



## ***Appendix B***

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**Small Commercial/Industrial Sector Telephone Survey**

**Note:**

Choose one option—()

Multiple responses allowed—[]

Upper cases (such as DON'T KNOW, OTHER) in options are not read  
[UPPER CASES] is instruction for interviewers

**GDS POTENTIAL STUDY IN NEW HAMPSHIRE**

**Small C/I Telephone Survey**

**(6-16-08 V16)**

Hi, my name is \_\_\_\_ and I'm calling on behalf of the state of New Hampshire Public Utilities Commission. I would like to ask you some questions about your business's use of energy and participation in energy efficiency programs.

S1. Our information indicates that this building or space you occupy is used for business activity. Is this correct?

Yes

No [THANK AND TERMINATE]

DK [THANK AND TERMINATE]

May I speak with a primary decision maker for purchasing or making decisions about building and space your company owns or occupies?

[WHEN THE PERSON IS REACHED]

[Hi, my name is \_\_\_\_ and I'm calling on behalf of the state of New Hampshire Public Utilities Commission. I would like to ask you some questions about your business's use of energy and participation in energy efficiency programs.]

The information you provide will be used by the Public Utilities Commission to help save energy in New Hampshire. This is not a sales call, and no sales call will result from our conversation and your name will not be passed on to anyone. These questions are strictly for research purposes. This survey should take about 20 minutes of your time.

[IF REQUESTED]

For further questions about this survey, you can contact Tom Franz at the New Hampshire Public Utilities Commission, either by calling or going to its website. The phone number is (603) 271-2431 and the website is [www.puc.state.nh.us](http://www.puc.state.nh.us).

**Firmography**

1. Are you the owner of this building at [ADDRESS IN THE LIST] or do you lease space in it?  
 Owner  
 Lessee/Tenant

[IF Q1~=OWNERS, SKIP TO Q4]

2. Do you occupy this space, either wholly or in part?  
 Yes  
 No [THANK AND TERMINATE]

3. We are asking questions of both owners and tenants. In the following questions, when we say “this space” we mean the entire space you own and occupy. How long have you owned this space?  
\_\_\_\_\_ YEARS

[IF Q1~=TENANT, SKIP TO Q5]

4. We are asking questions of both owners and tenants. In the following questions, when we say “this space” we mean the space you are leasing and occupy. When did you begin leasing this space? [DO NOT READ LIST, BUT PROBE TO CODE]  
 Within this past year  
 Between 1 to 2 years ago  
 Between 2 to 4 years ago  
 Between 4 to 6 years ago  
 Between 6 to 10 years ago  
 More than 10 years ago  
 DON'T KNOW

5. Do you pay for the electricity this space uses?  
 Yes  
 No  
 DON'T KNOW

6. Do you purchase natural gas for this space? Natural gas is typically piped and metered, and it is different from propane or bottled gas.  
 Yes  
 No  
 DON'T KNOW

7. Do you pay for other types of fuel for this space?  
 Yes  
 No  
 DON'T KNOW

[IF Q7=YES, SKIP TO "BUILDING SIZE AND AGE"]

8. What other fuels do you use?

Check all mentioned

- Oil
- Kerosene
- Bottled gas or propane
- Wood
- Coal
- Other (specify) \_\_\_\_\_
- DON'T KNOW

**Building Size, Age, Use, and Occupancy**

9. Approximately what is the total square footage of this space?

\_\_\_\_\_ SQUARE FEET [# OR ALPHA # ACCEPTABLE]

DON'T KNOW

10. About what year was this building constructed? If there have been major additions, please give the year the **largest portion** of the building was completed. Would you say...[READ LIST]?

- Before 1950
- 1950 to 1979
- 1980 to 1989
- 1990 to 1999
- 2000 to 2004
- 2005
- 2006
- 2007
- 2008
- DON'T KNOW

11. What principal business activity occurs in this space?

- Office/Professional (e.g., reliance on computers)
- Personal services (e.g., beauty salon, etc.)
- Home-based business
- Medical office building, doctor's office [CODE "hospital" AS OTHER]
- Non-food Retail
- Food Retail (grocery, convenience store, etc)
- Lodging
- Auto or equipment repair
- School, education
- Public space, meeting space

- Religious
- Data center/Computer “server farm”
- Warehouse/Storage
- Industrial metals machining, fabrication
- Industrial plastics fabrication
- Industrial parts assembly
- Industrial chemical processing
- Industrial other (specify)
- Agricultural
- Condo/apartment management
  
- OTHER (specify) \_\_\_\_\_
- DON'T KNOW

12. How many employees work in this space **during the main shift**, that is, when most employees are present? Please include volunteer workers, and do not include employees who always work outside the building, such as drivers with delivery routes.

- None
- 1 to 4
- 5 to 9
- 10 to 19
- 20 to 49
- 50 to 99
- 100 to 249
- 250 or more
- DON'T KNOW

13. How many hours per week is this space normally open—regular business hours. Please do not consider the business to be open if only maintenance, housekeeping, or security personnel are present.

\_\_\_\_\_ # OF HOURS PER WEEK [# OR ALPHA # ACCEPTABLE]

- DON'T KNOW

**Space heating**

14. Which of the following types of heating equipment is primarily used to heat this space? [DO NOT READ LIST, PROBE TO CODE]

- Furnaces that heat air directly, without using steam or water
- Boilers inside the building that produce steam or hot water
- Heat pumps
- Rooftop or packaged heating units, other than heat pumps [IF NEEDED: all components are in a single box that typically sits on the roof or on a pad near the building]
- Individual space heaters, other than heat pumps

- District steam or hot water piped in from outside the building
- Other heating equipment (specify)\_\_\_\_\_
- DON'T KNOW

[IF Q14~=HEAT PUMP, SKIP TO Q16]

15. You said you have a heat pump. Is it an air source heat pump or geothermal heat pump, which also might be referred to as a ground source or water source heat pump?
- Air source heat pump
  - Geothermal heat pump
  - DON'T KNOW

[ASK IF Q14=FURNACE OR Q14=BOILER OR Q14=ROOF TOP/PACKAGED OR Q14=OTHER OR Q14=DK , ELSE SKIP TO Q17]

16. What is the main energy source for heating?
- Electricity
  - Natural gas [CONFIRM: IS IT PIPED AND METERED?]
  - Oil
  - Kerosene
  - Bottled gas or propane [CONFIRM: DELIVERED BY TRUCK?]
  - Wood
  - Coal
  - Solar
  - Other (specify)\_\_\_\_\_
  - Don't know

17. About how old is your main heating system? If it's helpful, I can read some categories for you to choose from. Please note we are looking for the age of the main part, the part that generates the heat, and not any motors, fans, starters, etc. [DO NOT READ LIST, BUT PROBE TO CODE]
- Under 5 years old
  - 5 to less than 10 years old (installed in the late 1990s to early 2000s)
  - 10 to less than 25 years old (say about 1980 to the late 1990s) [SKIP TO Q19]
  - 25 to 40 years old (say about 1965 through 1980) [SKIP TO Q19]
  - More than 40 years old (say before 1965) [SKIP TO Q19]
  - DON'T KNOW [SKIP TO Q19]

18. So the system is fairly new. Did you specify that the new equipment be energy efficient?
- Yes
  - No
  - Not applicable—someone else installed the equipment
  - DON'T KNOW

19. What percentage of this space was heated to at least 50 degrees F in the past 12 months including basements and storage areas if they were heated to at least 50 degrees?

\_\_\_\_\_ % OF THIS SPACE [# OR ALPHA # ACCEPTABLE]

DON'T KNOW

20. Do you have control over the temperature of the heating?

Yes

No

DON'T KNOW

[IF Q20~=YES, SKIP TO "AIR CONDITIONER"]

21. Do you have a programmable thermostat? [PROGRAMMABLE has digital readout and buttons that allow you to program temperature settings and on/off times]

Yes

No

DON'T KNOW

### **Air Conditioner**

22. What percentage of this space was cooled by air conditioning equipment in the past 12 months?

\_\_\_\_\_ % OF THIS SPACE [# OR ALPHA # ACCEPTABLE]

23. RECODE Q22 INTO CATEGORY

0% (no cooling)

1-100% (cooling)

[IF Q23=0%, SKIP TO "WATER HEATING"]

24. What type of air conditioning equipment is primarily used? [DO NOT READ LIST, PROBE TO CODE]

Central chillers inside the building that chill water for air conditioning

Heat pumps for cooling

Rooftop or packaged air conditioning units, other than heat pumps [IF NEEDED: all components are in a single box that typically sits on the roof or on a pad near the building]

Residential-type central air conditioners, other than heat pumps, that cool air directly and circulate it without using chilled water

Individual room air conditioners, other than heat pumps

District chilled water piped in from outside the building

Electric fans

Other cooling equipment

DON'T KNOW [SKIP TO Q26]

25. What energy source is primarily used for air conditioning?

- Electricity
- Natural gas
- District chilled water
- Other (specify) \_\_\_\_\_
- DON'T KNOW

26. Do you have control over the temperature of the cooling?

- Yes
- No
- DON'T KNOW

[IF Q26~=YES OR Q21=YES, SKIP TO "WATER HEATING"]

27. Do you have a programmable thermostat? [PROGRAMMABLE has digital readout and buttons that allow you to program temperature settings and on/off times]

- Yes
- No
- DON'T KNOW

### **Water Heating**

28. Is hot water used in this space?

- Yes
- No [SKIP TO "REFRIGERATION/FREEZING"]

29. Does this space engage in any activities or use equipment requiring *large* amounts of hot water, such as a commercial dishwashing, laundry, car washing, heated pool, steam room, whirlpool, or showers?

- Yes
- No
- DON'T KNOW

30. What is the main energy source for heating water?

- Electricity
- Natural gas [CONFIRM: IS IT PIPED AND METERED?]
- Oil
- Kerosene
- Bottled gas or propane [CONFIRM: DELIVERED BY TRUCK?]
- District steam



- District hot water
- Wood
- Coal
- Solar
- DON'T KNOW

31. Do you have any of the following types of water heaters?

- Heat pump water heater
- Booster water heater
- Point of use water heater
- Solar water heating system
- DON'T KNOW

32. What type of system is your main water heater? Would you say it is a ...[READ LIST]

- Traditional water heater tank
- Whole building tankless system running off boiler
- Whole building on-demand system, where the water is heated centrally as you use it
- Point-of-use, where the water is heated at the tap as you use it, such as for kitchen use or in a remote bathroom
- or something else? (specify) \_\_\_\_\_
- DON'T KNOW
- REF

**Refrigeration/Freezing**

33. Is any refrigeration or freezer equipment used in this space, including vending machines and ice makers?

- Yes
- No [SKIP TO "SPECIFIC PIECES OF EQUIPMENT"]

34. Can you tell me how many of the following types of equipment this space has?

- \_\_\_\_\_ Walk-in refrigeration units
- \_\_\_\_\_ Walk-in freezer units
- \_\_\_\_\_ Residential-type refrigerators
- \_\_\_\_\_ Open refrigerated cases or cabinets
- \_\_\_\_\_ Closed refrigerated cases or cabinets
- \_\_\_\_\_ Closed freezer cases or cabinets
- \_\_\_\_\_ Commercial ice maker
- \_\_\_\_\_ Refrigerated vending machines
- \_\_\_\_\_ Other (specify) \_\_\_\_\_

\_\_\_\_\_ DON'T KNOW

[IF Q34\_OPEN REFRIGERATED CASES OR CABINETS<=0, SKIP TO Q36]

35. Are the open refrigerated cases completely uncovered, or do they have the plastic strips that form a reach-through cover?

- uncovered
- reach through strips
- DON'T KNOW

36. Approximately what percent of your refrigerator and freezer equipment is within the following ages:

- \_\_\_\_\_ % Up to 5 years old
- \_\_\_\_\_ % 5 to 10 years old
- \_\_\_\_\_ % 10 to 20 years old
- \_\_\_\_\_ % More than 20 years old
- \_\_\_\_\_ % DON'T KNOW

37. Does the refrigeration or freezer systems in this space have any of the following?

- Evaporative fan motor controls
- High efficiency evaporative fan motor
- High efficiency compressor
- Other (specify) \_\_\_\_\_
- DON'T KNOW/NO RESPONSE

38. Does the refrigeration or freezer systems have any energy efficiency features that we haven't discussed?

- Yes
- No
- DON'T KNOW

[IF Q38~=YES, SKIP TO "SPECIFIC PIECES OF EQUIPMENT"]

39. What efficiency features?

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

### **Specific Pieces of Equipment**

40. How many computers are used in this space?

\_\_\_\_\_ # OF COMPUTERS [# OR ALPHA # ACCEPTABLE]

41. RECODE Q40 INTO CATEGORY

- 0 (none)
- 1 or more

[IF Q41=0, SKIP TO Q45]

42. What percentage of the computers have flat screen monitors?  
\_\_\_\_\_ % OF COMPUTERS WITH FLAT SCREEN MONITOR [# OR ALPHA # ACCEPTABLE]

43. How many computers do you have plugged in on a typical day?  
\_\_\_\_\_ # OF COMPUTERS

44. Which of the following describe what usually happens when your company employees are done using a computer. Do they usually...[READ LIST, CHECK ALL THAT APPLY]?

- leave it on so it will be ready the next time they want to use it
- put it in sleep mode
- power down the computer
- turn off the monitor of a personal computer
- plug in if a laptop
- DON'T KNOW

45. Does this space use any machine or shop equipment such as woodworking tools, metalworking tools, arc welders, or any other types of permanently installed power tools?

- Yes
- No
- DON'T KNOW

46. How many electric motors are used in this space to drive equipment? Please exclude motors that are part of the HVAC (heating, cooling, ventilation) system.

\_\_\_\_\_ # OF MOTORS [# OR ALPHA # ACCEPTABLE]

47. How many air compressors are used in this space?

\_\_\_\_\_ # OF AIR COMPRESSORS [# OR ALPHA # ACCEPTABLE]

48. Does this space use any specialized equipment such as medical applications or clean rooms?

- Yes
- No
- DON'T KNOW

[IF Q48~=YES, SKIP TO Q50]

49. Briefly describe the specialized equipment?

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

\_\_\_\_\_

50. Do you have a heated pool?

- Yes
- No
- DON'T KNOW

51. What fuel do you use to heat the pool?

- Electric heat pump
- Standard electric heater
- Natural gas
- Bottled gas or propane
- Solar and electricity
- Solar and natural gas
- Or something else (Specify) \_\_\_\_\_
- DON'T KNOW

52. Does this space have an emergency backup generator or on-site generation or cogeneration of power?

- Yes
- No
- DON'T KNOW

[IF Q52~=YES, SKIP TO "LIGHTING"]

53. Is it...?

- an emergency backup generator
- an on-site electric generation
- cogeneration
- OTHER (specify) \_\_\_\_\_
- DON'T KNOW

54. What fuel does it use? [DO NOT READ LIST]

- Electricity
- Natural gas [CONFIRM: IS IT PIPED AND METERED?]
- Oil
- Kerosene
- Bottled gas or propane [CONFIRM: DELIVERED BY TRUCK?]
- Wood
- Coal
- Solar
- OTHER (specify) \_\_\_\_\_

DON'T KNOW

55. Is it small, medium, or large in size?

small

medium

large

DON'T KNOW

### **LIGHTING**

56. What percentage of this space's interior lights are on during "off hours", that is, hours when this space is not normally open?

\_\_\_\_\_ % OF INTERIOR LIGHTS ON [# OR ALPHA # ACCEPTABLE]

57. Are you familiar with a compact fluorescent light bulb, sometimes referred to as a CFL bulb?

Yes

No

[IF Q57=YES, SKIP TO Q59]

58. Well, CFL bulbs are small fluorescent bulbs that fit into regular light bulb sockets. Some people call them twisty or swirly bulbs because they have thin tubes of glass bent into spirals or loops. Does this sound like something you've seen?

Yes

No [SKIP TO Q61]

DON'T KNOW [SKIP TO Q61]

59. Do you currently have any of these types of bulbs installed?

Yes

No

DON'T KNOW

[IF Q59~=YES, SKIP TO Q61]

60. Approximately how many of these types of bulbs are currently installed in this space?

\_\_\_\_\_ # OF CFLs installed

DON'T KNOW

61. What is the approximate percentage of your floor space that is lit by each of the following types of lighting?

[OMIT Q61\_CFL IF Q58~=YES OR Q59~=YES]

\_\_\_\_\_ % Compact fluorescent bulbs (CFLs, twisty bulbs)

\_\_\_\_\_ % Fluorescent lighting other than CFLs

- \_\_\_\_\_ % Halogen bulbs
- \_\_\_\_\_ % Incandescent light bulbs, other than halogen bulbs
- \_\_\_\_\_ % High intensity discharge (HID) lights such as high pressure sodium, metal halide, mercury vapor, or T-5 fluorescent (USED IN HIGH CEILING SPACES, SUCH AS WAREHOUSES OR GYMNASIUMS)
- \_\_\_\_\_ % Other type of lighting (describe)
- \_\_\_\_\_ % Don't know (I.E., % OF FLOOR SPACE FOR WHICH LIGHTING TYPE IS UNKNOWN)

[IF Q61\_FLUORESCENT<=0, SKIP TO Q65]

62. Just thinking of the fluorescent lighting other than CFLs, approximately what proportion of this lighting is within the following ages:

- \_\_\_\_\_ % less than 3 years old
- \_\_\_\_\_ % 3 to 5 years old
- \_\_\_\_\_ % more than 5 years old
- \_\_\_\_\_ % DON'T KNOW how old

[IF Q62\_LESS THAN 3 YEARS OLD<=0 AND Q62\_3 TO 5 YEARS OLD <=0, SKIP TO Q65]

63. Did you receive an incentive from your electric utility to install efficient lighting?

- ( ) Yes
- ( ) No
- ( ) Not applicable
- ( ) DON'T KNOW

64. q64 REMOVED

[IF Q61\_HIGH INTENSITY<=0, SKIP TO Q66]

65. Just thinking of the HIGH CEILING lighting, approximately what proportion of this lighting uses 4-foot fluorescent tubes?

- \_\_\_\_\_ %
- \_\_\_\_\_ % DON'T KNOW

66. Does this space have any of the following? Feel free to answer "don't know" if that's the case.

	Yes	DON'T KNOW
a) Occupancy sensors	<input type="checkbox"/>	<input type="checkbox"/>
b) Light switch that can turn the lights to a low level as well as a high level	<input type="checkbox"/>	<input type="checkbox"/>
c) Electronic ballasts	<input type="checkbox"/>	<input type="checkbox"/>
d) LED exit signs	<input type="checkbox"/>	<input type="checkbox"/>
e) electro-luminescent exit signs	<input type="checkbox"/>	<input type="checkbox"/>

f) Exterior high intensity discharge (HID) lights	<input type="checkbox"/>	<input type="checkbox"/>
g) [ONLY IF Q61_HID>0] Controls for high intensity discharge (HID) lighting	<input type="checkbox"/>	<input type="checkbox"/>
h) Reflectors designed specifically to increase the amount of light directed to the work area	<input type="checkbox"/>	<input type="checkbox"/>

67. Does this space have any of the following conservation features? Feel free to answer “don’t know” if that’s the case.

	Yes	DON'T KNOW
a) Tinted window glass	<input type="checkbox"/>	<input type="checkbox"/>
b) Reflective window glass	<input type="checkbox"/>	<input type="checkbox"/>
c) External window overhangs or awnings	<input type="checkbox"/>	<input type="checkbox"/>
d) Skylights or atriums designed to provide light	<input type="checkbox"/>	<input type="checkbox"/>
e) Automatic controls and sensors that increase or reduce lighting in response to the level of natural light	<input type="checkbox"/>	<input type="checkbox"/>
f) Double pane windows	<input type="checkbox"/>	<input type="checkbox"/>

**Past Purchases/Practices**

68. Have you remodeled or renovated any portion of this space in the last five years?

- ( ) Yes
- ( ) No
- ( ) DDON'T KNOW

[IF Q68~=YES, SKIP TO Q70]

69. Did you specifically consider or include energy efficient features?

- ( ) Yes
- ( ) No
- ( ) DDON'T KNOW

70. Do you plan on remodeling or renovating any portion of this space in the next 12 months?

- ( ) Yes
- ( ) No
- ( ) DON'T KNOW

[IF Q70~=YES, SKIP TO Q72]

71. Do you specifically plan to include energy efficient features when remodeling?

- ( ) Yes

- No
- DON'T KNOW

72. How much attention would you say your company pays to controlling energy costs through general energy efficiency operational practices (such as adjusting room temperatures when not occupied, shutting computers and lights off at night, etc.)? Would you say you pay.....

- Substantial attention to these matters
- Some attention
- Very little attention
- No attention at all
- DON'T KNOW
- REF

73. Are you familiar with the Energy Star logo? It has the word "Energy" with a star symbol, and the federal government uses the logo to designate high efficiency equipment.

- Yes
- No
- DON'T KNOW

74. I'm going to read a list of equipment. Let me know if you have purchased any of them in the last five years. Also, tell me whether the equipment you currently have was specified to be an energy efficient model.

74a. Was the ...main heating equipment... purchased in the last 5 years?

[ONLY IF THE ITEM IS CHECKED IN Q74a] – Please confirm that Q74B (Energy Star logo) is ONLY be asked for equipment purchased in the past 5-years.

74b. Did you specify an energy efficient model?

SKIP ITEM IF:	Q74	Q74a	Q74b
	Main heating equipment	<input type="checkbox"/>	<input type="checkbox"/>
Q23=0%	Main cooling equipment	<input type="checkbox"/>	<input type="checkbox"/>
Q28~=YES	Main water heater	<input type="checkbox"/>	<input type="checkbox"/>
Q33~=YES	Refrigerator	<input type="checkbox"/>	<input type="checkbox"/>
Q33~=YES	Freezer	<input type="checkbox"/>	<input type="checkbox"/>
Q41=0	Computer	<input type="checkbox"/>	<input type="checkbox"/>
Q46<=0	Motor	<input type="checkbox"/>	<input type="checkbox"/>
Q47<=0	Air compressor	<input type="checkbox"/>	<input type="checkbox"/>



75. Have you purchased any other equipment that you directly specified to be energy efficient?
- Yes
  - No
  - DON'T KNOW

[IF Q75~=YES, SKIP TO "ATTITUDES"]

76. What did you purchase that you directly specified to be energy efficient? [DO NOT READ LIST]

- Air compressor
- Computer
- Cooling system
- EMS (energy management system)
- Heating system (e.g., furnace, heat pump, etc.)
- Insulation
- Lighting
- Lighting controls (e.g., motion sensor, timer, etc.)
- Motor
- Refrigerator/Freezer
- Solar electric/photovoltaic
- Solar water heater
- VFD/VSD (variable frequency drive; variable speed drive)
- Water heating system
- Windows
- Other (specify) \_\_\_\_\_
- DON'T KNOW

### **Attitudes**

Now I have some questions about your attitudes towards purchasing energy efficient equipment for this space. I am referring to new equipment specifically designed to be more energy efficient than other *new* models. Energy efficient models typically cost more than other models, perhaps 20-30% more.

77. Now using a 5-point scale, with 5 being "extremely likely" and 1 being "not at all likely", how likely you would be to purchase energy efficient equipment *instead of standard equipment*...

[RANDOMIZE]

- 77a. if your monthly energy bill would be less than it would be with the standard equipment?
- 77b. if it increased the level of occupant comfort more than standard equipment would?
- 77c. if you felt you were helping to protect the environment?
- 77d. if you felt you were improving the image or value of your business more than standard equipment would?
- 77e. if you received a rebate for the energy efficient equipment?
- 77f. if your sales person, contractor, or consultant recommended it?

78. In general, what do you see as the primary reasons you might not purchase energy efficient equipment or make energy efficiency improvements to this space?

\_\_\_\_\_

\_\_\_\_\_

- DON'T KNOW
- REF

**Program Participation and Satisfaction**

79. Are you aware that your utility, [INSERT: UTILITY NAME], has energy efficiency programs or products that offer incentives or rebates?

- Yes
- No [THANK AND TERMINATE]
- DON'T KNOW [THANK AND TERMINATE]

80. Have you participated in any of the utilities' energy efficiency program or purchased any of the promoted products?

- Yes
- No [SKIP TO Q84]
- DON'T KNOW [SKIP TO Q84]

81. Would you participate in the program again should you have the opportunity?

- Yes [THANK AND TERMINATE]
- No
- DON'T KNOW

82. Why do you say that?

- Program incentives were not enough
- It wasn't worth the hassle (describe) \_\_\_\_\_
- Payback wasn't sufficient
- OTHER (specify) \_\_\_\_\_

83. Please describe the conditions that may be sufficient for your business to participate again in a utility-sponsored energy efficiency program.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

84. I am going to read a list of possible reasons for not participating in an energy efficiency program. Please indicate for each reason whether it is true for you.

- I didn't know I was eligible
- I have not recently purchased any of the items we have talked about in this survey
- I have purchased items but they were not energy efficient
- I don't know how to find out more about the programs
- Salesperson didn't talk to me about any programs
- Program incentives were not enough
- It wasn't worth the hassle (describe)\_\_\_\_\_
- Payback wasn't sufficient
- OTHER (specify)\_\_\_\_\_
- None of the above

[IF Q84\_INCENTIVES=YES OR Q84\_HASSLE=YES OR Q84\_PAYBACK=YES, ELSE TERMINATE]

85. Please describe the conditions that may be sufficient for your business to participate in a utility sponsored energy efficiency program.

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

**That's all the questions I have for you. I really appreciate you taking the time to answer them.**

**Thank you and have a nice day!!**