

APPENDIX A:
DATA COLLECTION INSTRUMENTS

AMEREN ILLINOIS ACT ON ENERGY BUSINESS PROGRAM

PARTICIPANT SURVEY – CUSTOM PROJECTS

Final

07/20/11

INTRODUCTION

[READ IF CONTACT=1]

Hello, this is _____ from Opinion Dynamics calling on behalf of Ameren Illinois. This is not a sales call. May I please speak with <PROGRAM CONTACT>?

Our records show that <COMPANY> purchased <ENDUSE>, which was/were <installed in “INSTALL DATE” OR recently installed> and received an incentive of \$<INCENTIVE AMOUNT> from Ameren Illinois. We are calling to do a follow-up study about your firm’s participation in this program, which is called the Act On Energy Business Program. I was told you’re the person most knowledgeable about this project. Is this correct? [IF NOT, ASK TO BE TRANSFERRED TO MOST KNOWLEDGABLE PERSON OR RECORD NAME & NUMBER.]

This survey will take about 15 minutes. Is now a good time? [If no, schedule call-back]

[READ IF CONTACT=0]

Hello, this is _____ from Opinion Dynamics calling on behalf of Ameren Illinois. I would like to speak with the person most knowledgeable about recent changes in cooling, lighting, or other energy-related equipment for your firm at this location.

[IF NEEDED] Our records show that <COMPANY> purchased <ENDUSE>, which was <installed in “INSTALL DATE” OR recently installed> and received an incentive of \$<INCENTIVE AMOUNT> from Ameren Illinois. We are calling to do a follow-up study about your firm’s participation in this program, which is called the Act On Energy Business Program. I was told you’re the person most knowledgeable about this project. Is that correct? [IF NOT, ASK TO BE TRANSFERRED TO MOST KNOWLEDGABLE PERSON OR RECORD NAME & NUMBER.]

This survey will take about 15 minutes. Is now a good time? [If no, schedule call-back]

SCREENING QUESTIONS

- A1. Just to confirm, in 2010-2011 did <COMPANY> participate in Ameren Illinois Act on Energy Business Program at <ADDRESS>? (IF NEEDED: This is a program where your business received an incentive for installing one or more energy-efficient products covered under the program.)
- 1 (Yes, participated as described)
 - 2 (Yes, participated but at another location)
 - 3 (NO, did NOT participate in program)

- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[SKIP A2 IF A1=1,2]

- A2. Is it possible that someone else dealt with the energy-efficient product installation?
- 1 (Yes, someone else dealt with it)
 - 2 (No)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

[IF A2=1, ask to be transferred to that person. If not available, thank and terminate. If available, go back to A1]

[IF A1=2,3,00,98,99: Thank and terminate. Record dispo as "Could not confirm participation".]

Before we begin, I want to emphasize that this survey will only be about the <ENDUSE> you installed through the Act On Energy Business Program at <ADDRESS>.

NET-TO-GROSS MODULE

Variables for the net-to-gross module:

<NTG> (B=Basic rigor level, S= Standard rigor level. All questions here are asked if the standard rigor level is designated. Basic rigor level is designated through skip patterns.)

<UTILITY> (ComEd or Ameren Illinois)

<PROGRAM> (Name of energy efficiency program)

<ENDUSE> (Type of measure installed; from program tracking dataset)

<VEND1> (Contractor who installed new equipment, from program tracking dataset)

<ACCT_REP> (Name of account representative, from program tracking database or program files if present)

<OTHERPTS> (Variable to be calculated based on responses. Equals 1- minus response to N3p.)

<FINCRIT1> (Variable to be calculated based on responses. Equals 1 if payback period WITHOUT incentive is shorter than company requirement. See instructions below.)

<FINCRIT2> (Variable to be calculated based on responses. Equals 1 if payback period WITH incentive is shorter than company requirement. See instructions below.)

<MSAME> (Equals 1 if same customer had more than one project of the same measure type; from program tracking database)

<NSAME> (Number of additional projects of the same measure type implemented by the same customer; from program tracking database)

<FSAME> (Equals 1 if the same customer had more than one project (of different types) at the same facility; from program tracking database)

<FDESC> (Additional project type completed by the customer at the same facility; from the tracking database)

VENDOR INFORMATION

[SKIP TO V4 IF NTG=B]

I would like to get some information on the VENDORS that may have helped you with the implementation of this equipment.

V1 Did you work with a contractor or vendor that helped you with the choice of this equipment?

1 Yes

2 No

8 (Don't Know)

9 (Refused)

[SKIP TO V4 IF V1=2, 8, or 9]

V2 BLANK

V3 Did you also use a DESIGN or CONSULTING Engineer?

1 Yes

- 2 No
- 8 (Don't know)
- 9 (Refused)

[SKIP TO N1 IF KAE=0]

V4 Did your key account executive assist you with the project that you implemented through the <PROGRAM>?

- 1 Yes
- 2 No, don't have a key account executive
- 3 No, have a key account executive but they weren't involved
- 8 (Don't know)
- 9 (Refused)

[SKIP V5 IF V4=2,3 OR <ACCT_REP> NOT BLANK]

V5 We do not have the name of your key account executive at <UTILITY>. Can you give me his or her name? [OPEN END; 98=Don't know; 99=Refused]

NET-TO-GROSS BATTERY

I'd now like to ask a few questions about the <ENDUSE> you installed through the program.

N1 When did you first learn about <UTILITY>'s Program? Was it BEFORE or AFTER you first began to THINK about implementing this measure? (NOTE TO INTERVIEWER: "this measure" refers to the specific energy efficient equipment installed through the program.)

- 1 Before
- 2 After
- 8 (Don't know)
- 9 (Refused)

[ASK IF N1=2, 8, 9, ELSE SKIP TO N3]

N2 Did you learn about <UTILITY>' Program BEFORE or AFTER you DECIDED to implement the measure that was installed? (NOTE TO INTERVIEWER: "the measure" refers to the specific energy efficient equipment installed through the program.)

- 1 Before
- 2 After
- 8 (Don't know)
- 9 (Refused)

N3 Next, I'm going to ask you to rate the importance of the program as well as other factors that might have influenced your decision to implement this measure. Think of the degree of importance as being shown on a scale with equally spaced units from 0 to 10, where 0 means not at all important and 10 means extremely important. Now using this scale please rate the

importance of each of the following in your decision to implement the measure at this time.
[FOR N3a-n, RECORD 0 to 10; 96=Not Applicable; 98=Don't Know; 99=Refused]

(If needed: How important in your DECISION to implement the project was...)

[SKIP N3a IF NTG=B]

N3a. The age or condition of the old equipment

N3b. Availability of the PROGRAM incentive

N3bb. [ASK IF N3b=8,9,10] Why do you give it this rating? [OPEN END; 98=Don't know; 99=Refused]

[SKIP TO N3f IF NTG=B]

[ASK N3d IF V1=1]

N3d. Recommendation from an equipment vendor or contractor that helped you with the choice of the equipment.

N3e. Previous experience with this type of equipment?

N3f. Recommendation from an <PROGRAM> staff person? [IF NECESSARY: This would be someone from Ameren Illinois that is affiliated specifically with the Act On Energy Business program and not someone from the utility that might ordinarily contact you about your account.]

[SKIP N3ff IF NTG=B]

ff. [ASK IF N3f=8,9,10] Why do you give it this rating?

N3h. Information from <PROGRAM> or <UTILITY> marketing materials?

[SKIP N3hh IF NTG=B]

N3hh. [ASK IF N3h=8,9,10] Why do you give it this rating?

[SKIP TO N3k IF NTG=B]

[ASK N3i IF V3=1]

N3i. A recommendation from a design or consulting engineer.

N3j. Standard practice in your business/industry

[SKIP N3k IF KAE=0 OR V4>1]

N3k. Endorsement or recommendation by a key account executive of <UTILITY>

[SKIP N3kk IF NTG=B]

N3kk. [ASK IF N3k=8,9,10] Why do you say that?

[SKIP TO N3n IF NTG=B]

N3l. Corporate policy or guidelines

N3m. Payback on the investment

N3n. Were there any other factors we haven't discussed that were influential in your decision to install this MEASURE?

96 (Nothing else influential)

00 [Record verbatim]

98 (Don't Know)

99 (Refused)

[ASK N3nn IF N3n=00]

N3nn. Using the same zero to 10 scale, how would you rate the influence of this factor? [RECORD 0 to 10; 98=Don't Know; 99=Refused]

Thinking about this differently, I would like you to compare the importance of the PROGRAM with the importance of other factors in implementing the <ENDUSE> project.

[SKIP TO N3p IF NTG=B]

[READ IF (N3A, N3D, N3E, N3I, N3J, N3L, N3M, OR N3N)=8,9,10; ELSE SKIP TO N3p]

You just told me that the following other factors were important:

[READ IN ONLY ITEMS WHERE THEY GAVE A RATING OF 8 or higher]

(N3A) Age or condition of old equipment,

(N3D) Equipment Vendor recommendation

(N3E) Previous experience with this measure

(N3I) Recommendation from a design or consulting engineer

(N3J) Standard practice in your business/industry

(N3L) Corporate policy or guidelines

(N3M) Payback on investment

(N3N) Other factor (READ VERBATIM)

N3p If you were given a TOTAL of 100 points that reflect the importance in your decision to implement the <ENDUSE> program, and you had to divide those 100 points between: 1) the program and 2) other factors, how many points would you give to the importance of the PROGRAM?

Points given to program: [RECORD 0 to 100; 998=Don't Know; 999=Refused]

[CALCULATE VARIABLE "OTHERPTS" AS: 100 MINUS N3p RESPONSE; IF N3p=998,999, SET OTHERPTS=BLANK]

N3o And how many points would you give to other factors? [RECORD 0 to 100; 998=Don't Know; 999=Refused]

[The response should be <OTHERPTS> because both numbers should equal 100. If response is not <OTHERPTS> ask INC1]

INC1 The last question asked you to divide a TOTAL of 100 points between the program and other factors. You just noted that you would give <N3p RESPONSE> points to the program. Does that mean you would give <OTHERPTS> points to other factors?

- 1 Yes
- 2 No
- 98 (Don't know)
- 99 (Refused)

[IF INC1=2, go back to N3p]

CONSISTENCY CHECK ON PROGRAM IMPORTANCE SCORE

[SKIP TO N5 IF N3p=998,999 OR IF N3p<80 OR IF (N3p>=80 AND N3b>3)]

N4a You just gave <N3p RESPONSE> points to the importance of the program, I would interpret that to mean that the program was quite important to your decision to install this equipment. Earlier, when I asked about the importance of the program incentive, you gave a rating of ...<N3B RESPONSE> ... out of ten, indicating that the program incentive was not that important to you. Can you tell me why the program overall was important, but the incentive was not?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

ASK IF N3p<21 AND N3b=8,9,10, ELSE SKIP TO N5]

N4aa You just gave <N3p RESPONSE> points to the importance of the program. I would interpret that to mean that the program was not very important to your decision to install this equipment. Earlier, when I asked about the importance of the program incentive, you gave a rating of ...<N3B RESPONSE> ... out of ten, indicating that the program incentive was quite important to you. Can you explain why the incentive was important, but the program overall was not?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

Now I would like you to think about the action you would have taken with regard to the installation of this equipment if the utility program had not been available.

N5 Using a likelihood scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely", if the utility program had not been available, what is the likelihood that you would have installed exactly the same equipment? [RECORD 0 to 10; 98=Don't know; 99=Refused]

CONSISTENCY CHECKS

[ASK IF N3b>7 AND N5>7, ELSE SKIP TO N6]

N5a When you answered ...<N3B RESPONSE> ... for the question about the influence of the incentive, I would interpret that to mean that the incentive was quite important to your decision to install the <ENDUSE> equipment. Then, when you answered <N5 RESPONSE> for how likely you would have been to install the same equipment without the incentive, it sounds like the incentive was not very important in your installation decision.

I want to check to see if I am misunderstanding your answers or if the questions may have been unclear. Will you explain the role the incentive played in your decision to install this efficient equipment?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

N5b Would you like for me to change your score on the importance of the incentive which you gave a rating of <N3B RESPONSE> or change your rating on the likelihood you would install the same equipment without the incentive which you gave a rating of <N5 RESPONSE> and/or we can change both if you wish?

1 Change importance of incentive rating

2 Change likelihood to install the same equipment rating

3 Change both

4 (No, don't change)

8 (Don't know)

9 (Refused)

[ASK IF N5b=1,3]

N5c How important was... availability of the PROGRAM incentive? (IF NEEDED: in your DECISION to implement the project) [Scale of 0 to 10, where 0 means not at all important and 10 means extremely important; 98=Don't know, 99=Refused]

[ASK IF N5b=2,3]

N5d If the utility program had not been available, what is the likelihood that you would have installed exactly the same equipment? [Scale of 0 to 10, where 0 means "Not at all likely" and 10 means "Extremely likely"; 98=Don't know, 99=Refused]

[ASK IF N3j>7, ELSE SKIP TO N7]

N6 In an earlier question, you rated the importance of STANDARD PRACTICE in your industry very highly in your decision making. Could you please rate the importance of the PROGRAM, relative to this standard industry practice, in influencing your decision to install this measure. Would you say the program was much more important, somewhat more important, equally important, somewhat less important, or much less important than the standard practice or policy?

- 1 Much more important
- 2 Somewhat more important
- 3 Equally important
- 4 Somewhat less important
- 5 Much less important
- 8 (Don't know)
- 9 (Refused)

[CREATE VERIFIED N5 VARIABLE USING N5 OR N5E]

[ASK IF N5>0, ELSE SKIP TO N8]

N7 You indicated earlier that there was a <N5 RESPONSE> in 10 likelihood that you would have installed the same equipment if the program had not been available. Without the program, when do you think you would have installed this equipment? Would you say...

- 1 At the same time
- 2 Earlier
- 3 Later
- 4 (Never)
- 8 (Don't know)
- 9 (Refused)

[ASK N7a IF N7=3]

N7a. How much later would you have installed this equipment? Would you say...

- 1 Within 6 months
- 2 6 months to 1 year later
- 3 1 - 2 years later
- 4 2 - 3 years later
- 5 3 - 4 years later
- 6 4 or more years later
- 8 (Don't know)
- 9 (Refused)

[ASK N7b IF N7a=6, ELSE SKIP TO N8]

N7b. Why do you think it would have been 4 or more years later?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

PAYBACK BATTERY [ASK IF N3m>5 ELSE SKIP TO N11]

I'd like to find out more about the payback criteria your company uses for its investments.

N8 What financial calculations does your company make before proceeding with installation of a MEASURE like this one?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

N9 What is the payback cut-off point your company uses (in months) before deciding to proceed with an investment? Would you say...

- 1 0 to 6 months
- 2 7 months to 1 year
- 3 more than 1 year up to 2 years
- 4 more than 2 years up to 3 years
- 5 more than 3 years up to 5 years
- 6 Over 5 years
- 8 (Don't know)
- 9 (Refused)

N10a What was the estimated payback period for the new <ENDUSE>, in months, WITH the incentive from the <PROGRAM>?

- 00 [NUMERIC OPEN END, UP TO 240]
- 998 (Don't know)
- 999 (Refused)

N10b And what was the estimated payback period for the <ENDUSE>, in months, WITHOUT the incentive from <PROGRAM>?

- 00 [NUMERIC OPEN END, UP TO 240]
- 998 (Don't know)
- 999 (Refused)

[CREATE VARIABLE FINCRIT1. SET FINCRIT1 = BLANK IF: N9=8,9 OR N10b=998,999. SET FINCRIT1 = 1 IF: (N9=1 AND N10b<7) OR (N9=2 AND N10b<13) OR (N9=3 AND N10b<25) OR (N9=4 AND N10b<37) OR (N9=5 AND N10b<61) OR (N9=6). ELSE, SET FINCRIT1 = 0.]

[ASK IF FINCRIT1=1, ELSE SKIP TO N10d]

N10c Even without the incentive, the <ENDUSE> project met your company's financial criteria. Would you have gone ahead with it even without the incentive?

- 1 Yes
- 2 No
- 3 (Maybe)
- 8 (Don't know)
- 9 (Refused)

[CREATE VARIABLE FINCRIT2. SET FINCRIT2 = BLANK IF: N9=8,9 OR N10a=998,999. SET FINCRIT2 = 1 IF: (N9=1 AND N10a<7) OR (N9=2 AND N10a<13) OR (N9=3 AND N10a<25) OR (N9=4 AND N10a<37) OR (N9=5 AND N10a<61) OR (N9=6). ELSE, SET FINCRIT2 = 0.

[ASK IF FINCRIT2=1 AND FINCRIT1=0 AND N3b<5, ELSE SKIP TO N10e]

N10d The incentive seemed to make the difference between meeting your financial criteria and not meeting them, but you are saying that the incentive didn't have much effect on your decision, why is that?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

[ASK IF FINCRIT2=0 AND N3b>7, ELSE SKIP TO N11]

N10e. The incentive didn't cause this <ENDUSE> project to meet your company's financial criteria, but you said that the incentive had an impact on the decision to install the <ENDUSE>. Why did it have an impact?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

CORPORATE POLICY BATTERY [ASK IF N3L>5, ELSE SKIP TO N18]

N11 Does your organization have a corporate environmental policy to reduce environmental emissions or energy use? Some examples would be to "buy green" or use sustainable approaches to business investments.

- 1 Yes
- 2 No
- 8 (Don't know)
- 9 (Refused)

[ASK IF N11=1, ELSE SKIP TO N18]

N12 What specific corporate policy influenced your decision to adopt or install the <ENDUSE> through the <PROGRAM>?

- 00 [RECORD VERBATIM]
- 98 (Don't know)
- 99 (Refused)

N13 Had that policy caused you to adopt energy efficient <ENDUSE> at this facility before participating in the <PROGRAM>?

- 1 Yes
- 2 No
- 8 (Don't know)

9 (Refused)

N14 Had that policy caused you to adopt energy efficient <ENDUSE> at other facilities before participating in the <PROGRAM>?

1 Yes

2 No

8 (Don't know)

9 (Refused)

[ASK IF N13=1 OR N14=1, ELSE SKIP TO N17]

N15 Did you receive an incentive for a previous installation of <ENDUSE>?

1 Yes

2 No

8 (Don't know)

9 (Refused)

[ASK IF N15=1, ELSE SKIP TO N17]

N16 To the best of your ability, please describe.... [Record VERBATIM; 98=Don't know; 99=Refused]

a. the amount of incentive received

b. the approximate timing

c. the name of the program that provided the incentive

[ASK IF N13=1 OR N14=1, ELSE SKIP TO N18]

N17 If I understand you correctly, you said that your company's corporate policy has caused you to install energy efficient <ENDUSE> previously at this and/or other facilities. I want to make sure I fully understand how this corporate policy influenced your decision versus the <PROGRAM>.

Can you please clarify that?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

STANDARD PRACTICE BATTERY [ASK IF N3j>5, ELSE SKIP TO N23]

N18 Approximately, how long has use of energy efficient <ENDUSE> been standard practice in your industry?

M [00 Record Number of Months; 98=Don't know, 99=Refused]

Y [00 Record Number of Years; 98=Don't know, 99=Refused]

N19 Does your company ever deviate from the standard practice?

1 Yes

2 No

8 (Don't know)

9 (Refused)

[ASK IF N19=1]

N19a Please describe the conditions under which your company deviates from this standard practice.

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

N20 How did this standard practice influence your decision to install the <ENDUSE> through the <PROGRAM>?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

N20a Could you please rate the importance of the <PROGRAM>, versus this standard industry practice in influencing your decision to install the <ENDUSE>. Would you say the <PROGRAM> was...

1 Much more important

2 Somewhat more important

3 Equally important

4 Somewhat less important

5 Much less important

8 (Don't know)

9 (Refused)

N21 What industry group or trade organization do you look to to establish standard practice for your industry?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

N22 How do you and other firms in your industry receive information on updates in standard practice?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

OTHER INFLUENCES BATTERY

N23 Who provided the most assistance in the design or specification of the <ENDUSE> you installed through the <PROGRAM>? (If necessary, probe from the list below.)

1 (Designer)

2 (Consultant)

- 3 (Equipment distributor)
- 4 (Installer)
- 5 (<UTILITY> Key Account Executive)
- 6 (<PROGRAM> staff)
- 7 (Retailer)
- 8 (Controller)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[SKIP N24 IF N23=98,99]

N24 Please describe the type of assistance that they provided.

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

[ASK IF MSAME=1, ELSE SKIP TO N27]

Our records show that your company also received an incentive from <UTILITY> for <NSAME> other <ENDUSE> project(s).

N26 Was it a single decision to complete all of those <ENDUSE> projects for which you received an incentive from <UTILITY> or did each project go through its own decision process?

- 1 Single Decision
- 2 Each project went through its own decision process
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[ASK IF FSAME=1 ELSE SKIP TO SPILLOVER MODULE]

Our records show that your company also received an incentive from <UTILITY> for a <FDESC> project at < ADDRESS >.

N27 Was the decision making process for the <FDESC> project the same as for the <ENDUSE> project we have been talking about?

- 1 Same decision making process
- 2 Different decision making process
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

SPILOVER MODULE

Thank you for discussing the new <ENDUSE > that you installed through the <PROGRAM>. Next, I would like to discuss any energy efficient equipment you might have installed OUTSIDE of the <PROGRAM>.

SP1 Since your participation in the <PROGRAM>, have you implemented any ADDITIONAL energy efficiency measures at this facility that did NOT receive incentives through any utility or government program?

- 1 Yes
- 2 No
- 8 (Don't know)
- 9 (Refused)

[ASK IF SP1=1, ELSE SKIP TO PROCESS MODULE S0]

SP1a. How significant was your experience with the <PROGRAM> in your decision to implement these additional measures, using a scale of 0 to 10, where 0 is not at all significant and 10 is extremely significant? [SCALE 0-10; 98=Don't Know; 99=Refused]

[ASK IF SP1A=8,9,10, ELSE SKIP TO S0]

SP2 What was the first measure that you implemented? (IF RESPONSE IS GENERAL, E.G., "LIGHTING EQUIPMENT", PROBE FOR SPECIFIC MEASURE. PROBE FROM LIST, IF NECESSARY.)

- 1 (Lighting: T8 lamps)
- 2 (Lighting: T5 lamps)
- 3 (Lighting: Highbay Fixture Replacement)
- 4 (Lighting: CFLs)
- 5 (Lighting: Controls / Occupancy sensors)
- 6 (Lighting: LED lamps)
- 7 (Cooling: Unitary/Split Air Conditioning System)
- 8 (Cooling: Room air conditioners)
- 9 (Cooling: Variable Frequency Drives (VFD/VSD) on HVAC Motors)
- 10 (Motors: Efficient motors)
- 11 (Refrigeration: Strip curtains)
- 12 (Refrigeration: Anti-sweat controls)
- 13 (Refrigeration: EC motor for WALK-IN cooler/freezer)
- 14 (Refrigeration: EC motor for REACH-IN cooler/freezer)
- 00 (Other, specify)
- 96 (Didn't implement any measures)
- 98 (Don't know)
- 99 (Refused)

[IF SP2=96,98,99, SKIP TO S0]

SP3 What was the second measure? (IF RESPONSE IS GENERAL, E.G., "LIGHTING EQUIPMENT", PROBE FOR SPECIFIC MEASURE. PROBE FROM LIST, IF NECESSARY.)

- 1 (Lighting: T8 lamps)
- 2 (Lighting: T5 lamps)
- 3 (Lighting: Highbay Fixture Replacement)
- 4 (Lighting: CFLs)
- 5 (Lighting: Controls / Occupancy sensors)
- 6 (Lighting: LED lamps)
- 7 (Cooling: Unitary/Split Air Conditioning System)
- 8 (Cooling: Room air conditioners)
- 9 (Cooling: Variable Frequency Drives (VFD/VSD) on HVAC Motors)
- 10 (Motors: Efficient motors)
- 11 (Refrigeration: Strip curtains)
- 12 (Refrigeration: Anti-sweat controls)
- 13 (Refrigeration: EC motor for WALK-IN cooler/freezer)
- 14 (Refrigeration: EC motor for REACH-IN cooler/freezer)
- 00 (Other, specify)
- 96 (There was no second measure)
- 98 (Don't know)
- 99 (Refused)

[IF SP3=96,98,99, SKIP TO SP5A]

SP4 What was the third measure? (IF RESPONSE IS GENERAL, E.G., "LIGHTING EQUIPMENT", PROBE FOR SPECIFIC MEASURE. PROBE FROM LIST, IF NECESSARY.)

- 1 (Lighting: T8 lamps)
- 2 (Lighting: T5 lamps)
- 3 (Lighting: Highbay Fixture Replacement)
- 4 (Lighting: CFLs)
- 5 (Lighting: Controls / Occupancy sensors)
- 6 (Lighting: LED lamps)
- 7 (Cooling: Unitary/Split Air Conditioning System)
- 8 (Cooling: Room air conditioners)
- 9 (Cooling: Variable Frequency Drives (VFD/VSD) on HVAC Motors)
- 10 (Motors: Efficient motors)
- 11 (Refrigeration: Strip curtains)
- 12 (Refrigeration: Anti-sweat controls)
- 13 (Refrigeration: EC motor for WALK-IN cooler/freezer)
- 14 (Refrigeration: EC motor for REACH-IN cooler/freezer)
- 00 (Other, specify)
- 96 (There was no third measure)
- 98 (Don't know)

99 (Refused)

REF1. Can one of our engineers give you a quick call back to ask you a few additional questions about the measure installations influenced by <PROGRAM>?

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK IF REF1=1]

REF2. Is [PHONE] the best number to reach you at?

1. Yes
2. No [RECORD A DIFFERENT PHONE NUMBER]
8. (Don't know)
9. (Refused)

PROCESS MODULE

I'd now like to ask you a few general questions about your participation in the Act On Energy Business program.

Program Processes and Satisfaction

S0 How did you first hear about the Act On Energy Business program?

1. (Ameren Key Account Executive)
2. (Ameren Website)
3. (Workshop)
4. (BLANK)
7. (Newspaper)
8. (Email)
10. (Friend/colleague/word of mouth)
11. (Bill insert)
13. (Vendor)
14. (Distributor)
16. (Supplier)
17. (Engineer)
19. (Sales representative)
20. (Electrician)

- 26. (Contractor)
- 27. (Program ally)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

S0a. Prior to starting your [PROJECT/ANY OF YOUR PROJECTS], did you discuss the Act on Energy program and energy efficient improvements that could qualify for program incentives with a program staff member? [IF NECESSARY: This would be someone from Ameren Illinois that is affiliated specifically with the Act On Energy Business program and not someone from the utility that might ordinarily contact you about your account.]

- 1. Yes
- 2. No
- 98. Don't know
- 99. Refused

[ASK IF S0a=1]

S0aa. How helpful was the discussion in helping you to understand the program and its benefits?

- 1. Very helpful
- 2. Somewhat helpful
- 3. Not very helpful
- 4. Not at all helpful
- 98. Don't know
- 99. Refused

S1a. Did YOU fill out the program application for the project?

- 1. Yes
- 2. No
- 8. (Don't know)
- 9. (Refused)

[ASK S1b IF S1a=1 ELSE SKIP TO S1e]

S1b. Did the application form clearly explain the program requirements and how to participate?

- 1. Yes
- 2. No
- 3. (Somewhat)
- 8. (Don't know)
- 9. (Refused)

S1c. How would you rate the application process? Please use a scale of 0 to 10 where 0 is "very difficult" and 10 is "very easy". [SCALE 0-10; 98=Don't know, 99=Refused]

[ASK S1d IF S1c<4]

S1d. Why did you rate it that way? [MULTIPLE RESPONSE, UP TO 3]

1. (Required me to research on lighting)
2. (Harder compared to other state's programs)
3. (Difficult to understand)
4. (Long process)
00. (Other, specify)
98. (Don't know)
99. (Refused)

[ASK S1e IF S1a=2]

S1e Who filled out the application for the project?

1. (Someone else at the facility)
2. (Someone else at the company)
3. (Program ally)
4. (Contractor)
5. (Consultant)
6. (Engineer)
7. (Supplier/distributors/vendor)
00. (Other, specify)
98. (Don't know)
99. (Refused)

[SKIP S3 IF S1e=3 OR QS0=27]

S3 Are you familiar with the term Act On Energy Business program ALLY?

1. Yes
2. No
8. (Don't know)
9. (Refused)

[SKIP IF S1e=3 or 4]

S4a Did you use a contractor for your <ENDUSE> project?

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK S4b IF S4a=1 or S1e=3 or 4]

S4b Was the contractor you used affiliated with the Act On Energy Business program? (If needed:
Was the contractor REGISTERED with the Act On Energy Business program?)

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK S5 IF S4a=1 OR S1e=3 or 4 ELSE SKIP TO S7]

S5 How would you rate the contractor's ability to meet your needs in terms of implementing your project? Please use a scale from 0 to 10, where 0 is "not at all able to meet needs" and 10 is "completely able to meet needs"? [SCALE 0-10; 98=Don't know, 99=Refused]

S6a Would you recommend the contractor you worked with to other people or companies?

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK S6b IF S6a=2]

S6b Why not?

00. [Record VERBATIM]
98. (Don't know)
99. (Refused)

S7 When implementing an energy efficiency project, how important is it to you that the contractor is affiliated with the Act On Energy Business program? Please use a scale from 0 to 10, where 0 is "not at all important" and 10 is "very important"? [SCALE 0-10; 98=Don't know, 99=Refused]

S8 During the course of your participation in the program, did you place any calls to the Act On Energy Business Call Center?

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK S8a IF S8=1]

S8a On a scale of 0 to 10, where 0 is "very dissatisfied" and 10 is "very satisfied", how would you rate your satisfaction with the Call Center's ability to answer your questions? [SCALE 0-10; 96=not applicable, 98=Don't know, 99= Refused]

[ASK S8b IF S8a<4]

S8b Why did you rate it that way? [MULTIPLE RESPONSE, UP TO 3]

1. (Provided inconsistent information)
2. (Didn't understand the question)
3. (Hard to reach the right person/person with the answer)
00. (Other, specify)
98. (Don't know)
99. (Refused)

S9a Did you ask any questions of your Act On Energy technical reviewer while participating in the program? (If needed: This is a program staff person you would have spoken or e-mailed with to

clarify any issues that came up during the review of your application. Technical reviewers are SAIC or GDS employees, who are Act On Energy Business program partners.)

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK S9b IF S9a=1]

S9b Approximately how long did it take for your questions to be answered?

1. (Within the same day)
2. (1-2 business days)
3. (3-5 business days)
4. (1 -2 weeks)
5. (More than 2 week)
8. (Don't know)
9. (Refused)

S16. After you submitted the final application, how long did it take for you to receive your incentive from Ameren Illinois? Was it..? [IF RESPONDENT SAYS THAT IT VARIED ACROSS MULTIPLE PROJECTS THAT HE OR SHE PARTICIPATED IN, PROBE FOR AN AVERAGE ESTIMATE ACROSS ALL OF THE APPLICATIONS]

- 1 Less than 4 weeks
- 2 Between 4 and 6 weeks
- 3 Between 6 and 8 weeks
- 4 Between 8 and 10 weeks,
- 5 Between 10 and 12 weeks, OR
- 6 More than 12 weeks
- 96 (Never received payment)
- 97 (Still awaiting payment)
- 98 (Don't know)
- 99 (Refused)

S11 On a scale of 0 to 10, where 0 is very dissatisfied and 10 is very satisfied, how would you rate your satisfaction with... [SCALE 0-10; 96=not applicable, 98=Don't know, 99=Refused]

- a. the incentive amount
- b. the program's technical review staff
- c. BLANK
- d. the Act On Energy Business program overall
- e. Ameren Illinois

[ASK S12b IF S11b<4]

S12b. You indicated some dissatisfaction with the program's technical review staff, why did you rate it this way? [MULTIPLE RESPONSE, UP TO 3]

1. (Provided inconsistent information)
2. (Didn't understand the question)
3. (Hard to reach the right person/person with the answer)

- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

S12c. BLANK

[ASK S12d IF S11d<4]

S12d. You indicated some dissatisfaction with the Act On Energy Business program overall, why did you rate it this way? [OPEN END; 98=Don't know, 99=Refused]

[ASK S12e IF S11e<4]

S12e. You indicated some dissatisfaction with Ameren Illinois, why did you rate it this way? [MULTIPLE RESPONSE, UP TO 3]

- 1. (Rates are too high)
- 2. (Took too long to get rebate)
- 3. (Poor customer service)
- 4. (Poor power supply/service)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

S10a Did you experience any problems during the participation process? (IF NEEDED: (Other than what we have already talked about)

- 1. Yes
- 2. No
- 8. (Don't know)
- 9. (Refused)

[ASK S10b IF QS10a=1]

S10b What problems did you experience? [MULTIPLE RESPONSE, UP TO 3]

- 1. (Phone calls not returned)
- 2. (Process takes too long)
- 3. (Low incentives/rebates)
- 00. (Other – specify)
- 8. (Don't know)
- 9. (Refused)

Marketing and Outreach

MK1 Do you recall seeing or receiving any marketing materials or other information for the Act On Energy Business program?

- 1. Yes
- 2. No
- 8. (Don't know)

9 (Refused)

[ASK MK1a IF MK1=1, ELSE SKIP TO MK2]

MK1a What types of materials do you remember? [MULTIPLE RESPONSE, UP TO 5]

1. (Television)
2. (Newspaper)
3. (Email)
4. (Billboards)
5. (Radio advertising)
6. (Chamber of Commerce publication)
7. (Presentation/workshop)
8. (Bill insert)
9. (Brochure)
10. (ActOnEnergy website)
11. (Other mailing)
00. (Other, please specify)
98. (Don't know)
99. (Refused)

MK1b How useful were these materials in providing information about the program? Would you say they were...

1. Very useful
2. Somewhat useful
3. Not very useful
4. Not at all useful
8. (Don't know)
9. (Refused)

[ASK MK1c IF M1b=3,4]

MK1c What would have made the materials more useful to you? [MULTIPLE RESPONSE, UP TO 3]

1. (More detailed information)
2. (Where to get additional information)
00. (Other, specify)
98. (Don't know)
99. (Refused)

MK1d Next, I'd like to ask you about how frequently you've heard about this program. Thinking about the past year, how often would you say you've seen, read or heard about the Act On Energy Business program?

- 1 Very frequently
- 2 Somewhat frequently
- 3 Only Occasionally

- 4 Rarely, or
- 5 Never
- 8. (Don't know)
- 9. (Refused)

MK2 What is the best way of reaching companies like yours to provide information about energy efficiency opportunities? [MULTIPLE RESPONSE, UP TO 3]

- 1. (Bill inserts)
- 2. (Flyers/ads/mailings)
- 3. (e-mail)
- 4. (Telephone)
- 5. (Key Account Executive)
- 6. (Webinars/roundtables/events)
- 7. (Through trade or professional associations)
- 8. (Program allies/contractors)
- 9. (Luncheons)
- 10. (Ameren reps)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

Benefits and Barriers

B1a What do you see as the main benefits to participating in the Act On Energy Business Program? [MULTIPLE RESPONSE, UP TO 3]

- 1. (Energy Savings)
- 2. (Good for the Environment)
- 3. (Lower Maintenance Costs)
- 4. (Better Quality/New Equipment)
- 5. (Rebate/Incentive)
- 00. (Other, Specify)
- 98. (Don't know)
- 99. (Refused)

B2 What do you think are the reasons companies like yours do not participate in this program? [MULTIPLE RESPONSE, UP TO 3]

- 1. (Lack of awareness of the program)
- 2. (Financial reasons)
- 3. (None)
- 4. (Not aware of savings/don't realize the savings)
- 5. (Time consuming application process)
- 6. (No time)

- 7. (Cumbersome paperwork)
- 8. (No need to replace equipment)
- 9. (Amount of payback)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

B3 Was the scope of your project limited by the program's incentive cap?

- 1. Yes
- 2. No
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

Early Completion Bonus

EB1 Starting in October 2010, Ameren Illinois offered an early completion bonus incentive for custom projects completed either by the end of March or the end of April. Were you aware of this bonus offer?

- 1. Yes
- 2. No
- 8. (Don't know)
- 9. (Refused)

[ASK IF EB1=1, ELSE SKIP TO R1]

EB2. Did you intend to complete your project early in order to receive the early completion bonus incentive for your project?

- 1. Yes
- 2. No
- 8. (Don't know)
- 9. (Refused)

[ASK IF EB2=2, ELSE SKIP TO EB4]

EB3. Why didn't your company intend to take advantage of the early completion bonus incentive?
[OPEN END]

EB4. Did your company ultimately receive an early completion bonus incentive?

- 1. Yes
- 2. No
- 8. (Don't know)
- 9. (Refused)

EB5. Please tell me how strongly you agree or disagree with the following statement: The early completion bonus incentive motivated my company to complete our project in a shorter amount of time than we otherwise would have. Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree with this statement?

1. Strongly disagree
2. Somewhat disagree
3. Somewhat agree
4. Strongly agree
8. (Don't know)
9. (Refused)

Feedback and Recommendations

R1 Do you plan to participate in the program again in the future?

1. Yes
2. No
3. (Maybe)
8. (Don't know)
9. (Refused)

R2 How could the Act On Energy Business Program be improved? [MULTIPLE RESPONSE, UP TO 4]

1. (Higher incentives)
2. (More measures)
3. (Greater publicity)
4. (Advance payment)
5. (Key Account Executives provide more information)
6. (Relax partner guidelines)
7. (Add commercial cooking measures)
8. (More incentives)
96. (No recommendations)
00. (Other, specify)
98. (Don't know)
99. (Refused)

Firmographics

I only have a few general questions left.

F1a What is your company's business type? (PROBE, IF NECESSARY)

1. (BLANK)
2. (Grocery)
3. (Medical)

4. (Hotel/Motel)
5. (BLANK)
6. (Office)
7. (Restaurant)
8. (Retail/Service)
9. (Warehouse/Distribution)
10. (Community/recreational center)
11. (Non-profit organization)
12. (Agriculture)
13. (Gas station/convenience store)
14. (Light industry)
15. (Heavy industry)
16. (K-12 School)
17. (College/university)
00. (Other, specify)
98. (Don't know)
99. (Refused)

F1b And is the business type of the facility in which the <ENDUSE> was installed in the same sector?

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK F1c IF F1b=2]

F1c What is the business type of the facility? (PROBE, IF NECESSARY)

1. (BLANK)
2. (Grocery)
3. (Medical)
4. (Hotel/Motel)
5. (BLANK)
6. (Office)
7. (Restaurant)
8. (Retail/Service)
9. (Warehouse/Distribution)
10. (Community/recreational center)
11. (Non-profit organization)
12. (Agriculture)
13. (Gas station/convenience store)
14. (Light industry)
15. (Heavy industry)
16. (K-12 School)
17. (College/university)
00. (Other, specify)
98. (Don't know)
99. (Refused)

- F2 Which of the following best describes the ownership of this facility?
1. My company owns and occupies this facility
 2. My company owns this facility but it is rented to someone else
 3. My company rents this facility
 8. (Don't know)
 9. (Refused)

- F3 Does your company pay the electric bill?
1. Yes
 2. No
 8. (Don't know)
 9. (Refused)

F4a How old is this facility? [NUMERIC OPEN END, 0 TO 150; 998=Don't know, 999=Refused]

[ASK F4b IF F4a=998]

- F4b Do you know the approximate age? Would you say it is...
1. Less than 2 years
 2. 2-4 years
 3. 5-9 years
 4. 10-19 years
 5. 20-29 years
 6. 30 years or more years
 8. (Don't know)
 9. (Refused)

F5a How many employees, full plus part-time, are employed at this facility? [NUMERIC OPEN END, 0 TO 2000; 9998=Don't know, 9999=Refused]

[ASK F5b IF F5a=9998]

- F5b Do you know the approximate number of employees? Would you say it is...
1. Less than 10
 2. 10-49
 3. 50-99
 4. 100-249
 5. 250-499
 6. 500 or more
 8. (Don't know)
 9. (Refused)

- F6 Which of the following best describes your facility? This facility is...
1. my company's only location
 2. one of several locations owned by my company
 3. the headquarters location of a company with several locations

- 8. (Don't know)
- 9. (Refused)

[SKIP F7 IF F2=2]

F7 In comparison to other companies in your industry, would you describe your company as...

- 1. A small company
- 2. A medium-sized company
- 3. A large company
- 4. (Not applicable)
- 8. (Don't know)
- 9. (Refused)



AMEREN ILLINOIS C&I STANDARD AND CUSTOM PROGRAMS

NON-PARTICIPANT SURVEY

Final 07/20/2011

Purpose of the survey: These interviews will focus on the assessment of non-participant spillover within electric efficiency measures. Additionally, the survey will provide insights into issues such as program awareness and barriers to participation. We will complete 280 interviews with randomly chosen Ameren Illinois customers in rate codes DS2, DS3A, DS3B, DS4 and DS5.

INTRODUCTION

[READ IF CONTACT=1]

Hello, this is _____ from Opinion Dynamics calling on behalf of Ameren Illinois. This is not a sales call. May I please speak with <PROGRAM CONTACT>?

We are conducting research on behalf of Ameren Illinois to help them develop programs to better serve their business customers. I'm looking to speak with the person responsible for making decisions about the purchase of energy using equipment for the company. (IF NEEDED: I am looking to speak with someone who might be involved in any decisions to improve the efficiency of the energy consuming systems your business uses, such as lighting or air conditioning) Are you the appropriate person?

1. Yes
2. No [RECORD NAME AND CONTACT INFO FOR APPROPRIATE CONTACT.]

This survey will take about 10 minutes. Is now a good time? [IF NO, SCHEDULE CALL-BACK]

[READ IF CONTACT=0]

Hello, this is _____ from Opinion Dynamics calling on behalf of Ameren Illinois. This is not a sales call. May I please speak with the person responsible for making decisions about the purchase of energy using equipment such as lighting, heating or cooling equipment for the company? (IF NEEDED: I am looking to speak with someone who might be involved in any decisions to improve the efficiency of the energy consuming systems your business uses, such as lighting or air conditioning).

We are conducting research on behalf of Ameren Illinois to help them develop programs to better serve their business customers.

This survey will take about 10 minutes. Is now a good time? [IF NO, SCHEDULE CALL-BACK]

FIRMOGRAPHICS

I'd like to start with some general questions about your company, the facility you operate in and your role within the company. For this effort, I would like for you to think about your facility at <ADDRESS>.

F9b. When it comes to making decisions about purchasing energy consuming equipment for your facility, such as lighting, heating or cooling equipment, which of the following best describes the decision-making processes?

- 1 You are responsible for some or all of these decisions
- 2 You help make some or all of the decisions
- 4 Your company does not make these types of decisions [THANK AND TERMINATE]
- 8 (Don't know) [THANK AND TERMINATE]
- 9 (Refused) [THANK AND TERMINATE]

F1a I am going to read you a list of business types that this facility may belong to. Please tell me which of these categories best describes your facility. You can stop me when you hear the type that best applies.

- 01 Retail/Service
- 02 Office
- 03 Restaurant
- 04 Warehouse/Distribution
- 05 Grocery
- 06 Medical
- 07 Hotel/Motel
- 08 Light industry
- 09 Heavy industry
- 10 Private K-12 School
- 11 Private College/University
- 12 Non-profit organization
- 13 Agriculture
- 00 Or some other facility (specify)
- 98 (Don't know)
- 99 (Refused)

F2 Which of the following best describes the ownership of this facility?

- 1 My company owns and occupies this facility
- 2 My company owns this facility but it is rented to someone else
- 3 My company rents this facility
- 8 (Don't know)
- 9 (Refused)

F3 Does your company pay the electric bill at this facility?

- 1 Yes
- 2 No
- 8 (Don't know)
- 9 (Refused)

F5a How many employees, full plus part-time, are employed at this facility? [NUMERIC OPEN END, 0 TO 2000; 9998=Don't know, 9999=Refused]

[ASK F5b IF F5a=9998]

F5b Do you know the approximate number of employees? Would you say it is...?

- 1 Less than 10
- 2 10-49
- 3 50-99
- 4 100-249
- 5 250-499
- 6 500 or more
- 8 (Don't know)
- 9 (Refused)

F6 Which of the following best describes your facility? This facility is...

- 1 my company's only location
- 2 one of several locations owned by my company
- 3 the headquarters location of a company with several locations
- 8 (Don't know)
- 9 (Refused)

F7 In comparison to other companies in your industry, would you describe your company as...?

- 1 A small company
- 2 A medium-sized company
- 3 A large company
- 4 (Not applicable)
- 8 (Don't know)
- 9 (Refused)

F8 Does your company have an Ameren Illinois Key Account Executive? (IF NEEDED: This is an Ameren employee dedicated to your account)

- 1 Yes
- 2 No
- 8 (Don't know)
- 9 (Refused)

ENERGY EFFICIENCY KNOWLEDGE AND ATTITUDES

EE1 How would you rate your knowledge of the options available to you to help your company save on energy costs through increased energy efficiency? Would you say that you are...?

- 1 Very knowledgeable
- 2 Somewhat knowledgeable
- 3 (Neither knowledgeable nor unknowledgeable)
- 4 Not very knowledgeable
- 5 Not at all knowledgeable
- 8 (Don't know)
- 9 (Refused)

EE2 On a scale of 0 to 10, where 0 is not at all important and 10 is very important, how important, would you say, is saving energy to your company? [SCALE 0-10; 98=DON'T KNOW, 99=REFUSED]

- E7 And on the same scale of 0 to 10 where 0 is “not at all important” and 10 is “very important,” how important are the following factors when purchasing new energy using equipment for your facility? How important is...? [SCALE 0-10; 98=DON'T KNOW, 99=REFUSED] [RANDOMIZE]
- a. initial purchase cost
 - b. operation and maintenance cost
 - c. energy efficiency
 - d. aesthetics/décor
 - e. availability
 - f. payback period

PROGRAM AWARENESS AND PARTICIPATION

PA0 Are you aware that Ameren Illinois offers programs to help their business customers save energy?

- 1 Yes
- 2 No
- 8 (Don't know)
- 9 (Refused)

PA1 Have you heard of the Ameren Illinois Act on Energy program?

- 1 Yes
- 2 No
- 8 (Don't know)
- 9 (Refused)

[SKIP IF PA1 = 1]

PA2 The Act on Energy program offers incentives for energy efficient equipment upgrades and improvements including lighting, cooling, refrigeration, and motors. Have you heard of this program?

- 1 Yes
- 2 No
- 8 (Don't know)
- 9 (Refused)

[IF PA2 = 2, 8, 9 SKIP TO E4]

PA7 Have you ever participated in the Act on Energy program?

- 1 Yes [THANK AND TERMINATE]
- 2 No
- 8 (Don't know)
- 9 (Refused)

S0 How did you first hear about the Act on Energy program?

- 01. (Ameren Key Account Executive)
- 02. (Ameren Website)
- 03. (Workshop)
- 04. (Contractor/program ally)
- 05. (Billboards)
- 06. (Radio advertising)
- 07. (Newspaper)
- 08. (Email)
- 09. (Television)
- 10. (Friend/colleague/word of mouth)
- 11. (Bill insert)
- 12. (Chamber of Commerce Publication)
- 13. (Trade Show)
- 14. (ActOnEnergy website)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

PA3 How would you rate your familiarity with the Act on Energy program? Would you say you are..?

- 1 Very familiar
- 2 Somewhat familiar
- 3 Not very familiar
- 4 Not at all familiar
- 8 (Don't know)
- 9 (Refused)

[IF PA3=3, 4, 8, 9 SKIP TO B4]

PA5 How likely are you to participate in the Act on Energy program within the next year? Would you say you are...?

- 1 Very likely
- 2 Somewhat likely
- 3 Not very likely
- 4 Not at all likely
- 8 (Don't know)
- 9 (Refused)

[IF PA5 = 1, 2, 8, 9 SKIP TO B1a]

PA5a Why are you not likely to participate in the program within the next year? [MULTIPLE RESPONSE, UP TO 3]

- 01 (Incentives not high enough/not worth the effort)
- 02 (Need more information/lack of awareness of the program)
- 03 (Budget constraints)
- 04 (Paperwork is too burdensome)
- 05 (Program is too complicated/confusing)
- 06 (Cost of equipment)
- 07 (Need financing)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

BENEFITS AND BARRIERS

- B1a What do you see as the main benefits to participating in an energy efficiency program like the Act on Energy program? [MULTIPLE RESPONSE, UP TO 3]
- 01 (Energy Savings)
 - 02 (Good for the Environment)
 - 03 (Lower Maintenance Costs)
 - 04 (Better Quality/New Equipment)
 - 05 (Rebate/Incentive)
 - 00 (Other, Specify)
 - 98 (Don't know)
 - 99 (Refused)
- B4 What do you see as the main barriers to installing energy efficient equipment at your facility? [MULTIPLE RESPONSE, UP TO 3]
- 01 (Costs more/too much)
 - 02 (Isn't always available/not available)
 - 03 (Awareness/knowledge of options)
 - 04 (Can purchase used equipment)
 - 05 (Not always recommended by contractor/distributor)
 - 06 (Corporate approval)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

EQUIPMENT MODULE

Now I want to talk to you about the energy using equipment at this facility.

- E4 Does your company have any case or reach in coolers or freezers at this location?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)
- E5 Does your company have any equipment with an electric motor such as a pump or fan for ventilation at this location?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

NONPARTICIPANT SPILLOVER

- SP1 Has your company purchased or made upgrades to any of the following equipment types since June 2010 at this facility? [\[READ LIST. WAIT FOR A RESPONSE BEFORE PROCEEDING WITH THE NEXT ITEM\]](#)
- A. Lighting equipment [\[PROMPT IF NECESSARY: THIS COULD INCLUDE LAMPS, FIXTURES, MOTION SENSORS AND OTHER TYPES OF LIGHTING EQUIPMENT\]](#)
 - B. Heating or cooling equipment [\[PROMPT IF NECESSARY: THIS COULD INCLUDE AIR CONDITIONING SYSTEMS, CHILLERS, ROOM AIR CONDITIONERS AND OTHER TYPES OF EQUIPMENT\]](#)
 - C. [\[ASK IF E4=1\]](#) Refrigeration equipment [\[PROMPT IF NECESSARY: THIS COULD INCLUDE SUCH EQUIPMENT TYPES SUCH AS COOLERS OR FREEZERS\]](#)
 - D. [\[ASK IF E5=1\]](#) Motors or Variable Frequency Drives, also known as VFDs

[\[SKIP TO END IF ALL SP1<>1\]](#)

[\[ASK IF PA3=1, 2, 3, ELSE SKIP TO END\]](#)

- SP3 Earlier in our interview, you mentioned that you were familiar with the Ameren Illinois' Act on Energy program. Now, thinking about the equipment you purchased within the LAST YEAR, did you learn about the Ameren Illinois Act on Energy program before or after you made the improvements, or at about the same time as you were making the improvements?
- 1 Learned about the program before I made the improvements
 - 2 Learned about the program at about the same time as I was making the improvements
 - 3 Learned about the program after I made the improvements
 - 4 (Learned about the program before some but after other improvements)
 - 8 (Don't know)
 - 9 (Refused)

[\[SKIP TO END IF SP3=3, 9\]](#)

- SP4 Did your knowledge of the Ameren Illinois Act on Energy program influence in any way the [\[READ IN YES RESPONSES FROM QSP1\]](#) improvements that you made at this facility within the past year?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[\[ASK IF SP4=1, ELSE SKIP TO END\]](#)

- SP5 Please tell me in your own words how the Ameren Illinois Act on Energy program influenced the decisions you made in terms of the [\[READ IN YES RESPONSES FROM QSP1\]](#) improvements at your facility. [\[OPEN END\]](#)
- 96 (The program did not influence any decisions) – [\[SKIP TO END\]](#)
 - 98 (Don't know)
 - 99 (Refused)

[ASK IF SP1A=1]

SP6A Thinking about this a bit differently, on a scale of 0 to 10 where 0 is “not at all influential” and 10 is “very influential”, how much influence did your knowledge of the Ameren Illinois Act on Energy program have on your selection of the lighting equipment that you installed on your own in the past year? [SCALE FROM 0-10, 98=DON'T KNOW, 99=REFUSED]

[ASK IF SP1B=1]

SP6B Thinking about this a bit differently, on a scale of 0 to 10 where 0 is “not at all influential” and 10 is “very influential”, how much influence did your knowledge of the Ameren Illinois Act on Energy program have on the EFFICIENCY level of the heating or cooling equipment that you installed on your own in the past year? [SCALE FROM 0-10, 98=DON'T KNOW, 99=REFUSED]

[ASK IF SP1C=1]

SP6C Thinking about this a bit differently, on a scale of 0 to 10 where 0 is “not at all influential” and 10 is “very influential” how much influence did your knowledge of the Ameren Illinois Act on Energy program have on your decision to INSTALL the refrigeration equipment on your own in the past year? [SCALE FROM 0-10, 98=DON'T KNOW, 99=REFUSED]

[ASK IF SP1D=1]

SP6D Thinking about this a bit differently, on a scale of 0 to 10 where 0 is “not at all influential” and 10 is “very influential”, how much influence did your knowledge of the Ameren Illinois Act on Energy programs have on your decision to INSTALL the motors or variable frequency drives on your own in the past year? [SCALE FROM 0-10, 98=DON'T KNOW, 99=REFUSED]

[SKIP TO END IF SP6A<6 AND SP6B<6 AND SP6C<6 AND SP6D<6]

I would now like to talk to you about the specifics of the equipment you installed since June 2010 at this facility that was influenced by the Act on Energy program. Please try to answer the following questions to the best of your ability. Just let me know if you were not involved in the decision-making process for any of the improvements or if you do not know the details that we will be asking you about.

[INTERVIEWER NOTE: IF RESPONDENT SAYS RIGHT AWAY THAT HE/SHE DOES NOT KNOW THE DETAILS ASK IF THERE IS ANOTHER PERSON AT THE FACILITY/COMPANY THAT OUR ENGINEERS CAN SPEAK WITH. RECORD THE CONTACT NAME AND PHONE NUMBER OF THAT PERSON AND SKIP TO THE END OF THE SURVEY]

[PROGRAMMER NOTE: HERE AND AFTER EVERY QUESTION FROM HEREON ADD A SEPARATE BOX THAT WOULD ALLOW INTERVIEWERS PROBE FOR AND ENTER THE CONTACT INFORMATION OF A PERSON KNOWLEDGEABLE ABOUT THE TECHNICAL DETAILS OF THE INSTALLED EQUIPMENT THAT OUR ENGINEERS CAN FOLLOW UP WITH.]

[ASK IF UNAWARE OF DETAILS]

REF1 Is there another person at your company that can help us get a better understanding of the details of the project? [RECORD THE NAME AND CONTACT INFORMATION FOR THAT PERSON]
No [SKIP TO THE END]
Contractor did all the work and has all of the technical knowledge [SKIP TO THE END]

LIGHTING

[ASK IF SP6a>5 AND SP1A=1, ELSE SKIP TO THE NEXT MODULE]

SPL1 You mentioned that you installed lighting equipment at this facility that was at least partially influenced by the Ameren Illinois Act on Energy program. Did you replace 4-foot linear fluorescent fixtures as part of this upgrade?

- 1 Yes
- 2 No
- 3 (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[ASK IF SPL1=1, ELSE SKIP TO SPL2]

SPL3 Which of the following describes the ORIGINAL 4-foot linear fluorescent fixtures that you replaced? Was it...? [IF RESPONDENT INSTALLED MULTIPLE EQUIPMENT TYPES, PROBE FOR THE MOST COMMON ONE]

- 1 T12 lamps
- 2 T8 lamps
- 3 Super T8 lamps
- 4 T5 lamps
- 5 T5 High Output lamps
- 00 (Other, specify)
- 96 (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION
- 98 (Don't know)
- 99 (Refused)

SPL3a How many 4-foot linear fluorescent lighting fixtures did you remove in total? [PROBE FOR THE BEST ESTIMATE] [NUMERIC OPEN END 0-995 (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION 996 DK/REF 998, 999]

SPL3b How many tubes on average were in each removed fixture? [NUMERIC OPEN END 0-995 (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION 996 DK/REF 998, 999] [PROBE FOR THE BEST ESTIMATE]

SPL3c What was the average wattage of each removed tube? [NUMERIC OPEN END 0-995 (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION 996 DK/REF 998, 999] [PROBE FOR THE BEST ESTIMATE]

Now, thinking about the fixtures that you installed as part of this lighting project...

SPL4 Which of the following describes the NEW linear fluorescent fixtures that you installed? Were they? [IF RESPONDENT REPLACED MULTIPLE FIXTURE TYPES, PROBE FOR THE MOST COMMON ONE]

- 1 T8 lamps
- 2 Super T8 lamps
- 3 T5 lamps
- 4 T5 High Output lamps
- 00 (Other, specify)
- 96 (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

SPL4aa. Did you put in the same number of fixtures as you took out?

- 1 Yes
- 2 No
- 3. (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[ASK IF SPL4aa=2, else skip to SPL4d]

SPL4a How many lighting fixtures did you install? [PROBE FOR THE BEST ESTIMATE] [NUMERIC OPEN END 0-995 (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION 996 DK/REF 998, 999]

SPL4b How many tubes on average were in each new fixture? [PROBE FOR THE BEST ESTIMATE] [NUMERIC OPEN END 0-995 (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION 996 DK/REF 998, 999]

SPL4c What was the average wattage of each new tube? [PROBE FOR THE BEST ESTIMATE] [NUMERIC OPEN END 0-995 (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION 996 DK/REF 998, 999]

SPL4d Did you install any lighting controls on fixtures that did not have controls before as part of this 4-foot linear fluorescent fixture upgrade?

- 1 Yes
- 2 No
- 3. (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[ASK IF SP4d=1]

SPL4e. Did you install...? [1=YES, 2=NO, 8=DK, 9=REF 3 (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION]

- a. Occupancy sensors
- b. Daylighting controls

[ASK IF SPL4ea=1]

SPL4f Approximately, what percentage of the newly installed 4-foot fluorescent fixtures that did not have controls before is now controlled by occupancy sensors? [1% - 100%; (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION 996 998 – DON'T KNOW; 999 – REFUSED] [PROBE FOR BEST ESTIMATE]

[ASK IF SPL4eb=1]

SPL4g Approximately, what percentage of the newly installed 4-foot fluorescent fixtures that did not have controls before is now controlled by daylighting controls? [1% - 100%; (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION 996 998 – DON'T KNOW; 999 – REFUSED] [PROBE FOR BEST ESTIMATE]

Now we'd like to talk about the hours that the newly installed lighting equipment we just discussed is in use.

LH1a Is your facility typically open every day, Monday through Friday?

- 1 Yes
- 2 No
- 3. (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[ASK LH1b IF LH1a=2]

LH1b How many days are you CLOSED Monday through Friday?

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6. (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[IF LH1b=5, SKIP TO LH4]

LH2 At what time do your indoor lights currently turn on during weekdays (Monday - Friday)? (Enter 2400 for 24-hour operation, enter 0 for never on)

LH2a Enter hours and minutes, e.g., 0530 for 5:30

[SKIP OF LH2A=0]

- LH2b 1. AM
- 2. PM

[SKIP LH3 IF LH2=24hr or never]

LH3 At what time do your indoor lights currently turn off during weekdays (Monday - Friday)? (Enter 2400 for 24-hour operation, enter 0 for never on)

LH3a Enter hours and minutes, e.g., 0530 for 5:30

[SKIP OF LH3A=0]

- LH3b 1. AM
- 2. PM

LH4 Does the lighting equipment operate on a different schedule on weekends (Saturday and Sunday)?

- 1 Yes
- 2 No
- 3. (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[ASK IF LH4=1, ELSE SKIP TO LH9b]

LH5 On Saturdays, at what time does the indoor lighting equipment turn on? (Enter 2400 for 24-hour operation, enter 0 for never on)

LH5a Enter hours and minutes, e.g., 0530 for 5:30

[SKIP OF LH5A=0]

- LH5b 1. AM
- 2. PM

[SKIP LH6 IF LH5=24hr or never]

LH6 And when does the indoor lighting equipment turn off on Saturdays? (Enter 2400 for 24-hour operation, enter 0 for never on)

LH6a Enter hours and minutes, e.g., 0530 for 5:30

[SKIP OF LH6A=0]

- LH6b 1. AM
- 2. PM

LH7 And on Sundays, at what time does the indoor lighting equipment turn on? (Enter 2400 for 24-hour operation, enter 0 for never on)

LH7a Enter hours and minutes, e.g., 0530 for 5:30

[SKIP OF LH7A=0]

- LH7b 1. AM
- 2. PM

[SKIP LH8 IF LH7=24hr or never]

LH8 And when does the indoor lighting equipment turn off on Sundays? (Enter 2400 for 24-hour operation, enter 0 for never on)

LH8a Enter hours and minutes, e.g., 0530 for 5:30

[SKIP OF LH8A=0]

- LH8b 1. AM
- 2. PM

[SKIP LH9b IF LH1a=1 AND LH2a = 2400 AND LH4 = 2]

LH9b During hours when your business is CLOSED, approximately what percentage of the indoor lights are kept on? [NUMERIC OPEN END, 0 to 100; 998=Don't know, 999=Refused (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION 996]

- LH10a Are there any months during the year when the operating schedule for the indoor lighting differs significantly from what you just described?
- 1 Yes
 - 2 No
 - 3. (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION
 - 8 (Don't know)
 - 9 (Refused)

[ASK LH10b-e IF LH10a=1; ELSE SKIP TO SPL2]

LH10b How many hours per day does the indoor lighting typically operate during the periods with different operating schedules?

[NUMERIC OPEN END, 0 TO 24; 98=DON'T KNOW, 99=REFUSED (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION 96]

LH10c And how many days per week?

[NUMERIC OPEN END, 0 TO 7; 98=DON'T KNOW, 99=REFUSED (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION 96]

LH10d How many months per year does the equipment run on the alternative schedule? [NUMERIC OPEN END, 0 TO 12; 98=DON'T KNOW, 99=REFUSED (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION 96]

LH10e During hours when your business is OPEN on the alternative schedule, approximately what percentage of the indoor lighting is kept on? [NUMERIC OPEN END, 0 TO 100; 998=DON'T KNOW, 999=REFUSED (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION 996]

[SKIP LH10f IF LH10b = 24]

LH10f During hours when your business is CLOSED on the alternative schedule, approximately what percentage of the indoor lights are kept on? [NUMERIC OPEN END, 0 to 100; 998=Don't know, 999=Refused (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION 996]

SPL2 Did you make any other lighting upgrades at this facility within the past year that were influenced by Ameren Illinois Act on Energy program? [

OPEN END. PROBE FOR AND RECORD QUANTITIES ALONG WITH THE TYPE OF EQUIPMENT BY ASKING QUESTIONS LIKE:

WHAT TYPES OF LIGHTING EQUIPMENT DID YOU INSTALL?

HOW MANY LIGHTING FIXTURES DID YOU REPLACE?]

[PROGRAMMER NOTE: SET RESPONSE CATEGORIES TO CAPTURE QUANTITIES AND EQUIPMENT TYPES]

96. (Nothing)

00 [OPEN END TEXT]

95. (Respondent is not knowledgeable about technical lighting questions) –SKIP TO NEXT SECTION

98 (Don't Know)

99 Refused

REF1a. Can we have the contact information for the person most knowledgeable about the lighting at your facility?

- 00 Yes – record contact information
- 96 No
- 98 (Don't Know)
- 99 Refused

HVAC MODULE

[ASK IF SP6B>5 AND SPL1B=1, ELSE SKIP TO THE NEXT MODULE]

SPC1 You mentioned earlier that you made cooling upgrades at this facility in the past year that were at least partially influenced by the Ameren Illinois Act on Energy program. As part of this upgrade, did you remove and replace your old packaged air conditioning system with a new system?

- 1 Yes
- 2 No
- 3. (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[ASK IF SPC1=1, ELSE SKIP TO SP8]

SPC3 In total, how many packaged units did you remove? [NUMERIC OPEN END 1-995 996
(Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION
998 DK 999 REF]

SPC3a In total, how many new packaged units did you install? [NUMERIC OPEN END 1-995 996
(Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION
998 DK 999 REF]

SPC4 I know that these units come in different sizes. Did you remove any units less than 5 tons in size?

- 1 Yes
- 2 No
- 3. (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[ASK IF SPC4=1, ELSE SKIP TO SPC4D]

SPC4a. How many units less than 5 tons in size did you remove? [NUMERIC OPEN END 1-995 996
(Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION
998 DK 999 REF]

SPC4b. What was the average efficiency in SEER of these units? [NUMERIC OPEN END 1-95 96
(Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION
98 DK 99 REF]

[ASK IF SPC4b=98]

SPC4c. About how old were the units less than 5 tons in size that you took out? [NUMERIC OPEN END 1-95 96 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 98 DK 99 REF]

SPC4d Were any of the new units that you installed less than 5 tons in size?

- 1 Yes
- 2 No
3. (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[ASK IF SPC4D=1, ELSE SKIP TO SPC5]

SPC4e. How many new units less than 5 tons in size did you install? [NUMERIC OPEN END 1-995 996 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 998 DK 999 REF]

SPC4f. What was the average efficiency in SEER of these units? [NUMERIC OPEN END 1-95 96 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 98 DK 99 REF]

[SKIP TO SPC5d IF SPC3=SPC4a]

SPC5. Did you remove any units from 5 to 10 tons in size?

- 1 Yes
- 2 No
3. (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[ASK IF SPC5=1, ELSE SKIP TO SPC5d]

SPC5a. How many units with sizes ranging from 5 to 10 tons did you remove? [NUMERIC OPEN END 1-995 996 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 998 DK 999 REF]

SPC5b. What was the average efficiency in EER of these units? [NUMERIC OPEN END 1-95 96 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 98 DK 99 REF]

[ASK IF SPC5b=98]

SPC5c. About how old were the units with sizes ranging from 5 to 10 tons that you took out? [NUMERIC OPEN END 1-95 96 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 98 DK 99 REF]

[SKIP TO SPC6 IF SPC3a=SPC4e]

SPC5d Did you install any new units with sizes ranging from 5 to 10 tons?

- 1 Yes
- 2 No
3. (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION
- 8 (Don't know)

9 (Refused)

[ASK IF SPC5D=1, ELSE SKIP TO SPC6]

SPC5e. How many new units with sizes ranging from 5 to 10 tons did you install? [NUMERIC OPEN END 1-995 996 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 998 DK 999 REF]

SPC5f. What was the average efficiency in EER of these new units? [NUMERIC OPEN END 1-95 96 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 98 DK 99 REF]

[SKIP TO SPC6d IF SPC3=SPC4a+SPC5a]

SPC6. Did you remove any units from 12 to 20 tons in size?

1 Yes

2 No

3. (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION

8 (Don't know)

9 (Refused)

[ASK IF SPC6=1, ELSE SKIP TO SPC7]

SPC6a. How many units with sizes ranging from 11 to 20 tons did you remove? [NUMERIC OPEN END 1-995 996 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 998 DK 999 REF]

SPC6b. What was the average efficiency in EER of these units? [NUMERIC OPEN END 1-95 96 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 98 DK 99 REF]

[ASK IF SPC6b=98]

SPC6c. About how old were the units with sizes ranging from 11 to 20 tons that you took out? [NUMERIC OPEN END 1-95 96 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 98 DK 99 REF]

[SKIP TO SPC7 IF SPC3a=SPC4e+SPC5e]

SPC6d Did you install any new units with sizes ranging from 11 to 20 tons?

1 Yes

2 No

3. (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION

8 (Don't know)

9 (Refused)

[ASK IF SPC6D=1, ELSE SKIP TO SPC8]

SPC6e How many new units with sizes ranging from 11 to 20 tons did you install? [NUMERIC OPEN END 1-995 996 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 998 DK 999 REF]

SPC6f What was the average efficiency in EER of these new units? [NUMERIC OPEN END 1-95 96 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 98 DK 99 REF]

[SKIP TO SPC7d IF SPC3=SPC4a+SPC5a+SPC6a]

SPC7. Did you remove any units from 21 to 63 tons in size?

- 1 Yes
- 2 No
- 3. (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[ASK IF SPC7=1, ELSE SKIP TO SPC8]

SPC7a. How many units with sizes ranging from 21 to 63 tons did you remove? [NUMERIC OPEN END 1-995 996 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 998 DK 999 REF]

SPC7b. What was the average efficiency in EER of these units? [NUMERIC OPEN END 1-95 96 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 98 DK 99 REF]]

[ASK IF SPC7b=98]

SPC7c. About how old were the units with sizes ranging from 21 to 63 tons that you took out? [NUMERIC OPEN END 1-95 96 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 98 DK 99 REF]]

[SKIP TO SPC8 IF SPC3a=SPC4e+SPC5e+SPC6e]

SPC7d Did you install any new units with sizes ranging from 21 to 63 tons?

- 1 Yes
- 2 No
- 3. (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[ASK IF SPC7D=1, ELSE SKIP TO SPC8]

SPC7e. How many new units with sizes ranging from 21 to 63 tons did you install? [NUMERIC OPEN END 1-995 996 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 998 DK 999 REF]

SPC7f. What was the average efficiency in EER of these new units? [NUMERIC OPEN END 1-95 96 (Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION 98 DK 99 REF]]

SPC8. What, if any, other HVAC related upgrades did you make in your facility in the past year that were influenced by the Ameren Act on Energy program? OPEN END. PROBE FOR AND RECORD QUANTITIES ALONG WITH THE TYPE OF EQUIPMENT BY ASKING QUESTIONS LIKE: WHAT TYPES OF REFRIGERATION EQUIPMENT DID YOU INSTALL? HOW MANY UNITS DID YOU REPLACE?

[PROGRAMMER NOTE: SET RESPONSE CATEGORIES TO CAPTURE QUANTITIES AND EQUIPMENT TYPES]

- 96. (Nothing)
- 00 [OPEN END TEXT]

- 95(Respondent is not knowledgeable about technical HVAC questions) –SKIP TO NEXT SECTION
- 98 (Don't Know)
- 99 Refused

[IF PERSON IS NOT KNOWLEDGABLE ON ANY OF THE HVAC QUESTIONS ASK REF1B]

[REF1b. Can we have the contact information for the person most knowledgeable about the HVAC system at your facility?]

- 00 Yes – record contact information
- 96 No
- 98 (Don't Know)
- 99 Refused

REFRIGERATION MODULE

[ASK IF SPz16C>5 AND SP1C=1, ELSE SKIP TO THE NEXT MODULE]

SPR1. You mentioned earlier that you made refrigeration upgrades at this facility in the past year that were at least partially influenced by the Ameren Illinois Act on Energy program. As part of this upgrade, did you install anti-sweat heater controls?

- 1 Yes
- 2 No
- 3. (Respondent is not knowledgeable about technical refrigeration questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[ASK IF SPR1=1, ELSE SKIP TO SPR5]

SPR2. What type of anti-sweat heater controls were installed? [IF INSTALLED BOTH, PROBE FOR THE MOST COMMON ONE]

- 1 Conductivity based
- 2 Humidity based
- 3. (Respondent is not knowledgeable about technical refrigeration questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

SPR3 How many COOLER doors do the anti-sweat heater controls serve? [PROBE FOR THE BEST ESTIMATE] [NUMERIC OPEN END 1-995 996 (Respondent is not knowledgeable about technical refrigeration questions) –SKIP TO NEXT SECTION 998 DK 999 REF]

SPR4 How many FREEZER doors do the anti-sweat heater controls serve? [PROBE FOR THE BEST ESTIMATE] [NUMERIC OPEN END 1-995 996 (Respondent is not knowledgeable about technical refrigeration questions) –SKIP TO NEXT SECTION 998 DK 999 REF]

SPR5. Did you install EC motors in either coolers or freezers as part of this upgrade?

- 1 Yes
- 2 No
- 3. (Respondent is not knowledgeable about technical refrigeration questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[ASK IF SPR5=1, ELSE SKIP TO SPR10]

SPR6 Were your old motors..?

- 1 Shaded pole motors, which is the standard type of motor or
- 2 PSC motors, or permanent split capacitor motors
- 3 Some of both
4. (Respondent is not knowledgeable about technical refrigeration questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

[ASK IF SPR6=3, ELSE SKIP TO SPR7]

SPR6b What percentage of the old motors were shaded pole motors? [NUMERIC OPEN END 0-100%]

SPR7 How many old motors did you remove and replace? [NUMERIC OPEN END 1-995 996 (Respondent is not knowledgeable about technical refrigeration questions) –SKIP TO NEXT SECTION 998 DK 999 REF] [PROBE FOR THE BEST ESTIMATE]

SPR8 We know that the different motors that you removed and replaced might have had different horsepower. What was the average horsepower of the motors you took out? [PROBE FOR THE BEST ESTIMATE, expect values less than 1, like 1/10, 1/5, 1/3, 1/2, 3/4 or 1 hp] [NUMERIC OPEN END 0-50]

SPR9 Were the new EC motors installed in...? [MULTIPLE RESPONSE]

- 1 Walk-in cooler
- 2 Walk-in freezer
- 3 Reach-in or case cooler
- 4 Reach-in or case freezer
- 5 Other
6. (Respondent is not knowledgeable about technical refrigeration questions) –SKIP TO NEXT SECTION
- 8 (Don't know)
- 9 (Refused)

SPR10. What, if any, other refrigeration related upgrades did you make in your facility that were influenced by the Ameren Illinois Act On Energy program? OPEN END. PROBE FOR AND RECORD QUANTITIES ALONG WITH THE TYPE OF EQUIPMENT BY ASKING QUESTIONS LIKE: WHAT TYPES OF REFRIGERATION EQUIPMENT DID YOU INSTALL? HOW MANY UNITS DID YOU REPLACE?

96. (Nothing)
- 00 [OPEN END TEXT]
95. (Respondent is not knowledgeable about technical refrigeration questions) –SKIP TO NEXT SECTION
- 98 (Don't Know)
- 99 Refused

[IF PERSON IS NOT KNOWELDGABLE ON ANY OF THE refrigeration QUESTIONS ASK REF1c]

REF1c .Can we have the contact information for the person most knowledgeable about refrigeration system at your facility?

- 00 Yes – record contact information
- 96 No
- 98 (Don't Know)
- 99 Refused

MOTORS MODULE

[ASK IF SP6D>5, ELSE SKIP TO THE END]

SPM1. You mentioned earlier that you made motor or VFD upgrades at this facility in the past year that were at least partially influenced by Ameren Illinois Act on Energy business programs. As part of this upgrade, did you install variable frequency drives?

- 1 Yes
- 2 No
- 3. (Respondent is not knowledgeable about technical motor questions) –SKIP TO NEXT SECTION
 - 8 (Don't know)
 - 9 (Refused)

[ASK IF SPM1=1, ELSE SKIP TO SPM10]

SPM2 On how many motors were variable frequency drives installed? [PROBE FOR THE BEST ESTIMATE] [NUMERIC OPEN END 1-995 996 (Respondent is not knowledgeable about technical motor questions) –SKIP TO NEXT SECTION 998 DK 999 REF]

SPM2a Were there VFDs on the motors before you installed the new VFDs?

- 1 Yes
- 2 No
- 3 (Were on some but not all)
- 4. (Respondent is not knowledgeable about technical motor questions) –SKIP TO NEXT SECTION
 - 8 (Don't know)
 - 9 (Refused)

SPM3 What was the average horsepower of the motors on which variable frequency drives were installed? [PROBE FOR THE BEST ESTIMATE] [NUMERIC OPEN END 1-995 996 (Respondent is not knowledgeable about technical motor questions) –SKIP TO NEXT SECTION 998 DK 999 REF]

SPM4 What was the average efficiency of the motors on which variable frequency drives were installed? [PROBE FOR THE BEST ESTIMATE] [NUMERIC OPEN END 0%-100%, 998=DON'T KNOW, 999=REFUSED 996 (Respondent is not knowledgeable about technical v questions) –SKIP TO NEXT SECTION]

SPM5 How many of the motors with new variable frequency drives were NEMA Premium motors? [NUMERIC OPEN END 1-995 996 (Respondent is not knowledgeable about technical motor questions) –SKIP TO NEXT SECTION 998 DK 999 REF]

[ASK IF SPM4=998]

SPM6 What was the average age of the motors on which variable frequency drives were installed? [PROBE FOR THE BEST ESTIMATE] [NUMERIC OPEN END 1-95 96 (Respondent is not knowledgeable about technical motor questions) –SKIP TO NEXT SECTION 98 DK 99 REF]

SPM7 In which of the following applications were variable frequency drives installed? Were they installed on...? [READ LIST; IF INSTALLED IN MORE THAN ONE PROBE FOR MOST COMMON]

- 01 HVAC system pump
- 02 HVAC system fan
- 03 Process pump
- 04 Process fan
- 00 Or on a different type of application (Specify)
- 96. (Respondent is not knowledgeable about technical motor questions) –SKIP TO NEXT SECTION
- 98 (Don't Know)
- 99 (Refused)

SPM8 What are the approximate hours of operation for the motors on which variable frequency drives were installed? An estimate is fine. [IF RESPONDENT IS HAVING A HARD TIME PROVIDING AN ANSWER, PROBE FOR AVERAGE OPERATING HOURS OF THE EQUIPMENT IN THE PASTWEEK]

- _____ a. Hrs per day
- _____ b. Days per week
- _____ c. Weeks per year

SPM10. What, if any, other motor related upgrades did you make in your facility that were influenced by the Ameren Illinois Act On Energy program? OPEN END. PROBE FOR AND RECORD QUANTITIES ALONG WITH THE TYPE OF EQUIPMENT BY ASKING QUESTIONS LIKE: WHAT TYPES OF MOTOR RELATED EQUIPMENT DID YOU INSTALL? HOW MANY UNITS DID YOU REPLACE?

- 96. (Nothing)
- 00 [OPEN END TEXT]
- 95. (Respondent is not knowledgeable about technical refrigeration questions) –SKIP TO END
- 98 (Don't Know)
- 99 Refused

[IF PERSON IS NOT KNOWLEDGABLE ON ANY OF THE MOTOR QUESTIONS ASK REF1D]

[REF1d . Can we have the contact information for the person most knowledgeable about motors system at your facility?

- 00 Yes – record contact information
- 96 No
- 98 (Don't Know)
- 99 Refused

[END] This concludes our survey. Thank you very much for your participation!

AMEREN ILLINOIS ACT ON ENERGY BUSINESS PROGRAM

PARTICIPANT SURVEY – STANDARD PROJECTS

Final

07/12/11

INTRODUCTION

[READ IF CONTACT=1]

Hello, this is _____ from Opinion Dynamics calling on behalf of Ameren Illinois. This is not a sales call. May I please speak with <PROGRAM CONTACT>?

Our records show that <COMPANY> purchased <ENDUSE>, which was/were <installed in “INSTALL DATE” OR recently installed> and received an incentive of <INCENTIVE AMOUNT> from Ameren Illinois. We are calling to do a follow-up study about your firm’s participation in this program, which is called the Act On Energy Business Program. I was told you’re the person most knowledgeable about this project. Is this correct? [IF NOT, ASK TO BE TRANSFERRED TO MOST KNOWLEDGABLE PERSON OR RECORD NAME & NUMBER.]

This survey will take about 25 minutes. Is now a good time? [If no, schedule call-back]

[READ IF CONTACT=0]

Hello, this is _____ from Opinion Dynamics calling on behalf of Ameren Illinois. I would like to speak with the person most knowledgeable about recent changes in cooling, lighting, or other energy-related equipment for your firm at this location.

[IF NEEDED] Our records show that <COMPANY> purchased <ENDUSE>, which was <installed in “INSTALL DATE” OR recently installed> and received an incentive of <INCENTIVE AMOUNT> dollars from Ameren Illinois. We are calling to do a follow-up study about your firm’s participation in this program, which is called the Act On Energy Business Program. I was told you’re the person most knowledgeable about this project. Is that correct? [IF NOT, ASK TO BE TRANSFERRED TO MOST KNOWLEDGEABLE PERSON OR RECORD NAME & NUMBER.]

This survey will take about 25 minutes. Is now a good time? [If no, schedule call-back]

SCREENING QUESTIONS

- A1. Just to confirm, between June 1, 2010 and May 31, 2011 did <COMPANY> participate in Ameren Illinois’ Act On Energy Business Program at <ADDRESS>? (IF NEEDED: This is a program where your business received an incentive for installing one or more energy-efficient products covered under the program.)

- 1 (Yes, participated as described)
- 2 (Yes, participated but at another location)
- 3 (NO, did NOT participate in program)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[SKIP A2 IF A1=1,2]

A2. Is it possible that someone else dealt with the energy-efficient product installation?

- 1 (Yes, someone else dealt with it)
- 2 (No)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[IF A2=1, ask to be transferred to that person. If not available, thank and terminate. If available, go back to A1]

[IF A1=3,98,99 or A2=2,00,98,99: Thank and terminate. Record dispo as "Could not confirm participation".]

Before we begin, I want to emphasize that this survey will only be about the <END USE> you installed through the Act On Energy Business Program at <ADDRESS>.

A3. I'd like to confirm some information in Ameren Illinois' database. Our records show that you implemented the following <ENDUSE> projects through the Act On Energy Business Program. Is this correct?

[ASK A3a IF MEASD1 <> BLANK]

a <MEASD1>

- 1 (Yes)
- 2 (No, did not install)
- 8 (Don't know)
- 9 (Refused)

[ASK A3b IF MEASD2 <> BLANK]

b <MEASD2>

- 1 (Yes)
- 2 (No, did not install)
- 8 (Don't know)
- 9 (Refused)

[ASK A3c IF MEASD3 <> BLANK]

c <MEASD3>

- 1 (Yes)
- 2 (No, did not install)
- 8 (Don't know)
- 9 (Refused)

CREATE VARIABLES MEAS1, MEAS2, MEAS3.

SET MEAS1=1 IF (A3a = 1 OR 2; ELSE SET MEAS1=0)

SET MEAS2=1 IF (A3b = 1 OR 2; ELSE SET MEAS2=0)

SET MEAS3=1 IF (A3c =1 OR 2; ELSE SET MEAS3=0)

[IF MEAS1=0 AND MEAS2=0 AND MEAS3=0 then thank and terminate. Record dispo as "Could not confirm measures".]

LIGHTING MODULE [ASK IF LIGHT=1, ELSE SKIP TO COOLING MODULE]

PL1 Who was the most influential in specifying the details of the <ENDUSE> project you completed through the Act On Energy Business program?

1. (me/respondent)
2. (contractor)
3. (engineer)
4. (architect)
5. (manufacturer)
6. (distributor)
7. (Owner)
8. (Electrician)
9. (Supplier)
10. (Ameren Illinois representative/program staff)
11. (Program Ally)
00. (Other, specify)
98. (Don't know)
99. (Refused)

PL2 And who identified the opportunity for the Ameren Illinois incentive?

1. (me/respondent)
2. (contractor)
3. (engineer)
4. (architect)
5. (manufacturer)
6. (distributor)
7. (Ameren Key Account Executive)
8. (owner/developer)
9. (project manager)
10. (Supplier)
11. (Ameren Illinois representative/program staff)
00. (Other, specify)
98. (Don't know)
99. (Refused)

Measure Loop

[Loop 1: ASK IF MEAS1=1. Loop 2: ASK IF MEAS2=1. Loop 3: ASK IF MEAS3=1.]

[For Loop 2, replace "1" at the end of read-ins with "2"; for Loop 3, replace "1" with "3".]

The following questions are about the <lamps you removed OR "MEASD" you installed> through the Act On Energy Business Program.

L0 When did you <remove the lamps OR install the MEASD1> (IF NECESSARY, PROBE FOR BEST GUESS)

- a Month [Precodes for Jan through Dec., DK, REF]
- b Year [Precodes for 2010 and 2011, DK, REF]

DELAMPING [ASK IF MEASURE1 = LINEAR, ELSE SKIP TO L6]

- L1 Did any of your new fixtures have fewer bulbs per fixture than your old fixtures (i.e., did you delamp)? (If needed: delamping occurs when you replace your T12 fixtures with T8s and reduce the number of lamps per fixture.)
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[ASK IF L1=1, ELSE GO TO L6]

- L2 How many lamps per fixture were installed prior to delamping?
- 1 (1 lamp)
 - 2 (2 lamps)
 - 3 (3 lamps)
 - 4 (4 lamps)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

- L3 How many lamps per fixture are installed now?
- 1 (1 lamp)
 - 2 (2 lamps)
 - 3 (3 lamps)
 - 4 (4 lamps)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

- L4 After you delamped, did you install additional lighting fixtures in that same space at a later time to increase the amount of lighting?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[ASK IF L4=1, ELSE GO TO L6a]

- L5 How many of these additional fixtures did you install? [NUMERIC OPEN END, 1 TO 3000; 98=Don't know, 99=Refused]

BULBS INTO STORAGE [ASK IF <MEASURE1>=CFL, ELSE SKIP TO L7]

- L6 Was any of the lighting equipment for which you received an incentive placed into storage or installed at another facility?

1. (Yes)
2. (No)
8. (Don't know)
9. (Refused)

[SKIP L6a L6b AND L6c IF L6<>1]

L6a What percentage of the CFLs for which you received an incentive were placed in storage? [NUMERIC OPEN END, 0 TO 100; 998=Don't know, 999=Refused]

L6b And what percentage were installed at another facility? [NUMERIC OPEN END, 0 TO 100; 998=Don't know, 999=Refused]

L6c When do you anticipate having all of the CFLs you placed in storage installed? [OPEN END]

REMOVED EQUIPMENT

[IF MEASURE1 = Occupancy Sensor, SKIP TO OS1]

[IF MEASURE1 = EXIT SIGNS, SKIP TO EX1]

[READ IF MEASD1<>"lamps removed"] I'd like to ask you a few questions about the equipment that was removed and replaced when you installed the <MEASD1>...

L7 What type of lighting was removed [READ IF MEASD1<>"lamps removed": and replaced when you installed <MEASD1>] through the Act On Energy Business program? (READ LIST) [MULTIPLE RESPONSE, UP TO 3]

- 1 Linear fluorescent lights
- 2 High-Intensity Discharge (HID) Fixtures
- 3 Compact fluorescent lights
- 4 Incandescent bulbs
- 5 Halogen lights
- 6 (Did not replace anything - new equipment)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[ASK L7a IF L7=1]

L7a What type of linear fluorescent lights were removed? (READ LIST) [MULTIPLE RESPONSE, UP TO 3]

- 1 High performance T8 (1" diameter bulbs)
- 2 T8 fluorescent fixtures (1" diameter bulbs)
- 3 T10 fluorescent fixtures
- 4 T12 Fixtures (1.5" diameter bulbs)
- 5 T5 Fixtures (5/8" diameter)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[ASK L7b IF L7a=4]

L7b What types of ballasts were in use on the linear fluorescent fixtures you removed? [MULTIPLE RESPONSE. ACCEPT UP TO TWO RESPONSES]

- 1 Electronic Ballast
- 2 Magnetic Ballast
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[ASK L9 IF L7a=4]

L9. If you had not participated in the program, when would you have replaced your T-12 fixtures?

- 1 (Within 6 months)
- 2 (Between 6 months and a year)
- 3 (Within 2 years)
- 4 2 or more years later
- 8 (Don't know)
- 9 (Refused)

OCCUPANCY SENSORS [ASK IF MEASURE1 = Occupancy Sensor; ELSE GO TO EX1]

OS1 Roughly what percentage of your lights now have occupancy controls on them? [NUMERIC OPEN END; 0 TO 100; 998=Don't know, 999=Refused]

OS2 Before Occupancy Sensors were installed, about how many hours per day were the lights in operation? [NUMERIC OPEN END; 0 TO 24; 98=Don't know, 99=Refused]

OS3 After controls were installed, about how many hours per day were the lights in operation? [NUMERIC OPEN END; 0 TO 24; 98=Don't know, 99=Refused]

EXIT SIGNS [ASK IF MEASURE1 = Exit Signs; ELSE GO TO NEXT LIGHTING LOOP]

EX1 What type of exit signs were removed? (READ LIST) [MULTIPLE RESPONSE, UP TO 3]

- 1 Incandescent exit signs
- 2 Compact fluorescent exit signs
- 3 LED exit signs
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[End of Measure Loop; GO TO NEXT LIGHTING MEASURE]

[ASK NET-TO-GROSS MODULE, THEN RETURN]

SPILLOVER – LIGHTING

Thank you for discussing the new lighting equipment that you installed through the Act On Energy Business program. Next, I would like to discuss any lighting equipment you might have installed OUTSIDE of the program ...

- LS1 Since June 2010 have you purchased and installed any energy efficient lighting equipment WITHOUT an incentive from the Act On Energy Business program or another utility program... [1=Yes, 2=No, 8=Don't know, 9=Refused]
- a. at this facility
 - b. at another facility owned by your company

[IF LS1a=2,8,9 AND LS1b=2,8,9, THEN SKIP TO HOURS OF USE – LIGHTING MODULE]

[ASK LS1c IF LS1b=1]

- LS1c You said you installed equipment at another facility owned by your company. Can you please give me the address? (If more than one, record "multiple") [OPEN END]
- LS2 On a scale of 0 to 10, where 0 means "no influence" and 10 means "greatly influenced," how much did your experience with the Act On Energy Business program influence your decision to install high efficiency lighting equipment on your own? [SCALE 0-10; 98=Don't know, 99=Refused]
- LS3 Why did you purchase this lighting equipment without the incentive available through the Act On Energy Business program? [MULTIPLE RESPONSE, UP TO 3]
- 1 (Takes too long to get approval)
 - 2 (No time to participate, needed equipment immediately)
 - 3 (The equipment did not qualify)
 - 4 (The amount of the incentive wasn't large enough)
 - 5 (Did not know the program was available)
 - 6 (There was no program available)
 - 7 (Had reached the maximum incentive amount)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

[ASK LS3a IF LS3=3, ELSE SKIP TO LS4]

- LS3a Why didn't the equipment qualify? [OPEN END]

[ASK IF LS2=8,9,10 and LS3 <> 3, ELSE GO TO LH1A]

- LS4 What type of lighting equipment was installed without an incentive? Did you install... [MULTIPLE RESPONSE, UP TO 5]
- 1 Linear fluorescent lights
 - 2 High-Intensity Discharge (HID) Fixtures
 - 3 Compact fluorescent lights (CFLs)
 - 4 Exit signs
 - 5 Lighting controls

- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

HOURS OF USE – LIGHTING

Now we'd like to talk about the hours that your lighting equipment is in operation.

- LH1a Are you typically open every day, Monday through Friday?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[ASK LH1b IF LH1a=2]

- LH1b How many days are you CLOSED Monday through Friday?
- 1 One
 - 2 Two
 - 3 Three
 - 4 Four
 - 5 Five
 - 8 (Don't know)
 - 9 (Refused)

[IF LH1b=5, SKIP TO LH4]

- LH2 At what time do your indoor lights currently turn on during weekdays (Monday - Friday)? (Enter 2400 for 24-hour operation, enter 0 for never on)
- LH2a Enter hours and minutes, e.g., 0530 for 5:30
- LH2b
- 1. AM
 - 2. PM

[SKIP LH3 IF LH2=24hr or never]

- LH3 At what time do your indoor lights currently turn off during weekdays (Monday - Friday)? (Enter 2400 for 24-hour operation, enter 0 for never on)
- LH3a Enter hours and minutes, e.g., 0530 for 5:30
- LH3b
- 1. AM
 - 2. PM

- LH4 Does the lighting equipment operate on a different schedule on weekends (Saturday and Sunday)?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[ASK IF LH4=1, ELSE SKIP TO LH9]

- LH5 On Saturdays, at what time does the indoor lighting equipment turn on? (Enter 2400 for 24-hour operation, enter 0 for never on)

- LH5a Enter hours and minutes, e.g., 0530 for 5:30
LH5b 1. AM
2. PM

[SKIP LH6 IF LH5=24hr or never]

- LH6 And when does the indoor lighting equipment turn off on Saturdays? (Enter 2400 for 24-hour operation, enter 0 for never on)
LH6a Enter hours and minutes, e.g., 0530 for 5:30
LH6b 1. AM
2. PM

- LH7 And on Sundays, at what time does the indoor lighting equipment turn on? (Enter 2400 for 24-hour operation, enter 0 for never on)
LH7a Enter hours and minutes, e.g., 0530 for 5:30
LH7b 1. AM
2. PM

[SKIP LH8 IF LH7=24hr or never]

- LH8 And when does the indoor lighting equipment turn off on Sundays? (Enter 2400 for 24-hour operation, enter 0 for never on)
LH8a Enter hours and minutes, e.g., 0530 for 5:30
LH8b 1. AM
2. PM

[ASK LH9aa and LH9bb if <MEASD> <> “Dimming system controls” or “Occupancy sensors”]

- LH9aa Roughly what percentage of your lights have occupancy controls on them? [NUMERIC OPEN END; 0 TO 100; 998=Don't know, 999=Refused]

[SKIP LH9bb if LH9aa=0]

- LH9bb I know it is hard to know for certain, but about how many hours a day do you think the occupancy sensors turn off lights that otherwise would be on? [NUMERIC OPEN END; 0.0 TO 24.0; 998=Don't know, 999=Refused]

[ASK LH9a IF LH9aa=0]

- LH9a During hours when your business is OPEN, approximately what percentage of the indoor lights are kept on? [NUMERIC OPEN END, 0 TO 100; 998=DON'T KNOW, 999=REFUSED]

[ASK LH9c IF LH9aa>0]

- LH9c Now, disregard the occupancy sensors at your facility, which can turn off some of your lights. During hours when your business is OPEN, approximately what percentage of the indoor lights are kept on? [NUMERIC OPEN END, 0 TO 100; 998=DON'T KNOW, 999=REFUSED]

[SKIP LH9b IF LH1a=1 AND LH2a = 2400 AND LH4 = 2]

- LH9b During hours when your business is CLOSED, approximately what percentage of the indoor lights are kept on? [NUMERIC OPEN END, 0 to 100; 998=Don't know, 999=Refused]

LH10a Are there any months during the year when the operating schedule for the indoor lighting differs significantly from what you just described?

- 1 (Yes)
- 2 (No)
- 8 (Don't know)
- 9 (Refused)

[ASK LH10b-e IF LH10a=1; ELSE SKIP TO PROCESS MODULE]

LH10b How many hours per day does the indoor lighting typically operate during the periods with different operating schedules?

[NUMERIC OPEN END, 0 TO 24; 98=DON'T KNOW, 99=REFUSED]

LH10c And how many days per week?

[NUMERIC OPEN END, 0 TO 7; 8=DON'T KNOW, 9=REFUSED]

LH10d How many months per year does the equipment run on the alternative schedule? [NUMERIC OPEN END, 0 TO 12; 98=DON'T KNOW, 99=REFUSED]

LH10e During hours when your business is OPEN on the alternative schedule, approximately what percentage of the indoor lighting is kept on? [NUMERIC OPEN END, 0 TO 100; 998=DON'T KNOW, 999=REFUSED]

[SKIP LH10f IF LH10b = 24]

LH10f During hours when your business is CLOSED on the alternative schedule, approximately what percentage of the indoor lights are kept on? [NUMERIC OPEN END, 0 to 100; 998=Don't know, 999=Refused]

COOLING MODULE [ASK IF COOLING=1, ELSE SKIP TO REFRIGERATION MODULE]

PC1 Who was the most influential in specifying the <ENDUSE> you installed through the Act On Energy Business program?

1. (me/respondent)
2. (contractor)
3. (engineer)
4. (architect)
5. (manufacturer)
6. (distributor)
7. (Owner)
8. (Ameren Illinois representative/program staff)
9. (Program Ally)
00. (Other, specify)
98. (Don't know)
99. (Refused)

PC2 And who identified the opportunity for the Ameren Illinois incentive?

1. (me/respondent)
2. (contractor)
3. (engineer)
4. (architect)
5. (manufacturer)
6. (distributor)
7. (Ameren Key Account Executive)
8. (owner/developer)
9. (project manager)
10. (Ameren Illinois representative/program staff)
00. (Other, specify)
98. (Don't know)
99. (Refused)

Measure Loop

[Loop 1: ASK IF MEAS1=1. Loop 2: ASK IF MEAS2=1. Loop 3: ASK IF MEAS3=1.]

[For Loop 2, replace "1" at the end of read-ins with "2"; for Loop 3, replace "1" with "3".]

The following questions are about the <MEASD1> you installed through the Act On Energy Business Program.

C0 When did you install the <MEASD1> (IF NECESSARY, PROBE FOR BEST GUESS)

- a Month [Precodes for Jan through Dec.; DK, REF]
- b Year [Precodes for 2010 and 2011; DK, REF]

REMOVED EQUIPMENT

C2 How would you describe the condition of the equipment that was removed? Was it...

- 1 Inoperable/broken

- 2 Poor condition
- 3 Fair condition
- 4 Good condition
- 96 (Not applicable; equipment added not replaced)
- 8 (Don't know)
- 9 (Refused)

[SKIP IF C2=96]

- C3 How old was the equipment that was removed? Was it...
- 1 Less than 5 years old
 - 2 Between 5 and 10 years old
 - 3 11 to 20 years old
 - 4 More than 20 years old
 - 8 (Don't know)
 - 9 (Refused)

[End of Measure Loop; GO TO NEXT COOLING MEASURE]

[ASK NET-TO-GROSS MODULE, THEN RETURN]

SPILLOVER – COOLING

Thank you for discussing the new cooling equipment that you installed through the Act On Energy Business Program. Next, I would like to discuss any cooling equipment you might have installed OUTSIDE the Act On Energy Business Program ...

- CS1 Since June 2010 have you purchased and installed any energy efficient cooling equipment WITHOUT an incentive from the Act On Energy Business program or another utility program...
[1=Yes, 2=No, 8=Don't know, 9=Refused]
- a. at this facility
 - b. at another facility owned by your company

[IF CS1a=2,8,9 AND CS1b=2,8,9, THEN SKIP TO HOURS OF USE – COOLING MODULE]

[ASK IF CS1b=1]

- CS1c You said you installed equipment at another facility owned by your company. Can you please give me the address? (If more than one, record "multiple") [OPEN END]
- CS2 On a scale of 0 to 10, where 0 means "no influence" and 10 means "greatly influenced," how much did your experience with the Act On Energy Business program influence your decision to install different types of high efficiency cooling equipment on your own? [SCALE 0-10; 98=Don't know, 99=Refused]
- CS3 Why did you purchase this cooling equipment without the incentives available through the Act On Energy Business program? [MULTIPLE RESPONSE, UP TO 3]
- 1 (Takes too long to get approval)
 - 2 (No time to participate, needed equipment immediately)

- 3 (The equipment did not qualify)
- 4 (The amount of the incentive wasn't large enough)
- 5 (Did not know the program was available)
- 6 (There was no program available)
- 7 (Had reached the maximum incentive amount)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[ASK CS3a IF CS3=3, ELSE SKIP TO CS4]

CS3a Why didn't the equipment qualify for the program? [OPEN END]

[ASK IF CS2=8, 9,10 AND CS3 <>3, ELSE SKIP TO CH1A]

CS4 What types of equipment were installed as part of the cooling retrofit? (DO NOT READ LIST. After each response, prompt with: "Did you install any other energy efficient cooling equipment at your facility since June 2010?") [MULTIPLE RESPONSE, UP TO 5]

- 1 (Split system air conditioners (two components: compressor is separate from the supply air fan))
- 2 (Packaged air conditioning systems (one component, for example rooftop units or unitary equipment))
- 3 (Package Terminal A/C (e.g., Hotel/Motel units))
- 4 (Window/Wall Air-Conditioning Units)
- 5 (Remote Condensing Unit)
- 6 (Evaporative coolers/swamp coolers)
- 7 (Water Chillers)
- 8 (Evaporative Condenser)
- 9 (Adjustable Speed Drives)
- 10 (Energy Management System)
- 11 (HVAC Controls: Bypass Timer)
- 12 (HVAC Controls: Time Clock)
- 13 (HVAC Controls: Set-Back Programmable Thermostat)
- 14 (Heat Pump Units)
- 15 (Air Source Heat Pump Units)
- 16 (Air Cooled Chiller)
- 00 (Other, specify) (RECORD MULTIPLE "OTHER" RESPONSES HERE, IF NECESSARY)
- 98 (Don't know)
- 99 (Refused)

HOURS OF USE – COOLING

Now we'd like to talk about the hours that your cooling system is in operation.

CH1a Are you typically open every day, Monday through Friday?

- 1 Yes
- 2 No
- 8 (Don't know)
- 9 (Refused)

[ASK CH1b IF CH1a=2]

CH1b How many days are you CLOSED Monday through Friday?

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 8 (Don't know)
- 9 (Refused)

[IF CH1b=5, SKIP TO CH4]

CH2 At what time does your cooling system currently turn on during weekdays (Monday - Friday)?
(Enter 2400 for 24-hour operation, enter 0 for never on)

CH2a Enter hours and minutes, e.g., 0530 for 5:30

- CH2b
- 1. AM
 - 2. PM

[SKIP CH3 IF CH2=24hr or never]

CH3 At what time does your cooling system currently turn off during weekdays (Monday - Friday)?
(Enter 2400 for 24-hour operation, enter 0 for never on)

CH3a Enter hours and minutes, e.g., 0530 for 5:30

- CH3b
- 1. AM
 - 2. PM

CH4 Does the cooling system operate on a different schedule on weekends (Saturday and Sunday)?

- 1 Yes
- 2 No
- 8 (Don't know)
- 9 (Refused)

[ASK IF CH4=1, ELSE SKIP TO PROCESS MODULE]

CH5 On Saturdays, at what time does the cooling system turn on? (Enter 2400 for 24-hour operation, enter 0 for never on)

CH5a Enter hours and minutes, e.g., 0530 for 5:30

- CH5b
- 1. AM
 - 2. PM

[SKIP CH6 IF CH5=24hr or never]

CH6 And when does the cooling system turn off on Saturdays? (Enter 2400 for 24-hour operation, enter 0 for never on)

CH6a Enter hours and minutes, e.g., 0530 for 5:30

- CH6b
- 1. AM
 - 2. PM

CH7 And on Sundays, at what time does the cooling system turn on? (Enter 2400 for 24-hour operation, enter 0 for never on)

CH7a Enter hours and minutes, e.g., 0530 for 5:30

- CH7b 1. AM
2. PM

[SKIP CH8 IF CH7=24hr or never]

CH8 And when does the cooling system turn off on Sundays? (Enter 2400 for 24-hour operation, enter 0 for never on)

CH8a Enter hours and minutes, e.g., 0530 for 5:30

- CH8b 1. AM
2. PM

REFRIGERATION MODULE [ASK IF REFRIG=1, ELSE TO GO MOTORS MODULE]

PR1 Who was the most influential in specifying the <ENDUSE> you installed through the Act On Energy Business program?

1. (me/respondent)
2. (contractor)
3. (engineer)
4. (architect)
5. (manufacturer)
6. (distributor)
7. (Owner)
8. (Ameren Illinois Utilities representative/program staff)
9. (Program Ally)
00. (Other, specify)
98. (Don't know)
99. (Refused)

PR2 And who identified the opportunity for the Ameren Illinois Utilities incentive?

1. (me/respondent)
2. (contractor)
3. (engineer)
4. (architect)
5. (manufacturer)
6. (distributor)
7. (Ameren Key Account Executive)
8. (owner/developer)
9. (project manager)
10. (Ameren Illinois Utilities representative/program staff)
00. (Other, specify)
98. (Don't know)
99. (Refused)

Measure Loop

[Loop 1: ASK IF MEAS1=1. Loop 2: ASK IF MEAS2=1. Loop 3: ASK IF MEAS3=1.]

[For Loop 2, replace "1" at the end of read-ins with "2"; for Loop 3, replace "1" with "3".]

The following questions are about the <MEASD1> you installed through the Act On Energy Business Program.

R0 When did you install the <MEASD1> (IF NECESSARY, PROBE FOR BEST GUESS)

- a Month [Precodes for Jan through Dec.]
- b Year [Precodes for 2010 and 2011]

REMOVED EQUIPMENT

[ASK R4a and R4b IF MEASD1="Anti-Sweat Heater Controls"]

R4a Thinking about the previous system you had in place to reduce condensation on your refrigeration doors, was it on all the time or did you control the number of hours that it operated?

- 1 On all the time
- 2 Controlled the hours of operation
- 00 (Other, specify)
- 96 (Didn't have a previous system)
- 98 (Don't Know)
- 99 (Refused)

[ASK R4b IF R4a=2]

R4b How many hours per day was the previous system on? [NUMERIC OPEN END, 0 TO 24; 98=Don't know, 99=Refused]

[ASK R6a, b, c, d, e IF MEASD1="Strip Curtains"]

R6a On what equipment did you install strip curtains? (Prompt if necessary) [MULTIPLE RESPONSE]

- 1 (Walk-in Refrigerator/Cooler)
- 2 (Walk-in Freezer)
- 3 (Both Cooler and Freezer)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

R6b What is the temperature setting of the equipment on which you installed the new strip curtains? An approximation would be fine. [NUMERIC OPEN END, 0 to 60 (DEGREES F); 98=Don't know, 99=Refused]

[ASK R6c IF R6b=98]

R6c Would you say the temperature is...

- 1 Low (0 - 10 degrees F)
- 2 Medium (30 - 40 degrees F)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

R6d What is the height, in feet, of your new strip curtain? An approximation would be fine. [NUMERIC OPEN END, 0 to 90; 98=Don't know, 99=Refused]

R6e What is the width in feet of your Strip Curtain? An approximation would be fine. [NUMERIC OPEN END, 0 to 90; 98=Don't know, 99=Refused]

[ASK R8a, b IF MEASD1="Door Closer"]

R8a Thinking back to before you had an automatic door closer on your walk-in freezer, how often would you say the freezer door was left at least partially open?

- 1. Never
- 2. Under 1 hour a day
- 3. Between 2 and 4 hours a day

- 4. Over 4 hours a day
- 8. (Don't Know)
- 9. (Refused)

R8b. Did you have strip curtains on the freezer door area before you installed the automatic door closer?

- 1. Yes
- 2. No
- 8. (Don't know)
- 9. (Refused)

[End of Measure Loop; GO TO NEXT REFRIGERATION MEASURE]

[ASK NET-TO-GROSS MODULE, THEN RETURN]

SPILLOVER – REFRIGERATION

Thank you for discussing the new refrigeration equipment that you installed through the Act On Energy Business Program. Next, I would like to discuss any refrigeration equipment you might have installed OUTSIDE the Act On Energy Business Program. This would include not only any other refrigeration equipment but also night covers, condensers, or evaporative fan coolers.

- RS1 Since June 2010, have you purchased and installed any energy efficient refrigeration equipment WITHOUT an incentive from the Act On Energy Business program or another utility program... [1=Yes, 2=No, 8=Don't know, 9=Refused]
- a. at this facility
 - b. at another facility owned by your company

[IF RS1a=2,8,9 AND RS1b=2,8,9, THEN SKIP TO PROCESS MODULE]

[ASK RS1c IF RS1b=1]

RS1c You said you installed energy efficient refrigeration equipment at another facility owned by your company. Can you please give me the address? (If more than one, record "multiple") [OPEN END]

RS2 On a scale of 0 to 10, where 0 means "no influence" and 10 means "greatly influenced," how much did your experience with the Act On Energy Business program influence your decision to install different types of high efficiency equipment on your own? [SCALE 0-10; 98=Don't know, 99=Refused]

- RS3 Why did you purchase this refrigeration equipment without the incentives available through the Act On Energy Business Program? [MULTIPLE RESPONSE; UP TO 3]
- 1 (Takes too long to get approval)
 - 2 (No time to participate, needed equipment immediately)
 - 3 (The equipment did not qualify)
 - 4 (The amount of the incentive wasn't important enough)
 - 5 (Did not know the program was available)

- 6 (There was no program available)
- 7 (Had reached the maximum incentive amount)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[ASK RS3a IF RS3=3, ELSE SKIP TO RS4]

RS3a Why didn't the equipment qualify? [OPEN END]

[ASK IF RS2=8,9,10 and RS3 <> 3, ELSE GO TO PROCESS MODULE]

RS4 What types of refrigeration measures were installed without incentives from the program? (DO NOT READ LIST. After each response, prompt with: "Did you install any other energy efficient refrigeration equipment at your facility since June 2010?") [MULTIPLE RESPONSE, UP TO 5]

- 1 (Night covers for display cases)
- 2 (Strip curtains)
- 3 (Glass doors on vertical open display cases)
- 4 (Reach in display cases, with doors)
- 5 (Main door cooler/freezer door gaskets)
- 6 (Auto closers for coolers/freezers)
- 7 (Anti-sweat heat controllers)
- 8 (Insulate bare suction pipes)
- 9 (Multiplex compressor systems)
- 10 (Condensers)
- 11 (Floating head pressure controllers)
- 12 (Evaporative fan coolers)
- 13 (Vending machine controllers)
- 14 (EC motor for WALK-IN cooler/freezer)
- 15 (EC motor for REACH-IN cooler/freezer)
- 16 (ENERGY STAR vending machine)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

MOTORS MODULE [ASK IF MOTORS=1]

PM1 Who was the most influential in specifying the <ENDUSE> you installed through the Act On Energy Business program?

1. (me/respondent)
2. (contractor)
3. (engineer)
4. (architect)
5. (manufacturer)
6. (distributor)
7. (Owner)
8. (Ameren Illinois representative/program staff)
9. (Program Ally)
00. (Other, specify)
98. (Don't know)
99. (Refused)

PM2 And who identified the opportunity for the Ameren Illinois incentive?

1. (me/respondent)
2. (contractor)
3. (engineer)
4. (architect)
5. (manufacturer)
6. (distributor)
7. (Ameren Key Account Executive)
8. (owner/developer)
9. (project manager)
10. (Ameren Illinois representative/program staff)
00. (Other, specify)
98. (Don't know)
99. (Refused)

Measure Loop

[Note to programmer: The Act On Energy sample has no participant with more than one measure. Only need one loop.]

The following questions are about the <MEASD1> you installed through the Act On Energy Business Program.

M0 When did you install the <MEASD1> (IF NECESSARY, PROBE FOR BEST GUESS)

- a Month [Precodes for Jan through Dec.]
- b Year [Precodes for 2010 and 2011]

M1 Is the variable frequency drive on a... (READ LIST) [MULTIPLE RESPONSE; ACCEPT UP TO THREE]

- 1 HVAC pump
- 2 HVAC fan
- 3 Process pump

- 4 Process fan
- 00 Or on a different type of application (Specify)
- 98 (Don't Know)
- 99 (Refused)

M2a In the past month, how many hours per day did the equipment where the VFD is used typically operate? [NUMERIC OPEN END, 0 to 24; 98=Don't know, 99=Refused]

M2b And how many days per week? [NUMERIC OPEN END, 0 to 7; 8=Don't know, 9=Refused]

M2c Are there any months during the year when the operating schedule for this equipment differs significantly from what you just described?

- 1 Yes
- 2 No
- 8 (Don't know)
- 9 (Refused)

[ASK IF M2c=1; ELSE SKIP TO M3]

M2d How many hours per day does the equipment typically operate during the periods with different operating schedules? [NUMERIC OPEN END, 0 to 24; 98=Don't know, 99=Refused]

M2e And how many days per week? [NUMERIC OPEN END, 0 to 7; 8=Don't know, 9=Refused]

M2f How many months per year does the equipment run on the alternative schedule? [NUMERIC OPEN END, 0 to 12; 98=Don't know, 99=Refused]

[End of Measure Loop; GO TO NEXT MOTORS MEASURE]

[ASK NET-TO-GROSS MODULE, THEN RETURN]

SPILOVER – MOTORS

Thank you for discussing the new motors that you installed through the Act On Energy Business Program. Next, I would like to discuss any motors you might have installed OUTSIDE the Act On Energy Business Program...

- MS1 Since June 2010, have you purchased and installed any energy efficient motors WITHOUT an incentive from the Act On Energy Business program or another utility program... [1=Yes, 2=No, 8=Don't know, 9=Refused]
- a. at this facility
 - b. at another facility owned by your company

[IF MS1a=2,8,9 AND MS1b=2,8,9, THEN SKIP TO PROCESS MODULE]

[ASK MS1c IF MS1b=1]

MS1c You said you installed energy efficient motors at another facility owned by your company. Can you please give me the address? (If more than one, record "multiple") [OPEN END]

[ASK MS2 IF MS1a=1 OR MS1b=1]

MS2 On a scale of 0 to 10, where 0 means “no influence” and 10 means “greatly influenced,” how much did your experience with the Act On Energy Business program influence your decision to install these high efficiency motors on your own? [SCALE 0-10; 98=Don’t know, 99=Refused]

MS3 Why did you purchase this equipment without the incentives available through the Act On Energy Business Program? [MULTIPLE RESPONSE; UP TO 3]

- 1 (Takes too long to get approval)
- 2 (No time to participate, needed equipment immediately)
- 3 (The equipment did not qualify)
- 4 (The amount of the incentive wasn’t important enough)
- 5 (Did not know the program was available)
- 6 (There was no program available)
- 7 (Had reached the maximum incentive amount)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[ASK MS3a IF MS3=3, ELSE SKIP TO MS4]

MS3a Why didn’t the equipment qualify? [OPEN END]

[ASK IF MS2=8,9,10 and MS3 <> 3, ELSE GO TO PROCESS MODULE]

MS4 What types of applications were these motors installed in? (DO NOT READ LIST. After each response, prompt with: “Did you install any other energy efficient motors at this facility since June 2010?”) [MULTIPLE RESPONSE, UP TO 5]

- 1 Pumping
- 2 Fans/Blowers
- 3 Compressed Air
- 4 Materials handling (conveyor belts)
- 5 Ventilation/HVAC
- 6 Boiler fans
- 7 Production process machinery
- 8 Variable Frequency Drives (VFDs)
- 00 Other, specify
- 98 (Don't know)
- 99 (Refused)

PROCESS MODULE

I'd now like to ask you a few general questions about your participation in the Act On Energy Business program.

Program Processes and Satisfaction

S0 How did you first hear about the Act On Energy Business program?

1. (Ameren Key Account Executive)
2. (Ameren Website)
3. (Workshop)
7. (Newspaper)
8. (Email)
10. (Friend/colleague/word of mouth)
11. (Bill insert)
13. (Vendor)
14. (Distributor)
16. (Supplier)
17. (Engineer)
19. (Sales representative)
20. (Electrician)
26. (Contractor)
27. (Program Ally)00. (Other, specify)
98. (Don't know)
99. (Refused)

S0a. Prior to starting your [PROJECT/ANY OF YOUR PROJECTS], did you discuss the Act on Energy program and energy efficient improvements that could qualify for program incentives with a program staff member? [IF NECESSARY: This would be someone from Ameren Illinois that is affiliated specifically with the Act On Energy Business program and not someone from the utility that might ordinarily contact you about your account.]

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK IF S0a=1]

S0aa. How helpful was the discussion in helping you to understand the program and its benefits?

1. Very helpful
2. Somewhat helpful
3. Not very helpful
4. Not at all helpful

- 8. (Don't know)
- 9. (Refused)

S1a Did YOU fill out the application forms for the project? (either the initial or the final program application).

- 1. (Yes)
- 2. (No)
- 8. (Don't know)
- 9. (Refused)

[ASK S1b IF S1a=1 ELSE SKIP TO S1e]

S1b Did the application forms clearly explain the program requirements and how to participate?

- 1. (Yes)
- 2. (No)
- 3. (Somewhat)
- 8. (Don't know)
- 9. (Refused)

S1c How would you rate the application process? Please use a scale of 0 to 10 where 0 is "very difficult" and 10 is "very easy". [SCALE 0-10; 98=Don't know, 99=Refused]

[ASK S1d IF S1c<4]

S1d Why did you rate it that way? [OPEN END]

- 1. (Required me to research on lighting)
- 2. (Harder compared to other state's programs)
- 3. (Difficult to understand)
- 4. (Long process)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

[ASK S1e IF S1a=2]

S1e Who filled out the application forms for the project?

- 1. (Someone else at the facility)
- 2. (Someone else at the company)
- 3. (Program ally)
- 4. (Contractor)
- 5. (Consultant)
- 6. (Engineer)
- 7. (Supplier/distributors/vendor)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)]

[SKIP S3 IF S1e=3 OR S0=27]

S3 Are you familiar with the term Act On Energy Business program ALLY?

1. Yes
2. No
8. (Don't know)
9. (Refused)

[SKIP IF S1e=3 or 4]

S4a Did you use a contractor for your <ENDUSE> project?

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK S4b IF S4a=1 or S1e=3 or 4]

S4b Was the contractor you used affiliated with the Act On Energy Business program? (If needed: Was the contractor REGISTERED with the Act On Energy Business program?)

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK S5 IF S4a=1 OR S1e=3 or 4 ELSE SKIP TO S7]

S5 How would you rate the contractor's ability to meet your needs in terms of implementing your project? Please use a scale from 0 to 10, where 0 is "not at all able to meet needs" and 10 is "completely able to meet needs"? [SCALE 0-10; 98=Don't know, 99=Refused]

S6a Would you recommend the contractor you worked with to other people or companies?

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK S6b IF S6a=2]

S6b Why not? [OPEN END]

00. [Record VERBATIM]
98. (Don't know)
99. (Refused)

S7 When implementing an energy efficiency project, how important is it to you that the contractor is affiliated with the Act On Energy Business program? Please use a scale from 0 to 10, where 0 is "not at all important" and 10 is "very important"? [SCALE 0-10; 98=Don't know, 99=Refused]

S8 During the course of your participation in the program, did you place any calls to the Act On Energy Business Call Center?

1. Yes

2. No
8. (Don't know)
9. (Refused)

[ASK S8a IF S8=1]

S8a On a scale of 0 to 10, where 0 is "very dissatisfied" and 10 is "very satisfied", how would you rate your satisfaction with the Call Center's ability to answer your questions? [SCALE 0-10; 96=not applicable, 98=Don't know, 99= Refused]

[ASK S8b IF S8a<4]

S8b Why did you rate it that way?

1. (Provided inconsistent information)
2. (Didn't understand the question)
3. (Hard to reach the right person/person with the answer)
00. (Other, specify)
98. (Don't know)
99. (Refused)

S9a Did you ask any questions of your Act On Energy technical reviewer while participating in the program? (If needed: This is a program staff person you would have spoken or e-mailed with to clarify any issues that came up during the review of your application. Technical reviewers are SAIC or GDS employees, who are Act On Energy Business program partners.)

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK S9b IF S9a=1]

S9b Approximately how long did it take for your questions to be answered?

1. (Within the same day)
2. (1-2 business days)
3. (3-5 business days)
4. (1 -2 weeks)
5. (More than 2 week)
8. (Don't know)
9. (Refused)

S16. After you submitted the final application, how long did it take for you to receive your incentive from Ameren Illinois? Was it..? [IF RESPONDENT SAYS THAT IT VARIED ACROSS MULTIPLE PROJECTS THAT HE OR SHE PARTICIPATED IN, PROBE FOR AN AVERAGE ESTIMATE ACROSS ALL OF THE APPLICATIONS]

- 1 Less than 4 weeks
- 2 Between 4 and 6 weeks
- 3 Between 6 and 8 weeks
- 4 Between 8 and 10 weeks,
- 5 Between 10 and 12 weeks, OR
- 6 More than 12 weeks
- 96 (Never received payment)
- 97 (Still awaiting payment)
- 98 (Don't know)
- 99 (Refused)

S11 On a scale of 0 to 10, where 0 is very dissatisfied and 10 is very satisfied, how would you rate your satisfaction with... [SCALE 0-10; 96=not applicable, 98=Don't know, 99=Refused]

- a. the incentive amount
- b. the program's technical review staff
- c. the measures offered by the program (If needed: this is the equipment that is eligible for an incentive under the program)
- f. [SKIP IF S16=96 or 97]The amount of time it took for you to receive your incentive from Ameren Illinois
- d. the Act On Energy Business program overall
- e. Ameren Illinois

[ASK S12b IF S11b<4]

S12b. You indicated some dissatisfaction with the program's technical review staff, why did you rate it this way? [MULTIPLE RESPONSE, UP TO 3]

- 1. (Provided inconsistent information)
- 2. (Didn't understand the question)
- 3. (Hard to reach the right person/person with the answer)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

[ASK S12c IF S11c<4]

S12c. You indicated some dissatisfaction with the measures offered by the program, why did you rate it this way? [OPEN END; 98=Don't know, 99=Refused]

[ASK S12d IF S11d<4]

S12d. You indicated some dissatisfaction with the Act On Energy Business program overall, why did you rate it this way? [OPEN END; 98=Don't know, 99=Refused]

[ASK S12e IF S11e<4]

S12e. You indicated some dissatisfaction with Ameren Illinois, why did you rate it this way? [MULTIPLE RESPONSE, UP TO 3]

1. (Rates are too high)
2. (Took too long to get Incentive)
3. (Poor customer service)
4. (Poor power supply/service)
00. (Other, specify)
98. (Don't know)
99. (Refused)

S10a Did you experience any problems during the participation process? (IF NEEDED: (Other than what we have already talked about)

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK S10b IF QS10a=1]

S10b What problems did you experience? [MULTIPLE RESPONSE, UP TO 3]

1. (Phone calls not returned)
2. (Process takes too long)
3. (Low incentives/rebates)
00. (Other- specify)
8. (Don't know)
9. (Refused)

Marketing and Outreach

MK1 Do you recall seeing or receiving any marketing materials or other information for the Act On Energy Business program?

1. Yes
2. No
8. (Don't know)
- 9 (Refused)

[ASK MK1a IF MK1=1, ELSE SKIP TO MK2]

MK1a What types of materials do you remember? [MULTIPLE RESPONSE, UP TO 5]

1. (Television)
2. (Newspaper)
3. (Email)
4. (Billboards)
5. (Radio advertising)
6. (Chamber of Commerce publication)
7. (Presentation/workshop)

- 8. (Bill insert)
- 9. (Brochure)
- 10. (ActOnEnergy website)
- 11. (Other mailing)
- 00. (Other, please specify)
- 98. (Don't know)
- 99. (Refused)

MK1b How useful were these materials in providing information about the program? Would you say they were...

- 1. Very useful
- 2. Somewhat useful
- 3. Not very useful
- 4. Not at all useful
- 8. (Don't know)
- 9. (Refused)

[ASK MK1c IF MK1b=3,4]

MK1c What would have made the materials more useful to you? [MULTIPLE RESPONSE, UP TO 3]

- 1. (More detailed information)
- 2. (Where to get additional information)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

MK1d Next, I'd like to ask you about how frequently you've heard about this program. Thinking about the past year, how often would you say you've seen, read or heard about the Act On Energy Business program?

- 1 Very frequently
- 2 Somewhat frequently
- 3 Only Occasionally
- 4 Rarely
- 5 Never
- 8. (Don't know)
- 9. (Refused)

MK2 What is the best way of reaching companies like yours to provide information about energy efficiency opportunities? [MULTIPLE RESPONSE, UP TO 3]

- 1. (Bill inserts)
- 2. (Flyers/ads/mailings)
- 3. (e-mail)
- 4. (Telephone)

- 5. (Key Account Executive)
- 6. (Webinars/roundtables/events)
- 7. (Through trade or professional associations)
- 8. (Program allies/contractors)
- 9. (Luncheons)
- 10. (Ameren reps)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

Benefits and Barriers

B1a What do you see as the main benefits to participating in the Act On Energy Business Program?

[MULTIPLE RESPONSE, UP TO 3]

- 1. (Energy Savings)
- 2. (Good for the Environment)
- 3. (Lower Maintenance Costs)
- 4. (Better Quality/New Equipment)
- 5. (Rebate/Incentive)
- 00. (Other, Specify)
- 98. (Don't know)
- 99. (Refused)

B2 What do you think are the reasons companies like yours do not participate in this program?

[MULTIPLE RESPONSE, UP TO 3]

- 1. (Lack of awareness of the program)
- 2. (Financial reasons)
- 3. (None)
- 4. (Not aware of savings/don't realize the savings)
- 5. (Time consuming application process)
- 6. (No time)
- 7. (Cumbersome paperwork)
- 8. (No need to replace equipment)
- 9. (Amount of payback)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

B3 Was the scope of your project limited by the program's incentive cap?

- 1. Yes
- 2. No
- 00. (Other, specify)

- 98. (Don't know)
- 99. (Refused)

Feedback and Recommendations

R1 Do you plan to participate in the program again in the future?

- 1. Yes
- 2. No
- 3. (Maybe)
- 8. (Don't know)
- 9. (Refused)

R2 How could the Act On Energy Business Program be improved? [MULTIPLE RESPONSE, UP TO 4]

- 1. (Higher incentives)
- 2. (More measures)
- 3. (Greater publicity)
- 4. (Advance payment)
- 5. (Key Account Executives provide more information)
- 6. (Relax partner guidelines)
- 7. (Add commercial cooking measures)
- 8. (More incentives)
- 96. (No recommendations)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

Firmographics

I only have a few general questions left.

F1a What is your company's business type? (PROBE, IF NECESSARY; IF MANUFACTURING, PROBE IF IT IS LIGHT INDUSTRY OR HEAVY INDUSTRY)

1. (BLANK)
2. (Grocery)
3. (Medical)
4. (Hotel/Motel)
5. (BLANK)
6. (Office)
7. (Restaurant)
8. (Retail/Service)
9. (Warehouse/Distribution)
10. (Community/recreational center)
11. (Non-profit organization)
12. (Agriculture)
13. (Gas station/convenience store)
14. (Light industry)
15. (Heavy industry)
16. (K-12 School)
17. (College/university)
00. (Other, specify)
98. (Don't know)
99. (Refused)

F1b And is the business type of the facility in which the <ENDUSE> was installed in the same sector?

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK F1c IF F1b=2]

F1c What is the business type of the facility? (PROBE, IF NECESSARY – CLASS MANUFACTURING AS EITHER LIGHT OR HEAVY INDUSTRY)

1. (BLANK)
2. (Grocery)
3. (Medical)
4. (Hotel/Motel)
5. (BLANK)
6. (Office)
7. (Restaurant)
8. (Retail/Service)
9. (Warehouse/Distribution)
10. (Community/recreational center)
11. (Non-profit organization)
12. (Agriculture)
13. (Gas station/convenience store)
14. (Light industry)
15. (Heavy industry)
16. (K-12 School)
17. (College/university)
00. (Other, specify)
98. (Don't know)
99. (Refused)

F2 Which of the following best describes the ownership of this facility?

1. My company owns and occupies this facility
2. My company owns this facility but it is rented to someone else
3. My company rents this facility
8. (Don't know)
9. (Refused)

F3 Does your company pay the electric bill?

1. Yes
2. No
8. (Don't know)
9. (Refused)

F4a How old is this facility? [NUMERIC OPEN END, 0 TO 150; 998=Don't know, 999=Refused]

[ASK F4b IF F4a=998]

F4b Do you know the approximate age? Would you say it is...

1. Less than 2 years
2. 2-4 years
3. 5-9 years
4. 10-19 years
5. 20-29 years
6. 30 years or more years
8. (Don't know)
9. (Refused)

F5a How many employees, full plus part-time, are employed at this facility? [NUMERIC OPEN END, 0 TO 2000; 9998=Don't know, 9999=Refused]

[ASK F5b IF F5a=9998]

F5b Do you know the approximate number of employees? Would you say it is...

1. Less than 10
2. 10-49
3. 50-99
4. 100-249
5. 250-499
6. 500 or more
8. (Don't know)
9. (Refused)

F6 Which of the following best describes your facility? This facility is...

1. my company's only location
2. one of several locations owned by my company
3. the headquarters location of a company with several locations
8. (Don't know)
9. (Refused)

[SKIP F7 IF F2=2]

F7 In comparison to other companies in your industry, would you describe your company as...

1. A small company
2. A medium-sized company
3. A large company
4. (Not applicable)
8. (Don't know)
9. (Refused)

PY2 NET-TO-GROSS MODULE

Variables for the net-to-gross module:

<NTG> (B=Basic rigor level, S= Standard rigor level. All questions here are asked if the standard rigor level is designated. Basic rigor level is designated through skip patterns.

<UTILITY> (ComEd or Ameren Illinois)

<PROGRAM> (Name of energy efficiency program)

<ENDUSE> (Type of measure installed, at the end use level; from program tracking dataset; values: lighting equipment, cooling equipment, refrigeration equipment, motors)

<VEND1> (Contractor who installed new equipment, from program tracking dataset)

<TECH_ASSIST> (If participant conducted Feasibility Study, Audit, or received Technical Assistance

through the program; from program tracking database)

<ACCT_REP> (Name of account representative, from program tracking database or program files if present)

<OTHERPTS> (Variable to be calculated based on responses. Equals 1- minus response to N3p.)

<FINCRIT1> (Variable to be calculated based on responses. Equals 1 if payback period WITHOUT incentive is shorter than company requirement. See instructions below.)

<FINCRIT2> (Variable to be calculated based on responses. Equals 1 if payback period WITH incentive is shorter than company requirement. See instructions below.)

<MSAME> (For prescriptive/standard survey only: Equals 1 if same customer had more than one project of the same measure type; from program tracking database)

<NSAME> (For prescriptive/standard survey only: Number of additional projects of the same measure type implemented by the same customer; from program tracking database)

<FSAME> (Equals 1 if the same customer had more than one project (of different types) at the same facility; from program tracking database)

<FDESC> (Additional project type completed by the customer at the same facility; from the tracking database)

VENDOR INFORMATION [ASK IF NTG=S, ELSE SKIP TO V4]

I would like to get some information on the VENDORS that may have helped you with the implementation of this equipment.

- V1 Did you work with a contractor or vendor that helped you with the choice of this equipment?
- 1 Yes
 - 2 No
 - 8 (Don't Know)
 - 9 (Refused)

[SKIP IF V1=2,8,9]

- V3 Did you also use a DESIGN or CONSULTING Engineer?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[SKIP TO N1 IF KAE=0]

- V4 Did your key account executive assist you with the project that you implemented through the <PROGRAM>?
- 1 (Yes)
 - 2 (No, don't have a key account executive)
 - 3 (No, have a key account executive but they weren't involved)
 - 8 (Don't know)
 - 9 (Refused)

NET-TO-GROSS BATTERY

[ASK IF <ENDUSE>=LIGHTING, REFRIGERATION, HVAC OR MOTORS, ELSE SKIP TO PROCESS SECTION]

I'd now like to ask a few questions about the <ENDUSE> you installed through the program.

N1 When did you first learn about <UTILITY>'s Program? Was it BEFORE or AFTER you first began to THINK about implementing this measure? (NOTE TO INTERVIEWER: "this measure" refers to the specific energy efficient equipment installed through the program.)

- 1 Before
- 2 After
- 8 (Don't know)
- 9 (Refused)

[ASK IF N1=2, 8, 9, ELSE SKIP TO N3]

N2 Did you learn about <UTILITY>'s Program BEFORE or AFTER you DECIDED to implement the measure that was installed? (NOTE TO INTERVIEWER: "the measure" refers to the specific energy efficient equipment installed through the program.)

- 1 Before
- 2 After
- 8 (Don't know)
- 9 (Refused)

N3 Next, I'm going to ask you to rate the importance of the program as well as other factors that might have influenced your decision to implement this measure. Think of the degree of importance as being shown on a scale with equally spaced units from 0 to 10, where 0 means not at all important and 10 means extremely important. Now using this scale please rate the importance of each of the following in your decision to implement the measure at this time. [FOR N3a-n, RECORD 0 to 10; 96=Not Applicable; 98=Don't Know; 99=Refused]

(If needed: How important in your DECISION to implement the project was...)

[SKIP N3a IF NTG=B]

N3a. The age or condition of the old equipment

N3b. Availability of the PROGRAM incentive

N3bb. [ASK IF N3b=8,9,10] Why do you give it this rating? [OPEN END; 98=Don't know; 99=Refused]

[SKIP TO N3f IF NTG=B]

[ASK IF <TECH_ASSIST>=1, ELSE SKIP TO N3d]

N3c. "Information provided through the Feasibility study/Audit/Technical assistance you received from <UTILITY>?"

[SKIP N3cc IF NTG=B]

N3cc. [ASK IF N3c=8,9,10] Why do you give it this rating? [OPEN END; 98=Don't know; 99=Refused]

[ASK N3d IF V1=1]

N3d. Recommendation from an equipment vendor or contractor that helped you with the choice of the equipment.

N3e. Previous experience with this type of equipment?

N3f. Recommendation from an <UTILITY> program staff person? [IF NECESSARY: This would be someone from Ameren Illinois that is affiliated specifically with the Act On Energy Business program and not someone from the utility that might ordinarily contact you about your account.]

[SKIP N3ff IF NTG=B]

ff. [ASK IF N3f=8,9,10] Why do you give it this rating?

N3h. Information from <PROGRAM> or <UTILITY> marketing materials?

[SKIP N3hh IF NTG=B]

N3hh. [ASK IF N3h=8,9,10] Why do you give it this rating?

[SKIP TO N3k IF NTG=B]

[ASK N3i IF V3=1]

N3i. A recommendation from a design or consulting engineer.

N3j. Standard practice in your business/industry

[SKIP N3k IF KAE=0 OR V4>1]

N3k. Endorsement or recommendation by a key account executive of <UTILITY>

[SKIP N3kk IF NTG=B]

N3kk. [ASK IF N3k=8,9,10] Why do you say that?

[SKIP TO N3n IF NTG=B]

N3l. Corporate policy or guidelines

N3m. Payback on the investment

N3n. Were there any other factors we haven't discussed that were influential in your decision to install this MEASURE?

1 (Nothing else influential)

00 [Record verbatim]

98 (Don't Know)

99 (Refused)

[ASK N3nn IF N3n=00]

N3nn. Using the same zero to 10 scale, how would you rate the influence of this factor? [RECORD 0 to 10; 98=Don't Know; 99=Refused]

Thinking about this differently, I would like you to compare the importance of the PROGRAM with the importance of other factors in implementing the <ENDUSE> project.

[SKIP TO N3p IF NTG=B]

[READ IF (N3A, N3D, N3E, N3I, N3J, N3L, N3M, OR N3NN)=8,9,10; ELSE SKIP TO N3p]

You just told me that the following other factors were important:

[READ IN ONLY ITEMS WHERE THEY GAVE A RATING OF 8 or higher]

- (N3A) Age or condition of old equipment,
- (N3D) Equipment Vendor recommendation
- (N3E) Previous experience with this measure
- (N3I) Recommendation from a design or consulting engineer
- (N3J) Standard practice in your business/industry
- (N3L) Corporate policy or guidelines
- (N3M) Payback on investment
- (N3N) Other factor

N3p If you were given a TOTAL of 100 points that reflect the importance in your decision to implement the <ENDUSE> project, and you had to divide those 100 points between: 1) the program and 2) other factors, how many points would you give to the importance of the PROGRAM?

Points given to program: [RECORD 0 to 100; 998=Don't Know; 999=Refused]

[CALCULATE VARIABLE "OTHERPTS" AS: 100 MINUS N3p RESPONSE; IF N3p=998,999, SET OTHERPTS=BLANK]

N3o And how many points would you give to other factors? [RECORD 0 to 100; 998=Don't Know; 999=Refused]

[The response should be <OTHERPTS> because both numbers should equal 100. If response is not <OTHERPTS> ask INC1]

INC1 "The last question asked you to divide a TOTAL of 100 points between the program and other factors. You just noted that you would give <N4 RESPONSE> points to the program. Does that mean you would give <OTHERPTS> points to other factors?

- 1 Yes
- 2 No
- 98 (Don't know)

99 (Refused)

[IF INC1=2, go back to N3p]

CONSISTENCY CHECK ON PROGRAM IMPORTANCE SCORE

[SKIP TO N4aa IF N3p=998,999 OR IF N3p<80 OR IF (N3p>=80 AND N3b>3)]

N4 You just gave <N3p RESPONSE> points to the importance of the program. I would interpret that to mean that the program was quite important to your decision to install this equipment. Earlier, when I asked about the importance of the program incentive, you gave a rating of ...<N3B RESPONSE> ... out of ten, indicating that the program incentive was not that important to you. Can you tell me why the program overall was important, but the incentive was not?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

[ASK IF N3p<21 AND N3b=8,9,10 ELSE SKIP TO N5]

N4aa You just gave <N3p RESPONSE> points to the importance of the program. I would interpret that to mean that the program was not very important to your decision to install this equipment. Earlier, when I asked about the importance of the program incentive, you gave a rating of ...<N3B RESPONSE> ... out of ten, indicating that the program incentive was quite important to you. Can you explain why the incentive was important, but the program overall was not?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

Now I would like you to think about the action you would have taken with regard to the installation of this equipment if the utility program had not been available.

N5 Using a likelihood scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely", if the utility program had not been available, what is the likelihood that you would have installed exactly the same equipment? [RECORD 0 to 10; 98=Don't know; 99=Refused]

CONSISTENCY CHECKS

[ASK IF N3b>7 AND N5>7, ELSE SKIP TO N6]

N5a When you answered ...<N3B RESPONSE> ... for the question about the influence of the incentive, I would interpret that to mean that the incentive was quite important to your decision to install the <ENDUSE> equipment. Then, when you answered <N5 RESPONSE> for how likely you would have been to install the same equipment without the incentive, it sounds like the incentive was not very important in your installation decision.

I want to check to see if I am misunderstanding your answers or if the questions may have been unclear. Will you explain the role the incentive played in your decision to install this efficient equipment?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

N5b Would you like for me to change your score on the importance of the incentive which you gave a rating of <N3B RESPONSE> or change your rating on the likelihood you would install the same equipment without the incentive which you gave a rating of <N5 RESPONSE> and/or we can change both if you wish?

1 (Change importance of incentive rating)

2 (Change likelihood to install the same equipment rating)

3 (Change both)

4 (No, don't change)

8 (Don't know)

9 (Refused)

[ASK IF N5b=1,3]

N5c How important was... availability of the PROGRAM incentive? (IF NEEDED: in your DECISION to implement the project) [Scale of 0 to 10, where 0 means not at all important and 10 means extremely important; 98=Don't know, 99=Refused]

[ASK IF N5b=2,3]

N5d If the utility program had not been available, what is the likelihood that you would have installed exactly the same equipment? [Scale of 0 to 10, where 0 means "Not at all likely" and 10 means "Extremely likely"; 98=Don't know, 99=Refused]

[ASK IF N3j>7, ELSE SKIP TO N7]

N6 In an earlier question, you rated the importance of STANDARD PRACTICE in your industry very highly in your decision making. Could you please rate the importance of the PROGRAM, relative to this standard industry practice, in influencing your decision to install this measure. Would you say the program was much more important, somewhat more important, equally important, somewhat less important, or much less important than the standard practice or policy?

1 Much more important

2 Somewhat more important

3 Equally important

4 Somewhat less important

5 Much less important

8 (Don't know)

9 (Refused)

[ASK IF N5>0, ELSE SKIP TO N8]

N7 You indicated earlier that there was a <N5 RESPONSE> in 10 likelihood that you would have installed the same equipment if the program had not been available. Without the program, when do you think you would have installed this equipment? Would you say...

- 1 At the same time
- 2 Earlier
- 3 Later
- 4 (Never)
- 8 (Don't know)
- 9 (Refused)

[ASK N7a IF N7=3]

N7a. How much later would you have installed this equipment? Would you say...

- 1 Within 6 months?
- 2 6 months to 1 year later
- 3 1 - 2 years later
- 4 2 - 3 years later?
- 5 3 - 4 years later?
- 6 4 or more years later
- 8 (Don't know)
- 9 (Refused)

[ASK N7b IF N7a=6, ELSE SKIP TO N8]

N7b. Why do you think it would have been 4 or more years later?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

PAYBACK BATTERY [ASK IF N3m>5 ELSE SKIP TO N11]

I'd like to find out more about the payback criteria your company uses for its investments.

N8 What financial calculations does your company make before proceeding with installation of a MEASURE like this one?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

N9 What is the payback cut-off point your company uses (in months) before deciding to proceed with an investment? Would you say...

- 1 0 to 6 months
- 2 7 months to 1 year

- 3 more than 1 year up to 2 years
- 4 more than 2 years up to 3 years
- 5 more than 3 years up to 5 years
- 6 Over 5 years
- 8 (Don't know)
- 9 (Refused)

N10a What was the estimated payback period for the new <ENDUSE>, in months, WITH the incentive from the <PROGRAM>?

- 00 [NUMERIC OPEN END, UP TO 240]
- 998 (Don't know)
- 999 (Refused)

N10b And what was the estimated payback period for the <ENDUSE>, in months, WITHOUT the incentive from <PROGRAM>?

- 00 [NUMERIC OPEN END, UP TO 240]
- 998 (Don't know)
- 999 (Refused)

[CREATE VARIABLE FINCRIT1. SET FINCRIT1 = BLANK IF: N9=8,9 OR N10b=998,999. SET FINCRIT1 = 1 IF: (N9=1 AND N10b<7) OR (N9=2 AND N10b<13) OR (N9=3 AND N10b<25) OR (N9=4 AND N10b<37) OR (N9=5 AND N10b<61) OR (N9=6). ELSE, SET FINCRIT1 = 0.]

[ASK IF FINCRIT1=1, ELSE SKIP TO N10d]

N10c Even without the incentive, the <ENDUSE> project met your company's financial criteria. Would you have gone ahead with it even without the incentive?

- 1 Yes
- 2 No
- 3 (Maybe)
- 8 (Don't know)
- 9 (Refused)

[CREATE VARIABLE FINCRIT2. SET FINCRIT2 = BLANK IF: N9=8,9 OR N10a=998,999. SET FINCRIT2 = 1 IF: (N9=1 AND N10a<7) OR (N9=2 AND N10a<13) OR (N9=3 AND N10a<25) OR (N9=4 AND N10a<37) OR (N9=5 AND N10a<61) OR (N9=6). ELSE, SET FINCRIT2 = 0.

[ASK IF FINCRIT2=1 AND FINCRIT1=0 AND N3b<5, ELSE SKIP TO N10e]

N10d The incentive seemed to make the difference between meeting your financial criteria and not meeting them, but you are saying that the incentive didn't have much effect on your decision, why is that?

- 00 [Record VERBATIM]
- 98 (Don't know)

99 (Refused)

[ASK IF FINCRIT2=0 AND N3b>7, ELSE SKIP TO N11]

N10e. The incentive didn't cause this <ENDUSE> project to meet your company's financial criteria, but you said that the incentive had an impact on the decision to install the <ENDUSE>. Why did it have an impact?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

CORPORATE POLICY BATTERY [ASK IF N3I>5, ELSE SKIP TO N18]

N11 Does your organization have a corporate environmental policy to reduce environmental emissions or energy use? Some examples would be to "buy green" or use sustainable approaches to business investments.

1 Yes

2 No

8 (Don't know)

9 (Refused)

[ASK IF N11=1, ELSE SKIP TO N18]

N12 What specific corporate policy influenced your decision to adopt or install the <ENDUSE> through the <PROGRAM>?

00 [RECORD VERBATIM]

98 (Don't know)

99 (Refused)

N13 Had that policy caused you to adopt energy efficient <ENDUSE> at this facility before participating in the <PROGRAM>?

1 Yes

2 No

8 (Don't know)

9 (Refused)

N14 Had that policy caused you to adopt energy efficient <ENDUSE> at other facilities before participating in the <PROGRAM>?

1 Yes

2 No

8 (Don't know)

9 (Refused)

[ASK IF N13=1 OR N14=1, ELSE SKIP TO N17]

- N15 Did you receive an incentive for a previous installation of <ENDUSE>?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[ASK IF N15=1, ELSE SKIP TO N17]

- N16 To the best of your ability, please describe.... [Record VERBATIM; 98=Don't know; 99=Refused]
- a. the amount of incentive received
 - b. the approximate timing
 - c. the name of the program that provided the incentive

[ASK IF N13=1 OR N14=1, ELSE SKIP TO N18]

- N17 If I understand you correctly, you said that your company's corporate policy has caused you to install energy efficient <ENDUSE> previously at this and/or other facilities. I want to make sure I fully understand how this corporate policy influenced your decision versus the <PROGRAM>. Can you please clarify that?
- 00 [Record VERBATIM]
 - 98 (Don't know)
 - 99 (Refused)

STANDARD PRACTICE BATTERY [ASK IF N3j>5, ELSE SKIP TO N23]

- N18 Approximately, how long has use of energy efficient <ENDUSE> been standard practice in your industry?
- M [00 Record Number of Months; 98=Don't know, 99=Refused]
 - Y [00 Record Number of Years; 98=Don't know, 99=Refused]

- N19 Does your company ever deviate from the standard practice?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[ASK IF N19=1]

- N19a Please describe the conditions under which your company deviates from this standard practice.
- 00 [Record VERBATIM]
 - 98 (Don't know)
 - 99 (Refused)

- N20 How did this standard practice influence your decision to install the <ENDUSE> through the <PROGRAM>?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

N20a Could you please rate the importance of the <PROGRAM>, versus this standard industry practice in influencing your decision to install the <ENDUSE>. Would you say the <PROGRAM> was...

- 1 Much more important
- 2 Somewhat more important
- 3 Equally important
- 4 Somewhat less important
- 5 Much less important
- 8 (Don't know)
- 9 (Refused)

N21 What industry group or trade organization do you look to to establish standard practice for your industry?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

N22 How do you and other firms in your industry receive information on updates in standard practice?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

OTHER INFLUENCES BATTERY [ASK IF N3nn>5, ELSE SKIP TO N26]

N23 Who provided the most assistance in the design or specification of the <ENDUSE> you installed through the <PROGRAM>? (If necessary, probe from the list below.)

- 1 (Designer)
- 2 (Consultant)
- 3 (Equipment distributor)
- 4 (Installer)
- 5 (<UTILITY> Key Account Executive)
- 6 (<PROGRAM> staff)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[SKIP N24 IF N23=98,99]

N24 Please describe the type of assistance that they provided.

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

[ASK N26 IF MSAME=1]

Our records show that your company also received an incentive from <UTILITY> for <NSAME> other <ENDUSE> project(s).

N26 Was it a single decision to complete all of those <ENDUSE> projects for which you received an incentive from <UTILITY> or did each project go through its own decision process?

- 1 (Single Decision)
- 2 (Each project went through its own decision process)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[ASK N27 IF FSAME=1 ELSE SKIP TO SPILLOVER MODULE]

Our records show that <COMPANY> also received an incentive from <UTILITY> for a <FDESC> project at < ADDRESS >.

N27 Was the decision making process for the <FDESC> project the same as for the <ENDUSE> project we have been talking about?

- 1 (Same decision making process)
- 2 (Different decision making process)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)



**Ameren Illinois
ONLINE STORE SURVEY**

**FINAL
July 2011**

Purpose of the Survey: This survey will focus on program processes and satisfaction, as well as measure installation and free ridership. We will conduct the survey with a census of participating customers drawn from Ameren Illinois' program database.

INTRODUCTION

Thank you for agreeing to participate in this online survey. Ameren Illinois values your time and feedback on the ActOnEnergy® online store, which allows customers to purchase energy efficient products, ranging from lighting to vending machine controls, online.

Please click NEXT to start the survey.

VERIFICATION

We first want to make sure that our records match your purchases. We will only be asking about the products that you received between June 1, 2010 and May 31, 2011.

[PROGRAMMER INSTRUCTION – PROGRAM A BIG MATRIX SIMILAR TO THE TABLE BELOW WHERE RESPONDENTS WOULD ONLY SEE THE PRODUCTS THAT APPLY TO THEM]

[PROGRAMMER INSTRUCTION – PLEASE PASTE THE FOLLOWING PICTURES IN V1 TO V4 RIGHT NEXT TO RELEVANT PRODUCTS]

A. 6 free CFLs			
M. Free CFLs			

<p>B. LED downlights</p>	
<p>C. LED Exit signs</p>	
<p>D. LED Exit sign light bulbs</p>	
<p>E. Motion sensors</p>	
<p>F. Smart strips</p>	
<p>G. Specialty application CFLs</p>	
<p>H. Spiral (or twisted) CFLs</p>	
<p>I. T8 ballasts</p>	

J. T8 lamps	
K. Vending machine controls	
L. LED light bulbs	

V1. Our records show that you received the following products from the Ameren Illinois Online Store between June 1, 2010 and May 31, 2011. Please mark whether or not this is correct.

	I received this and the quantity is correct 1	I received this, but a different quantity [ALLOW RESPONSES 0=997] 2	I do not remember receiving this 3
A. Received 6 CFLs for free <i>By this quantity we mean the actual number of light bulbs as opposed to the number of packages</i>	<input type="checkbox"/>	INSERT NEW QUANTITY	<input type="checkbox"/>
M. Received [QUANTITY] CFLs for free <i>By this quantity we mean the actual number of light bulbs as opposed to the number of packages</i>	<input type="checkbox"/>	INSERT NEW QUANTITY	<input type="checkbox"/>
B. Purchased [QUANTITY] LED downlights	<input type="checkbox"/>	INSERT NEW QUANTITY	<input type="checkbox"/>
C. Purchased [QUANTITY] LED Exit signs	<input type="checkbox"/>	INSERT NEW QUANTITY	<input type="checkbox"/>
D. Purchased [QUANTITY] LED Exit sign light bulb kits <i>By this quantity we mean the number of the two-bulb kits as opposed to the total number of bulbs across all kits you have purchased</i>	<input type="checkbox"/>	INSERT NEW QUANTITY	<input type="checkbox"/>
E. Purchased [QUANTITY] motion sensors	<input type="checkbox"/>	INSERT NEW QUANTITY	<input type="checkbox"/>

F. Purchased [QUANTITY] smart strips	<input type="checkbox"/>	INSERT NEW QUANTITY	<input type="checkbox"/>
G. Purchased [QUANTITY] specialty application CFLs (such as A-lamps or flood lights) <i>By this quantity we mean the actual number of light bulbs as opposed to the number of packages</i>	<input type="checkbox"/>	INSERT NEW QUANTITY	<input type="checkbox"/>
H. Purchased [QUANTITY] spiral (or twisted) CFLs <i>By this quantity we mean the actual number of light bulbs as opposed to the number of packages</i>	<input type="checkbox"/>	INSERT NEW QUANTITY	<input type="checkbox"/>
I. Purchased [QUANTITY] T8 ballasts	<input type="checkbox"/>	INSERT NEW QUANTITY	<input type="checkbox"/>
J. Purchased [QUANTITY] T8 lamps	<input type="checkbox"/>	INSERT NEW QUANTITY	<input type="checkbox"/>
K. Purchased [QUANTITY] vending machine controls	<input type="checkbox"/>	INSERT NEW QUANTITY	<input type="checkbox"/>
L. Purchased [QUANTITY] LED light bulbs	<input type="checkbox"/>	INSERT NEW QUANTITY	<input type="checkbox"/>

[TERMINATE IF RESPONDENT SAID NO TO ALL MEASURES THAT THEY PURCHASED]

V2. Now that we have confirmed the number of products you received, please tell us how many of them are currently installed.

[PROGRAMMER NOTE – VERIFIED QUANTITY READ IN IS PRODUCT QUANTITY BASED ON V1]

	Number currently installed
A. [VERIFIED QUANTITY] free CFLs	<input type="checkbox"/>
M. [VERIFIED QUANTITY] free CFLs	<input type="checkbox"/>
B. [VERIFIED QUANTITY] LED downlights	<input type="checkbox"/>
C. [VERIFIED QUANTITY] LED Exit signs	<input type="checkbox"/>
D. [VERIFIED QUANTITY] LED Exit sign light bulbs	<input type="checkbox"/>
E. [VERIFIED QUANTITY] motion sensors	<input type="checkbox"/>
F. [VERIFIED QUANTITY] smart strips	<input type="checkbox"/>
G. [VERIFIED QUANTITY] specialty application CFLs (such as A-lamps or flood lights)	<input type="checkbox"/>
H. [VERIFIED QUANTITY] spiral (or twisted) CFLs	<input type="checkbox"/>
I. [VERIFIED QUANTITY] T8 ballasts	<input type="checkbox"/>
J. [VERIFIED QUANTITY] T8 lamps	<input type="checkbox"/>
K. [VERIFIED QUANTITY] vending machine controls	<input type="checkbox"/>
L. [VERIFIED QUANTITY] LED light bulbs	<input type="checkbox"/>

[COMPUTE QUANTITY NOT INSTALLED=VERIFIED QUANTITY-NUMBER CURRENTLY INSTALLED]

[ONLY SHOW THE FOLLOWING MATRIX FOR ANY WHERE QUANTITY NOT INSTALLED>0]

V3. Please describe briefly why you have not installed these products.

	Reason the products have not been installed
A. [QUANTITY NOT INSTALLED] CFLs you received for free	OPEN END RESPONSE WINDOW
M. [QUANTITY NOT INSTALLED] CFLs you received for free	OPEN END RESPONSE WINDOW
B. [QUANTITY NOT INSTALLED] LED downlights	OPEN END RESPONSE WINDOW
C. [QUANTITY NOT INSTALLED] LED Exit signs	OPEN END RESPONSE WINDOW
D. [QUANTITY NOT INSTALLED] LED Exit sign light bulbs	OPEN END RESPONSE WINDOW
E. [QUANTITY NOT INSTALLED] motion sensors	OPEN END RESPONSE WINDOW
F. [QUANTITY NOT INSTALLED] smart strips	OPEN END RESPONSE WINDOW
G. [QUANTITY NOT INSTALLED] specialty application CFLs (such as A-lamps or flood lights)	OPEN END RESPONSE WINDOW
H. [QUANTITY NOT INSTALLED] spiral (or twisted) CFLs	OPEN END RESPONSE WINDOW
I. [QUANTITY NOT INSTALLED] T8 ballasts	OPEN END RESPONSE WINDOW
J. [QUANTITY NOT INSTALLED] T8 lamps	OPEN END RESPONSE WINDOW
K. [QUANTITY NOT INSTALLED] vending machine controls	OPEN END RESPONSE WINDOW
L. [QUANTITY NOT INSTALLED] LED light bulbs	OPEN END RESPONSE WINDOW

V4. And, of the products that are currently installed, please tell us how many are installed at your business, and how many are installed in other places, such as your home.

	Installed at my business	Installed in other places
A. [VERIFIED INSTALLED QUANTITY] free CFLs	<input type="checkbox"/>	<input type="checkbox"/>
M. [VERIFIED INSTALLED QUANTITY] free CFLs	<input type="checkbox"/>	
B. [VERIFIED INSTALLED QUANTITY] LED downlights	<input type="checkbox"/>	<input type="checkbox"/>
C. [VERIFIED INSTALLED QUANTITY] LED Exit signs	<input type="checkbox"/>	<input type="checkbox"/>
D. [VERIFIED INSTALLED QUANTITY] LED Exit sign light bulbs	<input type="checkbox"/>	<input type="checkbox"/>
E. [VERIFIED INSTALLED QUANTITY] motion sensors	<input type="checkbox"/>	<input type="checkbox"/>
F. [VERIFIED INSTALLED QUANTITY] smart strips	<input type="checkbox"/>	<input type="checkbox"/>
G. [VERIFIED INSTALLED QUANTITY] specialty application CFLs (such as A-lamps or flood lights)	<input type="checkbox"/>	<input type="checkbox"/>
H. [VERIFIED INSTALLED QUANTITY] spiral (or twisted) CFLs	<input type="checkbox"/>	<input type="checkbox"/>
I. [VERIFIED INSTALLED QUANTITY] T8 ballasts	<input type="checkbox"/>	<input type="checkbox"/>
J. [VERIFIED INSTALLED QUANTITY] T8 lamps	<input type="checkbox"/>	<input type="checkbox"/>
K. [VERIFIED INSTALLED QUANTITY] vending machine controls	<input type="checkbox"/>	<input type="checkbox"/>
L. [VERIFIED INSTALLED QUANTITY] LED light bulbs	<input type="checkbox"/>	<input type="checkbox"/>

[ONLY SHOW THE FOLLOWING MATRIX FOR ANY WHERE QUANTITY NOT INSTALLED>0]

V5. Do you plan on installing any of the following products that are not currently installed within the next year?

	Yes 1	No 2
A. [QUANTITY NOT INSTALLED] free CFLs	<input type="checkbox"/>	<input type="checkbox"/>
M. [QUANTITY NOT INSTALLED] free CFLs	<input type="checkbox"/>	<input type="checkbox"/>
B. [QUANTITY NOT INSTALLED] LED downlights	<input type="checkbox"/>	<input type="checkbox"/>
C. [QUANTITY NOT INSTALLED] LED Exit signs	<input type="checkbox"/>	<input type="checkbox"/>
D. [QUANTITY NOT INSTALLED] LED Exit sign light bulbs	<input type="checkbox"/>	<input type="checkbox"/>
E. [QUANTITY NOT INSTALLED] motion sensors	<input type="checkbox"/>	<input type="checkbox"/>
F. [QUANTITY NOT INSTALLED] smart strips	<input type="checkbox"/>	<input type="checkbox"/>
G. [QUANTITY NOT INSTALLED] specialty application CFLs (such as A-lamps or flood lights)	<input type="checkbox"/>	<input type="checkbox"/>
H. [QUANTITY NOT INSTALLED] spiral (or twisted) CFLs	<input type="checkbox"/>	<input type="checkbox"/>
I. [QUANTITY NOT INSTALLED] T8 ballasts	<input type="checkbox"/>	<input type="checkbox"/>
J. [QUANTITY NOT INSTALLED] T8 lamps	<input type="checkbox"/>	<input type="checkbox"/>
K. [QUANTITY NOT INSTALLED] vending machine controls	<input type="checkbox"/>	<input type="checkbox"/>
L. [QUANTITY NOT INSTALLED] LED light bulbs	<input type="checkbox"/>	<input type="checkbox"/>

[ONLY SHOW RESPONSES FOR WHICH V5=1 AND QUANTITY NOT INSTALLED>1]

V6. How many of each of the following do you plan to install within the next year?

	# of Measures to be Installed
A. [QUANTITY NOT INSTALLED] free CFLs	<input type="checkbox"/>
A. [QUANTITY NOT INSTALLED] free CFLs	<input type="checkbox"/>
B. [QUANTITY NOT INSTALLED] LED downlights	<input type="checkbox"/>
C. [QUANTITY NOT INSTALLED] LED Exit signs	<input type="checkbox"/>
D. [QUANTITY NOT INSTALLED] LED Exit sign light bulbs	<input type="checkbox"/>
E. [QUANTITY NOT INSTALLED] motion sensors	<input type="checkbox"/>
F. [QUANTITY NOT INSTALLED] smart strips	<input type="checkbox"/>
G. [QUANTITY NOT INSTALLED] specialty application CFLs (such as A-lamps or flood lights)	<input type="checkbox"/>
H. [QUANTITY NOT INSTALLED] spiral (or twisted) CFLs	<input type="checkbox"/>
I. [QUANTITY NOT INSTALLED] T8 ballasts	<input type="checkbox"/>
J. [QUANTITY NOT INSTALLED] T8 lamps	<input type="checkbox"/>
K. [QUANTITY NOT INSTALLED] vending machine controls	<input type="checkbox"/>
L. [QUANTITY NOT INSTALLED] LED light bulbs	<input type="checkbox"/>

FREE-RIDERSHIP

Free CFL Offering

[ASK IF FR=1 AND (V1A<>3 OR V1M<>3)]

I would now like to focus on the FREE spiral CFLs that you received as part of the Ameren Illinois ActOnEnergy® online store program offering (shown below).



FRA1. Thinking about the time when you ordered your free CFLs, which of the following best describes your situation:

1. I did not need light bulbs right away
2. I needed light bulbs right away
3. Other situation (specify_____)

[ASK IF FRA1=2]

FRA2. If free CFLs had not been available, what would you have purchased for your facility on your own?

1. CFL bulbs
2. Incandescent bulbs
3. Other type of light bulbs (specify_____)

[ASK IF FRA2 = 1]

FRA3. Do you believe you would have purchased...?

1. The same number of CFLs
2. Fewer CFLs

[ASK IF FRA3=2]

FRA4. How many CFLs would you have purchased? [NUMERIC OPEN END]

[]

[ASK IF FRA1=1 OR 3]

FRA5. If free CFLs had not been available, the next time you were to shop for light bulbs, what would you have purchased for your facility on your own?

1. CFL bulbs
2. Incandescent bulbs
3. Other type of light bulbs (specify_____)

[ASK IF FRA5 = 1]

FRA6. Do you believe you would have purchased...?

1. The same number of CFLs
2. Fewer CFLs
3. More CFLs

[ASK IF FRA6=2, 3]

FRA7. How many CFLs would you have purchased? [NUMERIC OPEN END]

Online Store Spiral CFL Purchases

[ASK IF FR=2 AND V1H<>3]

I would now like to focus on the spiral CFLs that you purchased through Ameren Illinois ActOnEnergy® online store. These are regular twisted CFLs, similar to those shown below.



FRB1. Thinking about the time when you purchased your spiral CFLs through Ameren Illinois ActOnEnergy® online store, which of the following best describes your situation:

1. I did not need light bulbs right away
2. I needed light bulbs right away
3. Other situation (specify_____)

[ASK IF FRB1=2]

FRB2. If the option to purchase spiral CFLs through the online store had not been available, what would you have purchased for your facility elsewhere?

1. CFL bulbs
2. Incandescent bulbs
3. Other type of light bulbs (specify_____)

[ASK IF FRB1=1 OR 3]

FRB3. If the option to purchase spiral CFLs through the online store had not been available, the next time you were to shop for light bulbs for your facility elsewhere, what would you have purchased?

1. CFL bulbs
2. Incandescent bulbs
3. Other type of light bulbs (specify_____)

[ASK IF FRB2=1 OR FRB3=1]

FRB4. You paid somewhere between \$0.50 to a \$1.00 per bulb for your spiral CFLs for a total purchase cost of approximately \$[TOTAL \$]. Now, imagine that the spiral CFLs that you purchased cost you on average \$3 more per bulb, making your total purchase cost about \$[TOTAL \$ NO DISCOUNT]. In this situation, would you have...?

01. Purchased the same quantity of spiral CFL bulbs
02. Purchased fewer spiral CFL bulbs
00. Done something else (please specify):

[ASK IF FRB4=2]

FRB5. How many spiral CFLs would you have purchased if the option to purchase them through the online store at the discounted price had not been available?

[NUMERIC OPEN END]

[ASK IF FRC2=1 OR FRC3=1]

FRC4. You paid somewhere between \$1.75 to a \$5 per bulb for your specialty CFLs for a total purchase cost of approximately \$[TOTAL \$]. Now, imagine that the specialty CFLs that you purchased cost you on average \$5 more per bulb, making your total purchase cost you about \$ [TOTAL \$ NO DISCOUNT]. In this situation, would you have...?

- 01. Purchased the same quantity of specialty CFL bulbs
- 02. Purchased fewer specialty CFL bulbs
- 00. Done something else (please specify):

[ASK IF FRC4=2]

FRC5. How many specialty CFLs would you have purchased if the option to purchase them through the online store at the discounted price had not been available?

[NUMERIC OPEN END]

FRC6. How important was a free shipping offer in your decision to purchase specialty CFLs through the online store?

Not at all												Very
important												important
0	1	2	3	4	5	6	7	8	9			10

Online Store LED Sign Purchases

[ASK IF (FR=4 AND V1C<>3) OR (FR=5 AND V1D<>3)]

[SHOW IF LED EXIT SIGN] I would now like to focus on the LED exit signs that you purchased through Ameren Illinois ActOnEnergy® online store.



[SHOW IF LED EXIT SIGN RETROFIT KIT] I would now like to focus on the LED exit sign light bulbs that you purchased through Ameren Illinois ActOnEnergy® online store.



FRD1. [READ IF LED EXIT SIGN RETROFIT KIT] Were you already considering changing the bulbs in your exit signs to LED light bulbs when you learned about the opportunity to purchase the bulbs through Ameren Illinois online store?

[READ IF LED EXIT SIGN] Were you already considering purchasing LED exit signs when you learned about the opportunity to purchase them through Ameren Illinois online store?

1. Yes
2. No

[ASK IF FRD1=1 AND LED EXIT SIGN RETROFIT KIT]

FRD2. If the option to purchase LED exit sign light bulbs through the online store had not been available, what would you have purchased for your facility elsewhere?

1. Incandescent bulbs for exit signs
2. Compact fluorescent bulbs for exit signs
3. LED bulbs for exit signs

[ASK IF FRD1=1 AND LED EXIT SIGN]

FRD3. If the option to purchase LED exit signs through the online store had not been available, what would you have purchased for your facility elsewhere?

1. Incandescent exit signs
2. Compact fluorescent exit signs
3. LED exit signs

[ASK IF FRD1=2 AND LED EXIT SIGN RETROFIT KIT]

FRD4. If the option to purchase LED exit sign light bulbs through the online store had not been available, the next time you were to shop for exit sign light bulbs, what would you have purchased for your facility elsewhere?

1. Incandescent bulbs for exit signs
2. Compact fluorescent bulbs for exit signs
3. LED bulbs for exit signs

[ASK IF FRD1=2 AND LED EXIT SIGN]

FRD5. If the option to purchase LED exit signs through the online store had not been available, the next time you were to shop for exit signs, what would you have purchased for your facility elsewhere?

1. Incandescent exit signs
2. Compact fluorescent exit signs
3. LED exit signs

[ASK IF FRD2=3 OR FRD4=3 AND VERIFIED PRODUCT QUANTITY>1]

FRD6. You paid between \$3.75 and \$8 per LED exit sign bulb kit for a total purchase cost of approximately \$ [TOTAL \$]. Now, imagine that the LED exit sign bulbs that you purchased cost you on average \$13 more per kit, making your total purchase cost you about \$[TOTAL \$ NO DISCOUNT]. In this situation, would you have...?

01. Purchased the same quantity of LED exit sign bulb kits
02. Purchased fewer LED exit sign bulb kits
00. Done something else (please specify):

[ASK IF FRD2=3 OR FRD4=3 AND VERIFIED PRODUCT QUANTITY =1]

FRD7. You paid between \$3.75 and \$8 for your LED exit sign bulb kit. Now, imagine that the LED exit sign bulbs that you purchased cost you on average \$13 more per kit, making your total purchase cost you about \$[TOTAL \$ NO DISCOUNT]. Would you still purchase LED exit sign light bulbs or not?

1. Would still purchase LED exit sign light bulbs
2. Would not purchase LED exit sign light bulbs

[ASK OF FRD3=3 OR FRD5=3 AND VERIFIED PRODUCT QUANTITY>1]

FRD8. You paid between \$6.88 and \$14 per LED exit sign for a total purchase cost of approximately \$[TOTAL \$]. Now, imagine that the LED exit signs that you purchased cost you \$19 more per sign, making your total purchase cost you about \$ [TOTAL \$ NO DISCOUNT]. In this situation, would you have...?

01. Purchased the same quantity of LED exit signs
02. Purchased fewer LED exit signs
00. Done something else (please specify):

[ASK OF FRD3=3 OR FRD5=3 AND VERIFIED PRODUCT QUANTITY=1]

FRD9. You paid between \$6.88 and \$14 for your LED exit sign. Now, imagine that the LED exit sign that you purchased cost you \$19 more, making your total purchase cost you about \$ [TOTAL \$ NO DISCOUNT]. Would you still purchase an LED exit sign or not?

1. Would still purchase LED exit sign
2. Would not purchase LED exit sign

[ASK IF FRD6=2 OR FRD8=2]

FRD10. [READ IF LED EXIT SIGN RETROFIT KIT] How many LED exit sign light bulbs would you have purchased if the option to purchase them through the online store at the discounted price had not been available?

[READ IF LED EXIT SIGN] How many LED exit signs would you have purchased if the option to purchase them through the online store at the discounted price had not been available?

[NUMERIC OPEN END]

FRD11. [READ IF LED EXIT SIGN RETROFIT KIT] How important was a free shipping offer in your decision to purchase LED exit sign bulbs through the online store?

[READ IF LED EXIT SIGN] How important was a free shipping offer in your decision to purchase LED exit signs through the online store?

Not at all important												Very important
0	1	2	3	4	5	6	7	8	9	10		

SPILLOVER

S01. In the time since you got your products through the Ameren Illinois ActOnEnergy® online store, have you purchased and installed any other efficient equipment or products on your own WITHOUT any discounts from Ameren Illinois?

1. Yes
2. No

[ASK IF S01=1, else skip to the next section]

S02. How much influence did your experience with the Ameren Illinois ActOnEnergy® online store and products offered through online store have on your decision to take additional energy efficiency actions on your own?

No influence at all												A great deal of influence
0	1	2	3	4	5	6	7	8	9	10		

[ASK IF S02>5]

S04. In your own words, please describe how the Ameren Illinois ActOnEnergy® online store and products offered through the online store influenced your decision to make these additional energy efficient improvements to your business? [OPEN END]

[ASK IF S02>5]

SOA2. What types of energy efficient products have you purchased and installed? [OPEN END]

COUPON EXPERIENCE AND FOLLOW-ON ONLINE STORE VISITS

[ASK IF MAIL_ONLY=1 OR MAIL_ONLINE=1]

SV1. How easy or difficult was it to fill out the coupon for the free CFLs? Please use the scale below to answer the question.

Very difficult												Very easy
0	1	2	3	4	5	6	7	8	9	10		

SV2. To the best of your knowledge, how long did it take you to receive your free CFLs after mailing the coupon?

- 01. 1 week
- 02. 2 weeks
- 03. 3 weeks
- 04. 4 weeks (a month)
- 05. 5 weeks
- 06. 6 weeks
- 07. 7 weeks
- 08. 8 weeks (2 months)
- 09. More than 8 weeks
- 96. Did not receive my free CFLs yet
- 98. Cannot remember how long it took

[SKIP IF QSV2=96,99]

SV3. How satisfied are you with the time it took to receive your free CFLs? Use the scale below to answer the question.

Very dissatisfied												Very satisfied
0	1	2	3	4	5	6	7	8	9	10		

[ASK IF MAIL_ONLY =1 AND MAIL_ONLINE=0]

SV4. Did you visit the Ameren Illinois ActOnEnergy® online store either before or after receiving your free CFLs?

- 1. Yes
- 2. No [SKIP TO F1a]

[ASK IF SV4=1]

SV5. Why didn't you purchase anything through the online store? [OPEN END]

SOURCES OF AWARENESS

[ASK IF MAIL_ONLY=0 OR SV4=1, ELSE SKIP TO CH1]

The next few questions are about the online store itself.

A1. How did you first learn about the existence of the Ameren Illinois ActOnEnergy® online store?
[OPEN END]

- A2. Do you remember seeing or receiving any of the following? [1=YES, 2=NO,]
 A. A mailer from Ameren Illinois promoting the online store and its offerings?
 B. An insert in your energy bill promoting the online store and its offerings?
- A3. What are the best ways of reaching companies like yours with information about the online store offerings? [OPEN END]

WEBSITE EXPERIENCES

- W2. How would you rate the amount of information displayed on the online store website?
 1. Too much
 2. Just the right amount
 3. Too little

[ASK IF W2=1]

- W3. What information do you think needs to be removed from the website? [OPEN END]

[ASK IF W2=3]

- W4. What information do you think is missing from the website? [OPEN END]

- W5. On a 0 to 10 point scale displayed below, how easy or difficult was each of the following for you personally? [RANDOMIZE]

Very difficult	0	1	2	3	4	5	6	7	8	9	Very easy 10	
	A.	Getting to the online store landing page										
	B.	Finding the products that interested you										
	C.	Getting the information that you were looking for										
	D.	[SKIP IF SV4=1] Creating an online store account										
	E.	Navigating the online store website										
	F.	[SKIP IF SV4=1] Making payments for the purchased products										

- W6. How satisfied are you with the selection of products offered through the online store?

Not at all satisfied	0	1	2	3	4	5	6	7	8 or	9	Very satisfied 10
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[ASK IF W6<5]

- W7. What energy efficient products would you like to see added to the online store's existing selection? [OPEN END]

W8. The online store website offers a few features to shoppers. How helpful did you find each of the following features? [RANDOMIZE]

Not at all helpful	0	1	2	3	4	5	6	7	8	9	10	Very helpful	Did not use the feature	Did not know the feature exists
--------------------	---	---	---	---	---	---	---	---	---	---	----	--------------	-------------------------	---------------------------------

- A. [SKIP IF SV4=1] Package tracking
- B. Customer support through live chat
- C. Search function
- D. Detailed product descriptions

W9. Are there any website features or functionalities that are missing from the online store website?

- 1. Yes
- 2. No

[ASK IF W9=1]

W10. What features or functions would you like to see added to the online store website? [OPEN END]

Please think back to your experiences shopping on the Ameren Illinois ActOnEnergy® online store when answering the following questions.

W11. When shopping online at the Ameren Illinois ActOnEnergy® online store, did you ask for assistance through any of these channels?

- A. Via email
 - 1. Yes
 - 2. No
- B. Via phone
 - 1. Yes
 - 2. No

[SKIP IF SV4=1]

W12. You might have made single or multiple purchases through the online store and they all might have been shipped at different times. On average, how long did it take for you to receive your products in the mail?

- 01. 1 week
- 02. 2 weeks
- 03. 3 weeks
- 04. 4 weeks (a month)
- 05. 5 weeks
- 06. 6 weeks
- 07. 7 weeks
- 08. 8 weeks (2 months)
- 09. More than 8 weeks
- 96. Did not receive my free CFLs yet
- 98. Cannot remember how long it took

[SKIP IF SV4=1]

W13. Did you return any of the products that you purchased through the online store?

1. Yes
2. No

[ASK IF W13=1]

W14. What products did you return? [OPEN END]

[ASK IF W13=1]

W15. Why did you return these products? [OPEN END]

W16. How satisfied are you with each of the following? [RANDOMIZE]

Very dissatisfied													Very Satisfied
0	1	2	3	4	5	6	7	8	9	10			10

- A. Your overall experience using the online store. [ANCHOR TO ALWAYS ASK FIRST]
- B. [SKIP IF SV4=1] The amount of time it took to ship the products that you purchased
- C. [ASK IF ANY IN W11=1] The support provided to you by the online store staff
- D. [ASK IF W13=1] The process of returning the purchased products
- E. Ameren Illinois [ANCHOR TO ALWAYS ASK LAST]

W17. Please rate your agreement with each of the following statements. (rotate)

- A. The Ameren Illinois ActOnEnergy® online store provided me with information that I did not know before.
- B. The Ameren Illinois ActOnEnergy® online store exposed me to energy saving products that I otherwise would not have known about.
- C. The Ameren Illinois ActOnEnergy® online store is a valuable tool for researching and purchasing energy efficient products.
- D. The Ameren Illinois ActOnEnergy® online store made it very easy to obtain product.

Strongly disagree													Strongly agree
0	1	2	3	4	5	6	7	8	9	10			10

98. Don't have enough experience to comment

[ASK IF MULT_PURCHASE=1]

- W18. Our records indicate that you made multiple purchases through the online store. What motivated you to come back and shop using the online store again? Select all that apply.
- 01. An Online store promotion offering discounts on select products
 - 02. Your experience with the products you already purchased
 - 03. A need for additional products
 - 00. [OTHER-SPECIFY]

CHANNELING COMPONENT

- CH1. Are you aware that in addition to the products offered through the online store, Ameren Illinois offers incentives to its business customers for energy efficient equipment upgrades and improvements?
- 1 Yes
 - 2 No

[ASK IF CH1=1, ELSE SKIP TO NEXT SECTION]

- CH2. In the past year, have you applied for any of the additional incentive opportunities that Ameren Illinois offers?
- 1. Yes
 - 2. No

[ASK IF CH2=1]

- CH3. What type of equipment did you get incentives from Ameren Illinois? [OPEN END]

[ASK IF CH2=1]

- CH4. Did the online store influence your decision to take advantage of these additional incentive opportunities in any way?
- 1. Yes
 - 2. No

[ASK IF CH4=1]

- CH5. Please describe how the online store influenced your decision to take advantage of additional incentive opportunities offered by Ameren Illinois? [OPEN END]

FEEDBACK AND RECOMMENDATIONS

- R1. Do you plan to use the online store for any energy efficient product purchases within the next year?
1. Yes
 2. No
 3. Maybe

[ASK IF R1=2]

- R2. Why don't you plan on shopping the online store within the next year? [OPEN END]

- R3. Overall, how likely are you to recommend the online store to other businesses?

Very unlikely												Very likely
0	1	2	3	4	5	6	7	8	9	10		

[ASK IF R3<5]

- R4. What can Ameren Illinois improve about the online store to make you more likely to recommend it to other businesses? [OPEN END]

FIRMOGRAPHICS

We would like to know a little more about your business, and then we will be done.

- F1a. What is your company's business type?

02. Grocery
03. Medical
04. Hotel/Motel
06. Office
07. Restaurant
08. Retail/Service
09. Warehouse/Distribution
10. Community/Recreational center
11. Non-profit organization
12. Agriculture
13. Gas station/Convenience store
14. Light industry
15. Heavy industry
16. K-12 School
17. College/university
00. Other, specify
98. Prefer not to say

- F1b. And is the business type of the facility for which you ordered products through Ameren Illinois ActOnEnergy® online store the same sector?

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

[ASK F1c IF F1b=2]

F1c. What is the business type of the facility?

- 02. Grocery
- 03. Medical
- 04. Hotel/Motel
- 06. Office
- 07. Restaurant
- 08. Retail/Service
- 09. Warehouse/Distribution
- 10. Community/Recreational center
- 11. Non-profit organization
- 12. Agriculture
- 13. Gas station/Convenience store
- 14. Light industry
- 15. Heavy industry
- 16. K-12 School
- 17. College/university
- 00. Other, specify
- 98. Prefer not to say

F2. Which of the following best describes the ownership of the facility for which you ordered products through Ameren Illinois ActOnEnergy® online store?

- 1. My company owns and occupies this facility
- 2. My company owns this facility but it is rented to someone else
- 3. My company rents this facility
- 4. Prefer not to say

F3 Does your company pay the electric bill?

- 1. Yes
- 2. No
- 3. Prefer not to say

F7 In comparison to other companies in your industry, would you describe your company as...?

- 1. A small company
- 2. A medium-sized company
- 3. A large company
- 4. Prefer not to say

END1. These are all the questions that we have for you. Before hitting the NEXT button, please tell us how easy or difficult it was to complete this survey.

Very difficult												Very easy
0	1	2	3	4	5	6	7	8	9	10		

END2. And, how easy or difficult was it to understand the questions asked in this survey?

Very difficult											Very easy
0	1	2	3	4	5	6	7	8	9	10	

[ASK IF END2<6]

END3. What topics did you find especially difficult to provide adequate responses to? [OPEN END]

This completes our survey. Thank you very much for you time and effort completing this survey.



Ameren Illinois C&I Retro-Commissioning Program

Participant Survey

July 19, 2011

Introduction

Hello, this is _____ from Opinion Dynamics calling on behalf of Ameren Illinois regarding your company's participation in the Retro-Commissioning program. May I please speak with <CONTACTNAME>?

Our records show that <COMPANY> participated in Ameren Illinois' Retro-Commissioning Program and we are calling to conduct a follow-up study about your firm's participation in this program. I was told you're the person most knowledgeable about this project. Is this correct? [IF NOT, ASK TO BE TRANSFERRED TO MOST KNOWLEDGABLE PERSON OR RECORD NAME & NUMBER.]

This survey will take about 15 minutes. Is now a good time? [If no, schedule call-back]

(IF NEEDED: Is it possible that someone else dealt with the retro-commissioning project?)

A1. Just to confirm, between June 1, 2010 and May 31, 2011 did <COMPANY> participate in Ameren Illinois' Retro-Commissioning Program at <ADDRESS> in <CITY>?

1. (Yes, participated as described)
2. (Yes, participated but at another location) [THANK AND TERMINATE]
3. (NO, did NOT participate in program) [THANK AND TERMINATE]
00. (Other - please specify in the box below)
98. (Don't know) [THANK AND TERMINATE]
99. (Refused) [THANK AND TERMINATE]

[IF A1=2,3,98,99: Thank and terminate. Record dispo as "Could not confirm participation".]

Process Module

- S1. How did you **first** hear about the Retro-Commissioning Program?
1. (Ameren representative/staff)
 2. (Ameren Website)
 3. (Friend/colleague/word of mouth)
 4. (Bill insert)

- 5. (Direct mail from Ameren)
- 6. (Chamber of Commerce Publication)
- 7. (Speaker/Presentation at an event)
- 8. (Retro-commissioning service provider, "RSP")
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

S1A. Before deciding to participate in the program, did you speak or meet with a program representative about the Retro-Commissioning Program?

- 1. Yes
- 2. No
- 98. (Don't know)
- 99. (Refused)

[ASK IF S1A=1]

S1B. On a scale of 0 to 10, where 0 is "not at all helpful" and 10 is "very helpful", how helpful was the program representative in explaining program requirements and incentives? [Record 0-10; 98=Don't know; 99=Refused]

[ASK IF S1A=2,8,9]

S1C. In your opinion, would speaking with a program representative have helped to explain the requirements and incentives for the Retro-Commissioning Program?

- 1. Yes
- 2. No
- 98. Don't know
- 99. Refused

S1D. Before participating in the Retro-Commissioning Program, did you have a prior working relationship with your retro-commissioning service provider whom I will refer to as your RSP throughout this survey?

- 1. Yes
- 2. No
- 98. (Don't know)
- 99. (Refused)

S2. Did YOU fill out all or some of the program application for the project?

- 1. Yes, all of it
- 2. Yes, some of it
- 3. No
- 98. (Don't know)
- 99. (Refused)

[ASK IF S2=1, 2 ELSE SKIP TO S3]

- S2A. Did the application form clearly explain the program requirements and how to participate?
1. Yes
 2. No
 3. (Somewhat)
 98. (Don't know)
 99. (Refused)

- S2B. How would you rate the application process overall? Please use a scale of 0 to 10 where 0 is "extremely difficult" and 10 is "extremely easy". [SCALE 0-10; 98=Don't know, 99=Refused]

[ASK IF S2B<4]

- S2C. Why did you rate it that way? [MULTIPLE RESPONSE, UP TO 3]
1. (Difficult to understand)
 2. (Long process)
 00. (Other, specify)
 98. (Don't know)
 99. (Refused)

[ASK IF S2=3]

- S3. Who filled out the application for the project?
1. (Someone else at the facility)
 2. (Someone else at the company)
 3. (Retro-commissioning Service Provider, RSP)
 00. (Other, specify)
 98. (Don't know)
 99. (Refused)

Early Completion Bonus

- EB1. Starting in October 2010, Ameren Illinois offered an early completion bonus incentive for Retro-Commissioning projects completed either by the end of March or the end of April. Were you aware of this bonus offer?
1. Yes
 2. No
 8. (Don't know)
 9. (Refused)

[ASK IF EB1=1, ELSE SKIP TO S5]

- EB2. Did you intend to complete your project early in order to receive the early completion bonus incentive for your project?
1. Yes
 2. No
 8. (Don't know)
 9. (Refused)

[ASK IF EB2=2, ELSE SKIP TO EB4]

EB3. Why didn't your company intend to take advantage of the early completion bonus incentive?
[OPEN END]

EB4. Did you ultimately receive or have you been approved for an early bonus incentive through the Retro-Commissioning Program?
1. Yes
2. No
98. (Don't know)
99. (Refused)

EB5. Please tell me how strongly you agree or disagree with the following statement: The early completion bonus incentive motivated my company to complete our project in a shorter amount of time than we otherwise would have. Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree with this statement?
1. Strongly disagree
2. Somewhat disagree
3. Somewhat agree
4. Strongly agree
98. (Don't know)
99. (Refused)

Program Satisfaction

S5. How would you rate your RSPs ability to meet your needs in terms of implementing your project? Please use a scale from 0 to 10, where 0 is "not at all able to meet needs" and 10 is "completely able to meet needs". [SCALE 0-10; 98=Don't know, 99=Refused]

S6. Would you recommend the RSP you worked with to other people or companies?
1. Yes
2. No
98. (Don't know)
99. (Refused)

[ASK IF S6=2]

S6A. Why not? [OPEN END]
98. (Don't know)
99. (Refused)

S7. During the course of your participation in the program, did you place any calls to the Act On Energy Business Call Center? (IF NEEDED, this is the call center for all of Ameren Illinois' business energy efficiency programs)
1. Yes

- 2. No
- 98. (Don't know)
- 99. (Refused)

[ASK IF S7=1]

S8. On a scale of 0 to 10, where 0 is "very dissatisfied" and 10 is "very satisfied", how would you rate your satisfaction with the Call Center's ability to answer your questions? [SCALE 0-10; 96=not applicable, 98=Don't know, 99= Refused]

[ASK IF S8<4]

S9. Why did you rate it that way? [MULTIPLE RESPONSE, UP TO 3]

- 1. (Provided inconsistent information)
- 2. (Didn't understand the question)
- 3. (Hard to reach the right person/person with the answer)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

S9C. Did you have any contact with the Ameren Illinois program staff over the course of implementing your project?

- 1. Yes
- 2. No
- 98. (Don't know)
- 99. (Refused)

[SKIP TO S10 IF S9C=2, 98, 99]

S9A. Did you ask any questions of your technical reviewer while participating in the program? (If needed: This is a program staff person you would have spoken or e-mailed with to clarify any issues that came up during the review of your application. Technical reviewers are SAIC or GDS employees, who are Retro-Commissioning program partners.)

- 1. Yes
- 2. No
- 98. (Don't know)
- 99. (Refused)

[ASK IF S9A=1]

S9B. Approximately how long did it take for your questions to be answered?

- 1. (Within the same day)
- 2. (1-2 business days)
- 3. (3-5 business days)
- 4. (1 -2 weeks)
- 5. (More than 2 week)
- 98. (Don't know)
- 99. (Refused)

- S10. On a scale of 0 to 10, where 0 is very dissatisfied and 10 is very satisfied, how would you rate your satisfaction with...? [SCALE 0-10; 96=not applicable, 98=Don't know, 99=Refused]
- a. the incentive amount
 - b. the program's technical review staff
 - c. the Retro-commissioning program overall
 - d. Ameren Illinois

[ASK IF S10A<4]

- S11a. You indicated some dissatisfaction with the incentive amount, why did you rate it this way?
[MULTIPLE RESPONSE, UP TO 3] [OPEN END; 98=DK; 99=REF]

[ASK IF S10B<4]

- S11b. You indicated some dissatisfaction with the program's technical review staff, why did you rate it this way? [MULTIPLE RESPONSE, UP TO 3]
1. (Provided inconsistent information)
 2. (Didn't understand the question)
 3. (Hard to reach the right person/person with the answer)
 00. (Other, specify)
 98. (Don't know)
 99. (Refused)

[ASK IF S10c<4]

- S11c. You indicated some dissatisfaction with the Retro-commissioning program overall, why did you rate it this way? [OPEN END; 98=Don't know, 99=Refused]

[ASK IF S10d<4]

- S11d. You indicated some dissatisfaction with Ameren Illinois, why did you rate it this way?
[MULTIPLE RESPONSE, UP TO 3]
1. (Rates are too high)
 2. (Poor customer service)
 3. (Poor power supply/service)
 00. (Other, specify)
 98. (Don't know)
 99. (Refused)

- S15. Did you experience any problems during the participation process? (IF NEEDED: (Other than what we have already talked about))
1. Yes
 2. No
 98. (Don't know)
 99. (Refused)

[ASK IF S15=1]

- S16. What problems did you experience? [MULTIPLE RESPONSE, UP TO 3]
1. (Phone calls not returned)
 2. (Process takes too long)
 3. (Low incentives/rebates)
 00. (Other – specify)
 98. (Don't know)
 99. (Refused)

Marketing and Outreach

- MK1. Do you recall seeing or receiving any marketing materials or other information for the Retro-Commissioning Program?
1. Yes
 2. No
 98. (Don't know)
 - 99 (Refused)

[ASK IF MK1=1, ELSE SKIP TO MK4]

- MK1A. What types of materials do you remember? [MULTIPLE RESPONSE, UP TO 4]
1. (Presentation/workshop)
 2. (Brochure)
 3. (Ameren Illinois website)
 00. (Other, please specify)
 98. (Don't know)
 99. (Refused)

- MK2. How useful were these materials in providing information about the program? Would you say they were...?
1. Very useful
 2. Somewhat useful
 3. Not very useful
 4. Not at all useful
 98. (Don't know)
 99. (Refused)

[ASK IF MK2=3, 4]

- MK3. What would have made the materials more useful to you? [MULTIPLE RESPONSE, UP TO 3]
1. (More detailed information)
 2. (Where to get additional information)
 00. (Other, specify)
 98. (Don't know)
 99. (Refused)

- MK4. What is the best way of reaching companies like yours to provide information about energy efficiency opportunities? [MULTIPLE RESPONSE, UP TO 3]
1. (Bill inserts)
 2. (Flyers/ads/mailings)
 3. (E-mail)
 4. (Telephone)
 5. (Key Account Executive)
 6. (Webinars/roundtables/events)
 7. (Through trade or professional associations)
 8. (Program allies/contractors)
 9. (Luncheons)
 10. (Ameren reps)
 00. (Other, specify)
 98. (Don't know)
 99. (Refused)

Benefits and Barriers

- B1. What do you see as the main benefits to participating in the Retro-commissioning Program?
01. (Helps reduce the company's energy bills)
 02. (Helps my company save energy)
 00. (Other, specify)
 98. (Don't know)
 99. (Refused)
- B2. What do you see as the drawbacks to participating in the program? [MULTIPLE RESPONSE, UP TO 3]
1. (Paperwork too burdensome)
 2. (Incentives not high enough/not worth the effort)
 3. (Program is too complicated)
 00. (Other, specify)
 96. (No drawbacks)
 98. (Don't know)
 99. (Refused)
- B3. What do you think are the reasons companies like yours do not participate in this program? [MULTIPLE RESPONSE, UP TO 3]
1. (Lack of awareness of the program)
 2. (Not aware of savings/don't realize the savings)
 3. (Time consuming application process)
 4. (No time)
 00. (Other, specify)
 96. (None)
 98. (Don't know)
 99. (Refused)

- B4. In advertising the Retro-Commissioning Program, Ameren Illinois informs customers that they will cover between 50% and 80% of the cost of the retro-commissioning study performed by the RSP. When deciding whether or not your company would participate, did not knowing the exact incentive level your company would receive pose any challenges?
1. Yes
 2. No
 98. Don't know
 99. Refused

[ASK IF B4=1]

- B5. Can you explain how this made the decision-making process challenging? [OPEN END; 98=Don't Know; 99=Refused]

Retro-Commissioning NTG

I would now like to ask you a few questions about your company's decision to perform retro-commissioning at your facility.

[ASK IF MULTIPLEFACILITIES=1, ELSE SKIP TO N1]

N1A. Our records indicate that your company completed multiple projects through the program. Was your decision to participate in the program the same for each project?

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

[ASK IF N1A=2, 98 or 99]

N1B. Can you explain how your decision to participate was different for each project? [OPEN END; 98=DK; 99=REF]

- N1. What was the main factor that prompted you to start thinking about performing retro-commissioning at your facility? [OPEN END; DK=98; REF=99]

[ASK IF PTYPE=1]

N2a. Before learning about the Ameren Illinois Retro-commissioning Program, had you ever conducted retro-commissioning at this facility or any of your other facilities?

1. Yes, at this facility
2. Yes, at another facility
3. Yes, at both this and another facility
4. No
98. (Don't know)
99. (Refused)

[ASK IF PTYPE=2]

N2aa. Before learning about the Ameren Illinois Retro-commissioning Program, had you ever conducted a compressed air audit or leak detection survey at this facility or any of your other facilities?

1. Yes, at this facility
2. Yes, at another facility
3. Yes, at both this and another facility
4. No
98. (Don't know)
99. (Refused)

[SKIP TO N3 IF N2a or N2aa=4, 98, 99]

N2b. Did you receive an incentive or another form of financial support for performing this previous retro-commissioning work?

1. Yes
2. No
98. (Don't know)
99. (Refused)

[SKIP TO N4 IF N2b=2, 98, 99]

N2c. From whom did you receive this financial support and what was it? [IF NEEDED: This financial support may have been a federal or state tax credit or an incentive from another entity]

00. [OPEN END]
98. (Don't know)
99. (Refused)

[SKIP N3 IF N2a or N2aa=1 OR 3]

N3. And before learning about the Ameren Illinois Retro-commissioning Program, had you ever considered performing retro-commissioning at this particular facility?

1. Yes
2. No
98. (Don't know)
99. (Refused)

[ASK IF PTYPE=1]

N3b. To the best of your knowledge, when your facility was built was building commissioning performed? [IF NEEDED: "Commissioning is sometimes done as part of the construction process for new buildings and focuses on verifying and documenting that the facility and all of its systems are planned, designed, installed, tested, operated, and maintained to meet the owner's requirements."]

1. Yes
2. No
8. (Don't know)
9. (Refused)

N4. Now I'm going to ask you to rate the importance of several factors that might have influenced

your decision to perform retro-commissioning at your facility. On a scale from 0 to 10, where 0 means 'not at all important' and 10 means 'extremely important', how important were the following in your decision to perform the Ameren Illinois-sponsored retro-commissioning at this time. [FOR N4a-d, RECORD 0 to 10; 96=Not Applicable; 98=Don't Know; 99=Refused][If needed: How important in your DECISION to implement the project was...]

(Interviewer Note: we want to get at the importance of these factors in deciding to participate in the program, i.e., sign up to have the study done and commit to making certain improvement. This question is NOT about the actual measures they ended up implementing.)

ROTATE N4A-N4D

- N4a. The availability of funding for the retro-commissioning study
- N4b. The recommendation from the retro-commissioning service provider
- N4c. The information from the Retro-Commissioning Program or Ameren Illinois marketing materials
- N4d. The recommendation from an Ameren Illinois program staff person [IF NECESSARY: This would be someone from Ameren Illinois that is affiliated with the program and not someone from the utility that might ordinarily contact you about your account]
- N4e. Were there any other factors that we haven't discussed that were influential in your decision to perform retro-commissioning?
 - 00. [OPEN END]
 - 96. (Nothing else influential)
 - 98. (Don't know)
 - 99. (Refused)

[SKIP TO N5a IF N4e=96, 98, 99]

N4ee. Using the same 0 to 10 scale, how would you rate the influence of this factor?

- N5a. Were you aware of the equipment performance issues identified through your retro-commissioning study prior to conducting it?
 - 1 Yes, I was aware of all the issues identified
 - 2 I was aware of some, but not all of the issues identified
 - 3 No, I wasn't aware of any of the issues identified
 - 98 (Don't know)
 - 99 (Refused)

[SKIP IF N5a=1, 3, 98, 99]

N5aa. Which issues were you aware of? [OPEN END]

[SKIP IF N5a=3]

- N5b. Were you aware of the measures and/or upgrades recommended to you by your retro-commissioning service provider prior to the retro-commissioning study?
 - 1 Yes, I was aware of all the measures identified
 - 2 I was aware of some, but not all of the measures identified
 - 3 No, I wasn't aware of any of the measures identified
 - 98 (Don't know)

99 (Refused)

[SKIP IF N5b=1, 3, 98, 99]

N5bb. Which measures or upgrades were you aware of? [OPEN END]

N6. And if the Ameren Illinois Retro-commissioning program had NOT been available, would you have taken all, most, some, or none of the retro-commissioning actions that were implemented as the result of the Ameren Illinois-sponsored study?

1. All
2. Most
3. Some
4. None
- 98 (Don't know)
- 99 (Refused)

[SKIP IF N6=4,8,9]

N7. Without the program, when do you think you would have performed retro-commissioning that was implemented at your facility? Would you say...

1. At the same time
2. Earlier
3. Later
4. (Never)
- 98 (Don't know)
- 99 (Refused)

[ASK IF N7=3]

N8. Would you say...

1. Less than 1 year later
2. 1 year later
3. 2 years later
4. 3 years later
5. 4 or more years later
- 98 (Don't know)
99. (Refused)

Spillover

SP1. Since your participation in the Retro-commissioning program, have you installed any ADDITIONAL energy efficiency measures at this facility that did NOT receive incentives through any utility or government program?

- 1 Yes
- 2 No
- 8 (Don't know)
- 9 (Refused)

[ASK IF SP1=1, ELSE SKIP TO R1]

SP2. On a scale of 0 to 10, where 0 means "no influence" and 10 means "greatly influenced," how much influence did your participation in the Retro-Commissioning Program have on your decision to install additional energy efficiency measures on your own? [SCALE 0-10; 98=Don't know, 99=Refused]

[ASK IF SP2=8,9 or 10; ELSE SKIP TO R1]

SO3. More specifically, how did the Retro-Commissioning Program influence your decision to make these additional changes? [OPEN END; 98=Don't Know; 99=Refused]

Now I have a few questions for you about the energy efficient equipment you installed without an incentive from Ameren Illinois.

SP2. What measures did you install? (IF RESPONSE IS GENERAL, E.G., "LIGHTING EQUIPMENT", PROBE FOR SPECIFIC MEASURE. PROBE FROM LIST, IF NECESSARY. MULTIPLE RESPONSE)

- a Lighting
- b Cooling
- c Motors
- d Refrigeration
- e Something else (specify)

[ASK IF SP2A=1]

SP3a Which of the following types of lighting did you install? [MULTIPLE RESPONSE UP TO 7]

- 1 T8 lamps
- 2 T5 lamps
- 3 Highbay Fixture Replacement
- 4 CFLs
- 5 Controls / Occupancy sensors
- 6 LED lamps
- 00 Other (specify)
- 98 (Don't know)
- 99 (Refused)

[ASK IF SP2B=1]

SP3b Which of the following types of cooling equipment did you install? [MULTIPLE RESPONSE UP TO 3]

- 1 Unitary/Split Air Conditioning System
- 2 Room air conditioners
- 3 Variable Frequency Drives (VFD/VSD) on HVAC Motors
- 00 Other (specify)
- 98 (Don't know)
- 99 (Refused)

[ASK IF SP2D=1]

SP3d Which of the following types of refrigeration equipment did you install? [MULTIPLE RESPONSE UP TO 4]

- 1 Strip curtains
- 2 Anti-sweat controls
- 3 EC motor for WALK-IN cooler/freezer
- 4 EC motor for REACH-IN cooler/freezer
- 00 Other (specify)
- 98 (Don't know)
- 99 (Refused)

Feedback and Recommendations

R1. Do you plan to participate in the program again in the future?

1. Yes
2. No
3. (Maybe)
98. (Don't know)
99. (Refused)

R2. How could the Retro-commissioning Program be improved? [MULTIPLE RESPONSE, UP TO 4]

1. (Higher incentives)
2. (More measures)
3. (Greater publicity)
4. (Advance payment)
5. (Key Account Executives provide more information)
96. (No recommendations)
00. (Other, specify)
98. (Don't know)
99. (Refused)

Firmographics

I only have a few general questions left.

F1a What is your company's business type? (PROBE, IF NECESSARY)

1. (Grocery)
2. (Medical)
3. (Hotel/Motel)
4. (Office)
5. (Restaurant)
6. (Retail/Service)
7. (Warehouse/Distribution)
8. (Community/recreational center)
9. (Non-profit organization)
10. (Agriculture)
11. (Gas station/convenience store)
12. (Light industry)
13. (Heavy industry)
14. (K-12 School)
15. (College/university)
00. (Other, specify)
98. (Don't know)
99. (Refused)

F1b. And is this business type the same business type as the facility where the Retro-commissioning work was performed?

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK IF F1b=2]

F1c. What is the business type of the facility? (PROBE, IF NECESSARY)

1. (Grocery)
2. (Medical)
3. (Hotel/Motel)
4. (Office)
5. (Restaurant)
6. (Retail/Service)
7. (Warehouse/Distribution)
8. (Community/recreational center)
9. (Non-profit organization)
10. (Agriculture)
11. (Gas station/convenience store)
12. (Light industry)
13. (Heavy industry)
14. (K-12 School)
15. (College/university)
00. (Other, specify)
98. (Don't know)
99. (Refused)

F2. Which of the following best describes the ownership of this facility?

1. My company owns and occupies this facility
2. My company owns this facility but it is rented to someone else
3. My company rents this facility
8. (Don't know)
9. (Refused)

F3. Does your company pay the electric bill?

1. Yes
2. No
8. (Don't know)
9. (Refused)

F4a. How old is this facility? [NUMERIC OPEN END, 0 TO 150; 998=Don't know, 999=Refused]

[ASK IF F4a=998]

F4b. Do you know the approximate age? Would you say it is...

1. Less than 2 years
2. 2-4 years
3. 5-9 years
4. 10-19 years
5. 20-29 years
6. 30 years or more years
8. (Don't know)
9. (Refused)

F5a, How many employees, full plus part-time, are employed at this facility? [NUMERIC OPEN END, 0 TO 2000; 9998=Don't know, 9999=Refused]

[ASK IF F5a=9998]

F5b. Do you know the approximate number of employees? Would you say it is...

1. Less than 10
2. 10-49
3. 50-99
4. 100-249
5. 250-499
6. 500 or more
8. (Don't know)
9. (Refused)

F6. Which of the following best describes your facility? This facility is...

1. my company's only location
2. one of several locations owned by my company
3. the headquarters location of a company with several locations
8. (Don't know)
9. (Refused)

[SKIP IF F2=2]

F7. In comparison to other companies in your industry, would you describe your company as...

1. A small company
2. A medium-sized company
3. A large company
4. (Not applicable)
8. (Don't know)
9. (Refused)

Those are all of the questions I have. Thank you very much for your participation.