



Massachusetts Umbrella Marketing Evaluation
C&I Customer Survey Instrument
Final - December 2016

Reviewer Note: This survey will be administered via telephone to Commercial and Industrial (C&I) customers in Massachusetts. The goal of the survey is to gain sector specific insight into customer awareness of Mass Save, exposure to and perceptions of Mass Save marketing efforts, information-seeking behavior, and information about past program participation.

Fielding and Sample Plan: We will complete interviews of 300 C&I customers. We plan to draw the sample from 2016 PA customer lists.

INTRODUCTION

Hi, my name is _____ and I'm calling from Opinion Dynamics on behalf of a statewide research initiative. This is not a sales call. We are conducting a survey to gather information about advertisements you and other businesses in the state are exposed to. May I please speak with the person responsible for making decisions about improvements for your business' facility? (IF NECESSARY: I am looking to speak with someone who might be involved in any decisions to improve or replace the systems in your facility, such as lighting or air conditioning.)

This is not a sales call. We are conducting a survey to gather information about advertisements you and other businesses in the state are exposed to. My questions should take about 10 minutes and your responses will be kept anonymous.

Screener

S1. Do you operate your business in a residential or commercial space?

1. (Residential)
2. (Commercial)
3. (Both)
00. (Other [SPECIFY])
8. (Don't know)
9. (Refused)

S1aa. Is your business located in Massachusetts?

1. Yes
2. No, no locations or facilities are in Massachusetts [Terminate]
3. Some locations or facilities are in Massachusetts
8. Don't Know [Terminate]
9. Refused [Terminate]

[ASK IF S1AA = 3]

S1ab. What state do you work in?

01. Massachusetts
00. Other: Specify
98. (Don't know)
99. (Refused)

- A2. What is your position within the business?
1. (Business owner)
 2. (Office manager)
 3. (Receptionist/Administrative Assistant/Clerical)
 4. (Facilities/energy manager)
 00. (Other, specify)
 8. (Don't know)
 9. (Refused)

Awareness of Mass Save Campaign

- MR7. If you wanted to know more about how to lower your business's energy bills, where would you look for information? (MULTIPLE RESPONSE, UP TO 5) [OPEN END]
1. (Utility or energy efficiency service provider in general)
 2. (Utility or energy efficiency service provider website)
 3. (Utility or energy efficiency service provider 800 number)
 4. (Mass Save website)
 5. (Search engine such as Google or Yahoo)
 6. (Friends, family, coworkers)
 7. (Contractor)
 8. (Architect/Engineer)
 14. (Energy bill)
 15. (Mass Save General/Not Website)
 17. (Trade Allies/Associations)
 00. (Other, specify: _____)
 96. (I wouldn't look up any information.)
 98. (Don't know)
 99. (Refused)

[IF MR7=4 AND/OR 15, SKIP TO MR6]

- MR1. Have you seen or heard the term, "Mass Save"?
1. Yes
 2. No
 8. (Don't know)
 9. (Refused)

[GENERATE VARIABLE MR1_REC: IF MR1 = 1 OR IF MR7=4, 15, OR OTHER "MASS SAVE" OPEN END, THEN MR1_REC=1, ELSE MR1]

[IF MR1_REC<>1 SKIP TO MR11]

- MR6. Do you associate Mass Save with energy? (If needed: This includes electricity, natural gas, oil or propane)
1. Yes
 2. No
 8. (Don't know)
 9. (Refused)

- MR1a. How familiar are you with Mass Save? Would you say you are...?
1. Very unfamiliar
 2. Somewhat unfamiliar
 3. Neither familiar nor unfamiliar

4. Somewhat familiar
5. Very familiar
8. (Don't know)
9. (Refused)

MR2. What do you associate with Mass Save? [MULTIPLE RESPONSE; UP TO 5] [OPEN END]

01. (Energy assessment or audit)
02. (Resource for energy information)
03. (Rebates/incentives for lighting or lighting controls)
04. (Rebates/incentives for motors and VSDs)
06. (Rebates/incentives for compressed air projects)
07. (Rebates/incentives for Custom projects)
08. (Website)
09. (Technical assistance/advice)
10. (Utility companies or energy efficiency service provider)
11. (State government)
12. (Rebates/incentives for heating equipment)
13. (Rebates/incentives for cooling equipment)
00. (Other) [SPECIFY]
98. (Don't know)
99. (Refused)

MR3. To the best of your knowledge, does Mass Save offer solutions for your business, your home or both?

01. (My business ONLY)
02. (My home ONLY)
03. (Both)
98. (Don't know)
99. (Refused)

MR4. Which of the following do you MOST associate with Mass Save? [ROTATE]

1. An energy assessment program
2. Rebates for a variety of equipment
3. A campaign for change
4. A website that provides resources for energy efficiency information, services, and rebates
5. A way to lower your energy bills
6. Making Saving Energy Easier

MR5. Please name any organizations that you think sponsor Mass Save. A best guess is fine. [OPEN END]

01. (Utility company or energy efficiency service provider)
02. (State government)
00. (Other: Specify)
98. (Don't know)
99. (Refused)

MR11. Do you think your business could lower its energy bills?

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

[SKIP TO MR9 IF MR11<>2]

MR12. Why not? [OPEN END]

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

[SKIP IF MR7=4]

MR9. Did you know there is a website called MassSave.com?

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

[IF MR9<>1 AND MR7<>4, SKIP MR10]

MR10. Since January 2016, how many times have you visited the MassSave.com website?

1. None
2. Once
3. 2-5 times
4. 6-10
5. 11 or more
8. (Don't know)
9. (Refused)

Exposure to Mass Save Messaging (Aided)

[IF MR1_REC<>1, SKIP TO A0a]

- MS1. Mass Save is reaching out to businesses. We're interested in all of the places where you may have heard about how to save energy at your business. Have you ever... [1= Yes, 2 = No, 8 = DK, 9 = REF] [ROTATE A-L] [IF YES, FOLLOW UP WITH IN THE PAST YEAR OR BEFORE THAT?]
- a. Seen an article or advertisement for Mass Save in a business journal or magazine?
 - b. Seen online advertising about Mass Save?
 - f. Heard about Mass Save on the radio?
 - j. Seen an advertisement for Mass Save on public transportation (e.g. the T, commuter rail or bus)?
 - k. Seen a Mass Save billboard?
 - l. Received an email about Mass Save?

MS1n. Are there any other places where you may have seen or heard about how to save energy at your business?

00. Yes: Specify
96. No
98. (Don't Know)
99. (Refused)

[IF NO ANSWER IN MS1 SERIES=1, SKIP TO A0a]

MS3. On a scale from 0 to 10 where 0 is "not at all agree" and 10 is "completely agree", how much do you agree with the following statement? The Mass Save messages you saw or heard communicated that Mass Save can help your business lower its energy bills. [SCALE 0-10, 98=DK, 99=REF]

MS4. Do you think the messages you heard were clear?

1. Yes
2. No
96. (Don't recall)

[SKIP IF MS4<>2]

- MS5. What about the messages was not clear? [OPEN END]
98. (Don't know)
99. (Refused)

Baseline for 2016 Campaign

- MS9. On a scale from 0 to 10 where 0 is "not at all agree" and 10 is "completely agree", how much do you agree with the following statement? Mass Save makes it easy to save money on your utility bill. [SCALE 0-10, 98=DK, 99=REF]

Program Awareness and Participation

A0a. Prior to this call, did you know that there are programs, solutions, and incentives to help businesses in Massachusetts save energy?

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

[SKIP TO A0e IF A0a<>1]

A0b. What type of help or assistance do these programs, solutions, and incentives offer? [OPEN END]

01. (Rebates/programs for lighting)
02. (Energy assessments)
03. (Rebates/incentives/loans/cost savings)
04. (Saving energy/general efficiency tips)
05. (Rebates/programs for appliances)
06. (Rebates/programs for heating and cooling)
00. (Other: Specify _____)
98. (Don't know)
99. (Refused)

A0c. What groups or organizations offer these programs, solutions, and incentives? [OPEN END]

01. (Utility companies/energy efficiency service providers)
02. (State governments)
03. (Contractors/trade allies/Electrician/etc.)
04. (Mass Save)
98. (Don't know)
99. (Refused)

A0d. What programs are you aware of? [MULTI RESPONSE; UP TO 5] [OPEN END]

01. (Incentives for energy efficient HVAC)
02. (Incentives for energy efficient lighting)
03. (Incentives for energy efficient motors)
04. (Incentives for variable speed drives/VSDs)
05. (Incentives for refrigeration equipment)
06. (Incentives for renewable energy)
07. (Energy assessments)
08. (Technical assistance)
09. (Incentives for compressed air projects)
10. (Incentives for custom projects)
00. (Other, specify: _____)

- 96. (None)
- 98. (Don't know)
- 99. (Refused)

A0e. Where would you go to get information on energy efficiency programs, solutions, and incentives? [MULTI RESPONSE] [OPEN END]

- 1. (Utility or energy efficiency service provider in general)
- 2. (Utility or energy efficiency service provider website)
- 3. (Utility or energy efficiency service provider 800 number)
- 4. (Mass Save website)
- 5. (Search engine such as Google or Yahoo)
- 6. (Friends, family, coworkers)
- 7. (Contractor)
- 8. (Architect/Engineer)
- 12. (Utility Bill)
- 15. (Trade Allies/Associations (contractors, architects, organizations))
- 00. (Other, specify: _____)
- 96. (I wouldn't look up any information.)
- 98. (Don't know)
- 99. (Refused)

PA3. Are you aware of any programs, solutions, or incentives offered by the utilities or energy efficiency service providers in Massachusetts to help their business customers save energy? This might include rebates for upgrading equipment such as lighting or HVAC equipment.

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

[SKIP IF A0a AND PA3=2, 8, 9]

A8. Would any of the energy efficiency programs, solutions, or incentives that you know of help your business?

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

[SKIP IF A8=8, 9]

A9. Why do you think that?

- 00. [OPEN END]
- 98. (Don't know)
- 99. (Refused)

[ASK IF PA3 = 1 AND IF ANY MS1A-L=1, ELSE SKIP TO PA5]

PA4. Did you hear about these utility or energy efficiency service provider programs, solutions, or incentives through the Mass Save advertisements you heard or saw?

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

[SKIP IF PA3<>1]

PA5. Has your business utilized any of the programs, solutions, or incentives we've discussed?

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

[ASK IF PA5 = 1, ELSE SKIP TO FV1A]

PA6. What program, solution, or incentive did your business utilize? (MULTIPLE RESPONSE, UP TO 5)
[OPEN END]

01. (Incentives for energy efficient HVAC)
02. (Incentives for energy efficient lighting)
03. (Incentives for energy efficient motors)
04. (Incentives for variable speed drives/VSDs)
05. (Incentives for refrigeration equipment)
06. (Incentives for renewable energy)
07. (Energy assessments)
08. (Technical assistance)
09. (Incentives for compressed air projects)
10. (Incentives for custom projects)
00. (Other, specify: _____)
98. (Don't know)
99. (Refused)

[ASK ALL]

FV1a. I appreciate your feedback. Mass Save is in fact a statewide energy efficiency partnership between utilities, energy efficiency service providers and the state of Massachusetts to provide solutions and services for ALL Massachusetts homes and businesses to save energy. These programs include rebates for energy saving lighting, appliances, heating, and cooling.. Were you aware of this before this call?

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

FV1b. And based on this general description, do you have a very favorable, somewhat favorable, somewhat unfavorable opinion, or a very unfavorable opinion of Mass Save?

1. (Very favorable)
2. (Somewhat favorable)
3. (Somewhat unfavorable)
4. (Very unfavorable)
8. (Don't know)
9. (Refused)

Media Use

M1. On average how often do you listen to the radio?

01. Every Day
02. Often
03. Occasionally
04. Never
98. Don't Know
99. Refused

[ASK IF M1 <> 4]

M1a. What time are you most likely to listen to the radio?

- 01. Morning (Breakfast/Morning Drivetime)
- 02. Mid-morning/Afternoon (Daytime)
- 03. Early evening (Evening Drivetime)
- 04. Late evening
- 98. Don't Know
- 99. Refused

M2. About how often do you use the internet?

- | | | | | | | |
|------------------------|---------------------|--------------------|--------------------|--------------------|---------------------------------|-------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Several
times a day | About once
a day | 3-5 days a
week | 1-2 days a
week | Every few
weeks | Less than
every few
weeks | Never |

Firmographics

We're almost finished. I have a few final questions about your facility.

F1. What type of business do you operate? (READ LIST IF NEEDED)

- 01. (Data Center)
- 02. (Laboratory)
- 03. (School or university)
- 04. (Health care or hospital)
- 05. (Hotel or motel)
- 06. (Industrial or manufacturing)
- 07. (Property management agency)
- 08. (Restaurant or food service)
- 09. (Warehouse, wholesaler, or storage)
- 10. (Grocery store)
- 00. (Other) [SPECIFY]
- 98. (Don't know)
- 99. (Refused)

F4A. Does your business own or lease this facility?

- 1. (Company owns facility)
- 2. (Company leases facility)
- 8. (Don't know)
- 9. (Refused)

[ASK IF F4A<>1, ELSE SKIP TO F4E]

F4B. Is your facility managed by a property management firm?

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

F4E. Does your business have natural gas service?

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

[ASK IF F4A=2]

F4C. Does your business pay its own electric bill or is it included in your rent?

- 1. (Company pays own bill)

2. (Bill is included in rent)
8. (Don't know)
9. (Refused)

[ASK IF F4A=2 AND F4E=1]

F4D. Does your business pay your own gas bill or is it included in your rent?

1. (Company pays own bill)
2. (Bill is included in rent)
3. (Don't use gas)
8. (Don't know)
9. (Refused)

F5. How many employees, full plus part time, are employed at this facility?

1. 1-10
2. 11-25
3. 26-50
4. 51-100
5. 101-500
6. More than 500
8. (Don't know)
9. (Refused)

F6. What is the approximate square footage of your facility? (IF NEEDED: For the facility where you are now. Your best guess is fine.) [NUMERIC OPEN END, 9999998 DK 9999999 REF]

F7. Which of the following categories best describes your business' revenue in 2016?

1. Less than \$100,000
2. \$100,000 to less than \$500,000
3. \$500,000 to less than \$1 million
4. \$1 million to less than \$5 million
5. \$5 million to less than \$10 million
6. \$10 million to less than \$20 million
7. More than \$20 million
8. (Don't know)
9. (Refused)

Closing

Those are all of the questions. We appreciate your time and participation. Thank you on behalf of the statewide sponsors of Mass Save.



Massachusetts Umbrella Marketing Evaluation
Residential General Population Survey Instrument
November 7, 2016

*Reviewer Note: Many questions within this survey are drawn from two previously fielded survey instruments: the Massachusetts Statewide Energy Efficiency Consumer Telephone Study (Shelton Group) and the Massachusetts Energy Efficiency Programs Non-Participant Panel Survey (Residential Retrofit Evaluation Group). In some cases, the wording of the questions or response categories has changed slightly. The symbol preceding the question number denotes from which survey it is pulled: * indicates the Shelton Group and ** indicates the Residential Retrofit Evaluation Group. Additionally, this year some pre-codes that no longer apply to the current program year were removed, and codes that regularly come up as open ends were added. To keep the coding consistent with previous years, the answer response numbers may be out of order.*

Answer responses in parenthesis will not be read during the phone survey and will not appear as options on the online survey. If all answer choices are in parenthesis, the question will be an open end for the web survey. For the web survey, "Don't know" and "Refused" will be excluded in the answer choices, however, respondents can go to the next question without answering.

[PHONE OUTBOUND INTRODUCTION]

Hi, this is _____ from Opinion Dynamics and I'm calling to conduct a brief survey on behalf of a statewide research initiative. Upon completion of this survey you will be entered into a drawing to win one of five \$100 American Express Gift Cards. Please note that this is not a sales call.

[IF NAME IS AVAILABLE] May I please speak with <NAME>?

[IF NAME IS NOT AVAILABLE OR IF NEEDED] May I please speak with someone who is involved in making decisions about energy in your home? (If needed: Improvements such as replacing heating equipment or purchasing appliances.)

(IF NEEDED: We're conducting a survey to gather information about advertisements you and other residents in the state are exposed to. My questions should take about 10 minutes to complete and your responses will be kept anonymous.)

[PHONE INBOUND INTRODUCTION]

Can you please verify your PIN number is <SURVEYPIN>? (IF INCORRECT PIN, DISPO AS 95 AND INPUT CORRECT PIN/RECORD)

Thank you very much for calling to participate in this important study. My name is \$!. The questions should take about 10 minutes of your time.

[WEB INTRODUCTION]

Thank you for your interest in this survey. Your participation is very important to us and the region. Upon completion of this survey, you will be entered into a drawing to win one of five \$100 American Express Gift Cards

We're conducting this survey to gather information about advertisements you and other residents in

the state are exposed to. The survey should take about 10 minutes to complete and your responses will be kept anonymous.

Screener

- *S1a. Do you or does anyone in your household work for an advertising agency or a market research firm?
1. Yes [TERMINATE]
 2. No
 8. (Don't know) [TERMINATE]
 9. (Refused) [TERMINATE]
- *S1. Do you or does anyone in your household work for a natural gas or electric company or an energy efficiency service provider?
1. Yes (THANK AND TERMINATE)
 2. No
 8. (Don't know) (THANK AND TERMINATE)
 9. (Refused) (THANK AND TERMINATE)

[RANDOMLY ASSIGN PEOPLE TO SEE SECTION 1 FIRST IF RAND=1 OR SECTION 2 FIRST IF RAND=2]

SECTION 1: Exposure to Information Sources

- E1. What organizations are you aware of that promote energy efficiency? [MULTIPLE RESPONSE] [OPEN END]
01. (Mass Save)
 02. (Utility companies or Energy Efficiency Service Providers)
 07. (Manufacturers – ex. Cree, General Electric)
 08. ((ENERGY STAR®)
 09. (Renewable energy organizations/representatives/companies i.e. Cape Wind)
 10. (Non-profit NGO dedicated to environmental Issues – i.e. CET)
 11. (Non-profit/NGO not specifically dedicated to environmental issues (i.e. churches,)
 96. (None)
 00. (Other: SPECIFY)
 98. (Don't know)
 99. (Refused)
- E2. If you wanted to know more about how to lower your energy bills, where would you look for information? [MULTIPLE RESPONSE] [OPEN END]
01. (Mass Save website)
 02. (WEBSITE for Utility/Energy Efficiency Service Provider)
 06. (Call utility/Energy Efficiency Service Provider 800 number)
 07. (Internet Search/Online (i.e., Google, Yahoo))
 13. (Utility Company)
 17. (Utility Bill, NOT website or phone number)
 14. (Social Media (i.e., Facebook, Twitter, etc.))
 15. (Friends, family, coworkers)
 16. (State/local/federal government agency or their agency websites)
 00. (Other: SPECIFY)
 98. (Don't know)

99. (Refused)

E3. What websites, if any, would you visit to find information on energy saving tips or practices?
[MULTIPLE RESPONSE] [OPEN END]

1. (Utility / Energy Efficiency Service Provider Website)
2. (Mass Save website)
4. (Internet Search Engine (i.e., Google, Yahoo))
5. (Local/state/federal government-affiliated website)
00. (Other: specify)
96. (None)
98. (Don't know)
99. (Refused)

E4. Do you think your household can lower its monthly energy bills?

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

[SKIP IF E4<>2]

E4a. Why not? [OPEN END]

1. (Already doing everything I can/want to do)
3. (Bills are already low)
4. (As a renter, I cannot make upgrades)
5. (Other members of household who do not want to practice energy saving behaviors)
98. (Don't know)
99. (Refused)

SECTION 2: Awareness of Mass Save

[SKIP MR1 IF E1=1 OR E2=1 OR E3=2]

MR1. Have you ever seen or heard the term, "Mass Save"?

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

MRO. I'm going to read several brands, campaigns or initiatives. For each, please tell me if you have heard of it. Have you ever heard of... [YES-NO-DK-REF] [ROTATE] [ASK FOR EACH BELOW]

- a. ENERGY STAR®
- b. Step Up and Save Energy [Red Herring]
- c. Are there any other brands, campaigns, or initiatives you have heard of? If yes, please specify which other brands, campaigns, or initiatives you have heard of.

[ASK MR1ab after MR7 IF MR1=1; ELSE ASK MR1ab after MRO]

MR1ab. [WEB ONLY] Before taking this survey, had you seen this logo?



- 01. Yes
- 02. No

[Create Mass Save Variable=1 IF E1=1 OR E2=1 OR E3=2 OR MR1=1 OR MR1ab =1]

[IF MASS_SAVE=0, SKIP TO NEXT SECTION]

*MR1a. How familiar are you with Mass Save? Would you say...?

- 1. Very unfamiliar
- 2. Somewhat unfamiliar
- 3. Neither familiar nor unfamiliar
- 4. Somewhat familiar
- 5. Very familiar
- 8. (Don't know)
- 9. (Refused)

MR2. What do you associate with Mass Save? [MULTIPLE RESPONSE; UP TO 4] [OPEN END]

- 01. (Home energy assessment)
- 02. (Resource for energy information)
- 08. (Utility companies/Energy Efficiency Service Provider)
- 12. (Saving money on my bill)
- 13. (Rebates/Discounts)
- 19. (Makes it easy to save energy)
- 00. (Other: SPECIFY)
- 98. (Don't know)
- 99. (Refused)

MR5. Do you associate Mass Save with energy? (If needed: This includes electricity, natural gas, oil or propane)

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

MR3. Which of the following do you MOST associate with Mass Save? [ROTATE]

- 7. Home energy assessments
- 2. Rebates for a variety of equipment and products
- 4. A resource for energy efficiency information and services
- 5. A way to lower your energy bills
- 6. Making saving energy easy
- 8. (Don't know)
- 9. (Refused)

MR4. Please name any organizations that you think sponsor Mass Save. A best guess is fine.
[OPEN END]

- 01. (Utility/Energy Efficiency Service Provider)
- 02. (State Government)
- 00. (Other: SPECIFY)
- 98. (Don't know)
- 99. (Refused)

[IF E2=1 OR E3=2, SKIP MR6]

- **MR6. Did you know there is a website called MassSave.com?
- 1. Yes
 - 2. No
 - 8. (Don't know)
 - 9. (Refused)

[IF (MR6=2, 8 OR 9) AND (E2<>1) AND (E3<>2), SKIP MR7]

- **MR7. In the past six months, how many times have you visited the MassSave.com website?
- 1. None
 - 2. Once
 - 3. 2-5 times
 - 4. 6-10
 - 5. 11 or more
 - 8. (Don't know)
 - 9. (Refused)

SECTION 3: Exposure to Mass Save Messaging (Aided)

[IF MASS_SAVE=0, SKIP TO A0a]

- **MS1. We're interested in all of the places where you may have heard about Mass Save. Have you ever... [1=YES, 2=NO, 8=DK, 9=REF] [ROTATE] [IF YES, IN THE PAST YEAR OR BEFORE THAT?]
- a. Seen a Mass Save billboard?
 - b. Heard about Mass Save on the radio?
 - d. Seen online advertising for Mass Save?
 - g. Seen an advertisement for Mass Save on public transportation (e.g. the T, commuter rail or bus)?
 - n. Seen information about Mass Save when shopping for appliances?
 - o. Seen information about Mass Save on social media sites (e.g., Facebook or Twitter?)

**MS2. Where else have you seen or heard about Mass Save? [OPEN END]

- 04. (Energy Bill)
- 08. (In the mail)
- 09. (Word of Mouth, friends/family/coworkers)
- 00. (Other: SPECIFY)
- 96. (Nowhere else)
- 98. (Don't know)
- 99. (Refused)

[ASK IF MS2=00, 04, 08, 09]

- MS2a. Was it within the past year or before that that you saw or heard about Mass Save?
- 1. (Past year)
 - 2. (Before that/longer than 1 year ago)
 - 8. (Don't know)
 - 9. (Refused)

[IF "NO" FOR EACH IN MS1 SERIES=1 AND MS2=96, 98, 99, SKIP TO A0a]

MS3. On a scale from 0 to 10 where 0 is “not at all agree” and 10 is “completely agree”, how much do you agree with the following statement? The Mass Save messages you saw or heard communicated that Mass Save can help you lower your energy bills. [SCALE 0-10, 98=DK, 99=REF]

MS4. Do you think the messages you heard were clear?

1. Yes
2. No
96. (Don't recall)
99. (Refused)

[SKIP IF MS4<>2]

MS5. What about the messages was not clear? [OPEN END]

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

Baseline for 2016 Campaign

MS6. On a scale from 0 to 10 where 0 is “not at all agree” and 10 is “completely agree”, how much do you agree with the following statement? Mass Save makes it easy to save money on your utility bill. [SCALE 0-10, 98=DK, 99=REF]

Actions Based on Mass Save Messaging

A0a. Prior to this call, did you know that there are programs, services, and incentives to help you save energy in your home?

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

[SKIP TO A0e IF A0a<>1]

A0b. What type of help or assistance do these programs, services, and incentives offer?

01. (ENERGY STAR®)
02. (Saving energy or general efficiency/tips/advice/education)
03. (Low Income Programs/Budget programs)
04. (Tax incentives)
05. (Rebates/Incentives/Loans/cost savings (general))
13. (Energy Audit/Assessment)
30. (Rebates/Programs – Specific Program)
00. (Other: Specify)
96. (None)
98. (Don't know)
99. (Refused)

A0c. What groups or organizations offer these programs, services, and incentives?

05. (Mass Save)
12. (Utility Companies/Energy Service Providers)
13. (State Governments)
16. (Contractor/Trade Allies/Electrician/etc.)
00. (Other: Specify)

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

A0d. What programs, services, and incentives are you aware of?

- 01. (Home Energy Assessment)
- 02. (Appliance Rebates)
- 03. (Appliance Recycling)
- 04. (Heating Rebates)
- 05. (Cooling Rebates)
- 06. (Insulation Incentives)
- 00. (Other: SPECIFY)
- 98. (Don't know)
- 99. (Refused)

A0e. Where would you go to get information about energy efficiency programs, services, or incentives? [MULTIPLE RESPONSE]

- 01. (Mass Save website)
- 02. (Utility/Energy Efficiency Service Provider website)
- 07. (Internet Search/Online (i.e., Google, Yahoo))
- 08. (Social Media (i.e. Facebook, Twitter, etc.))
- 00. (Other: SPECIFY)
- 98. (Don't know)
- 99. (Refused)

[SKIP TO A10 IF A0a=2]

A8. Would any of the energy efficiency programs, services, or incentives that you know of help your household?

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

[SKIP IF A8=8, 9]

A9. Why do you think that?

- 00. [OPEN END]
- 98. (Don't know)
- 99. (Refused)

A10. In the past year, have you made any of the following changes to your home? Have you...?

[YES=1, NO=2, DK=8, REF=9]

- a. Installed an energy saving furnace, boiler, or central air conditioner
- b. Added square footage to your home
- c. Made other major structural changes to your home including adding insulation, performing air or duct sealing, or replacing windows

[SKIP TO F1 IF A0a=2]

A4. In the past year, have you utilized an energy saving program, service, or incentive sponsored by your utility or energy service provider? This might include applying for rebates for increasing the efficiency of lighting, appliances, heating and cooling equipment in your home, or participating in a home energy assessment.

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

[GEN VAR <PART>: IF A4=1, <PART>=1; ELSE <PART>=0]

[IF <PART>=0, SKIP]

A6. What program(s), services, or incentives did you utilize? [ACCEPT MULTIPLE RESPONSES; INTERVIEWER NOTE ORDER OF REPORTING]

- 01. (Home Energy Assessment/Audit)
- 02. (Appliance Rebates)
- 03. (Appliance Recycling)
- 04. (Heating Rebates)
- 05. (Cooling Rebates)
- 06. (Insulation Incentives)
- 00. (Other: SPECIFY)
- 98. (Don't know)
- 99. (Refused)

[SKIP IF <PART>=1, OR IF <PART>=0 AND A10a AND A10b AND A10c <>1]

A11. Why didn't you utilize any of the energy saving programs, services, or incentives when you completed recent work on your home? [OPEN END]

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

[ASK ALL]

F1. I appreciate your feedback. Mass Save is in fact a statewide energy efficiency partnership between utilities, energy efficiency service providers and the state of Massachusetts that provides programs for ALL Massachusetts homes and businesses to save energy. These programs include rebates and incentives for installing energy efficient lighting, appliances, and heating and cooling systems and assistance insulating, air sealing or improving the energy performance of your home. Home energy assessments are one of the many programs that Mass Save covers.

F1a. Were you aware of this before this call?

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

F1b. And based on this general description, do you have a very favorable, somewhat favorable, somewhat unfavorable opinion, or a very unfavorable opinion of Mass Save?

- 1. (Very favorable)
- 2. (Somewhat favorable)
- 3. (Somewhat unfavorable)
- 4. (Very unfavorable)
- 8. (Don't know)
- 9. (Refused)

Media Use

M1. On average how often do you listen to the radio?

- 01. Every Day
- 02. Often
- 03. Occasionally
- 04. Never

[ASK IF M1 <> 4]

- M1a. What time are you most likely to listen to the radio?
- 01. Morning (Breakfast/Morning Drivetime)
 - 02. Mid-morning/Afternoon (Daytime)
 - 03. Early evening (Evening Drivetime)
 - 04. Late evening

M2. About how often do you use the internet?

1	2	3	4	5	6	7
Several times a day	About once a day	3-5 days a week	1-2 days a week	Every few weeks	Less than every few weeks	Never

Demographics

**D1. Do you own or rent your home?

- 01. Own
- 02. Rent
- 00. (Other: specify)
- 98. (Don't know)
- 99. (Refused/FOR WEB: Prefer not to answer)

D9. What type of residence do you live in? [READ CATEGORIES]

- 01. Single-family
- 02. Duplex or two-family
- 03. Apartment/condo in a 2-4 unit building
- 04. Apartment/condo in a >4 unit building
- 05. Townhouse or row house (adjacent walls to another house)
- 06. Mobile home, house trailer
- 00. (Other, specify)
- 98. (Don't Know)
- 99. (Refused/FOR WEB: Prefer not to answer)

**D2. In what year were you born? [NUMERIC OPEN END; 1890-1996, 9999 REFUSED]

**D3. Which of the following best represents your annual household income from all sources in 2016, before taxes? Was it..?

- 1. Under \$30,000
- 2. \$30,000 to under \$50,000
- 5. \$50,000 to under \$60,000
- 3. \$60,000 to under \$100,000 or
- 4. \$100,000 or more
- 8. (Don't know)
- 9. (Refused/FOR WEB: Prefer not to answer)

**D4. What is the highest level of education you have completed?

- 01. Less than high school

- 02. High school graduate or equivalent (e.g., GED)
- 03. Attended some college (includes junior/community college)
- 04. Bachelor's degree
- 05. Advanced degree
- 00. (Other: Specify)
- 98. (Don't know)
- 99. (Refused/FOR WEB: Prefer not to answer)

*D5 What county do you currently live in? [PHONE SURVEY = DO NOT READ CATEGORIES]

- 01. (Barnstable)
- 02. (Berkshire)
- 03. (Bristol)
- 04. (Dukes)
- 05. (Essex)
- 06. (Franklin)
- 07. (Hampden)
- 08. (Hampshire)
- 09. (Middlesex)
- 10. (Nantucket)
- 11. (Norfolk)
- 12. (Plymouth)
- 13. (Suffolk)
- 14. (Worcester) (Pronounced Wuh-ster) [PRONUNCIATION NOTE IN PHONE SURVEY ONLY]
- 00. (Other: SPECIFY)
- 96. (None of the above)
- 98. (Don't know)
- 99. (Refused/FOR WEB: Prefer not to answer)

*D6. Which utilities or energy efficiency service providers currently provide your home's electric and/or natural gas services? [MULTIPLE RESPONSE; UP TO 2] (READ IF NECESSARY)

- 01. Columbia Gas (Formerly, Bay State Gas)
- 02. Berkshire Gas
- 03. Cape Light Compact
- 04. National Grid
- 05. Liberty Utilities (formerly New England Gas)
- 06. Eversource (formerly NSTAR or WMECO [NOTE FOR INTERVIEWER FOR PHONE SURVEY ONLY: *Pronounced as Weh-mee-ko*])
- 07. Unitil (NOTE FOR INTERVIEWER FOR PHONE SURVEY ONLY: *Pronounced, You-nih-til*)
- 09. Blackstone Gas
- 96. (None of the above)
- 98. (Don't know)
- 99. (Refused/FOR WEB: Prefer not to answer)

[ASK IF D6=96, 98, OR 99, ELSE SKIP D7a]

D7a. Our records show that your zip code is <ZIP>. Is that correct?

- 01. Yes
- 02. No
- 08. (Don't Know)
- 09. (Refused/FOR WEB: Prefer not to answer)

[ASK IF D7a = 2]

*D7. What is your zip code?

- 00. [NUMERIC OPEN END]
- 98. (Don't know)

99. (Refused/FOR WEB: Prefer not to answer)

D10. Is <phone> the best phone number to reach you if you are the winner of the drawing?
This number will only be used to contact you regarding the prize.

[IF NEEDED: We are giving away five \$100 American Express gift cards to individuals who complete this survey.]

1. Yes, <Phone> is the best number.
2. A better number would be: [NUMERIC OPEN END]

**D8. [RECORD GENDER; DO NOT ASK]

1. Male
2. Female
99. WEB ONLY: Prefer not to answer

Those are all of the questions. We appreciate your time and participation. Thank you on behalf of the statewide sponsors of Mass Save.