusk and turn them off at dawn</p>											
<p>Electric baseboard or electric coil radiant heating</p>	<p>Devices that use electricity directly to produce heat for your home from baseboards or under-floor heating.</p>											
<p>ENERGY STAR</p>	<p>A label for some new appliances that indicate that the appliance meets the standards for high efficiency appliances</p>											
<p>Freezer-only units</p>	<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="618 1341 1450 1686"> <thead> <tr> <th data-bbox="618 1341 807 1377">Unit Type</th> <th data-bbox="807 1341 1019 1377"></th> <th data-bbox="1019 1341 1450 1377">Description</th> </tr> </thead> <tbody> <tr> <td data-bbox="618 1377 807 1486">Chest freezer</td> <td data-bbox="807 1377 1019 1486">  </td> <td data-bbox="1019 1377 1450 1486">A freezer unit that <u>opens from the top</u> and often contains storage baskets.</td> </tr> <tr> <td data-bbox="618 1486 807 1686">Upright freezer</td> <td data-bbox="807 1486 1019 1686">  </td> <td data-bbox="1019 1486 1450 1686">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.										
Upright freezer		A freezer unit that <u>opens from the front</u> and contains shelf storage.										
<p>Geothermal heat pump</p>	<p>A single system that uses water or fluid that circulates through underground piping to provide both heating and cooling for your home</p>											

Halogen/ Advanced incandescent 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	Units that have only a refrigerator function (i.e., do NOT have a freezer function). They are much less common than freezer-only units .								
	This kind of unit, which is sometimes called a freezerless refrigerator, comes in multiple configurations, such as:								
	<table border="1"> <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	
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.							
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								

	<p>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.</p>
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 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.

Non-Residential Market Research Questionnaire

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=800
- Other hard / soft quotas TBD based on sample design

Welcome. This survey is sponsored by Ameren Illinois.



Thank you for inquiring about this important survey about energy use. Information from the survey will assist Ameren Illinois in its efforts to develop energy efficiency programs that are best suited to helping our customers save money.

The information you provide will be kept confidential. Your completed survey will go directly to an independent research company, which will collect and analyze the results. If you have any concerns about the legitimacy of this survey, please call Ameren Illinois at 1-800-232-2477.

We are hoping that you, or someone else who is familiar with the energy operations at the facility located at the address that was listed on the invitation postcard you received, will be able to complete the survey. As a gesture of gratitude for your time, we will send a \$75 thank you payment only to the FIRST 800 qualifying business respondents who complete the survey.

To complete this survey you will need the 5-digit Survey ID # printed above your address on the postcard we sent to you. Enter it in the box below to begin the survey.

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

As you complete the survey, please do NOT use the *Back* button of your browser. If you mistakenly click the *Back* button you will need to click the *Refresh* button to continue the survey. If you need to go back during the survey use the *Previous* button located at the bottom of the survey.

Please click "Next" to begin.

[PROGRAMMER: IF OVERQUOTA, SHOW THE FOLLOWING MESSAGE]

Thank you for responding to our survey, however, at this time we have reached the limit for responses. Thank you again for your time.

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 RE-USED**. 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 of 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 electric 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 natural gas 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 of 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 gas provider; not Ameren Illinois
 6. **Don't know**

[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 OR 2 AND S3B NE 2 OR 3) = ELECTRIC ONLY
- (S3B=2 OR-3 AND S3 NE 1 OR 2) = GAS ONLY]
- (S3=1 OR 2 AND S3B=2 OR 3)=BOTH

[IF S3=1 OR 2, OR S3B=2 OR 3, CONTINUE; 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}

<u>Traditional Office-Based Business</u> [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"/>
<u>Retail</u> [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"/>
<u>Grocery</u> [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 990, DISPLAY CODES 80-84; IF S7=15, DISPLAY CODES 80 AND 83-85]	
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 45-48]	
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 49-51]	
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 52-58]	
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 59-61]	
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 62-65]	
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 66-79]	
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. Petroleum Processing or Refining	<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 S7=15 OR 990, DISPLAY CODE 80]	
80. 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. Does your electric and/or natural **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

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

1. Propane service
2. Purchased steam or hot water
3. Steam we generate on-site
4. Fuel oil for one or more end uses
5. 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 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.

The survey should take about 20 minutes to complete. Information about how to receive the \$75 thank you 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.

Note that 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.

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.

[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.]

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 issues, please just give your best estimate.

Ameren Illinois **is...**

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

[ROTATE 3-4]	Strongly disagree					Strongly agree				
	1	2	3	4	5	6	7	8	9	10
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 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"/>									

The next several questions are about the building your organization uses or occupies at [READ IN ADDRESS FROM SAMPLE].

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

1. Yes
2. No
3. Not sure

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 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, SKIP TO Q11; OTHERWISE SKIP BACK TO Q9]

[IF Q9=2, 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.

Typical Examples

- | | |
|-------------------------------|---|
| 1. Less than 1,000 sq. ft. | <i>Small Convenience Store</i> |
| 2. 1,000 – 4,999 | <i>Small Restaurant</i> |
| 3. 5,000 – 9,999 | <i>Large Restaurant</i> |
| 4. 10,000 – 14,999 | <i>Medium Retail</i> |
| 5. 15,000 – 24,999 | <i>Medium Grocery, Small Office</i> |
| 6. 25,000 – 49,999 | <i>Medium School</i> |
| 7. 50,000 – 99,999 | <i>Medium Warehouse</i> |
| 8. 100,000 – 499,999 | <i>Large Office Building</i> |
| 9. 500,000 – 999,999 | <i>Large Warehouse or Industrial Facility</i> |
| 10. 1 million sq. ft. or more | <i>Very Large Facility</i> |

Q11. What percentage of the total enclosed floor space your business occupies 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 floor space
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]%
12. Classroom	[RECORD NUM 0-100]%
13. Refrigerated Warehouse/storage area	[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]

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]%

Q21. What single type of space heating system is used as the primary means of heating your space?

	Primary Space Heating System	
1.	Natural gas warm air furnace with ducts/vents to individual rooms	<input type="radio"/>
2.	Electric warm air furnace with ducts/vents to individual rooms	<input type="radio"/>
3.	Natural gas boiler with hot water/steam radiators or baseboards in individual rooms	<input type="radio"/>
4.	Electric boiler with hot water/steam radiators or baseboards in individual rooms	<input type="radio"/>
5.	Electric baseboard or electric coils radiant heating (no supply ducts or water/steam pipes)	<input type="radio"/>
6.	Air-source heat pump	<input type="radio"/>
7.	Geothermal heat pump (ground loop or water loop)	<input type="radio"/>
8.	Natural gas unit heater or wall furnace	<input type="radio"/>
9.	Electric unit heater or wall furnace	<input type="radio"/>
10.	None	<input type="radio"/>
999.	Not sure	<input type="radio"/>
990.	Other (please specify)	<input type="radio"/>

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

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

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

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

Q27. What single type of cooling system is your primary means to cool your space?

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

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

1. [Manual thermostat](#)
2. [Programmable thermostat](#)
3. **"Smart" thermostat (interactive & web-enabled)**
4. [Energy management system](#)
5. Always on
6. Manual on/off
7. None of the above

IF S10=4, ASK Q41; OTHERWISE SKIP TO FILTER BEFORE Q61]

The next few questions focus on the lighting used at this location.

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

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

Lamp/fixture type	Example Images	Number of <u>interior</u> lamps / fixtures
1. Traditional fluorescent tube-style lamps		[RECORD NUM 0-9999]
2. Compact fluorescent bulbs		[RECORD NUM 0-9999]
3. Other fluorescent lamps (circuline, U-type, etc.)		[RECORD NUM 0-9999]
4. Incandescent bulbs		[RECORD NUM 0-9999]
5. Screw-in LED bulbs		[RECORD NUM 0-9999]
6. LEDs that replace Linear Fluorescent Lights ("Panel LEDs" or "Tube LEDs")		RECORD NUM 0-9999]
7. Other (all other lamps)		[RECORD NUM 0-9999]

Q46. Which of the following types of lighting controls are primarily used to control your interior lighting?

1. [Manual – single switch](#)
2. [Manual – bi-level \(dual\) switch](#)
3. Manual – circuit breaker
4. [Occupancy sensor](#)

- 5. Timers
- 6. [Photocell](#)
- 8. [Daylighting sensor](#)
- 9. [Energy management system](#)
- 990. Other [SPECIFY]
- 998. Not sure

Q18. Thinking about all of the fluorescent lamps in this facility, how many have been replaced in the last 2 years with either high efficiency or standard efficiency bulbs? *Your best estimate is fine.*

	% that were replaced with new standard efficiency lamps	% that were replaced with new HIGH EFFICIENCY lamps	% Not Replaced
1. Standard efficiency lamps that were in place two years ago	%	%	[AUTO-CALCULATE SO TOTAL = 100%]
2. High efficiency lamps that were in place two years ago	%	%	AUTO-CALCULATE SO TOTAL = 100%

Q18a. Thinking about all of the fluorescent ballasts in this facility, how many have been replaced in the last 2 years with either high efficiency or standard efficiency ballasts? *Your best estimate is fine.*

	% that were replaced with new standard efficiency ballasts	% that were replaced with new HIGH EFFICIENCY ballasts	% Not Replaced
1. Standard efficiency ballasts that were in place two years ago	%	%	[AUTO-CALCULATE SO TOTAL = 100%]
2. High efficiency ballasts that were in place two years ago	%	%	AUTO-CALCULATE SO TOTAL = 100%

[IF Q11_11 > 1, ASK Q61; OTHERWISE SKIP TO Q67]

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

Q61. **About what percentage of your facility's total electricity usage would you estimate is due to electric motors of one form or another (including stand-alone motors, as well as motors used in machines, fans, pumps, conveyors, and all other applications)?**

- 1. 0%
- 2. Less than 5%
- 3. 5% to less than 25%
- 4. 25% to less than 50%
- 5. More than 50%

[IF Q61 NE 1, ASK Q61a; OTHERWISE SKIP TO Q67]

Q61a. About what percentage of all of the motors at your facility fall into each of the following types of use?

	Percentage accounted for
1. Fans & Blowers	%
2. Pumps	%

3. Compressed Air	%
4. Conveyors	%
5. Other	%
TOT. Total	[PROGRAMMER: CALCULATE TOTAL MUST EQUAL 100%]

Q61b. What is the primary means of control for the motors in each type of application?
 [PROGRAMMER NOTE: SHOW DROP DOWN BOX WITH 0%, 10%, 20%, ETC.]

	Manual Controls	VSD / VFD Controls	Something else	Total
1. Fans & Blowers	[ENTER % (10% INCREMENTS)]	[ENTER % (10% INCREMENTS)]	[ENTER % (10% INCREMENTS)]	[PROGRAMMER: CALCULATE TOTAL MUST EQUAL 100%]
2. Pumps	[ENTER % (10% INCREMENTS)]	[ENTER % (10% INCREMENTS)]	[ENTER % (10% INCREMENTS)]	[PROGRAMMER: CALCULATE TOTAL MUST EQUAL 100%]
3. Compressed Air	[ENTER % (10% INCREMENTS)]	[ENTER % (10% INCREMENTS)]	[ENTER % (10% INCREMENTS)]	[PROGRAMMER: CALCULATE TOTAL MUST EQUAL 100%]
4. Conveyors	[ENTER % (10% INCREMENTS)]	[ENTER % (10% INCREMENTS)]	[ENTER % (10% INCREMENTS)]	[PROGRAMMER: CALCULATE TOTAL MUST EQUAL 100%]
5. Other	[ENTER % (10% INCREMENTS)]	[ENTER % (10% INCREMENTS)]	[ENTER % (10% INCREMENTS)]	[PROGRAMMER: CALCULATE TOTAL MUST EQUAL 100%]

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

[IF Q67=1 OR MORE, CONTINUE, OTHERWISE SKIP TO Q68a]

Q67b. Who pays for the charging stations?

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

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

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

Q68a. Are there any of the following electric generation systems operating at your facility currently? If so, what is the approximate installed capacity of each?

	Present at my facility	kW of installed capacity
1. Solar panels (PV)	<input type="radio"/>	[ENTER NUMBER]
2. Combined Heat & Power plant (CHP)	<input type="radio"/>	[ENTER NUMBER]
3. Wind turbine	<input type="radio"/>	[ENTER NUMBER]
4. Combined heat and power	<input type="radio"/>	[ENTER NUMBER]
4. Other generator	<input type="radio"/>	[ENTER NUMBER]

[IF Q68a_1 = 1, CONTINUE, OTHERWISE SKIP TO FILTER BEFORE Q68D]

Q68c. Approximately what percentage of your total electricity needs do the PV system(s) cover?

[PROGRAMMER; SHOW DROP DOWN LIST OF PERCENTAGES FROM 0-100% IN 10% INCREMENTS]

[PROGRAMMER: IF S3B=2-5; OTHERWISE SKIP TO Q14

Q68d. Which of the following things are fueled by natural gas?

1. Cooking
2. Hot water heating
3. Heating swimming pools / saunas / hot tubs
4. Something else (please specify _____)

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 your firm strongly disagrees, and '10' means your firm strongly agrees.

[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"/>									
3. There is really very little our organization can do to save money on our energy bills	<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 commitment to be a "greener" organization</u>	<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"/>									

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

Q15. Which, if any, of the following items have been purchased for this facility in the last 2 years, and if these purchases have been made, were any of new **items specifically described as "high**

energy efficiency," or ENERGY STAR-qualified purchases?" Please select one response for each row.

[ROTATE 1-7]	Did not Purchase	Purchased "Standard Efficiency"	Purchased Highly Energy Efficient
1. Heating equipment used in your facility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Air conditioning equipment used in your facility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Water heating equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Refrigeration equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Motors / drives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Office equipment (computers, printers, copiers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Ventilation equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q69. Which of the following other energy efficiency measures have either been implemented at this location within the last three years, or do you plan to implement in the next two years?

Select all that apply for each time period. Select "Neither" in the appropriate column if you have not implemented / do not plan to implement any of the measures within that time period.

	Energy Efficiency Measures	Have implemented in last 3 years	Plan to implement in next 2 years	Neither
1.	Upgrading or renovating fluorescent lighting system(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Eliminating some fluorescent fixtures and adding reflectors to others to reduce the total number of lighting fixtures or lamps without reducing the total light available (this is sometimes called " delamping ")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Replacing windows with windows designated as "low-e" glass and/or have a gas core that increases their energy efficiency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Adding or upgrading insulation on exterior doors, walls, ceilings, or roofs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q70. Some utilities offer business customers rebates or incentives to reduce the cost of highly efficient, or Energy Star, appliances. To the best of your knowledge, does Ameren Illinois offer any rebates or incentives of this type?

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

[PROGRAMMER: IF Q70=1, CONTINUE, OTHERWISE SKIP TO Q73]

Q71. Have you received a rebate or incentive payment from Ameren Illinois, or a third-party state organization, for installing one or more energy efficiency measures in the last two years?

1. Yes, we received rebates for more than one project
2. Yes, we received rebates for all of our projects
3. Yes, we received rebates for a single project
4. No, there are rebates available to us, but we have not used them
5. No, we are not eligible to receive rebates

[PROGRAMMER: IF Q72=2 OR 5, SKIP TO Q73, OTHERWISE, CONTINUE]

Q72. Why have you not used rebates from Ameren Illinois [PROGRAMMER: IF Q71=1 OR 3, **INSERT "more often"**] for any new equipment or appliances, you might have installed, or other energy efficiency actions you might have taken in the last two years? [PLEASE SELECT ALL THAT APPLY]

1. We have not taken any actions that would have qualified for a rebate [PROGRAMMER: EXCLUSIVE]
2. It just did not occur to us to apply for a rebate
 3. Rebates were not available at the time we applied
 4. It seemed like too much trouble
 5. Something else (Please specify: _____)

Q73. As you may know, traditional T12 fluorescent lamps will be phased out of production as a result of new Federal energy standards. Switching out any existing T12 fixtures with new high performance T8 lamps, or T5 lamps with electronic ballasts, could save you 33% or more on the electricity you use for lighting over time.

If Ameren Illinois were to offer you a rebate right now of 20 cents for each watt of electricity that you reduce your electric demand with these new lights, how likely would you be to install at least some of these new lamps and/or fixtures in your facility? (This rebate amount typically covers 10 to 30% of the upfront cost of these types of lighting upgrades.)

Not At All Likely	Extremely Likely
Do Not Have	
To Do This	to Do This
Any T12 Lamps	
1 2 3 4 5 6 7 8	9 10
11	

[PROGRAMMER: IF Q73=4-10, CONTINUE, OTHERWISE SKIP TO Q75]

Q74. If the rebate just described (20 cents for each watt of electricity you reduced your demand for electricity with new, higher efficiency lights) was available, what percentage of all of your T12 lights would you replace within the next six months?
 [PROGRAMMER: PROVIDE DROP DOWN BOX WITH 0% , 10% , 20% , 30% , ETC. UP TO 100%]

[PROGRAMMER: IF Q73=1-3, CONTINUE, OTHERWISE SKIP TO Q76]

Q75. Why would you not replace all of your eligible lamps / fixtures under this type of rebate program?

Q76. [TEAM: NOTE THAT THE QUESTIONS BELOW ARE INTENDED TO PROVIDE A MORE GRANULAR DEFINITION OF PROGRAM **"AWARENESS."** **WE HAVE A SIMPLE REBATE PROGRAM AWARENESS QUESTION ABOVE, BUT THESE QUESTIONS DELVE DEEPER TO UNDERSTAND WHETHER PEOPLE REPORT BEING AWARE OF PROGRAM DETAILS AND / OR PROGRAM VALUE PROPOSITIONS.**]

Please tell us how much you agree or disagree with each of the following statements about **Ameren Illinois's energy efficiency programs, and about energy efficient appliances and equipment in general.**

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

[ROTATE 1-3]	Strongly Disagree					Strongly agree				
	1	2	3	4	5	6	7	8	9	10
1. I feel comfortable that we know exactly how to use Ameren Illinois's rebate programs effectively	<input type="radio"/>									
2. We are well informed about the benefits of Ameren Illinois's energy efficiency programs	<input type="radio"/>									
3. We really believe in the value of energy efficiency	<input type="radio"/>									

Q77. For each of the following types of equipment, please tell us how likely you are to replace that equipment with highly energy efficient / ENERGY STAR-qualified equipment the next time you need to do so, regardless of whether or not there are rebates available to reduce the cost of that equipment?

[ROTATE 1-5]	Not at all likely to replace with highly energy efficient option					Extremely likely to replace with highly energy efficient option					Not Applicable
	1	2	3	4	5	6	7	8	9	10	
1. Existing fluorescent lights	<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. Existing high intensity lights	<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"/>
3. Existing HVAC 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"/>
4. Existing water 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"/>
5. Existing PCs / Servers	<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"/>

The next section of the survey asks for your reaction to energy efficiency programs that Ameren Illinois may be able to offer to businesses like yours.

Q26. Please assume that Ameren Illinois would offer your business a rebate to take an action to become more energy efficient. As an example, consider that you can purchase a new primary HVAC system (air conditioner, heat pump, chiller, heating system, or the like) that is **"standard"** efficiency or is **"higher than standard" efficiency** (sometimes labelled as ENERGY STAR). Higher efficiency HVAC systems typically 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 to businesses that opt to purchase a higher efficiency HVAC system, or other types of appliances or pieces of equipment. Because these rebates would reduce the cost difference between a highly energy efficient unit and a standard unit, the rebate would mean that 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."**

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 a more efficient HVAC system within 3 years. Please use the scale below to indicate how likely you would be -- If you were going to acquire a new HVAC system -- to buy the higher efficiency / ENERGY STAR HVAC system (and take the rebate), rather than buying an equivalent standard efficiency system?

Not At All Likely										Extremely Likely
Not applicable /										
To Do This										to Do This
Not our Decision										
1	2	3	4	5	6	7	8	9	10	
11										

[IF Q26=7 TO 10, CONTINUE, OTHERWISE SKIP TO Q28]

Q27. Now, please assume that 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"** HVAC system in 5 years. If this were true, and you were going to acquire a new HVAC system, how likely would your business be to buy the higher efficiency / ENERGY STAR HVAC system (and take the rebate), rather than buying an equivalent standard efficiency cooling system?

Not At All Likely										Extremely Likely
Not Applicable/										
To Do This										to Do This
Not our Decision										
1	2	3	4	5	6	7	8	9	10	
11										

[IF Q26 = 1-6, CONTINUE, OTHERWISE SKIP TO Q28a]

Q28. Now, please assume that 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"** HVAC 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 efficiency / ENERGY STAR HVAC system (and take the rebate), rather than buying an equivalent standard efficiency cooling system?

Not At All Likely										Extremely Likely
Not Applicable/										
To Do This										to Do This
Not our Decision										
1	2	3	4	5	6	7	8	9	10	
11										

[ASK ALL RESPONDENTS]

Q28a. Another alternative would be a situation in which the impact of the rebate from Ameren Illinois was that the initial cost of a **"higher efficiency"** / ENERGY STAR HVAC system was the same as the **"Standard efficiency"** system. In other words, there would be no incremental cost for the higher efficiency system, and in addition, all of the energy savings going forward would be savings that you would realize. If this were the case, and you were going to acquire a new HVAC system, how likely would your business be to buy the higher efficiency / ENERGY STAR HVAC system (and take the rebate), rather than buying an equivalent standard efficiency cooling system?

Not At All Likely										Extremely Likely
Not Applicable/ To Do This										to Do This
Not our Decision										
1	2	3	4	5	6	7	8	9	10	
11										

[IF Q28a = 1-8, CONTINUE, OTHERWISE SKIP TO Q33]

Q28b. Why would you not be extremely likely to select the higher efficiency / ENERGY STAR system?

Q33. Now, for each of the other equipment listed **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 higher cost associated with the higher efficiency / ENERGY STAR model. If this were true, how likely would your organization be to acquire the higher efficiency model if you needed to replace that equipment?**

How likely would your organization be to...?

	Not at all likely to do this					Extremely likely to do this					Not applicable/ Not our decision
	1	2	3	4	5	6	7	8	9	10	
3 Year Payback Period											
1. Install a high efficiency / ENERGY STAR refrigeration 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"/>
2. Install high efficiency / energy star computer servers	<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"/>
[DISPLAY ONLY IF Q61=2-5] 3. Replace an existing electric motor with a high efficiency motor	<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"/>

Q130. 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 thermostat](#) on your HVAC system to provide automation for this system. Once this thermostat is installed, the energy saved could potentially make up for the 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 thermostat](#) within 3 years, how likely would you be to install this device (and take the rebate)?

	Not at all likely to do this					Extremely likely to do this					Not our decision	Already have / do this
	1	2	3	4	5	6	7	8	9	10		
3 Year Payback Period												
Advanced programmable thermostat	<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 Q130=7 TO 10, OTHERWISE SKIP TO Q132]

Q131. 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 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					<u>Not our decision</u>	<u>Already have / do this</u>
5 Year Payback Period	1	2	3	4	5	6	7	8	9	10		
Advanced programmable thermostat	<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"/>

[IF Q130 =1-6, CONTINUE, OTHERWISE SKIP TO Q140]

Q132. Now, please assume that the impact of the rebate from Ameren Illinois was that you would save enough on electricity to pay for the cost of installing the advanced programmable thermostat in 1 year. 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					<u>Not our decision</u>	<u>Already have / do this</u>
1 Year Payback Period	1	2	3	4	5	6	7	8	9	10		
Advanced programmable thermostat	<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 ALL RESPONDENTS]

Q140. Another alternative is that the rebate from Ameren Illinois would pay for the entire cost of purchasing and installing the advanced programmable thermostat so that there would be no initial cost to you. In this case, how likely would your business be to take the rebate and install the thermostat?

	Not at all likely to do this					Extremely likely to do this					<u>Not our decision</u>	<u>Already have / do this</u>
	1	2	3	4	5	6	7	8	9	10		
Advanced programmable thermostat	<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"/>

[IF Q140 =1-8, CONTINUE, OTHERWISE SKIP TO Q150]

Q141. Why would you not be extremely likely to install the advanced thermostat even if there were no initial cost to you?

To Do This 1 2 3 4 5 6 7 8 9 10 to Do This

Q154. Another alternative is that the rebate from Ameren Illinois would pay for the entire cost of purchasing and installing new, higher efficiency light bulbs, so that there would be no incremental cost to you compared to a standard efficiency light. In this case, how likely would your business be to take the rebate and install the higher efficiency light bulbs?

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

[IF Q154 =1-8, CONTINUE, OTHERWISE SKIP TO Q50]

Q155. Why would you not be extremely likely to install the higher efficiency light bulbs?

[PROGRAMMER: EACH RESPONDENT ONLY RECEIVES ONE OF THE FOLLOWING THREE QUESTIONS; RANDOMLY ROTATE]

Q50. We know that the amount of the rebate that Ameren Illinois might provide to your business may not be the only thing that matters to you in terms of your decisions on these issues. For this reason, we would like you to tell us how several other factors might affect your decision about whether or not to use a rebate to install new, higher efficiency light bulbs, like those we just discussed.

First, please indicate below how likely you would be to use a rebate and install new, higher efficiency light bulbs if you would save enough in 3 years to pay for the incremental cost of the bulbs, given the processes outlined below that would be involved in your receiving that rebate.

	Not at all likely to do this					Extremely likely to do this				
[RANDOMIZE ORDER OF ITEMS 1-5]	1	2	3	4	5	6	7	8	9	10
1. The rebate is mailed to you as a check after you complete a rebate application that is submitted through the mail	<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. The rebate is mailed to you as a check after you complete an online form	<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. The rebate is credited to your bill after you complete an online form	<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. An "instant rebate" is applied as a discount to the cost of the bulbs at the point of sale	<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. A utility representative would come to your facility and install the lights at no cost to you beyond what standard efficiency lights would cost	<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"/>

Q51. We know that the amount of the rebate that Ameren Illinois might provide to your business may not be the only thing that matters to you in terms of your decisions on these issues. For this reason, we would like you to tell us how several other factors might affect your decision about whether or not to use a rebate to install new, higher efficiency light bulbs, like those we just discussed.

First, please indicate below how likely you would be to use a rebate and install new, higher efficiency light bulbs if you would save enough in 3 years to pay for the incremental cost of the bulbs, given the additional considerations outlined below.

	Not at all likely to do this					Extremely likely to do this				
[RANDOMIZE ORDER OF ITEMS 1-2]	1	2	3	4	5	6	7	8	9	10
1. Your business does better than expected for several months in a row, generating unexpected revenue and cash flow	<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. Your business does not perform as expected for several months in a row, meaning you have less revenue than expected	<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"/>

Q52. We know that the amount of the rebate that Ameren Illinois might provide to your business may not be the only thing that matters to you in terms of your decisions on these issues. For this reason, we would like you to tell us how several other factors might affect your decision about whether or not to use a rebate to install new, higher efficiency equipment, like those we just discussed.

Please indicate below how likely you would be to use a rebate and install new, higher efficiency equipment of the different types identified below if you would save enough in 3 years to pay for the incremental cost of the equipment, given the additional considerations outlined below.

	Not at all likely to do this					Extremely likely to do this				
[RANDOMIZE ORDER OF ITEMS 1 / 2, 3 / 4, AND 5/6 SEPARATELY, KEEPING 1 / 2 TOGETHER, 3 / 4 TOGETHER AND 5/ 6 TOGETHER]	1	2	3	4	5	6	7	8	9	10
Install higher efficiency lights if:										
1. The color rendering provided by the bulbs is unfamiliar relative to that of traditional incandescent bulbs	<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. Bulb designs are sleek, stylish, receive customer compliments, and clearly communicate a "green" orientation to the public	<input type="radio"/>									
Install advanced programmable thermostat if:										
3. The thermostat may occasionally override individual settings that people select based on a pre-programmed schedule	<input type="radio"/>									
4. The thermostat also provides a companion website that allows you to view usage history and control thermostat settings in real time	<input type="radio"/>									
Replace business personal computers with higher efficiency models when you replace them: [PROGRAMMER: ONLY SHOW ONE OF ITEMS 5 AND 6 TO EACH ELIGIBLE RESPONDENT; RANDOMLY ASSIGN]										
5. One of the high efficiency features (an "auto-sleep" function) may interfere with a central IT department pushing updates to remote PCs during off hours	<input type="radio"/>									
6. The "auto-sleep" function may reduce the risk of unauthorized computer access during off hours	<input type="radio"/>									

CONCLUSION

[INCENTIVE NAME/ADDRESS COLLECTION SCREEN]

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

Q75. To receive the \$75 thank you payment you earned by completing our survey, please provide your name and address below.

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

[PROGRAMMER: INCLUDE OPTIONS FOR "I would prefer not to receive the \$75 thank you payment"]

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

[INCENTIVE NAME/ADDRESS/EMAIL ADDRESS VERIFICATION SCREEN]

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

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

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

Otherwise, please click "Next" to submit your information.

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

[INCENTIVE CONFIRMATION / FOLLOW-UP REQUEST SCREEN]

[IF NAME/MAILING ADDRESS ENTERED, DISPLAY, "You have successfully submitted the information we need so we can send you your \$75 thank you payment. This payment will be issued to the name you provided and will be mailed within 3-4 weeks to the address you provided."]

[PROGRAMMER: DISPLAY ON SAME SCREEN AS ABOVE LANGUAGE]

Q76. If you would like information on how your business can save money on energy bills, please visit us at www.actonenergy.com.

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

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

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

Contact Name: _____

Business Name: _____

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

phone e-mail postal mail

Daytime phone number: _____ [ALLOW UP TO 20 CHARACTERS]

E-mail address: _____

Postal address: _____

2. No, we would NOT like to be contacted

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

[FOLLOW-UP REQUEST VERIFICATION SCREEN]

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

[DISPLAY PROVIDED INFORMATION]

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

Otherwise, please click "Next" to submit your information.

[PROGRAMMER NOTE: INCLUDE 'BACK' BUTTON ON THIS SCREEN WHEN SURVEY IS LIVE]

[FOLLOW-UP REQUEST CONFIRMATION / COMMENT SCREEN]

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

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

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

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

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

[GOODBYE SCREEN]

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

[IF STATUS=T OR O, DISPLAY, "Thank you. Have a nice day!"]
[INCLUDE "Close window" BUTTON]

SURVEY CLOSED MESSAGE

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

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

If you would like information on how your business can save money on 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]

Heating systems	
Air-source heat pump	An air-source heat pump uses the difference between outdoor and indoor air temperatures to provide both cooling and heating.
Geothermal heat pump	Geothermal heat pumps are similar to ordinary heat pumps, but use the ground instead of outside air to provide heating, air conditioning and, in most cases, hot water.
Cooling systems chillers	
District steam with chiller	A district steam system works by having a central steam plant that typically serves multiple clients, or in larger cities, even multiple city blocks or other areas; district steam with chiller systems use district steam to drive a local chiller system
Floor-by-floor packaged water-cooled DX units	Separate air conditioning units that serve each floor individually; these units are typically water-cooled, rather than air-cooled
Centrifugal	Compressor that uses centrifugal force to compress gas by feeding it into a wheel with radial vanes. The wheel is then sealed inside of a cylinder and spun. When the wheel rotates, the gas is thrown away from the wheel center. The outward spinning motion compresses the gas.
Reciprocating	Compressor that increases the pressure of a process gas by positive displacement, employing linear movement of the drive shaft
Rotary	The machine used to impart rotational power to the drill stem while permitting vertical movement of the pipe for rotary drilling
Scroll	Uses advanced engineering and flow dynamics to efficiently and smoothly compress gas refrigerant
Screw	A propeller with several angled blades that rotates to push against water or air
Absorption, hot water	Thermally driven chiller utilizing hot water
Absorption, steam	Indirect-fired chiller utilizing steam
Absorption, natural gas	Direct-fired chiller
Chiller, steam-driven turbine	Mechanical pump-driven refrigeration process powered by a steam turbine
Wall or window air conditioner units	Small, residential-style packaged air conditioning units. Are either installed directly in a window or through a short, flexible intake duct. Provide cooling to the immediate vicinity.
Air cooled chiller	Large units with multiple fans on top, typically located outside. Chillers provide cold water (around 40°F) to large air handling systems which cool all zones within the building.
Water cooled chiller	Large units with one compressor and two heat exchangers, typically located within a central plant. Pumps send warm water to water cooling towers located outdoors to reject heat. Chillers provide cold water (around 40°F) to large air handling systems which cool all zones within the building.
Packaged rooftop air conditioner units	Larger air conditioners located on the roof which heat and cool specific zones within a building. Each unit typically contains its own compressor, supply fans, and heat exchangers.

Lighting	
Standard fluorescent tubes (T12)	Traditional fluorescent tube lights with standard efficiency (T12) tubes
Higher than standard efficiency fluorescent tubes (T10)	Fluorescent tube lights that provide more light output than a T12. The T10 lights have a 1 ¼ inch diameter while the T12 lights have a larger diameter of 1 ½ inches.
High-efficiency fluorescent tubes (T8)	Newer fluorescent tubes (T8s) that fit into traditional fixtures, but which represent a more efficient (lower wattage) tube
Super high-efficiency fluorescent tubes (T5)	Fluorescent, super high efficiency (T5) tube lights
Compact fluorescent (CFL)	A newer type of light bulb that screws into a light socket, but which is a fluorescent light rather than a traditional incandescent light bulb , and which also often has a non-traditional, "swirly" shape for a light bulb
Incandescent	Traditional screw in light bulbs that typically range from around 25 watts to around 120 watts
Neon	Tube shaped lights that contain neon or other inert gases at low pressure. Applying a high voltage, makes the gas glow brightly. Typically used in commercial advertising or signage.
LED lamp	A "light emitting diode" lamp is an electronic form of lighting that does not use filaments like traditional incandescent bulbs, but instead, uses solid state electronics.
Induction	Electrodeless lamps that can last up to 20 years before burning out. Typically used in exterior lighting.
High/Low pressure sodium	A sodium vapor lamp is a gas discharge lamp which uses sodium in an excited state to produce light. They are used in generating yellow light for lighting streets and highways. The low-pressure sodium lamp has remarkably high luminous efficiency, or efficacy, producing as much as 200 lumens per watt of input power. High pressure sodium (HPS) lamps are smaller and contain additional elements such as mercury, and produce a dark pink glow when first struck, and a pinkish orange light when warmed.
Photocell	A light sensing device used to control luminaires and dimmers in response to detected light levels. Also known as photosensor lights. These are typically used in outdoor lighting so that lights are turned off during daylight.
Metal halide – standard	A discharge lamp in which metal halide salts are added to the contents of a discharge tube in which there is a high-pressure arc in mercury vapor; the added metals generate different wavelengths, to give substantially white light at an efficiency approximating that of high-pressure sodium lamps
Metal halide – pulse start	Pulse start metal halide lamps do not require a starting electrode, and instead use a special starting circuit referred to as an igniter to generate a high-voltage pulse to the operating electrodes. Pulse start metal halide offers better efficiency than standard.
Mercury vapor	Pressurized gas inside an arc tube ionized by current flowing between electrodes, resulting in light being emitted. Contains mercury and small amounts of argon, neon and krypton gas.
Induction	Electrodeless lamps that can last up to 20 years before burning out. Typically used in exterior lighting.

Quartz halogen	An incandescent light bulb in which the envelope is made of quartz instead of glass, and the filament is surrounded by an atmosphere of a halogen gas, usually iodine.
Occupancy sensors	An occupancy sensor is a motion detector that is integrated with a timing device. It senses when motion has stopped for a specified time period in order to trigger a light extinguishing signal.
Daylighting sensors	Electronic devices that are used to control lights in a room, so that when there is sufficient daylight / sunlight present, room lights are turned off
Manual – single switch	One switch controls one or more light fixtures
Manual – dual switch	Sometimes referred to as a “three-way switch”; two or more switches control one or more light fixtures. It is commonly used in locations with two different entrances/exits, such as at the top and bottom of a stairwell or in a classroom with doors in opposite corners.
Water Heater	
Tankless (instantaneous)	A water heater that only heats water for delivery to your application when you ask for it by using hot water. These systems do not keep a tank of water hot at all times.
Heat recovery	A water heater that uses heat “recovered” from another application (for example, by recovering “waste heat” from a process that heats another material) to heat water for different purposes
Domestic - type	A tank water heater similar to what you would find in a residential home.
Thermostat	
Standard	A traditional thermostat that you have to manually adjust and that has only one setting for the internal temperature you want
Programmable	A thermostat that lets you program a schedule and set the temperature up or down at different times of the day and/or different days of the week
Energy management system	An electronic system that can be programmed to automatically turn on / off (or to otherwise operate) HVAC, lighting, and / or other building systems according to a schedule that a building operator has established ahead of time
Structural	
Glass curtain/spandrel	A non- load-bearing wall of glass, attached to a building's exterior structural frame.
Energy Efficiency Measures	
Delamping	Removing light bulbs (or fluorescent tubes) from a facility so that there is still sufficient light, but not more than is necessary
Economizers (air-side or water-side)	Heat exchanger used to pre-heat water before it enters boiler
Energy management / control system	An electronic system that can be programmed to automatically turn on / off (or to otherwise operate) HVAC, lighting, and / or other building systems according to a schedule that a building operator has established ahead of time

Measure Data

Please see measure-level assumptions and details in the following file:

- *AIC Measure Summary Tabs RCIS 2016-02-22 values.xlsx*



AIC Measure
Summary Tabs RCIS :

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