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Questionnaire (CATI)
AEP Customer Satisfaction Q1 2015

(E15082-E15083)
Version 1.7

Q1 2015 AEP Residential Customer Satisfaction

Study objectives	▪ Measure customer satisfaction with AEP's Residential customer segment
Qualified respondent	▪ Residential customers in AEP's service areas	HOH, 18+, AEP or an AEP operating company as their electric provider/delivery company
Sample size	n=700
Incidence	35% (estimated)
Length	22 minutes (estimated)
Sample source(s)	Client-supplied
Front-end sample move-ins	
Back-end sample move-ins	TBD

Quotas	Description	Jan.	Feb.	Mar.	Male (45% per quarter)	Female (55% per quarter)	Definition (should reference question numbers in survey)
	State						
	Indiana	17	17	16	23	27	QA=1
	Kentucky	25	25	25	34	41	QA=2
	Michigan	17	17	16	23	27	QA=3
	Ohio	41	41	42	56	69	QA=4
	Tennessee	8	8	9	11	14	QA=5
	Virginia	17	17	16	23	27	QA=6
	West Virginia	17	17	16	23	27	QA=7
	Arkansas	17	17	16	23	27	QA=8
	Louisiana	17	17	16	23	27	QA=9
	Oklahoma	25	25	25	34	41	QA=10
	Texas/SWEPCO	6	6	5	8	9	QA=11
	Texas/TCC Total	22	22	21	29	36	QA=12
	English	*18*	*18*	*17*			
	Spanish	*4*	*4*	*4*			
	Texas/TNC	6	**6**	**6**	8	10	QA=13
	TOTAL	**235**	**236**	**229**	**318**	**382**	

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State Half Sample	Half Sample=1 (Per quarter)	Half Sample=2 (Per Quarter)
Indiana	25	25
Kentucky	38	37
Michigan	25	25
Ohio	63	62
Tennessee	13	12
Virginia	25	25
West Virginia	25	25
Arkansas	25	25
Louisiana	25	25
Oklahoma	38	37
Texas/SWEPCO	8	9
Texas/TCC	33	32
Texas/TNC	9	9

Tracking variables	State	Landline RMDIAL=1	Cell RMDIAL =2
	Indiana		
	Kentucky		
	Michigan		
	Ohio		
	Tennessee		
	Virginia		
	West Virginia		
	Arkansas		
	Louisiana		
	Oklahoma		
	Texas/SWEPCO		
	Texas/TCC		
	Texas/TNC		

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Questionnaire (CATI)
AEP Customer Satisfaction Q1 2015

Q1 2015 AEP Small CI Customer Satisfaction

Study objectives	▪ Measure customer satisfaction with AEP' Small CI customer segment
Qualified respondent	▪ Small and Medium Commercial customers in AEP's service areas ▪ Energy decision makers, Self-selects AEP or an AEP operating company as their electric provider/delivery company
Sample size	n=489
Incidence	40% (estimated)
Length	19 minutes (estimated)
Sample source(s)	Client-supplied
Front-end sample move-ins	
Back-end sample move-ins	TBD

Quotas		Jan.	Feb.	Mar.	Definition (should reference question numbers in survey)
	Description				
	State				
	Indiana	13	13	12	QA=1
	Kentucky	21	21	21	QA=2
	Michigan	13	12	12	QA=3
	Ohio	25	25	25	QA=4
	Tennessee	7	7	6	QA=5
	Virginia	9	9	9	QA=6
	West Virginia	10	9	9	QA=7
	Arkansas	10	11	10	QA=8
	Louisiana	10	10	10	QA=9
	Oklahoma	21	21	21	QA=10
	Texas/SWEPCO	5	5	4	QA=11
	Texas/TCC	15	15	14	QA=12
	Texas/TNC	6	6	7	QA=13
	TOTAL	**165**	**164**	**160**	

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State Half Sample	Half Sample=1 (Per quarter)	Half Sample=2 (Per Quarter)
Indiana	19	19
Kentucky	32	31
Michigan	19	18
Ohio	38	37
Tennessee	10	10
Virginia	14	13
West Virginia	14	14
Arkansas	16	16
Louisiana	16	15
Oklahoma	32	31
Texas/SWEPCO	7	7
Texas/TCC	22	21
Texas/TNC	9	9

Tracking variables	State	Landline RMDIAL=1	Cell RMDIAL =2
	Indiana		
	Kentucky		
	Michigan		
	Ohio		
	Tennessee		
	Virginia		
	West Virginia		
	Arkansas		
	Louisiana		
	Oklahoma		
	Texas/SWEPCO		
	Texas/TCC		
	Texas/TNC		

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AEP RESIDENTIAL AND SMALL COMMERCIAL/INDUSTRIAL
CUSTOMER SATISFACTION SURVEY

NOTE: MOVE IN VARIABLES

DESIGN: SET VARIABLE

MONTH.   Month

    1   JANUARY
    2   FEBRUARY
    3   MARCH
    4   APRIL
    5   MAY
    6   JUNE
    7   JULY
    8   AUGUST
    9   SEPTEMBER
    10   OCTOBER
    11   NOVEMBER
    12   DECEMBER
_____break_____

DESIGN: ROTATE CODES 1–2
PROG. NOTE: ASSIGN LEAST-FILLED CELL

HALF.   Half Sample

    1   Half Sample A
    2   Half Sample B
_____break_____

DESIGN: SET VARIABLE

QAAA.   [CURRENT QUARTER]

    1   Quarter 1 2015
    2   Quarter 2 2015
    3   Quarter 3 2015
    4   Quarter 4 2015
_____break_____

DESIGN: SET VARIABLE

QAA.   RECORD CUSTOMER CLASS

    1   Residential
    2   Commercial
_____break_____

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DESIGN: SET VARIABLE

QA.   STATE FROM SAMPLE

          1   Indiana
          2   Kentucky
          3   Michigan
          4   Ohio
          5   Tennessee
          6   Virginia
          7   West Virginia
          8   Arkansas
          9   Louisiana
          10   Oklahoma
          11   Texas/SWEPCO
          12   Texas/TCC
          13   Texas/TNC
_____break_____

DESIGN: SET VARIABLE

QW3.   DISTRIBUTION REGION

          1   FORT WAYNE
          2   COLUMBUS
          3   CHARLESTON
          4   CORPUS CHRISTI
          5   TULSA
_____break_____

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DESIGN: SET VARIABLE

QW4.   AEP DISTRICT

        1   Abilene
        2   Athens
        3   Canton
        4   Charleston
        5   Chillicothe
        6   Columbus
        7   Corpus Christi
        8   Fayetteville
        9   Fort Wayne
        10   Kingsport
        11   Laredo
        12   Lawton
        13   Longview (LA/TX)
        14   McAlester
        15   Michiana/Michigan
        16   Muncie/Marion
        17   Newark
        18   Ohio Valley
        19   Pikeville/Kentucky
        20   Roanoke
        21   San Angelo
        22   San Benito
        23   Shreveport (LA/TX)
        24   Tulsa
        25   Western Ohio
        26   Christiansburg
        27   South Bend/Elkhart
        28   Texarkana
        29   North Texas
        30   Huntington
        31   Valley
_____break_____

DESIGN: SET VARIABLE

QW4A.   Kentucky Power District
        1   Ashland
        2   Hazard
        3   Pikeville
_____break_____

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Questionnaire (CATI)
AEP Customer Satisfaction Q1 2015

DESIGN: SET VARIABLE

QW5.   AEP REGIONAL DIVISION-NEW OPCO

        1   AEP-OHIO
        2   APPALACHIAN POWER
        3   INDIANA-MICHIGAN POWER
        4   KENTUCKY POWER
        5   AEP-TEXAS
        6   PSO
        7   SWEPCO

_____

DESIGN: SET VARIABLE

QW6.   AEP OPERATING COMPANY-OLD OPCO

        1   KINGSPORT POWER COMPANY
        2   APPALACHIAN POWER COMPANY
        3   KENTUCKY POWER COMPANY
        4   INDIANA MICHIGAN POWER COMPANY
        5   WHEELING POWER COMPANY
        6   OHIO POWER COMPANY
        7   COLUMBUS SOUTHERN POWER COMPANY
        8   PSO
        9   SWEPCO
        10   TCC
        11   TNC
_____break_____

DESIGN: SET VARIABLE

BILL_ACCT_NB.   COM ACCOUNT NUMBER
_____break_____

DESIGN: SET VARIABLE

ACCT NB.   RES ACCOUNT NUMBER
_____break_____

REQUIRESMANUALDIAL.   Cell phone vs. Landline

        0   Land line
        1   Cell phone
_____break_____

DESIGN: SET VARIABLE
PROG. NOTE: Set Cellphone vs. Landline quotas based on this variable if tracking is needed

RMDIAL.   Set Cell Phone vs. Landline

        1   Landline {IF REQUIRESMANUALDIAL=0; SET RMDIAL=1}
        2   Cell Phone {IF REQUIRESMANUALDIAL=1; SET RMDIAL=2}
_____break_____

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Questionnaire (CATI)
AEP Customer Satisfaction Q1 2015

NOTE: RESIDENTIAL INTRO/SCREENER SECTION

{IF QAA=1 ASK QLANG; OTHERWISE GO TO FILTER BEFORE INTRO2}

DESIGN: SET VARIABLE
PROG. NOTE: Set language

QLANG.   Was this interview done in English or Spanish?

    1   English
    2   Spanish
_____break_____

INTRO1.   Hello, I'm _____ calling from MSI, a national survey research firm in Livonia, Michigan. We are conducting a scientific survey about the energy utilities that serve customers in your area, and we would very much like your opinions. Have I reached one of the heads of the household?

(Proceed if MHOH. If FEMALE) WE ARE TRYING TO KEEP OUR GENDER QUOTA EVEN, IS THERE A MALE HEAD OF THE HOUSE WITH WHOM I COULD SPEAK?

Please be assured that we are only interested in your opinions and at no time will I attempt to sell you anything. Your individual answers will remain confidential and reported only in the aggregate, unless you choose to share your name with your responses.
_____break_____

{IF RMDIAL=2, ASK CELL1; OTHERWISE GO TO Q1}

CELL1.   Did I reach you on a cell phone?

    1   Yes
    2   No
    REF

{IF CELL1=REF, TERMINATE: 301}
_____break_____

{IF CELL1=1, ASK CELL2; OTHERWISE GO TO Q1}

CELL2. Are you driving a vehicle or using any equipment or machinery that requires your attention?

(INTERVIEWER: IF RESPONDENT SAYS YES, READ; Due to safety reasons we will need to call you back at a more convenient time. Thank you.)

    1   Yes {SET AS SOFT CALLBACK}
    2   No
    REF

{IF CELL2=1, SET AS SOFT CALLBACK}
{IF CELL2=REF, TERMINATE: 301}
_____break_____

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Q1.   Do you or does anyone in this household work for an advertising agency, a market research company, or a utility company?

    1 Yes
    2 No
    DK
    REF

{IF Q1=1, DK, TERMINATE: 101}
{IF Q1=REF, TERMINATE: 301}
_____break_____

Q2.   Are you one of the primary decision-makers about how energy is used in your home?
    (IF NECESSARY: "By 'energy use' I mean things like the heating and water heating equipment you have, and the way you use energy in your home") (IF "NO" ASK, "Who is the energy decision-maker?")

    1 Yes, respondent is decision maker
    2 Yes, both Respondent and Spouse/Other Adult are Decision-Makers
    3 No, spouse/other adult is decision maker (ASK TO SPEAK TO SPOUSE/OTHER ADULT (REREAD INTRO1 IF NEC.)-IF NOT AVAILABLE-SCHEDULE CALL BACK)
    4 No one designated as decision maker (ASK FOR PERSON WHO PAYS UTILITY BILLS (REREAD INTRO1 IF NEC.)-IF NOT AVAILABLE-SCHEDULE CALL BACK)
    DK
    REF

{IF Q2=DK, TERMINATE: 102}
{IF Q2=REF, TERMINATE: 301}
_____break_____

QB.   Gender (By Observation):

    1 Male
    2 Female
_____break_____

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Questionnaire (CATI)
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Q3.   What electric company delivers the electric service to your home?

(ASK AS OPEN END) (INTERVIEWER NOTE: MAKE SURE THE ACTUAL WORDS USED BY THE RESPONDENT ARE RECORDED BELOW) (IF RESPONDENT FROM TEXAS, PAY CLOSE ATTENTION TO THEIR RESPONSE SO THAT IT IS CODED PROPERLY)

PROG. NOTE: PLEASE CODE AEP OHIO AND AEP TEXAS AS CODES 41 AND 42 TO KEEP DATA CONSISTENT BUT DISPLAY THEM IN THE SURVEY AS CODES 2 AND 3

1   American Electric Power (AEP)
2   {SHOW IF QW5=2} Appalachian Power (APCO)
3   {SHOW IF QW5=1} Columbus Southern Power/Columbus & Southern Ohio Electric/C&SOE/Columbus & Southern
4   {SHOW IF QW5=3} Indiana Michigan Power/Indiana & Michigan Electric (I & M)/Michigan Power
5   {SHOW IF QW5=4} Kentucky Power
6   {SHOW IF QW5=2} Kingsport Power
7   {SHOW IF QW5=1} Ohio Power
8   {SHOW IF QW5=2} Wheeling Power
9   {SHOW IF QW5=5} CSW/Central and South West
10   {SHOW IF QW5=6} PSO/ Public Service Company of Oklahoma
11   {SHOW QW5=7} SWEPCO/Southwestern Electric Power Company
12   {SHOW IF QW5=5} WTU/West Texas Utilities/Texas North Company/TNC
13   {SHOW IF QW5=5} CP&L/CPL/"CPL"/Central Power and Light/Texas Central Company/TCC
14   {SHOW IF QW5=5} CPL Retail Energy
15   {SHOW IF QW5=5} WTU Retail Energy
16   {SHOW IF QW5=5} SWEPCO Retail Energy
17   {SHOW IF QW5=5} AEP Retail Energy
18   {SHOW IF QW5=5} POLR Power
19   {SHOW IF QW5=5} Assurance Energy
20   {SHOW IF QW5=5} Texas Star Energy
21   {SHOW IF QW5=5} Reliant Energy Retail Services
22   {SHOW IF QW5=5} Reliant Energy Solutions
23   {SHOW IF QW5=5} TXU Energy Services
24   {SHOW IF QW5=5} Magic Valley Electric
25   {SHOW IF QW5=5} Spark Energy
26   {SHOW IF QW5=5} Texas Commercial Energy
27   {SHOW IF QW5=5} AmPro Energy
28   {SHOW IF QW5=5} First Choice Power
29   {SHOW IF QW5=5} Entergy Solutions
30   {SHOW IF QW5=5} GEXA Energy
31   {SHOW IF QW5=5} Hino Electric Power Company
32   {SHOW IF QW5=5} Constellation NewEnergy
33   {SHOW IF QW5=5} Mutual Energy
34   {SHOW IF QW5=5} Cirro Energy
35   {SHOW IF QW5=5} Strategic Energy
36   {SHOW IF QW5=5} Xcel Energy
37   {SHOW IF QW5=5} Utility Choice Electric
38   {SHOW IF QW5=5} Just Energy Texas
39   {SHOW IF QW5=5} Tara Energy, Inc
40   Other electric company [OTHER: S]
41   {SHOW IF QW5=1} AEP Ohio
42   {SHOW IF QW5=5} AEP Texas
43   {SHOW IF QW5=1} Monongahela Power
44   {SHOW IF QW5=5} Accent Energy

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    45   {SHOW IF QW5=5} Centerpoint Energy
    46   {SHOW IF QW5=5} Champion Energy
    47   {SHOW IF QW5=5} Commerce Energy
    48   {SHOW IF QW5=5} Direct Energy
    49   {SHOW IF QW5=5} Green Mountain Power
    50   {SHOW IF QW5=5} Hudson Electric
    51   {SHOW IF QW5=5} Reliant Energy
    52   {SHOW IF QW5=5} Stream Energy
    53   {SHOW IF QW5=5} US Energy Savings
    DK
    REF

{IF QA NE 12-13 AND Q3=40, DK, TERMINATE: 104}
{IF Q3=REF, TERMINATE: 301}
_____break_____

{IF QA=12-13 AND Q3=14-40, 44-53, ASK Q3W; OTHERWISE GO TO FILTER BEFORE Q3WN}

Q3W.   In the previous question you mentioned (RESTORE: Q3) as the company that delivers the electricity to your home.

    Due to deregulation of the electric markets, the electric industry in the State of Texas is divided into several business types. One business type is the Retail Electric Provider or REP. This is the company from whom you purchase your electricity and to whom you pay your bill. Another business type is the "Wires" company. This is the company that reads the electric meters and owns and maintains the power lines that deliver the electricity to your home.

    (RESTORE: Q3) is considered your Retail Energy Provider or REP; the company that you purchase your electricity from and not the company that actually delivers your power. To clarify, what electric company <u>delivers</u> the electric service to your home?

    (*ASK AS OPEN END*)

    PROG. NOTE: PLEASE CODE AEP TEXAS AS CODE 6 TO KEEP DATA CONSISTENT BUT DISPLAY IN THE SURVEY AS CODE 2

       1   American Electric Power (AEP)
       2   CSW/Central and South West
       3   (Code Not Used)
       4   WTU/West Texas Utilities
       5   CP&L/CPL/"CPL"/Central Power and Light
       6   AEP Texas
       7   Some other company [OTHER: S]
       DK
       REF

{IF Q3W=7,DK, TERMINATE: 105}
{IF Q3W=REF, TERMINATE: 301}
_____break_____

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AEP Customer Satisfaction Q1 2015

{IF QA=12-13 AND Q3=DK, ASK Q3WN; OTHERWISE GO TO CUSTCK1}

Q3WN. In the previous question you mentioned not knowing the name of the company that delivers the electricity to your home. Based on our records you reside in a geographic area that is serviced by AEP Texas.

Due to deregulation of the electric markets, the electric industry in the State of Texas is divided into several business types. One business type is the Retail Electric Provider or REP. This is the company from whom you purchase your electricity and to whom you pay your bill. Another business type is the "Wires" company. This is the company that reads the electric meters and owns and maintains the power lines that deliver the electricity to your home.

Are you aware that AEP Texas is the "Wires" company that reads the electric meters and owns and maintains the power lines that deliver the electricity to your home?

      1   Yes
      2   No
      DK
      REF

{IF Q3WN=2, DK, TERMINATE: 105}
{IF Q3WN=REF, TERMINATE: 301}
_____break_____

DESIGN: SET VARIABLE

CUSTCK1.   Customer Check

      1   {SET IF QW5=1 AND Q3 NE 1, 3, 7, 41, 43 , SET CUSTCK1=1} AEP OHIO
      2   {SET IF QW5=2 AND Q3 NE 1, 2, 6, 8 SET CUSTCK1=2} APCO
      3   {SET IF QW5=3 AND Q3 NE 1, 4, SET CUSTCK1=3} IM POWER
      4   {SET IF QW5=4 AND Q3 NE 1, 5, SET CUSTCK1=4} KENTUCKY POWER
      5   {SET IF QW5=5 AND ((Q3 NE 1, 9, 12-13 OR 42) AND ((Q3W NE 1,2, OR 6) OR (Q3WN NE 1))), SET CUSTCK1=5} AEP TEXAS
      6   {SET IF QW5=6 AND Q3 NE 1, 10, SET CUSTCK1=6} PSO
      7   {SET IF QW5=7 AND ((Q3 NE 1, 11) SET CUSTCK1=7} SWEPCO

{IF CUSTCK1=1-7, TERMINATE: 106}
_____break_____

IF Q3=4 RESTORE "Indiana Michigan Power"
IF Q3=10 RESTORE "PSO"
IF Q3=11 RESTORE "SWEPCO"
_____break_____

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NOTE: RESIDENTIAL INTRO OPTIONS

{SHOW IF QA=1-3 , 5-11 AND Q3=1, 6, 8, OR 9: Just to clarify, your local electric company is currently owned by AEP (READ IF NECESSARY: AMERICAN ELECTRIC POWER), but is now being referred to as (RESTORE: QW5), and I'll use that name in place of AEP (READ IF NECESSARY: AMERICAN ELECTRIC POWER) during this entire survey.}
_____break_____

{SHOW IF QA=1-3, 5-11 AND Q3=2, 4, 5, 10, OR 11 : Just to clarify, (RESTORE: Q3) is owned by AEP (READ IF NECESSARY: AMERICAN ELECTRIC POWER). However, I'll use that company name in place of AEP (READ IF NECESSARY: AMERICAN ELECTRIC POWER) to refer to the local electric company that provides your household with service during this entire survey.)}
_____break_____

{SHOW IF QA=4 AND Q3=1, 3, 7, 41 OR 43: In the previous question you mentioned (RESTORE: Q3) as the company that delivers the electricity to your home. Due to deregulation of the electric markets, the electric industry in the State of Ohio is now divided into several business types.

One business type is the Retail Electric Provider or REP. This is the company from whom you purchase the generation of your electricity. Another business type is the "Wires" company. This is the company that reads the electric meters and owns and maintains the power lines that deliver the electricity to your home.

AEP Ohio is your "Wires" company that reads your electric meter, owns and maintains the power lines that deliver the electricity to your home and does all the monthly billing. In addition, AEP Ohio may also be your current Retail Electric Provider if you have not yet switched to an alternative supplier.

During this entire survey I will ask you questions about your relationship with AEP Ohio.}
_____break_____

{SHOW IF QA=12-13: Just to clarify, during this entire survey I will ask you questions about your relationship with AEP Texas as your "Wires" company. This is the company that reads the electric meters and owns and maintains the power lines that deliver the electricity to your home.}
_____break_____

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~~{SHOW IF QA=12-13 AND (Q3=1, 9, 11-13): Just to clarify, your electric delivery company is currently owned by AEP (READ IF NECESSARY: AMERICAN ELECTRIC POWER), but is now being referred to as (RESTORE: QW5), and I'll use that name in place of AEP (READ IF NECESSARY: AMERICAN ELECTRIC POWER) during this entire survey.~~
_____break_____

~~(RESTORE: QW5) is a separate company from the local Retail Energy Provider or REP that sends you a monthly bill for your electric service.}~~

~~{SHOW IF QA=12-13 AND (Q3=42): Just to clarify, (RESTORE: Q3) is owned by AEP (READ IF NECESSARY: AMERICAN ELECTRIC POWER). However, I'll use that name in place of AEP (READ IF NECESSARY: AMERICAN ELECTRIC POWER) to refer to the electric delivery company that provides your household with service during this entire survey. (RESTORE: Q3) is a separate company from the local Retail Energy Provider or REP that sends you a monthly bill for your electric service.}~~
_____break_____

Q3X.   Do you have natural gas service in your home?

       1   Yes
       2   No
       DK
       REF
_____break_____

NOTE: COMMERCIAL INTRO/SCREENER SECTION

{IF QAA=2 ASK INTRO2,; OTHERWISE GO TO Q8}

INTRO2   Hello, I'm _____ calling from MSI, a national survey research firm. We are conducting a scientific survey about the energy utilities that serve customers in your area, and we would very much like your opinions.

Please be assured that we are only interested in your opinions and at no time will I attempt to sell you anything. Your individual answers will remain confidential and reported only in the aggregate, unless you choose to share your name with your responses.
_____break_____

QDNEW.   Is this (RESTORE: COMPNAME) (RESTORE: ADDRESS) (RESTORE: CITY)?

       1   Yes (COMPANY NAME AND ADDRESS CORRECT)
       2   No (COMPANY NAME WRONG/ADDRESS CORRECT)
       3   No (COMPANY NAME CORRECT/ADDRESS WRONG)
       4   No (COMPANY NAME AND ADDRESS WRONG)
       DK
       REF

{IF QDNEW=4, DK, TERMINATE: 107}
{IF QDNEW=REF, TERMINATE: 301}
_____break_____

(INTERVIEWER NOTE: Please use the word "business" for companies and "organization" for non-profit organizations throughout the questionnaire)
_____break_____

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DESIGN: SAME SCREEN QGNAME–QGTITLE

Can you please tell me the name of the person who is most familiar with the way electricity is used in this (business/organization) and for the day-to-day electric operations in this (business/organization.

(IF RESPONDENT ANSWERS, "DON'T KNOW", THEN ASK TO SPEAK WITH SOMEONE WHO MIGHT KNOW AND USE INTRO2 WITH THE NEW RESPONDENT)

QGNAME.   Name::

            [OPEN END: S]
_____break_____

QGTITLE.   TITLE

            [OPEN END: S]
_____break_____

QH.   May I speak to (RESTORE: QGNAME) now?
             (IF RESPONDENT NOT AVAILABLE, ASK: I would like to make an appointment to call (RESTORE: QGNAME) at a specific time at his/her convenience. Could we please schedule a convenient time?)

                   1   Yes
                   2   No (RECORD APPOINTMENT CALLBACK DATE AND TIME)
_____break_____

(IF NECESSARY, RE-READ INTRODUCTION TO RESPONDENT: Hello, I'm _____ calling from MSI, a national survey research company. We are conducting a survey about the energy utilities that serve customers in your area, and we would very much like your opinions.)

Q5.   Please be assured that we are only interested in your opinions and at no time will I attempt to sell you anything. Your responses will remain confidential and will be grouped with the responses from other customers who complete this survey. (Is this a convenient time?)

                   1   Yes
                   2   No (ARRANGE APPOINTMENT CALLBACK DATE AND TIME)
                   REF

{IF Q5=REF, TERMINATE: 301}
_____break_____

{IF RMDIAL=2, ASK CELL3; OTHERWISE GO TO Q6}

CELL3.   Did I reach you on a cell phone?

                   1   Yes
                   2   No
                   REF

{IF CELL3=REF, TERMINATE: 301}
_____break_____

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{IF CELL3=1, ASK CELL4; OTHERWISE GO TO Q6}

CELL4. Are you driving a vehicle or using any equipment or machinery that requires your attention?

(INTERVIEWER: IF RESPONDENT SAYS YES, READ; Due to safety reasons we will need to call you back at a more convenient time. Thank you.)

   1 Yes {SET AS SOFT CALLBACK}
   2 No
   REF

{IF CELL4=1, SET AS SOFT CALLBACK}
{IF CELL4=REF, TERMINATE: 301}
_____break_____

Q6.   Gender (By Observation):

   1 Male
   2 Female
_____break_____

Q7.   What electric company delivers the electric service to your business?
   (ASK AS OPEN END) (INTERVIEWER NOTE: MAKE SURE THE ACTUAL WORDS USED BY THE RESPONDENT ARE RECORDED BELOW) (IF RESPONDENT FROM TEXAS, PAY CLOSE ATTENTION TO THEIR RESPONSE SO THAT IT IS CODED PROPERLY)

PROG. NOTE: PLEASE CODE AEP OHIO AND AEP TEXAS AS CODES 41 AND 42 TO KEEP DATA CONSISTENT BUT DISPLAY THEM IN THE SURVEY AS CODES 2 AND 3.

   1 American Electric Power (AEP)
   2 {SHOW IF QW5=2} Appalachian Power
   3 {SHOW IF QW5=1} Columbus Southern Power/Columbus & Southern Ohio Electric/C&SOE/Columbus & Southern
   4 {SHOW IF QW5=3} Indiana Michigan Power/Indiana & Michigan Electric (I & M)/Michigan Power
   5 {SHOW IF QW5=4} Kentucky Power
   6 {SHOW IF QW5=2} Kingsport Power
   7 {SHOW IF QW5=1} Ohio Power
   8 {SHOW IF QW5=2} Wheeling Power
   9 {SHOW IF QW5=5 OR} CSW/Central and South West
   10 {SHOW IF QW5=6} PSO/ Public Service Company of Oklahoma
   11 {SHOW IF QW5=7} SWEPCO/Southwestern Electric Power Company
   12 {SHOW IF QW5=5 OR} WTU/West Texas Utilities/ Texas North Company/TNC
   13 {SHOW IF QW5=5 OR} CP&L/CPL/"CPL"/Central Power and Light / Texas Central Company/TCC
   14 {SHOW IF QW5=5} CPL Retail Energy
   15 {SHOW IF QW5=5} WTU Retail Energy
   16 {SHOW IF QW5=5} SWEPCO Retail Energy
   17 {SHOW IF QW5=5} AEP Retail Energy
   18 {SHOW IF QW5=5} POLR Power
   19 {SHOW IF QW5=5} Assurance Energy
   20 {SHOW IF QW5=5} Texas Star Energy
   21 {SHOW IF QW5=5} Reliant Energy Retail Services
   22 {SHOW IF QW5=5} Reliant Energy Solutions
   23 {SHOW IF QW5=5} TXU Energy Services

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24   {SHOW IF QW5=5} Magic Valley Electric
25   {SHOW IF QW5=5} Spark Energy
26   {SHOW IF QW5=5} Texas Commercial Energy
27   {SHOW IF QW5=5} AmPro Energy
28   {SHOW IF QW5=5} First Choice Power
29   {SHOW IF QW5=5} Entergy Solutions
30   {SHOW IF QW5=5} GEXA Energy
31   {SHOW IF QW5=5} Hino Electric Power Company
32   {SHOW IF QW5=5} Constellation NewEnergy
33   {SHOW IF QW5=5} Mutual Energy
34   {SHOW IF QW5=5} Cirro Energy
35   {SHOW IF QW5=5} Strategic Energy
36   {SHOW IF QW5=5} Xcel Energy
37   {SHOW IF QW5=5} Utility Choice Electric
38   {SHOW IF QW5=5} Just Energy Texas
39   {SHOW IF QW5=5} Tara Energy, Inc
40   Other electric company [OTHER: S]
41   {SHOW IF QW5=1} AEP Ohio
42   {SHOW IF QW5=5} AEP Texas
43   {SHOW IF QW5=1} Monongahela Power
44   {SHOW IF QW5=5} Accent Energy
45   {SHOW IF QW5=5} Centerpoint Energy
46   {SHOW IF QW5=5} Champion Energy
47   {SHOW IF QW5=5} Commerce Energy
48   {SHOW IF QW5=5} Direct Energy
49   {SHOW IF QW5=5} Green Mountain Power
50   {SHOW IF QW5=5} Hudson Electric
51   {SHOW IF QW5=5} Reliant Energy
52   {SHOW IF QW5=5} Stream Energy
53   {SHOW IF QW5=5} US Energy Savings
DK
REF

{IF QA NE 12-13 AND Q7=40, DK, TERMINATE: 108}
{IF Q7=REF, TERMINATE: 301}
_____break_____

{IF QA=12-13 AND Q7=14-40, 44-53, ASK Q7A; OTHERWISE GO TO FILTER BEFORE Q7AN}

Q7A.   In the previous question you mentioned (RESTORE: Q7) as the company that delivers the electricity to your business.

Due to deregulation of the electric markets, the electric industry in the State of Texas is divided into several business types. One business type is the Retail Electric Provider or REP. This is the company from whom you purchase your electricity and to whom you pay your bill. Another business type is the "Wires" company. This is the company that reads the electric meters and owns and maintains the power lines that deliver the electricity to your business.

(RESTORE: Q7) is considered your Retail Energy Provider or REP; the company that you purchase your electricity from and not the company that actually delivers your power. To clarify, what electric company delivers the electric service to your business?

(ASK AS OPEN END)

PROG. NOTE: PLEASE CODE AEP TEXAS AS CODE 7 TO KEEP DATA CONSISTENT BUT DISPLAY IN THE SURVEY AS CODE 2

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    1   American Electric Power (AEP)
    2   CSW/Central and South West
    3   (Code Not Used)
    4   (Code Not Used)
    5   WTU/West Texas Utilities
    6   CP&L/CPL/"CPL"/Central Power and Light
    7   AEP Texas
    8   Other electric company [OTHER: S]
    DK
    REF

{IF Q7A=8,DK, TERMINATE: 105}
{IF Q7A=REF, TERMINATE: 301}
_____break_____

{IF QA=12-13 AND Q7=DK, ASK Q7AN; OTHERWISE GO TO CUSTCK2}

Q7AN. In the previous question you mentioned not knowing the name of the company that delivers the electricity to your business. Based on our records your business is located in a geographic area that is serviced by AEP Texas.

Due to deregulation of the electric markets, the electric industry in the State of Texas is divided into several business types. One business type is the Retail Electric Provider or REP. This is the company from whom you purchase your electricity and to whom you pay your bill. Another business type is the "Wires" company. This is the company that reads the electric meters and owns and maintains the power lines that deliver the electricity to your business.

Are you aware that AEP Texas is the "Wires" company that reads the electric meters and owns and maintains the power lines that deliver the electricity to your business?

    1   Yes
    2   No
    DK
    REF

{IF Q7AN=2, DK, TERMINATE: 105}
{IF Q7AN=REF, TERMINATE: 301}
_____break_____

DESIGN: SET VARIABLE

CUSTCK2.

    1   {SET IF QW5=1 AND Q7 NE 1, 3, 7, 41, 43 , SET CUSTCK2=1} AEP OHIO
    2   {SET IF QW5=2 AND Q7 NE 1, 2, 6, 8 SET CUSTCK2=2} APCO
    3   {SET IF QW5=3 AND Q7 NE 1, 4, SET CUSTCK2=3} IM POWER
    4   {SET IF QW5=4 AND Q7 NE 1, 5, SET CUSTCK2=4} KENTUCKY POWER
    5   {SET IF QW5=5 AND ((Q7 NE 1, 9, 12-13 OR 42) AND ((Q7A NE 1, 2, OR 7) OR (Q7AN NE 1))), SET CUSTCK2=5} AEP TEXAS
    6   {SET IF QW5=6 AND Q7 NE 1, 10, SET CUSTCK2=6} PSO
    7   {SET IF QW5=7 AND ((Q7 NE 1, 11) SET CUSTCK2=7} SWEPCO

{IF CUSTCK2=1-7, TERMINATE: 106}
_____break_____

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IF Q7=4 RESTORE "Indiana Michigan Power"
IF Q7=10 RESTORE "PSO"
IF Q7=11 RESTORE "SWEPCO"
_____break_____

NOTE: BUSINESS INTRO OPTIONS

{SHOW IF QA=1-3, 5-11 AND (Q7=1,6, 8, OR 9): Just to clarify, your local electric company is currently owned by AEP (READ IF NECESSARY: AMERICAN ELECTRIC POWER), but is now being referred to as (RESTORE: QW5), and I'll use that name in place of AEP (READ IF NECESSARY: AMERICAN ELECTRIC POWER) during this entire survey.

Now, I'd like to ask some questions about (RESTORE: QW5), the electric company. As I ask these questions, I'd like you to think about your relationship with your electric company as a BUSINESS customer.}
_____break_____

{SHOW IF QA=1-3, 5-11AND (Q7=2, 4, 5, 10, OR 11): Just to clarify, (RESTORE: Q7) is owned by AEP (READ IF NECESSARY: AMERICAN ELECTRIC POWER). However, I'll use that company name in place of AEP (READ IF NECESSARY: AMERICAN ELECTRIC POWER) to refer to the local electric company that provides your BUSINESS with service during this entire survey.

Now, I'd like to ask some questions about (RESTORE: Q7), the electric company. As I ask these questions, I'd like you to think about your relationship with (RESTORE: Q7) as a BUSINESS customer.}
_____break_____

{SHOW IF QA=4 AND (Q7=1, 3, 7, 41 OR 43: In the previous question you mentioned (RESTORE: Q7) as the company that delivers the electricity to your business. Due to deregulation of the electric markets, the electric industry in the State of Ohio is now divided into several business types.

One business type is the Retail Electric Provider or REP. This is the company from whom you purchase the generation of your electricity. Another business type is the "Wires" company. This is the company that reads the electric meters and owns and maintains the power lines that deliver the electricity to your business.

AEP Ohio is your "Wires" company that reads your electric meter, owns and maintains the power lines that deliver the electricity to your business and does all the monthly billing. In addition, AEP Ohio may also be your current Retail Electric Provider if you have not yet switched to an alternative supplier.

Now, I'd like to ask some questions about your relationship with AEP Ohio. As I ask these questions, I'd like you to think about your relationship with AEP Ohio as a BUSINESS customer.}
_____break_____

{SHOW IF QA=12-13: Now, I'd like to ask some questions about your relationship with AEP Texas as your "Wires" company. This is the company that reads the electric meters and owns and maintains the power lines that deliver the electricity to your business. As I ask these questions, I'd like you to think about your relationship with AEP Texas as a BUSINESS customer.}

_____break_____

In order to maintain quality, this call may be monitored.
_____break_____

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NOTE: OVERALL SATISFACTION, FAVORABILITY AND VALUE OUTCOMES

Q8.   First, let's use a zero to ten scale with ten meaning a <u>very favorable</u> feeling, zero meaning a <u>very unfavorable</u> feeling, and five meaning <u>neither favorable nor unfavorable</u>, I'd like you to rate your overall feelings toward (RESTORE: QW5). You can use any number from zero-to-ten.

[RECORD NUMBER 0-10]
0=Very unfavorable
5=Neither favorable nor unfavorable
10=Very favorable
DK
REF
_____break_____

{IF HALF =1 AND Q8=6-10 ASK Q9; OTHERWISE GO TO FILTER BEFORE Q10}

Q9.   Why do you have a favorable feeling toward (RESTORE: QW5)?
           (ASK AS OPEN END)(PROBE FOR SPECIFICS)

[OPEN END: L]
DK
REF
_____break_____

{IF HALF =1 AND Q8=5 ASK Q10; OTHERWISE GO TO FILTER BEFORE Q11}

Q10.   Why are you neither favorable nor unfavorable towards (RESTORE: QW5)?
           (ASK AS OPEN END)(PROBE FOR SPECIFICS)

[OPEN END: L]
DK
REF
_____break_____

{IF HALF=1 AND Q8=0-4 ASK Q11; OTHERWISE GO TO Q13N}

Q11.   Why do you have an unfavorable feeling towards (RESTORE: QW5)?
           (ASK AS OPEN END)(PROBE FOR SPECIFICS)

[OPEN END: L]
DK
REF
_____break_____

Q13N.   {SHOW IF QA=1-11: Based on your overall experience with (RESTORE: QW5)'s service, how satisfied are you with having them as your electric company? Using a <u>zero-to-ten scale</u>, where a <u>zero</u> means you are extremely dissatisfied and a <u>ten</u> means you are extremely satisfied, how satisfied would you say you are with (RESTORE: QW5)?

{SHOW IF QA=12-13: Based on your overall experience with (RESTORE: QW5)'s service, how satisfied are you with having them as your electric delivery company? Using a <u>zero-to-ten scale</u>, where a <u>zero</u> means you are extremely dissatisfied and a <u>ten</u> means you are extremely satisfied, how satisfied would you say you are with (RESTORE: QW5)?

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    [RECORD NUMBER 0–10]
    0=Extremely dissatisfied
    10=Extremely satisfied
    DK
    REF

_____break_____

ONEWORD. When you think of (RESTORE: QW5)'s <u>customer service</u>, what is the <u>first word that</u> comes to mind? (*ASK AS AN OPEN END*)

    (*RECORD FIRST WORD ONLY AND DO NOT PROBE FOR SPECIFICS*)
    (*IF DON'T KNOW; PROBE ONCE TO ASK "WHAT ONE WORD COMES TO MIND?"; IF STILL DON'T KNOW THEN CODE TO DON'T KNOW AND PROCEED*}

    [OPEN END: L]
    DK
    REF

_____break_____

Q14.   {SHOW IF QA=1-11: In terms of what you expect from (RESTORE: QW5), to what extent has your electric company fallen short of, or exceeded your expectations? Using another scale where zero means falls short of your expectations and ten means exceeds your expectations, how would you rate (RESTORE: QW5)'s performance?}

    {SHOW IF QA=12-13: In terms of what you expect from (RESTORE: QW5), to what extent has your electric delivery company fallen short of, or exceeded your expectations? Using another scale where zero means falls short of your expectations and ten means exceeds your expectations, how would you rate (RESTORE: QW5)'s performance}

    [RECORD 0-10]
    0=Falls short of your expectations
    10=Exceeds your expectations
    DK
    REF

_____break_____

PROG NOTE: ROTATE QUESTIONS Q49–Q50

Q49.   When you consider the value you receive from (RESTORE: QW5) in terms of the things they do in the community and as an employer, would you say you receive a very good value, moderately good value, neither good nor poor value, moderately poor value, or very poor value for what you pay?

DESIGN: FLIP CODE DISPLAY 5-1

    1   Very poor value
    2   Moderately poor value
    3   Neither good nor poor value
    4   Moderately good value
    5   Very good value
    DK
    REF

_____break_____

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Q50.   When you consider the value you receive from (RESTORE: QW5) in terms of the customer service they provide, would you say you receive a very good value, moderately good value, neither good nor poor value, moderately poor value, or very poor value for what you pay?

DESIGN: FLIP CODE DISPLAY 5-1

        1   Very poor value
        2   Moderately poor value
        3   Neither good nor poor value
        4   Moderately good value
        5   Very good value
        DK
        REF
_____break_____

DESIGNRANDOMIZE CODES 1–5

IMP1.   Next, when thinking about the service you receive from (RESTORE: QW5), please tell me which <u>one</u> of the following statements is the <u>most</u> important to you as a customer?

            (READ CODES 1-5) (ACCEPT 1 MENTION)

        1   The cost of electricity
        2   Keeping power outages to a minimum
        3   Quickly restoring power when outages occur
        4   Having options in paying your monthly bills
        5   Customer service and getting any questions and issues addressed in a timely manner
        DK
        REF
_____break_____

{IF HALF=1; ASK FUTURE1; OTHERWISE GO TO INTRO BEFORE Q15}

Thinking about another topic…

FUTURE1.   What service or services does (RESTORE: QW5) not currently offer to customers that your {SHOW IF QAA=1: household} {SHOW IF QAA=2: business} would like to see them offer in the next five years? (*ASK AS OPEN END*)(*PROBE FOR SPECIFICS*)

            [OPEN END: L]
            DK
            REF
_____break_____

NOTE: CORE SERVICES AND RELATED SERVICE RELIABILITY PERFORMANCE

{SHOW IF QAA=1: Now, thinking about the reliability of electricity that is delivered to your residence}
{SHOW IF QAA=2: Now, thinking about the reliability of electricity that is delivered to your business/organization}

Q15.   How would you rate (RESTORE: QW5) overall ability to provide you with electricity without interruption? Please rate them using a zero-to-ten scale, where <u>zero</u> means they are doing an <u>extremely poor job</u>, ten means they are doing an <u>extremely good job</u>, and <u>five</u> means

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neither a good nor poor job. Again, how would you rate (RESTORE: QW5)'s performance being able to provide you with electricity without interruption?

[RECORD NUMBER 0-10]
0=Extremely poor job
5=Neither a good nor poor job
10=Extremely good job
DK
REF

_____break_____

Q15A. {SHOW IF QAA=1: Now, thinking about your expectations related to having reliable electric service provided to your residence,, how have your expectations <u>changed</u> over the <u>past five years</u>? Have your expectations regarding electric service reliability…}

{SHOW IF QAA=2: Now, thinking about your expectations related to having reliable electric service provided to your business/organization}, how have your expectations <u>changed</u> over the <u>past five years</u>? Have your expectations regarding electric service reliability…}

(READ CODES 1-5) (ACCEPT 1 MENTION)

DESIGN: FLIP CODE DISPLAY 5-1

1 Decreased significantly
2 Decreased somewhat
3 Stayed about the same
4 Increased somewhat
5 Increased significantly
DK
REF

_____break_____

Q15B. {SHOW IF QAA=1: Still thinking about your expectations related to having reliable electric service provided to your residence, how do you think your expectations <u>will change</u> over the <u>next five years</u>? Do you think your expectations regarding service reliability will….}

{SHOW IF QAA=2: Still thinking about your expectations related to having reliable electric service provided to your business/organization, how do you think your expectations <u>will change</u> over the <u>next five years</u>? Do you think your expectations regarding service reliability will….}

(READ CODES 1-5) (ACCEPT 1 MENTION)

DESIGN: FLIP CODE DISPLAY 5-1

1 Decrease significantly
2 Decrease somewhat
3 Stay about the same
4 Increase somewhat
5 Increase significantly
DK
REF

_____

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Q16.   Overall, in terms of what you <u>expect</u> from (RESTORE: QW5) as your energy utility, to what extent has (RESTORE: QW5) fallen short of or exceeded your expectations <u>regarding providing reliable electric service</u>? Using a scale where <u>zero</u> now means "<u>falls short of your expectations</u>" and <u>ten</u> means "<u>exceeds your expectations</u>," to what extent has (RESTORE: QW5) fallen short of or exceeded your expectations with regard to providing reliable electric service?

        [RECORD NUMBER 0-10]
        0=Falls short of your expectations
        10=Exceeds your expectations
        DK
        REF

_____break_____

{IF HALF=1, ASK Q17; OTHERWISE; GO TO FILTER BEFORE Q18}

Q17.   {SHOW IF QAA=1: In total, how many times in the last 12 months has the power to your residence been interrupted or gone out? Please include both long outages and short, momentary interruptions.}

        {SHOW IF QAA=2: In total, how many times in the last 12 months has the power to your business/organization been interrupted or gone out? Please include both long outages and short, momentary interruptions.}

        [RECORD NUMBER OF OUTAGES 1-95]
        00=No outages
        96=96 or more outages
        DK
        REF

_____break_____

{IF HALF=1 AND Q17=1-96, ASK Q18; OTHERWISE GO TO OUTAGES}

Q18.   How many of those power outages were only momentary interruptions, which means there is a complete loss of power that lasts for less than five minutes?

        [RECORD NUMBER OF OUTAGES 1-95]
        00=No outages
        96=96 or more outages
        DK
        REF

_____break_____
DESIGN: SET VARIABLE

OUTAGES. TOTAL INTERRUPTIONS MINUS MOMENTARY INTERRUPTIONS <5 MINUTES

        {SET COUNT (Q17-Q18)}
_____break_____

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Q19.   I'd again like you to use the same zero-to-ten scale that you used earlier, where <u>zero</u> means they are doing an <u>extremely poor job</u>, <u>ten</u> means they are doing an <u>extremely good job</u>, and <u>five</u> means <u>neither a good nor poor job</u>. Based on what you have experienced or know about (RESTORE: QW5)'s performance, how would you rate their general ability to restore electric service when power outages occur?

[RECORD NUMBER 0-10]
0=Extremely poor job
5=Neither a good nor poor job
10=Extremely good job
DK
REF

_____break_____

Q20.   {SHOW IF QAA=1: Now I'd like you to think about power quality. By power quality, I mean the condition of the electricity that enters your residence.}

{SHOW IF QAA=2: Now I'd like you to think about power quality. By power quality, I mean the condition of the electricity that enters your business/organization.}

Power quality problems might occur when the lights flicker, or when voltage fluctuations cause computers or other sensitive equipment to malfunction, but the power is still on. This is different than momentary outages when all electrical equipment stops operating for a few seconds. Again using the same zero-to-ten scale, how would you rate (RESTORE: QW5)'s performance regarding power quality.
(IF NECESSARY: Please rate them using a zero-to-ten scale, where <u>zero</u> means they are doing an <u>extremely poor job</u>, <u>ten</u> means they are doing an <u>extremely good job</u>, and <u>five</u> means <u>neither a good nor poor job</u>?)

[RECORD NUMBER 0-10]
0=Extremely poor job
5=Neither a good nor poor job
10=Extremely good job
DK
REF

_____break_____

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Questionnaire (CATI)
AEP Customer Satisfaction Q1 2015

| NOTE: POWER INTERRUPTIONS AND SYSTEM MAINTENANCE PERFORMANCE |

{IF HALF=1; ASK Q24; OTHERWISE GO TO INTRO BEFORE Q27}

DESIGN: ROW GRID, ROTATE QUESTIONS Q24–Q26

{SHOW IF QAA=1: Now I'm going to read several words and phrases about the electricity that is delivered to your residence.}

{SHOW IF QAA=2: Now I'm going to read several words and phrases about the electricity that is delivered to your business/organization.}

For each one, I'd like you to rate (RESTORE: QW5) on a zero-to-ten scale like the one you used earlier (where zero means they are doing an extremely poor job, ten means they are doing an extremely good job, and five means neither a good nor poor job). How would you rate (RESTORE: QW5)'s performance on…

    [RECORD NUMBER 0-10]
    0=Extremely poor job
    5=Neither a good nor poor job
    10=Extremely good job
    DK
    REF

Q24.   Making sure that all power lines and poles are well-maintained
Q26.   Trimming trees to help prevent power outages
_____break_____

| NOTE: CORE SERVICES AND OUTAGE INFORMATION PERFORMANCE |

On another topic…

DESIGN: ROW GRID, RANDOMIZE QUESTIONS Q27–Q31

Using the same zero to ten scale we used before…
(READ IF NECESSARY: where zero means they are doing an extremely poor job, ten means they are doing an extremely good job, and five means neither a good nor poor job.) How would you rate (RESTORE: QW5)'s performance on…

    [RECORD NUMBER 0-10]
    0=Extremely poor job
    5=Neither a good nor poor job
    10=Extremely good job
    DK
    REF

Q27.   Having adequate resources in place to deal with power interruptions during storms
Q30.   Letting you know the cause of outages
Q31.   Providing accurate estimates of power restoration
_____break_____

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NOTE: SERVICE AND EMPLOYEE REPUTATION PERFORMANCE

DESIGN: ROW GRID, RANDOMIZE QUESTIONS Q32–Q41B

{SHOW IF QA=1-11: Now, I'd like you to rate some characteristics that relate to (RESTORE QW5}'s customer service. For each word or phrase, please rate (RESTORE: QW5) on a zero to ten scale where ten means that (RESTORE: QW5) performs very well; and zero means (RESTORE: QW5) performs very poorly on that characteristic. A five would mean that (RESTORE: QW5) performs neither well nor poorly on that characteristic. You can use any number from zero to ten. How would you rate (RESTORE: QW5) on…}

{SHOW IF QA=12-13: Now, I'd like you to rate some characteristics that relate to (RESTORE: QW5), your electric delivery company's customer service. For each word or phrase, please rate (RESTORE QW5) on a zero to ten scale where ten means that they perform very well; and zero means they perform very poorly on that characteristic. A five would mean that they perform neither well nor poorly on that characteristic. You can use any number from zero to ten. How would you rate (RESTORE: QW5) on…}

       [RECORD NUMBER 0-10]
       0=Performs very poorly
       5=Neither well nor poorly
       10=Performs very well
       DK
       REF

Q32.   Being concerned and caring about customers
Q36.   Having knowledgeable people to deal with your needs and concerns
Q38.   Following through on commitments made to customers
Q41.   Being responsive in meeting customer needs
Q41A.   Being easy to do business with
Q41B.   Doing things right the first time

_____break_____

Q96.   How many times have you <u>contacted</u> (RESTORE: QW5) in the past twelve months?

       [RECORD NUMBER 1-20]
       00= Didn't call
       21= More than 20
       DK
       REF

_____break_____

{IF Q96=1-21, ASK CONTACT, OTHERWISE GO TO INTRO BEFORE Q42}

CONTACT.   What method did you use to contact (RESTORE: QW5) most recently?
       (*READ CODES 1-2; IF NECESSARY*)

       1 Telephone
       2 Internet/(RESTORE: QW5)'s website
       3 Some other method [OTHER: S]
       DK
       REF

_____break_____

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WHYCONT. What is the primary reason you contacted ((RESTORE: QW5) most recently?
(ASK AS OPEN END; ACCEPT 1 MENTION)

1 Report a power outage
2 Pay a bill
3 High bill/wrong bill
4 Explanation of charges on the bill
5 Budget billing
6 Credit/collection problems
7 Request an extension or payment arrangement
8 Discuss a problems with your bill
9 Explanation of rates
10 Energy conservation
11 Change/update account information
12 Meter reading
13 Request lights turned on/off
14 Supplier issues
15 Questions about competition
16 New customer
17 Request an update on a previously reported problems
18 Issue or repair to street light
19 Some other reason [OTHER: S]
DK
REF

_____break_____

WHYCONTN. What is the primary reason you contacted {(RESTORE: QW5) most recently?
(ASK AS OPEN END; ACCEPT 1 MENTION)

(INTERVIEWER NOTE: ATTEMPT TO CODE "SOME OTHER REASON-SPECIFY" RESPONSE INTO CODES 1-10)

1 Report a power outage
2 A power quality problem or question such as when the lights dim or flicker, or when voltage fluctuations cause sensitive electric equipment to malfunction
3 To make payment arrangements.
4 A billing question about dates, amounts, or charges
5 Opening, closing or transferring an account
6 An address change or correction, or change name on account
7 Requesting new electric service where no service was installed before
8 Requesting service about outdoor lights
9 Requesting service about meter boxes, wires, location of wires, power lines, or trees interfering with lines
10 Reconnection or disconnection of electric service were service was already installed
11 Some other reason [OTHER: S]
DK
REF

_____break_____

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CES.   How much effort did you personally have to put forth to resolve your request?

Please use a scale from one to five where one means <u>very low effort</u> and five means <u>very high effort</u>.

[RECORD NUMBER 1–5]
1=Very low effort
5=Very high effort
DK
REF

_____break_____

NOTE: CUSTOMER SERVICE TELEPHONE ACCESS PERFORMANCE

DESIGN: ROW GRID, RANDOMIZE QUESTIONS Q42–Q45

For the next series of questions please consider any interaction you have had with (RESTORE: QW5) or what you may have heard about them. Using a zero to ten scale where <u>zero</u> means they are doing an <u>extremely poor job</u>, <u>ten</u> means they are doing an <u>extremely good job</u>, and <u>five</u> means <u>neither a good nor poor job</u> how would you rate (RESTORE: QW5) on…

[RECORD NUMBER 0-10]
0=Extremely poor job
5=Neither a good nor poor job
10=Extremely good job
DK
REF

Q42.   Being easy to reach by phone
Q44.   Being able to speak directly with a customer service representative in an outage situation
Q45.   Being able to get through to report a power outage
_____break_____

NOTE: ELECTRIC RATE PERFORMANCE

{IF QA=1-11, ASK Q46; OTHERWISE GO TO FILTER BEFORE Q51A}

Now on another topic…

DESIGN: FLIP CODE DISPLAY 5–1
Q46.   In general, would you describe (RESTORE: QW5)'s electric rates as very reasonable, somewhat reasonable, neither reasonable nor unreasonable, somewhat unreasonable, or very unreasonable?

1   Very unreasonable
2   Somewhat unreasonable
3   Neither reasonable nor unreasonable
4   Somewhat reasonable
5   Very reasonable
DK
REF
_____break_____

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NOTE: BILLING PERFORMANCE

On another topic…

{IF QA=1-11 AND QAA=2, ASK Q51A; OTHERWISE GO TO FILTER BEFORE Q52}

Q51A.   Are you familiar with or do you personally handle the monthly electric bill that your (business/organization) receives from (RESTORE: QW5)?

        1   Yes
        2   No
        DK
        REF

_____break_____

{((IF Q51A=1 OR (QAA=1 AND QA=1-11)), ASK Q52; OTHERWISE GO TO INTRO BEFORE Q57}

DESIGN: ROW GRID, RANDOMIZE QUESTIONS Q52–Q55

Thinking about (RESTORE: QW5)'s bills, and using the zero to ten scale again, (READ IF NECESSARY: where zero means they are doing an extremely poor job, ten means they are doing an extremely good job, and five means neither a good nor poor job.) how would you rate (RESTORE: QW5)'s performance on…

        [RECORD NUMBER 0-10]
        0=Extremely poor job
        5=Neither a good nor poor job
        10=Extremely good job
        DK
        REF

Q52.   Providing accurate bills
Q53.   Having bills that are easy to understand
Q55.   Keeping customers informed about convenient options to pay bills, like automatic payment from your checking account or payment over the internet

_____break_____

NOTE: CORPORATE ACTIVITY AND ACTIONS PERFORMANCE

DESIGN: ROW GRID, RANDOMIZE QUESTIONS Q57–Q80

Next I'm going to read various characteristics and I would like you to rate (RESTORE: QW5) with the same zero to ten scale we've been using (READ IF NECESSARY: where zero means they are doing an extremely poor job, ten means they are doing an extremely good job, and five means neither a good nor poor job.) How would you rate (RESTORE: QW5)'s performance on…

        [RECORD NUMBER 0-10]
        0=Extremely poor job
        5=Neither a good nor poor job
        10=Extremely good job
        DK
        REF

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Q57.   Being a good corporate citizen in your community
Q58.   Being well-managed
Q62A.   Being an energy expert

{IF QA=1-11, ASK Q63; OTHERWISE GO TO NEXT QUESTION}

Q63.   Trying to assure that electricity is used safely by customers

Q66.   Being involved in community organizations and activities
Q67N.   Helping local economies by working to recruit new businesses and retain existing
              businesses in the area

{IF QA=1-11, ASK Q80; OTHERWISE GO TO NEXT QUESTION}

Q80.   Being a company you can trust
_____break_____

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_____break_____

NOTE: ENVIRONNEMENTAL PERFORMANCE

{IF QA=1-11, ASK Q71; OTHERWISE GO TO INTRO BEFORE Q77}

Now, thinking about electricity and the environment, and using the same zero to ten scale as before, (READ IF NECESSARY: where ten means that (RESTORE: QW5) performs extremely well; and zero means (RESTORE: QW5) performs very poorly on the characteristic), how would you rate (RESTORE: QW5) on …

> [RECORD NUMBER 0-10]
> 0=Performs extremely well
> 10=Performs extremely poorly
> DK
> REF

Q71.   Protecting the environment
_____break_____

NOTE: CUSTOMER COMMUNICATIONS PERFORMANCE

{IF HALF=1; ASK Q77; OTHERWISE GO TO FILTER BEFORE EF4}

DESIGN: ROW GRID, RANDOMIZE QUESTIONS Q77–Q81N

Now, thinking about (RESTORE: QW5)'s communications with customers…and using the same zero to ten scale as before, (READ IF NECESSARY: where ten means that (RESTORE: QW5) performs extremely well; and zero means (RESTORE: QW5) performs extremely poorly on that characteristic), how would you rate (RESTORE: QW5) on the following …

> [RECORD NUMBER 0-10]
> 0=Performs extremely well
> 10=Performs extremely poorly
>
> DK
> REF

{IF HALF=1 AND QA=1-11, ASK Q77; OTHERWISE GO TO NEXT QUESTION}

Q77.   Keeping customers informed about their efforts to protect the environment

{IF HALF=1, ASK Q81; OTHERWISE GO TO NEXT QUESTION}

Q81.   Keeping customers informed about activities in the electric utility industry

{IF HALF=1 AND QA=1-11, ASK Q81N; OTHERWISE GO TO NEXT QUESTION}

Q81N.   Helping you get the best value from your daily use of electricity
_____break_____

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NOTE: ENERGY EFFICIENCY

{IF QA=1-11, ASK EF4; OTHERWISE GO TO FILTER BEFORE EF7}
DESIGN: ROW GRID, RANDOMIZE QUESTIONS EF4-EF5

Now, thinking about (RESTORE: QW5)'s performance and using the same zero to ten scale as before, (READ IF NECESSARY: where ten means that (RESTORE: QW5) performs extremely well; and zero means (RESTORE: QW5) performs extremely poorly on that characteristic), how would you rate (RESTORE: QW5) on the following characteristics…

> [RECORD NUMBER 0-10]
> 0=Performs extremely poorly
> 10=Performs extremely well
> DK
> REF

EF4.   Providing information on how to control your energy costs
EF5.   Having programs to help customers use energy efficiently
_____break_____

{IF QW5 NE 5 ASK EF7; OTHERWISE GO TO Q82AN}

EF7.   Are you aware of the energy efficiency programs being offered by (RESTORE: QW5) to assist in reducing your {SHOW IF QAA=1: household's} {SHOW IF QAA=2: businesses'} energy consumption?

> 1 Yes
> 2 No
> DK
> REF
_____break_____

{IF EF7=1, ASK EF8; OTHERWISE GO TO EF10}

EF8.   How did you learn about (RESTORE: QW5)'s energy efficiency programs?

(ASK AS OPEN END; READ CODES 1-8 IF NECESSARY; ACCEPT 4 MENTIONS)

> 1   Direct mail from (RESTORE: QW5)
> 2   Message in bill insert from (RESTORE: QW5)
> 3   (RESTORE: QW5)'s website
> 4   Retailers like Home Depot or Wal-Mart
> 5   Social media/online ads from (RESTORE: QW5)
> 6   Referral (Friend or neighbor)
> 7   Other contact from (RESTORE: QW5): [OTHER: S]
> 8   Other contact, not from (RESTORE: QW5): [OTHER: S]
> DK
> REF
_____break_____

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EF9.   Have you participated in, or are you planning on participating in any energy efficiency programs offered by (RESTORE: QW5)?

    1   Yes, previously participated
    2   Yes, planning on participating
    3   Yes, currently participating
    4   No
    DK
    REF

_____break_____

EF10.   Where do you usually learn about ways to improve your {SHOW IF QAA=1: household's} {SHOW IF QAA=2: businesses'} energy efficiency?

(*ASK AS OPEN END; READ CODES 1-15 IF NECESSARY; ACCEPT 5 MENTIONS*)

    1   Direct mail from (RESTORE: QW5) (includes letters or postcards)
    2   Billing inserts, printed newsletters or messages on bills from (RESTORE: QW5}
    3   E-mails/electronic newsletters from (RESTORE: QW5)
    4   Print advertising from (RESTORE: QW5)
    5   TV or radio advertising from (RESTORE: QW5)
    6   (RESTORE: QW5)'s website
    7   Friends and neighbors
    8   The Internet, including blogs, Facebook, Twitter, news sites, etc.
    9   Newspapers
    10   Radio
    11   Local government office/agency
    12   State government office/agency
    13   Federal government office/agency
    14   Retailers like Home Depot or Wal-Mart
    15   Home improvement contractor or company
    16   <VOL> Another source; (RECORD HERE): [OTHER: S]
    DK
    REF

_____break_____

NOTE: AEP ADVOCACY

Moving along…

{IF QA=1-11 ASK Q82AN; OTHERWISE GO TO COMM1}

Q82AN.   How likely would you be to recommend (RESTORE: QW5) products or services to a friend or relative?   Please use a zero to ten scale, where zero means you would be very unlikely to recommend (RESTORE: QW5) and ten means you would be very likely to recommend (RESTORE: QW5).

    [RECORD NUMBER 0–10]
    0=Very unlikely
    10=Very likely
    DK
    REF

_____break_____

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NOTE: COMMUNICATIONS

On another subject…

COMM1.   How would you <u>most</u> prefer that (RESTORE: QW5) communicate with your {SHOW IF QAA=1: household} {SHOW IF QAA=2: business} when you have a question or an issue that needs to be addressed?

(ASK AS OPEN END, READ CODES 1-11 IF NECESSARY, ALLOW ONE RESPONSE)

1   Phone calls with a (RESTORE: QW5) customer service rep
2   Phone calls using an automated response system
3   Automated phone calls
4   Regular mail
5   Bill inserts
6   E-mails
7   A smartphone app
8   Text message
9   (RESTORE: QW5)'s website
10   Social media websites such as Twitter, Facebook, Linked-In, YouTube, et cetera
11   <VOL> Another way; (RECORD HERE): [OTHER: S]
12   <VOL> Not applicable—I'd prefer that (RESTORE: QW5) not communicate with me at all
  DK
  REF

_____break_____

{IF HALF=1; ASK ALERT1; OTHERWISE GO TO WEB1}

DESIGN: FLIP CODE DISPLAY 5-1

ALERT1.   How important is it for you to receive information from (RESTORE: QW5) such as informing you of approaching storms, communicating with you during power outages about the cause and expected length of the outage, and letting you know when power has been restored? Would you say it is…?

(READ CODES 1-5)

1   Very unimportant
2   Somewhat unimportant
3   Neither important nor unimportant
4   Somewhat important
5   Very important
  DK
  REF

_____break_____

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ALERT2.   What would be your {SHOW IF QAA=1: household's} {SHOW IF QAA=2: businesses'} preferred method for receiving those types of weather and outage-related communications from (RESTORE: QW5)?

(*ASK AS OPEN END, READ CODES 1-10 IF NECESSARY; ACCEPT ONE MENTIO*N)

(*IF RESPONDENT SAYS THE COMPANY WEBSITE [CODES 1-3], PROBE TO DETERMINE IF THEY ACCESSED THE WEBSITE VIA A PERSONAL COMPUTER, TABLET COMPUTER OR A SMART PHONE*)

    1   (RESTORE: QW5)'s website via a personal computer
    2   (RESTORE: QW5)'s website via a tablet computer
    3   (RESTORE: QW5)'s website via a smart phone
    4   Live phone calls with a (RESTORE: QW5) representative
    5   Automated calls from (RESTORE: QW5)
    6   Text message alerts from (RESTORE: QW5)
    7   (RESTORE: QW5)'s social media (Twitter; Facebook)
    8   TV news
    9   Radio news
    10   Some other way: list here: [OTHER: S]
    11   None, I have no preferred method
    DK
    REF

_____break_____

DESIGN: FLIP CODE DISPLAY 5-1

ALERT3.   If (RESTORE: QW5) was to offer customers mobile alerts, how interested would you be to sign up to receive these types of messages? Would you say you would be...?

(*READ CODES 1-5*)

    1   Not at all interested
    2   Not very interested
    3   Neither interested nor uninterested
    4   Somewhat interested
    5   Very interested
    DK
    REF

_____break_____

NOTE: INTERNET AND MOBILE COMMUNICATIONS

WEB1.   Do you have Internet access?

    1   Yes
    2   No
    DK
    REF

_____break_____

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{IF WEB1=1; ASK WEB2, OTHERWISE GO TO MOB1}

WEB2.   Where do you have Internet access?

(ACCEPT 4 MENTIONS)

1   At home via a personal computer, tablet computer or a smart phone
2   At work via a personal computer, tablet computer or a smart phone
3   At a public library
4   Somewhere else [OTHER: S]
DK
REF

_____break_____

{IF HALF =1 AND WEB2=1 OR 2, ASK WEBTYPEN, OTHERWISE GO TO WEB3}

WEBTYPEN. Which type of Internet connection do you have….

(IF RESPONDENT SAYS THEY HAVE MULTIPLE INTERNET CONNECTIONS, PROBE
FOR THE PRIMARY CONNECT, READ CODES 1-5; ACCEPT 2 MENTIONS)

1   Cable modem, typically provided by a cable TV company
2   DSL, typically provided by the landline phone company
3   Dial-up, typically provided by the phone company
4   Mobile access, typically provided through a cellular telephone company
5   Something else? [OTHER: S]
DK
REF

_____break_____
{IF HALF=1 ASK WEB3; OTHERWISE GO TO MOB1}

WEB3.   Are you aware that (RESTORE: QW5) has an extensive web site that can be accessed on
the Internet?

1   Yes
2   No
DK
REF

_____break_____

{IF HALF =1 AND WEB3=1, ASK WEB4; OTHERWISE GO TO MOB1}

WEB4.   Have you accessed the (RESTORE: QW5) website during the past three months?

1   Yes
2   No
DK
REF

_____

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{IF HALF=1 AND WEB4=2, ASK WEB5; OTHERWISE GO TO FILTER BEFORE WEB6}

DESIGN: MULTI ORDER

WEB5.   Why have you not accessed the (RESTORE: QW5) website?
(ASK AS OPEN END, ACCEPT 6 MENTION; PROBE FOR SPECIFICS)

     1   Don't trust the website
     2   There is a payment fee associated with making a one-time payment
     3   Internet connection is too slow
     4   Don't trust web sites in general
     5   Don't trust doing business over the Internet
     6   No specific reason or need to access the website
     7   Other : [OTHER: S]
    DK
    REF

_____break_____

{IF HALF=1 AND WEB4=1, ASK WEB6; OTHERWISE GO TO MOB1}

WEB6.   What was the <u>main</u> reason that you accessed the (RESTORE: QW5) website in the past three months?
(ASK AS AN OPEN-END, ALLOW ONE MENTION)

     1   General information/browsing
     2   Submit a question to AEP/ (RESTORE: QW5)
     3   Get electricity related safety information
     4   Get information about Customer Choice or Deregulation
     5   Get contact information (phone number and/or address)
     6   Get investor/stock information
     7   View personal billing history
     8   Request a duplicate billing statement
     9   Get information about payment options
     10   Open, close or transfer an account
     11   Get rate/tariff information
     12   Report an outage or get outage status
     13   Get information about new technology
     14   Other: [OTHER: S]
    DK
    REF

_____break_____

WEB7.   Overall, how satisfied were you with your experience while visiting the website? Please use a zero-to-ten scale, where <u>zero</u> means you were <u>extremely dissatisfied</u> with the experience and <u>ten</u> means you were <u>extremely satisfied</u>. You can use any number between zero and ten.

    [RECORD NUMBER 0-10]
    0=Extremely dissatisfied
    10=Extremely satisfied
    DK
    REF

_____break_____

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MOB1.   Do you regularly use a tablet computer or a smartphone at your {SHOW IF QAA=1: home}
             {SHOW IF QAA=2: business}?

             1   Yes
             2   No
             DK
             REF
_____break_____

{IF MOB1=1, ASK MOB2, OTHERWISE GO TO SM1}

DESIGN: MULTI BINARY, RANDOMIZE CODES 1–3

MOB2.   Do you regularly use a tablet computer or a smartphone for …?
             (READ CODES 1-3. ACCEPT 3 MENTIONS)

             1   E-mail
             2   Texting
             3   Internet access
             4   <VOL> None of the above
             DK
             REF
_____break_____

NOTE: SOCIAL MEDIA

SM1.   Do you currently use social media such as a Twitter or Facebook account?

             1   Yes
             2   No
             DK
             REF
_____break_____

{IF SM1=1, ASK SM2; OTHERWISE GO TO FILTER BEFORE SM4}

DESIGN: MULTI BINARY, RANDOMIZE CODES 1–7
PROG. NOTE: MAKE CODE 9 EXCLUSIVE

SM2.   Of the social media websites I'll mention, please tell me which you actively use. How
             about…?
             (READ CODES 1–7)

             1 Facebook
             2 LinkedIn
             3 Twitter
             4 Pinterest
             5 Instagram
             6 YouTube
             7 Flickr
             8 <VOL> Other social media websites; record here: [OTHER: S]
             9 <VOL> Not applicable—I don't use any social media accounts
             DK
             REF
_____break_____

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{IF SM2=1 OR 3, ASK SM3; OTHERWISE GO TO FILTER BEFORE SM4}

SM3.　　　Do you actively communicate with others using social media networks?

　　　　　1　Yes
　　　　　2　No
　　　　　DK
　　　　　REF

_____break_____

{IF QW5=5, ASK SM4; OTHERWISE GO TO FILTER BEFORE Q98}

SM4.　　　How interested would you be in having (RESTORE: QW5) communicate with your {SHOW IF QAA=1: household} {SHOW IF QAA=2: business} through social media networks such as Twitter or Facebook?

　　　　　(*READ CODES 1-5*)

　　　　　DESIGN: FLIP CODE DISPLAY 5-1

　　　　　1　Not at all interested
　　　　　2　Not very interested
　　　　　3　Neither interested nor uninterested
　　　　　4　Somewhat interested
　　　　　5　Very interested
　　　　　DK
　　　　　REF

_____break_____

NOTE: RESIDENTIAL DEMOGRAPHIC SECTION

{IF QAA=1, ASK Q98-; OTHERWISE GO TO FILTER BEFORE Q105}

Now, a few questions for statistical purposes . . .

Q98.　　　Which of the following best describes your home? Is it…
　　　　　(*READ CODES 1-5*)

　　　　　1　A single family home
　　　　　2　Mobile home
　　　　　3　An apartment
　　　　　4　Duplex
　　　　　5　Condominium
　　　　　6　Something else [VOL]
　　　　　DK
　　　　　REF

_____break_____

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Q101.   In what year were you born?

        [RECORD YEAR 1900 - 1997]
        DK
        REF
_____break_____

Q102.   What is the highest level of education you completed? Just stop me when I read the category...
        (READ CODES 1-6)

        1   Grade school or less (1-8)
        2   Some high school (9-11)
        3   Graduated high school (12)
        4   Some college (1-3 years) or technical school
        5   Graduated college (4 years)
        6   Post graduate education
        DK
        REF
_____break_____

Q103A.   So that all groups are represented, please tell me your ethnic background
        (ASK AS OPEN END; ACCEPT 1 MENTION)

        1   White/Caucasian
        2   Hispanic
        3   African American/Black
        4   Asian Japanese, Korean, Pacific Islander, etc.)
        5   American Indian/Native American
        6   Some other ethnic background: [OTHER: S]
        DK
        REF
_____break_____

{IF Q103A=1,3,4,5,6,DK,REF, ASK Q103B; OTHERWISE GO TO HISPANIC}

Q103B.   Regardless of your race, do you consider yourself to be of Hispanic origin?

        1   Yes
        2   No
        DK
        REF
_____break_____

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DESIGN: SET VARIABLE
HISPANIC.   Hispanic origin

       1   {SET IF (Q103A=2 OR Q103B=1)} Hispanic
       2   {SET IF (Q103A NE 2 AND Q103BNE 1)} Not Hispanic

_____break_____

Q104A.   Which of the following categories contains your total family income in 2014 before taxes (and including Social Security or other payments)? Just stop me when I read the correct category...
(READ CODES 1-8)

       1   Up to $15,000
       2    $15,000-$25,000 ($24,999)
       3    $25,000-$35,000 ($34,999)
       4    $35,000-$50,000 ($49,999)
       5    $50,000-$75,000 ($74,999)
       6    $75,000-$100,000 ($99,999)
       7    $100,000-$150,000 ($149,999)
       8    $150,000 or more
       DK
       REF

_____break_____

Q104B.   Do you personally know any (RESTORE: QW5) employees?

       1   Yes
       2   No
       DK
       REF

_____break_____

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NOTE: SMALL CI FIRMOGRAPHIC SECTION

{IF QAA=2, ASK Q105; OTHERWISE GO TO Q109}

Now, a few questions for classification purposes….

Q105.   I am going to read a list of 14 different industries, and I would like you to classify the primary business activity at this location into one of the following categories.
(READ CODES 1-14)

        1   Agriculture
        2   Mining
        3   Construction
        4   Manufacturing
        5   Transportation, Communication, Electric, Gas, and Sanitary
        6   Wholesale Trade
        7   Retail
        8   Finance, Insurance, Real Estate
        9   Services
        10   Public Administration
        11   Religion
        12   Medical/Health Care
        13   Education
        14   Non-Profit (unspecified)
        15   Non-Classifiable
        16   Other [OTHER: S]
        DK
        REF
_____break_____

Q106.   How many employees work at this location?
(ASK AS OPEN END) (READ CODES 1-9 IF NECESSARY)

        1   1-5 employees
        2   6-10 employees
        3   11-20 employees
        4   21-40 employees
        5   41-50 employees
        6   51-60 employees
        7   61-80 employees
        8   81-100 employees
        9   More than 100 employees
        DK
        REF
_____break_____

Q107.   How many business locations does your (business/organization) have in this state?

        [RECORD NUMBER FROM 1-996]
        997=More than 996
        DK
        REF
_____break_____

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Q108.   Would you please tell me approximately what the total business revenues at your business location were in 2014?
(READ CODES 1-6 IF NECESSARY)

1   Under $250,000
2   $250,000 to $500,000 ($499,999)
3   $500,000 to $1 million ($999,999)
4   $1 million to $5 million ($4,999,999)
5   $5 million to $10 million ($9,999,999)
6   $10 million or more
DK
REF
_____break_____

Q108K.   Do you personally know any (RESTORE: QW5) employees?

1   Yes
2   No
DK
REF
_____break_____

Q109.   So that they may serve you better, do I have your permission to share your individual responses with (RESTORE: QW5)?

1   Yes
2   No
_____break_____

NOTE: ACTION RESPONSE FORMS

{IF Q13N=0-4, ASK ARF; OTHERWISE GO TO END}

ARF.   Earlier in the survey you indicated that you were very dissatisfied (0-4 RATING) with (RESTORE: QW5). Based on this, would you like someone from (RESTORE: QW5) to contact you to discuss any problems or issues that you have with your service?

1   Yes
2   No
DK
REF
_____break_____

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{IF ARF=1, COMPLETE ELECTRONIC COMMENT FORM; OTHERWISE GO TO END}

COMDATA.   What would you like (PROG. NOTE: RESTORE QW5)) to contact you about?
(PROBE FOR SPECIFICS)

[OPEN END: L]
_____break_____

COMTIME.   What would be the best time of day to reach you when we call back?

1   Morning (8AM – 12PM)
2   Afternoon (12PM – 6PM)
3   Evening (6PM – 10PM)
4   Other [RECORD TIME]
_____break_____

I'd like to verify your name.

CFNAME.   [RECORD RESPONDENT'S FIRST NAME]
CLNAME.   [RECORD RESPONDENT'S LAST NAME]

{IF QAA=2, ASK COMPNAME; OTHERWISE GO TO ADR1}

I'd like to verify the spelling of your company name

COMPNAME.   [RECORD COMPANY NAME]

May I have your street address?

ADR1.   [RECORD STREET ADDRESS]
CTY.   [RECORD CITY]
STATE1.   [RECORD STATE]
ZCDE.   [RECORD ZIP CODE]

May I have your daytime phone number?
COMAC.   [RECORD TELEPHONE AREA CODE]
COMPRE.   [RECORD TELEPHONE PREFIX]
COMSUF.   [RECORD TELEPHONE SUFFIX]

VERIFY.   Please let me verify I have the following information entered correctly.

VCFNAME.   [VERIFY RESPONDENT FIRST NAME]
VCLNAME.   [VERIFY RESPONDENT LAST NAME]

{IF QAA=2, ASK VCOMP; OTHERWISE GO TO VADR1}

VCOMP.   [VERIFY COMPANY NAME]

VADR1.   [VERIFY STREET ADDRESS FIRST LINE]
VCTY.   [VERIFY CITY]
VSTATE1.   [VERIFY STATE]
VZCDE.   [VERIFY ZIP CODE]
VCOMAC.   [VERIFY CALLBACK AREA CODE]
VCOMPRE.   [VERIFY CALLBACK PREFIX]
VCOMSUF.   [VERIFY CALLBACK SUFFIX]
_____break_____

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The following is for the comment form staff NOT the programmer.

For forwarding the comment forms to the client please provide the following:
_____break_____

Those are all the questions I have for you. Thank you for your time and opinions.