



AMEREN ILLINOIS UTILITIES C&I STANDARD AND CUSTOM PROGRAMS

NON-PARTICIPANT SURVEY

FINAL 06/15/2010

INTRODUCTION

[READ IF CONTACT=1]

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

We are conducting research on behalf of Ameren Illinois Utilities to help them develop programs to better serve their business customers. I'm looking to speak with the person responsible for making energy decisions 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 Utilities. This is not a sales call. May I please speak with the person responsible for making energy decisions 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 Utilities 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 and the facility you operate in.

F1a What is the business sector of your facility? (PROBE, IF NECESSARY)

1. (K-12 School)
2. (College/University)
3. (Grocery)
4. (Medical)
5. (Hotel/Motel)
6. (Light industry)
7. (Heavy industry)
8. (Office)
9. (Restaurant)
10. (Retail/Service)
11. (Warehouse/Distribution)
00. (Other, specify)
98. (Don't know)
99. (Refused)

F2 Which of the following best describes the ownership of your 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)

F8 Does your company have an Ameren Illinois Utilities Key Account Executive?

- 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]

PROGRAM AWARENESS AND PARTICIPATION

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

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

PA1 Have you heard of Ameren Illinois Utilities' "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 MK2]

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?

- 1. (Ameren Key Account Executive)
- 2. (Ameren Website)
- 3. (Workshop)
- 4. (Contractor/program ally)
- 5. (Billboards)
- 6. (Radio advertising)
- 7. (Newspaper)
- 8. (Email)
- 9. (Television)
- 10. (Friend/colleague/word of mouth)
- 11. (Bill insert)
- 12. (Chamber of Commerce Publication)
- 13. (Trade Show)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

- PA3 How would you rate your familiarity with the Act on Energy programs? 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]

- PA4 What are your reasons for not participating in the program? [MULTIPLE CHOICE, UP TO 3]
- 1 (Incentives not high enough/not worth the effort)
 - 2 (Need more information/Lack of awareness of the program)
 - 3 (Measure not available)
 - 4 (Paperwork is too burdensome)
 - 5 (Program is too complicated/confusing)
 - 6 (Cost of equipment)
 - 7 (Program ran out of incentive money/oversubscribed)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

- PA5 How likely are you to participate in the Act on Energy program in the future? 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 in the future? [MULTIPLE RESPONSE, UP TO 3]
- 1 (Incentives not high enough/not worth the effort)
 - 2 (Need more information/lack of awareness of the program)
 - 3 (Measure not available)
 - 4 (Paperwork is too burdensome)
 - 5 (Program is too complicated/confusing)
 - 6 (Cost of equipment)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

- PA6 How could the Act on Energy program be improved to make it easier for companies to participate? [MULTIPLE RESPONSE, UP TO 4]
- 1 (Higher incentives)
 - 2 (More measures)
 - 3 (Greater publicity)
 - 4 (No recommendations)
 - 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]
- 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)
- B4 What do you see as the main barriers to installing energy efficient equipment at your facility? [MULTIPLE RESPONSE, UP TO 3]
- 1 (Costs more/too much)
 - 2 (Isn't always available/not available)
 - 3 (Awareness/knowledge of options)
 - 4 (Can purchase used equipment)
 - 5 (Not always recommended by contractor/distributor)
 - 6 (Corporate approval)
 - 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 about Ameren Illinois Utilities' Act on Energy program?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[IF MK1 = 2, 8, 9 SKIP TO MK2]

- MK1a What types of marketing 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)
- 00. (Other, please specify)
- 98. (Don't know)
- 99. (Refused)

[IF MK1a = 98, 99 SKIP TO MK2]

MK1b How useful were the program's marketing 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)

[IF MK1b= 1,2,8,9 SKIP TO MK2]

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)
- 3 (Information provided in a simpler and more straightforward way)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

MK2 In general, what is the best way of reaching companies like yours to provide information about energy efficiency opportunities like the Act on Energy program? [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 (Trade allies/contractors)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

EQUIPMENT MODULE

- E2 Who makes decisions about the lighting installed in your space? (If necessary, does your firm, property management firm, or if you rent, your building owner make these decisions?)
- 1 My company makes the decisions
 - 2 Owner makes the decisions
 - 3 (Both company and owner)
 - 4 (Property management firm)
 - 5 (Franchise management)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

[SET LDECISION = 1 IF (F2 = 1, 2) OR (F2=3 AND E2=1) OR (F2=3 AND E2=3), ELSE SET LDECISION = 0]

- E3 Who makes decisions about the cooling equipment installed in your space? Does your company make these decisions or is that done by the building owner or a property management firm on behalf of the owner?
- 1 My company makes the decisions
 - 2 Owner makes the decisions
 - 3 (Both company and owner)
 - 4 (Property management firm)
 - 5 (Franchise management)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

[SET CDECISION = 1 IF (F2 = 1, 2) OR (F2=3 AND E3=1) OR (F2=3 AND E3=3), ELSE SET CDECISION = 0]

- E4 Does your company have any commercial refrigeration equipment other than standard vending machines or stand alone icemakers at this location?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[SET REFRIGERATION = 1 IF E4=1, ELSE SET REFRIGERATION = 0]

- 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)

[SET MOTORS = 1 IF E5=1, ELSE SET MOTORS = 0]

Lighting

[IF LDECISION=0 SKIP TO EC1]

EL1 Have you purchased, or contracted to install, any lighting equipment since June 2009?

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

[IF EL1=2,8,9 SKIP TO EL2]

EL1a Was the lighting equipment you purchased high efficiency?

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

[SET LSPILLMEAS=1 IF EL1A=1, ELSE SET LSPILLMEAS=0]

EL2 Do you plan to install any lighting equipment within the next 12 months?

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

[IF EL2 = 2, 8, 9 SKIP TO EC1]

EL2a Do you plan to install high efficiency lighting equipment within the next 12 months?

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

Cooling

[IF CDECISION=0 SKIP TO ER1]

EC1 Have you purchased, or contracted to install, any air conditioning equipment or chillers since June 2009?

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

[IF EC1=2,8,9 SKIP TO EC2]

EC1a Was the cooling equipment you purchased high efficiency?

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

[SET CSPILLMEAS=1 IF EC1A=1, ELSE SET CSPILLMEAS=0]

- EC2 Are you thinking of purchasing a new air conditioning unit or a chiller within the next 12 months?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[IF EC2 = 2, 8, 9 SKIP TO ER1]

- EC2a Do you plan to purchase high efficiency cooling equipment within the next 12 months?
- 1 Yes
 - 2 No
 - 3 Maybe
 - 8 (Don't know)
 - 9 (Refused)

Refrigeration

[IF REFRIGERATION=0 SKIP TO EM1]

- ER1 Have you purchased, or contracted to install, any refrigeration equipment since June 2009?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[IF ER1=2,8,9 SKIP TO ER2]

- ER1a Was the refrigeration equipment you purchased high efficiency?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[SET RSPILLMEAS=1 IF ER1A=1, ELSE SET RSPILLMEAS=0]

- ER2 Are you thinking of purchasing any new refrigeration equipment within the next 12 months?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[IF ER2 = 2, 8, 9 SKIP TO EM1]

- ER2a Do you plan to purchase high efficiency refrigeration equipment within the next 12 months?
- 1 Yes
 - 2 No
 - 3 Maybe
 - 8 (Don't know)
 - 9 (Refused)

Motors

[IF MOTORS=0 SKIP TO E6]

EM1 Have you purchased, or contracted to install, any motors since June 2009?

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

[IF EM1=2,8,9 SKIP TO EM2]

EM1a Were the motors you purchased high efficiency?

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

[SET MSPILLMEAS=1 IF EM1A=1, ELSE SET MSPILLMEAS=0]

EM2 Are you thinking of purchasing any new motors within the next 12 months?

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

[IF EM2 = 2, 8, 9 SKIP TO E6]

EM2a Do you plan to purchase high efficiency motors within the next 12 months?

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

[IF LDECISION=0 AND CDECISION=0 AND REFRIGERATION=0 AND MOTORS=0; THEN SKIP TO END]

E6 In general, when considering the purchase of new equipment, what sources do you consult for information and guidance on the purchase? [MULTIPLE RESPONSE; UP TO 5]

- 1 (Colleagues/Other employees in the company)
- 2 (Other personal/professional acquaintances)
- 3 (Contractor)
- 4 (Consultant)
- 5 (Equipment vendors/salespeople)
- 6 (Ameren/Ameren Key Account Executive)
- 7 (Magazines/journals)
- 8 (Trade Associations)
- 9 (Internet)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

PL1 Who is the most influential in specifying the type of equipment you install?

- 1. (me/respondent)
- 2. (contractor)

- 3. (engineer)
- 4. (architect)
- 5. (manufacturer)
- 6. (distributor)
- 7. (Owner)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

- E7 On a 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 equipment for your facility? How important is... [SCALE 0-10; 98=Don't know, 99=Refused]
- a. initial purchase cost
 - b. operation and maintenance cost
 - c. energy efficiency
 - d. aesthetics/décor
 - e. availability

[SET TOTSPILLMEAS = LSPILLMEAS + CSPILLMEAS + RSPILLMEAS + MSPILLMEAS]

SPILLOVER MODULE

[SKIP TO END IF PA2=2,8,9 OR IF PA3=>3]

S1 (IF TOTALSPILL>1) On a scale of 0 to 10, where 0 means “no influence” and 10 means “greatly influenced,” how much did your knowledge of the Act On Energy Business program influence your decision to install each of the following types of high efficiency equipment on your own?

(IF TOTALSPILL=1) On a scale of 0 to 10, where 0 means “no influence” and 10 means “greatly influenced,” how much did your knowledge of the Act On Energy Business program influence your decision to install high efficiency [SPILLMEASTYPE] equipment on your own?

[SCALE 0-10; 98=Don't know, 99=Refused]

- a. [SKIP IF LSPILLMEAS=0] Lighting equipment
- b. [SKIP IF CSPILLMEAS=0] Cooling equipment
- c. [SKIP IF RSPILLMEAS=0] Refrigeration equipment
- d. [SKIP IF MSPILLMEAS=0] Motors

Lighting:

[SKIP TO CS4 IF LSPILLMEAS=0]

- LS4 What type of lighting equipment was installed OUTSIDE of the program? (Read list if necessary. After each response, prompt with: “Did you install any other energy efficient lighting equipment at your facility since June 2009?”) [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)

Cooling:

[SKIP TO RS4 IF CSPILLMEAS=0]

- CS4 What types of equipment were installed OUTSIDE of the program? (Read list if necessary. After each response, prompt with: "Did you install any other energy efficient cooling equipment at your facility since June 2009?") [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)
 - 00 (Other, specify) (RECORD MULTIPLE "OTHER" RESPONSES HERE, IF NECESSARY)
 - 98 (Don't know)
 - 99 (Refused)

Refrigeration

[SKIP TO MS4 IF RSPILLMEAS=0]

- RS4 What types of refrigeration measures were installed OUTSIDE of the program? (Read list if necessary. After each response, prompt with: "Did you install any other energy efficient refrigeration equipment at your facility since June 2009") [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)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

Motors:

[SKIP TO END IF MSPILLMEAS=0]

MS4 What types of applications were these motors installed in OUTSIDE of the program? (Read list if necessary. After each response, prompt with: "Did you install any other energy efficient motors at this facility since June 2009?") [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)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

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