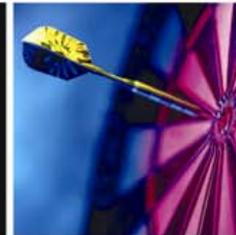




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NJCEP 2007 Business Survey Report

November 30th, 2007



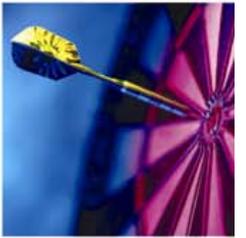
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At Home, for Business, and for the Future

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Executive Summary

Executive Summary: Key Findings

During the past two years, New Jersey business peoples' awareness of / interest in energy efficiency has grown markedly.

- The percentage saying that limiting or reducing energy usage in their business is “very important” is now 65%, compared to 48% in a similar survey conducted in 2005.
- More businesses now say they are taking action to conserve energy, and the use of energy efficient lighting and equipment are up sharply.
- Business interest in energy efficiency is bottom line-driven: 82% cite motivations that are economic or strategic, rather than environmental or social.
- Twenty-nine percent have considered energy-saving measures that they have not implemented – the primary roadblock is cost.

Executive Summary: Key Findings

Business people's familiarity with renewable energy/clean power has increased, but the percentage who say that using renewable energy is important has changed little.

- Familiarity with renewable energy/clean power has increased markedly since 2005. Seventy-one percent say they are familiar with these concepts, while only 56% did two years ago.
- However, in contrast to energy efficiency, the perceived importance of using renewable energy in the business has increased only slightly.
- This discrepancy appears to result from the fact that clean power lacks the immediate bottom line benefit that business people associate with energy efficiency.

Executive Summary: Key Findings

Many businesses are aware of New Jersey's efforts to establish goals for efficiency, renewables and greenhouse gas reduction.

- 43% are aware “that the State of New Jersey has established specific goals regarding energy use, renewable energy or the reduction of greenhouse gases.”
- 34% are aware “that the State of New Jersey has established the goal of generating 20% of the electricity used in the state from clean, renewable sources by 2020.”
- 30% are aware “that the State of New Jersey has established the goal of reducing energy demand by 20% by 2020.”
- 38% are aware “that the State of New Jersey has established the goal of reducing greenhouse gas emissions by 20% by 2020.”
- 52% are aware “that your organization's electricity bill includes a Societal Benefits Charge, to help pay for energy efficiency and clean energy programs in New Jersey.”

Executive Summary: Key Findings

- 58% of New Jersey business people support collection of the Societal Benefits Charge.
- The vast majority (87%) of business people support State investments in clean energy and energy efficiency.
- Most business people (71%) like the idea of a single agency to offer technical assistance and incentives relating to energy efficiency and renewables.
- However, electric utilities are seen as performing somewhat better than the State at helping businesses address energy issues. (Only 19% say that the State is doing a good job in this area.)

Executive Summary: Key Findings

Awareness that programs exist to help NJ businesses with energy efficiency and clean power has more than doubled since 2005.

Most of the best known programs support renewable energy (aided awareness):

- Clean Power Choice – 65%
- Renewable Energy Project Grants and Financing – 53%
- Renewable Energy Business Venture Assistance - 29%
- SmartStart Buildings – 27%
- Solar Rebates – 24%

Executive Summary: Key Findings

The survey briefly described six programs and asked “likelihood to participate.”

The programs that generated the greatest interest were:

- Heating, water heating, and/or HVAC incentives
- The Lighting Retrofit program
- The Renewable Technologies program

Each program was tested based on two different financial assumptions: in some cases, ROI was varied (low vs. higher ROI); in other cases the payback period was varied (longer vs. shorter payback).

In general reducing the assumed payback period did more to increase program interest than improving ROI.

Executive Summary: Key Findings

Communication channels:

- The Internet and local utilities are the primary sources of information for enrolling in energy efficiency/clean power programs.
- Almost half report contact with the NJCEP and nearly all of those have visited the NJCEP website in the past year.
- Direct mail brochures and the Internet are the sources most frequently cited for advertising and articles about energy efficient products and services.
- The Internet is the primary source business people go to when actively seeking information on energy-saving products and services.

Executive Summary: Conclusions & Implications

In the past two years, New Jersey businesses have become more convinced that energy efficiency is an important business priority.

In continuing to promote energy efficiency to business people, it will be important to focus on bottom line benefits, which are the primary motivating factor.

While familiarity with renewable/clean energy has also grown, there has been little increase in the perceived importance of using clean power.

Unless incentives or cost reductions assure that clean power has a meaningful bottom line payoff, it may be difficult to persuade businesses that clean power is as important as efficiency.

State of New Jersey activities in support of energy efficiency and clean power enjoy widespread awareness and support among business people.

It is surprising that the State is not rated as doing a better job helping businesses manage energy. This finding will be explored further in the upcoming business focus groups.

Executive Summary: Conclusions & Implications

A key positive finding is that awareness of existing programs to help NJ businesses with energy efficiency and clean power has more than doubled since 2005.

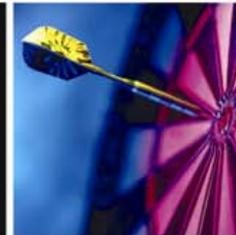
It is surprising that most of the best known programs focus on renewable energy, which may suggest an opportunity to promote energy efficiency programs more aggressively going forward.

Talking with business people about programs' economic benefits in terms of payback period rather than ROI appears to be more intuitive and impactful.

Stressing a quick payback period is probably the better way to give most business customers a quick understanding of a program's value proposition.



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Research Objectives & Methodology

Research Objectives

This survey of New Jersey business customers was designed to:

- Measure business people's perceptions of, and interest in, energy efficiency and renewable/clean power.
- Understand motivations and roadblocks.
- Measure awareness of, and support for, state-sponsored programs and activities.
- Gauge the appeal of specific energy efficiency and renewable energy programs (under varying assumptions about potential ROI and payback periods).
- Aid in communication planning by measuring business customer preferences for various media and methods of communication.
- Compare key measures to a similar survey conducted in 2005, in order to track changes.

Methodology

Telephone survey of 177 New Jersey business customers conducted September 6th – October 29th, 2007.

Random sample: 152 business customers*

- Small businesses (2-49 employees)
- Medium Businesses (50-249 employees)
- Large Businesses (250+ employees)

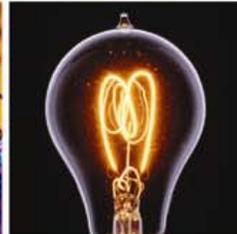
SmartStart sample: 25 Program participants.

Respondents are primary energy decision-makers or share in energy decision making for the business.

Some results are “tracked” – compared to findings of a similar survey conducted in the fall of 2005. (Note that the characteristics of the businesses included in the two surveys were approximately, not precisely, equivalent. Comparisons between the two surveys should be evaluated with appropriate caution.)

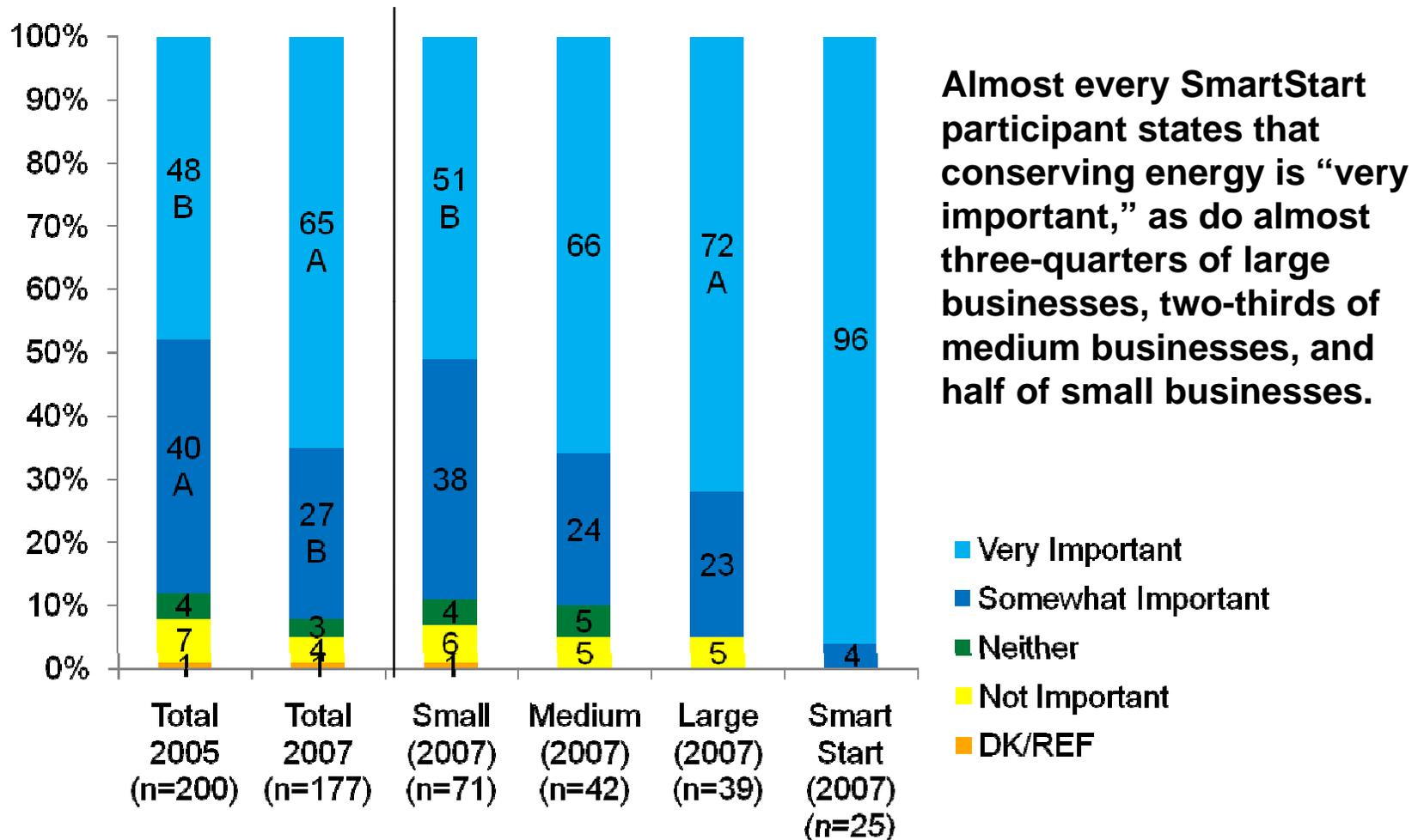


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Energy Efficiency Attitudes and Behavior

New Jersey businesses - especially larger businesses - now place greater importance on energy efficiency than in 2005.



A4. How important is it to you to limit or reduce the amount of energy used in your business/organization? A/B denote significant differences.

Reasons for importance/unimportance of reducing energy use.

VERY IMPORTANT

“Well, I think it's important. I guess it's good to save money, and it is good for the environment.” [Small Business]

“The prices keep going up. We need to save money.” [Medium Business]

“We can reduce our cost, and we can pass the savings to our customers or better our bottom line.” [Large Business]

“Because of the overhead. All year I've tried to cut my overhead, cut my costs, and stay competitive.” [SmartStart]

SOMEWHAT IMPORTANT

“The cost would be number one, and environmental issues would be number two.” [Small Business]

“It is for financial reasons. We don't want to pay more than we have to.” [Medium Business]

“It is a good public policy.” [Large Business]

“Because energy costs money.” [SmartStart]

SOMEWHAT UNIMPORTANT

“We are a very small business, and we don't use much to begin with.” [Small Business]

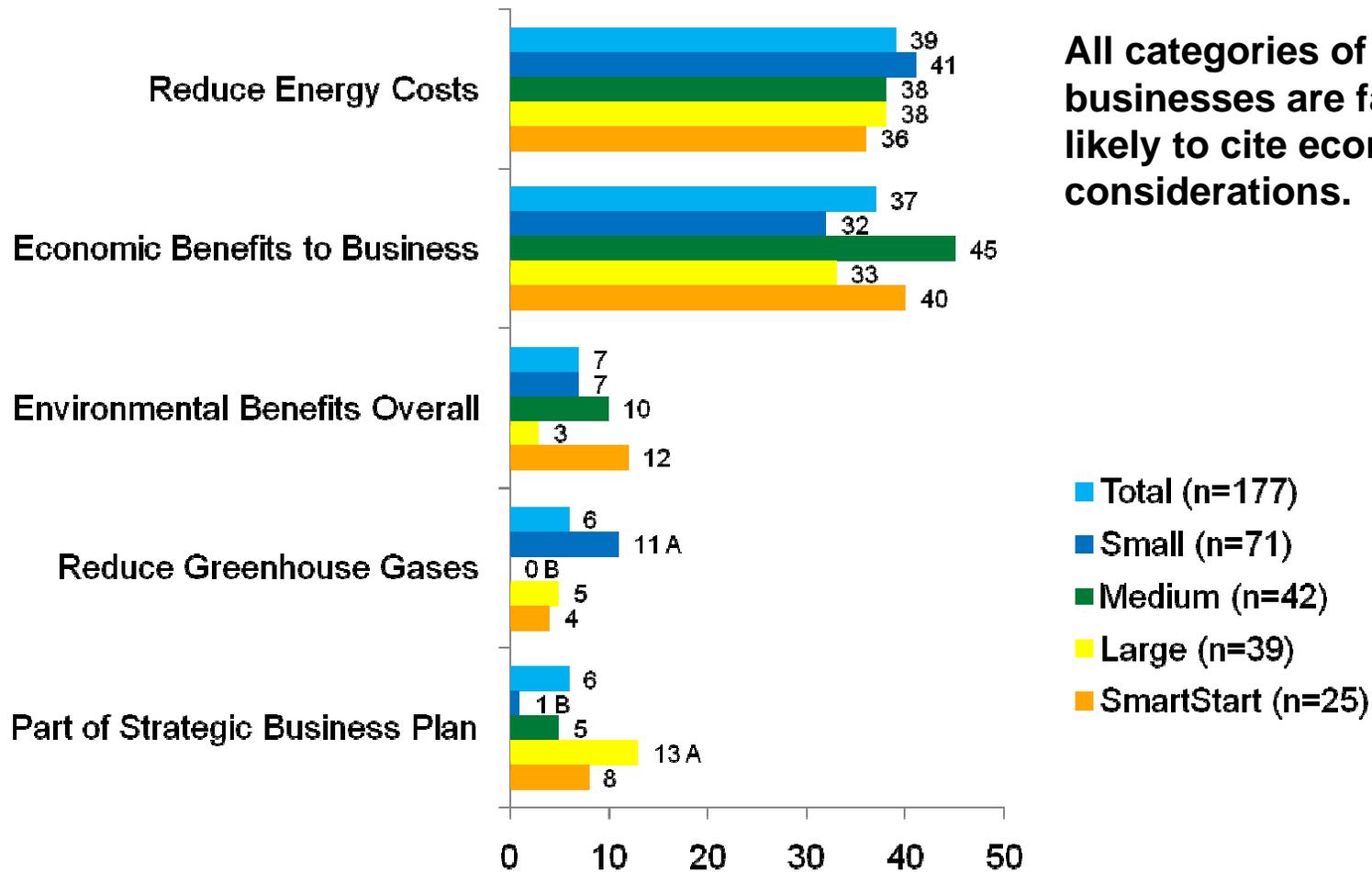
“Because it is not a major component of the cost of our production.” [Small Business]

NOT AT ALL IMPORTANT

“Because the energy bills are not in the top 10 percent in the parade of principles. If we changed the energy bills by 50 percent, we would not notice. It comes back to the other regulatory environments that are driving businesses out of the state. The tax situation in the state is also a major problem at all levels of energy regulatory affairs.” [Medium Business]

Reasons for adopting energy efficiency programs are predominantly economic, not environmental.

Primary motivations for energy efficiency:



All categories of businesses are far more likely to cite economic considerations.

A4C. Primary motivation for your business/organization adopting an energy efficiency program.

A/B denote significant differences.

More businesses are taking action to conserve energy. Use of energy efficient lighting and equipment are up sharply.

Has your business done anything in the past two years to conserve energy?

	2005 (n = 200)	2007 (n = 177)
Yes	61% B	75% A

Among those who answer yes:

Action Taken	2005 (n=122)	2007 (n=132)
Buy energy efficient light bulbs	31% B	52% A
Buy energy efficient equipment, etc.	22	31
Turned off lights in rooms not in use	17	18
Adjusted thermostats	23	16
Added/replaced insulation	2 B	8 A
Installed occupancy sensors to turn lights off	0 B	8 A

A5. Has your business done anything in the past two years to conserve energy, reduce energy usage or increase energy efficiency?

A6. What types of things have you done?

A/B denote significant differences.

Twenty-nine percent have considered energy-saving measures that they have not implemented, mainly due to cost.

Among the 29% who have considered but not implemented measures:

Top Measures Considered	Percent (n=52)
Purchase solar panels	33%
Add/Replace insulation	8
Buy energy efficient light bulbs	8
Replace windows	6
Turn off computers when not in use	4
Turn off lights when room not in use	4
Use air conditioner less	4
Use heat less	4
Key Roadblocks	Percent (n=52)
Cost	65%
Lack of information	8
Management did not support	6

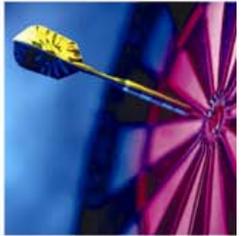
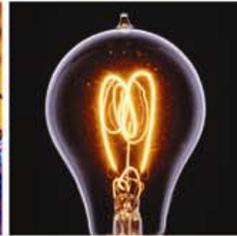
A6A. Has your business considered doing anything in the past two years to conserve/reduce usage/increase efficiency but did not implement?

A6B. What types of things did you consider but not implement?

A6C. What prevented you from implementing these measures?

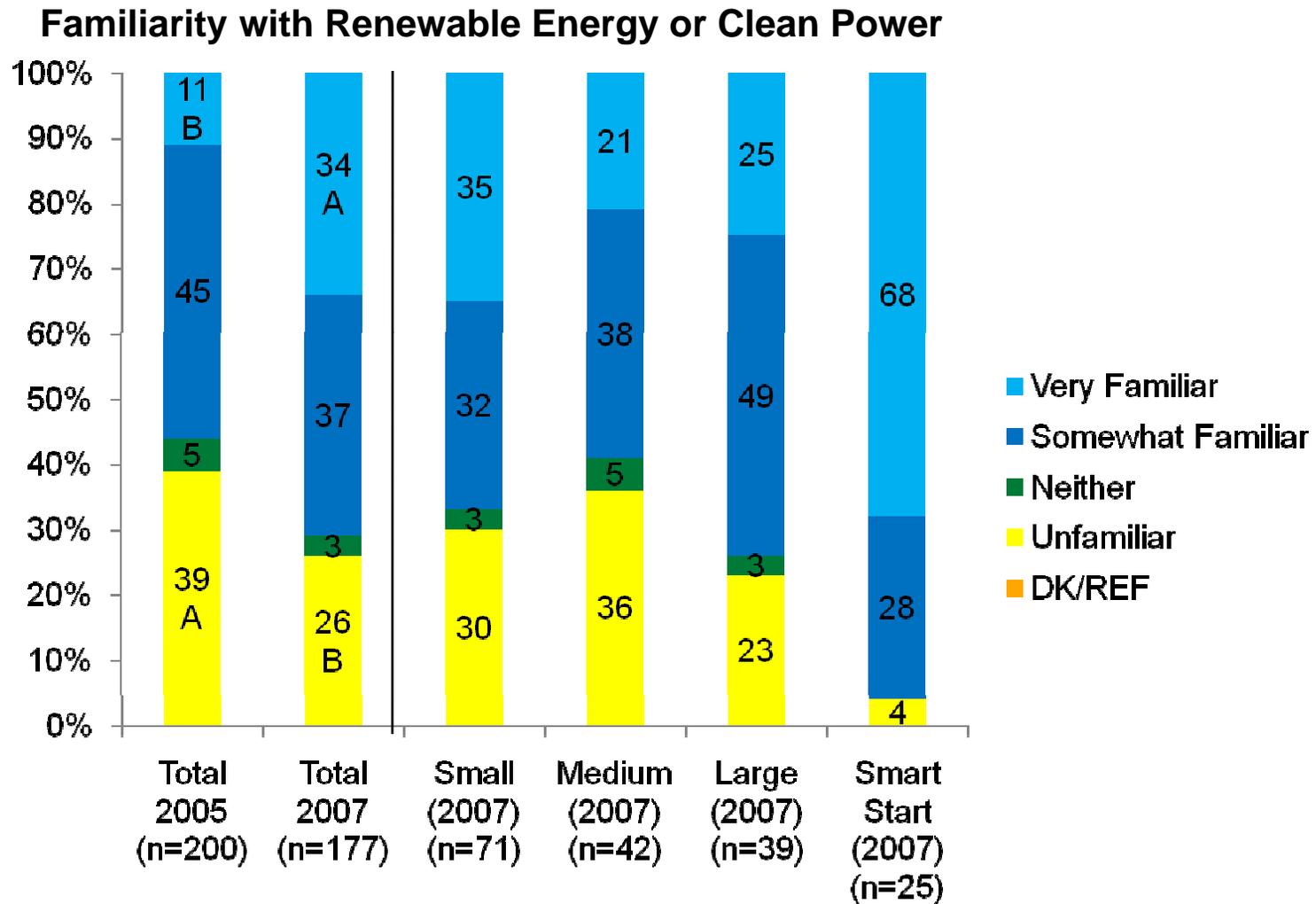


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Renewable Energy Attitudes and Behavior

Familiarity with renewable energy/clean power has increased markedly since 2005.

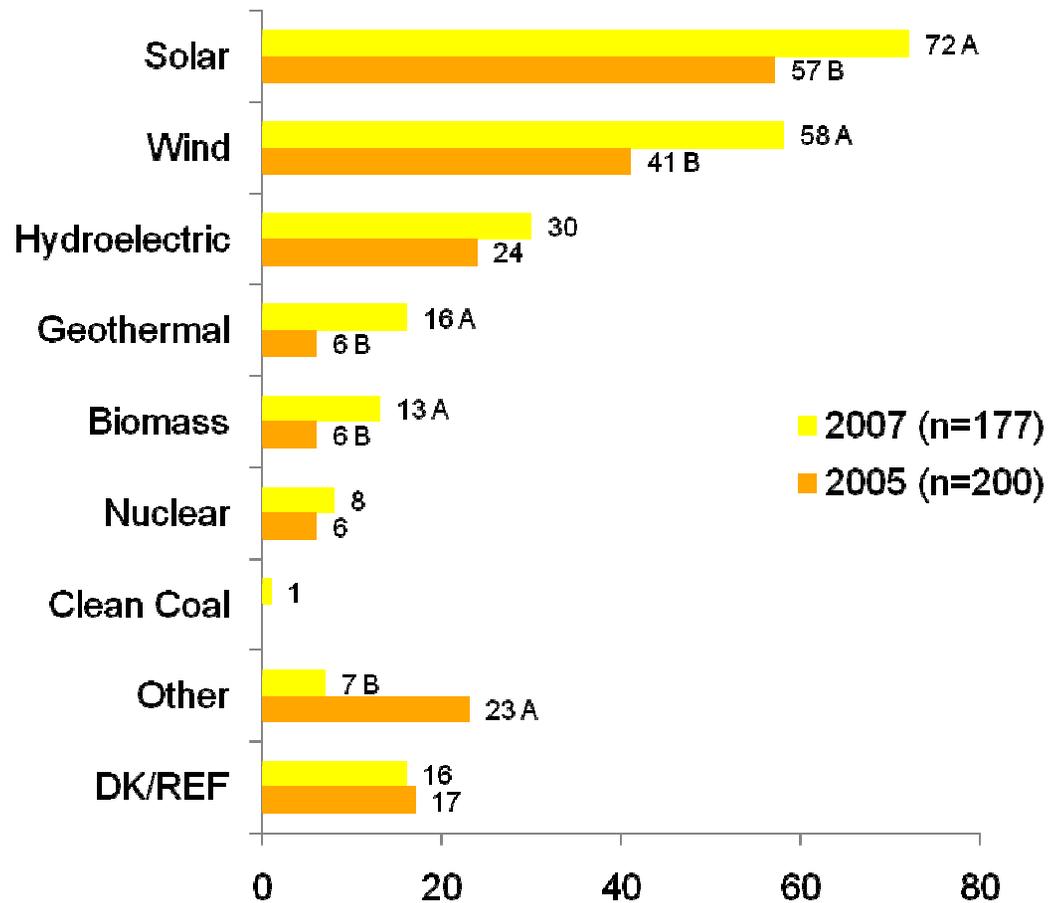


A1. How familiar are you with the concept of RENEWABLE ENERGY or CLEAN POWER?

A/B denote significant differences.

Greater familiarity has increased businesses' recognition of specific sources of renewable energy.

Types of Power Seen as Renewable/Clean

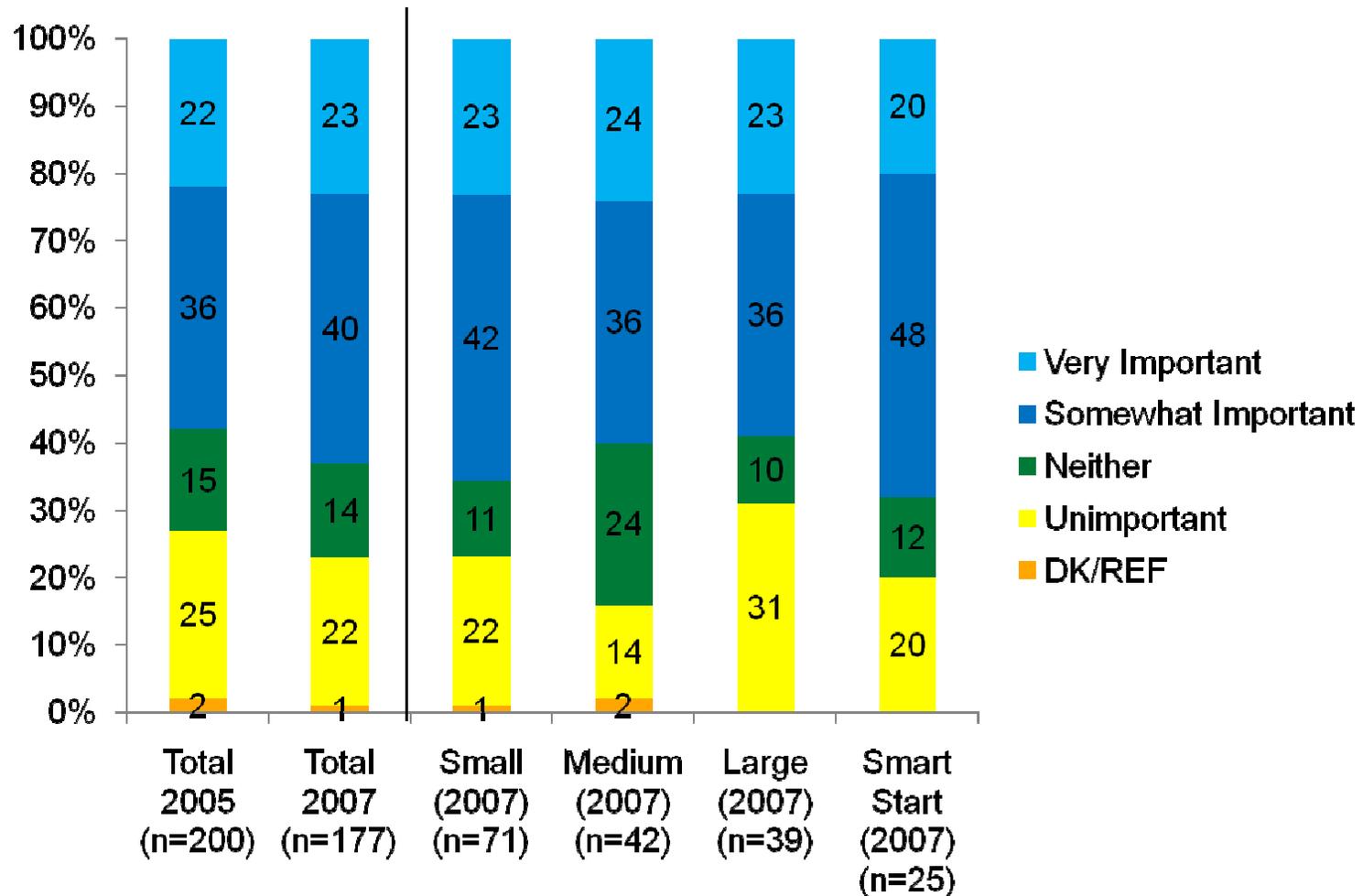


A2. Based on your knowledge, what types of power would you consider to be renewable or clean?

A/B denote significant differences.

The perceived importance of using renewable energy has increased only slightly since 2005.

Importance of Using Renewable Energy



A3. How important is it to you that the energy that you use in your business/organization comes from renewable energy sources?

Reasons for importance/unimportance of using renewable energy.

VERY IMPORTANT

“Because if we let it go for another 10 years, then we will be in trouble. This is the time to take action now.” [Small Business]

“Because it helps us move toward climate neutrality. It is good for the environment.” [Large Business]

SOMEWHAT IMPORTANT

“We don't really use it, but if it were beneficial or economical, I guess we would use it.” [Large Business]

“Why? Because we're going to be living on this planet for a long time, hopefully. In terms of energy and resources, we need to think about thousands of years into the future, not just three or four years.” [SmartStart]

NEITHER IMPORTANT NOR UNIMPORTANT

“I am not as concerned. It is just the cost.” [Small Business]

“Because the cost is the most important factor to us. A green source would have to be competitive with the current sources. We have no control over who we get our power from.” [Medium Business]

“We know what we have, and we don't see alternatives that are available for the cost that we can afford at this time.” [Medium Business]

“I don't think there is enough technology to service a manufacturing factory with renewable sources.” [Large Business]

SOMEWHAT UNIMPORTANT

“I have other things to worry about.” [Small Business]

“I don't feel that they're applicable to us.” [Large Business]

NOT AT ALL IMPORTANT

“Because designating the source of energy is irrelevant. What is relevant is our energy consumption.” [Small Business]

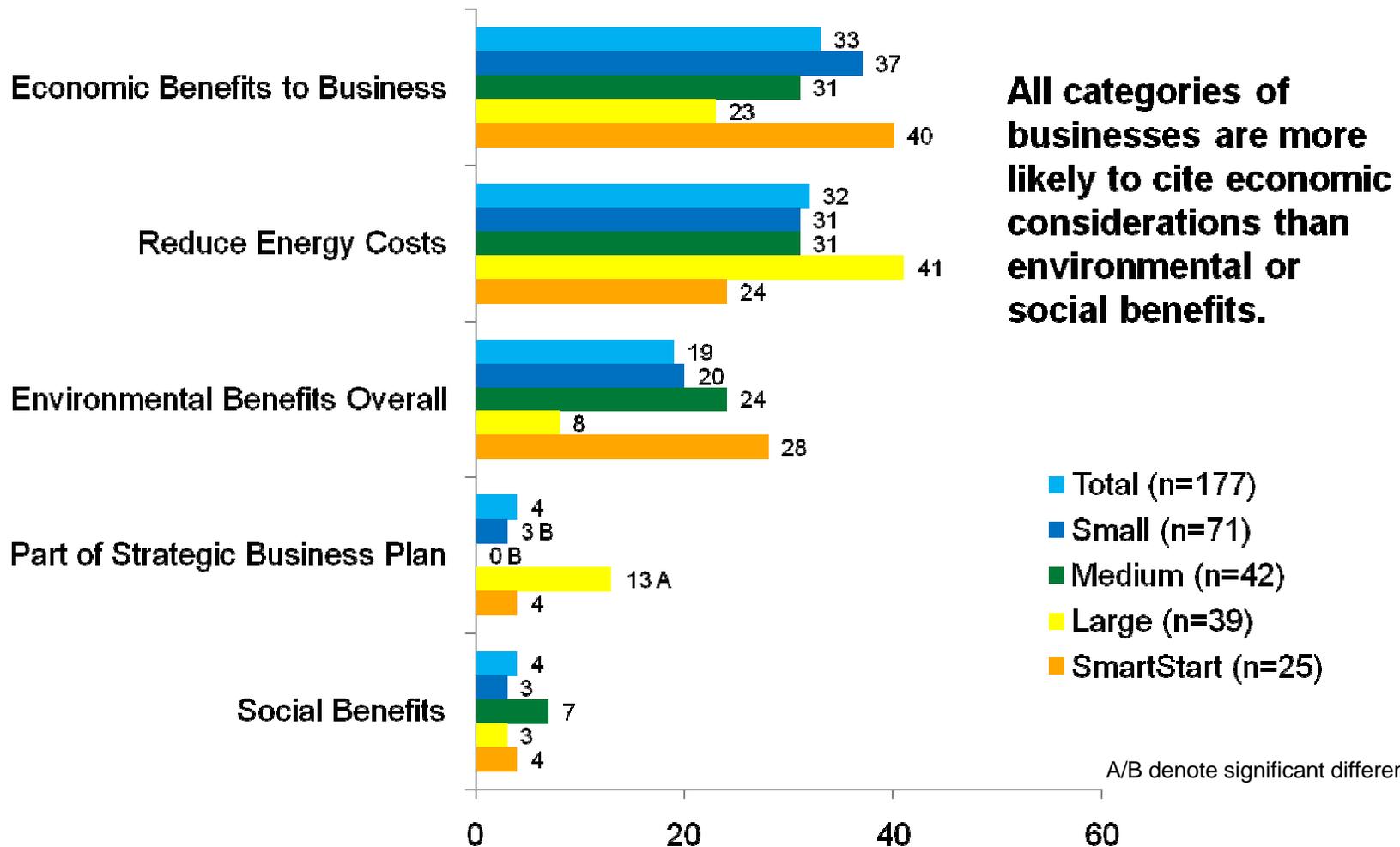
“What is most important is the economic effect.” [Medium Business]

“I don't care about renewable energy. Only economics. If it costs more to generate it, I'm not going to have it.” [Large Business]

“Because I don't think we have the ability to implement it. Where the utility gets it from is not a concern of mine.” [SmartStart]

Reasons for adopting renewable/clean energy programs are predominantly economic, not environmental.

Primary motivations for using renewable energy:



All categories of businesses are more likely to cite economic considerations than environmental or social benefits.

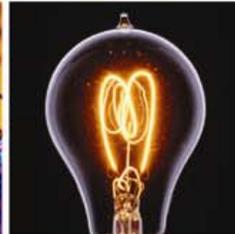
- Total (n=177)
- Small (n=71)
- Medium (n=42)
- Large (n=39)
- SmartStart (n=25)

A/B denote significant differences.

A3C. Which of the following would be the primary motivation for your business adopting a renewable/clean energy program?

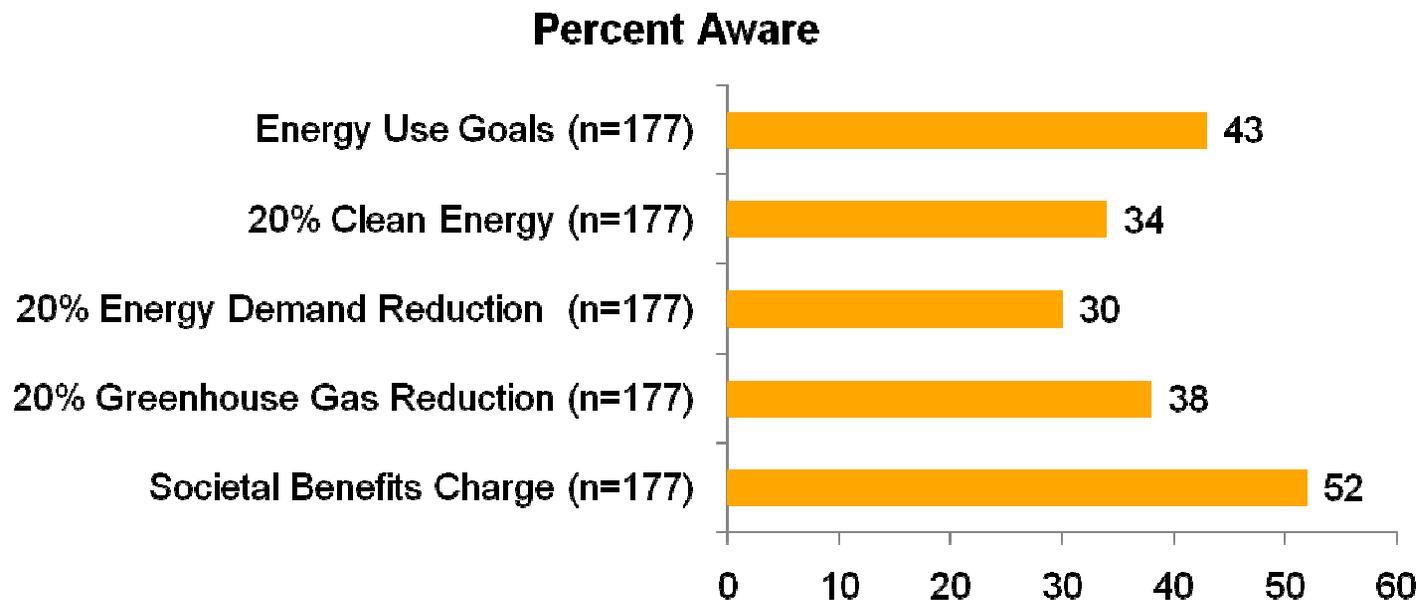


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Awareness of / Attitudes Toward the State's Activities and Programs

One-third to one-half are aware of New Jersey's efforts to establish goals for efficiency, renewables and greenhouse gas reduction.



A3B. Are you aware of that the State of New Jersey has established specific goals regarding energy use, renewable energy or the reduction of greenhouse gases?

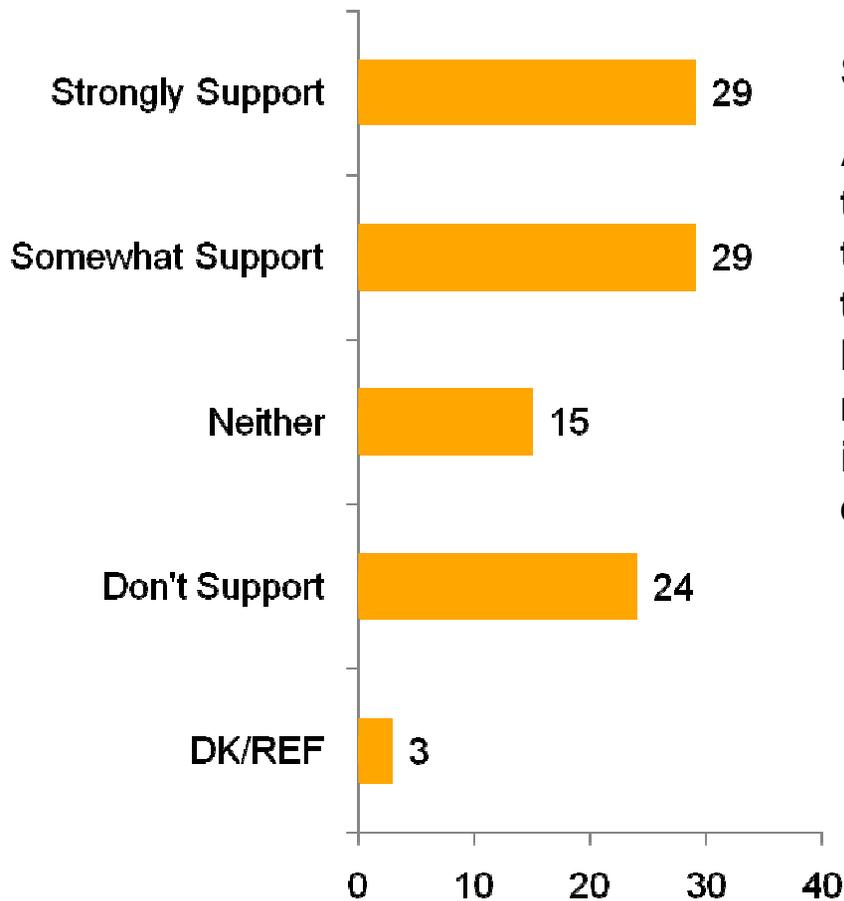
A3D. Are you aware that the State of New Jersey has established the goal of generating 20% of the electricity used in the state from clean, renewable sources by 2020?

A3E. Are you aware that the State of New Jersey has established the goal of reducing energy demand by 20% by 2020?

A3F. Are you aware that the State of New Jersey has established the goal of reducing greenhouse gas emissions by 20% by 2020?

A3G. Are you aware that your organization's electricity bill includes a Societal Benefits Charge, to help pay for energy efficiency and clean energy programs in New Jersey?

The majority of New Jersey business people say they support collection of the Societal Benefits Charge.

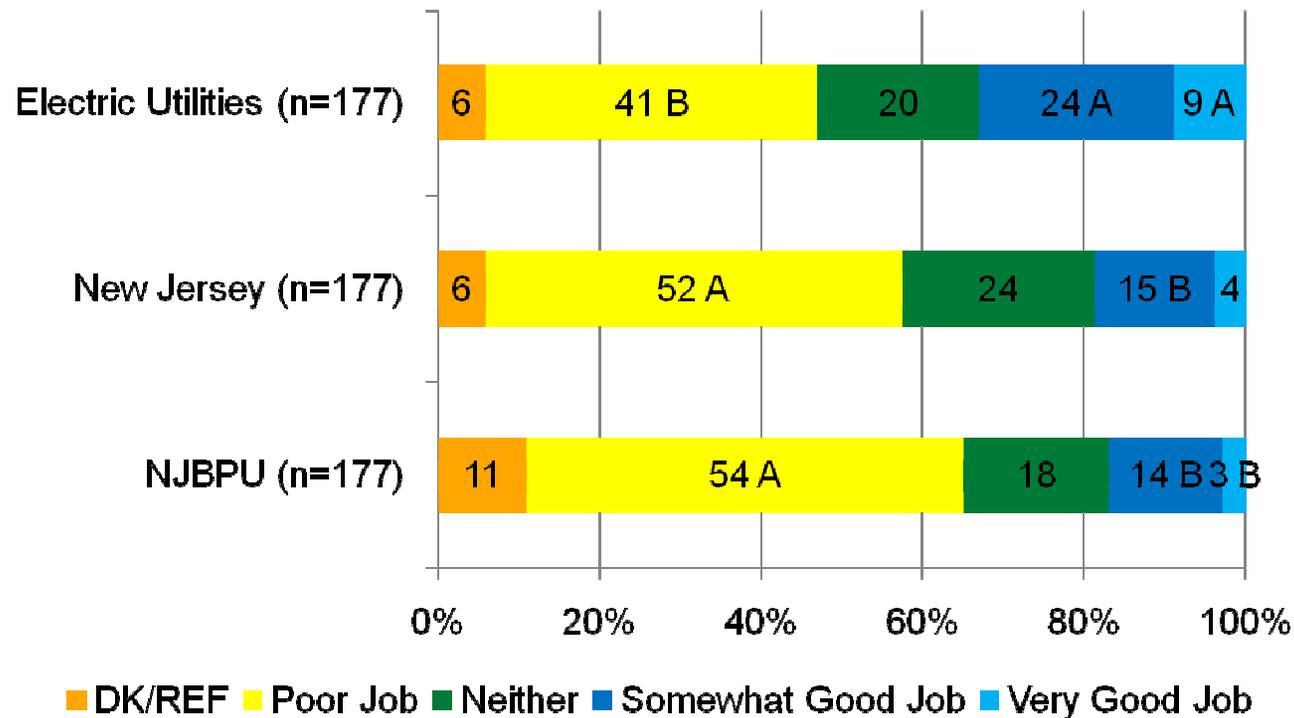


Societal Benefits Charge:

All customers contribute approximately 3% of their monthly electric and natural gas bills to the SBC fund. A portion of the funds are used to pay for clean energy programs that offer all New Jersey residents, businesses, and municipalities, incentives and rebates for the installation of energy efficient and renewable energy technologies.

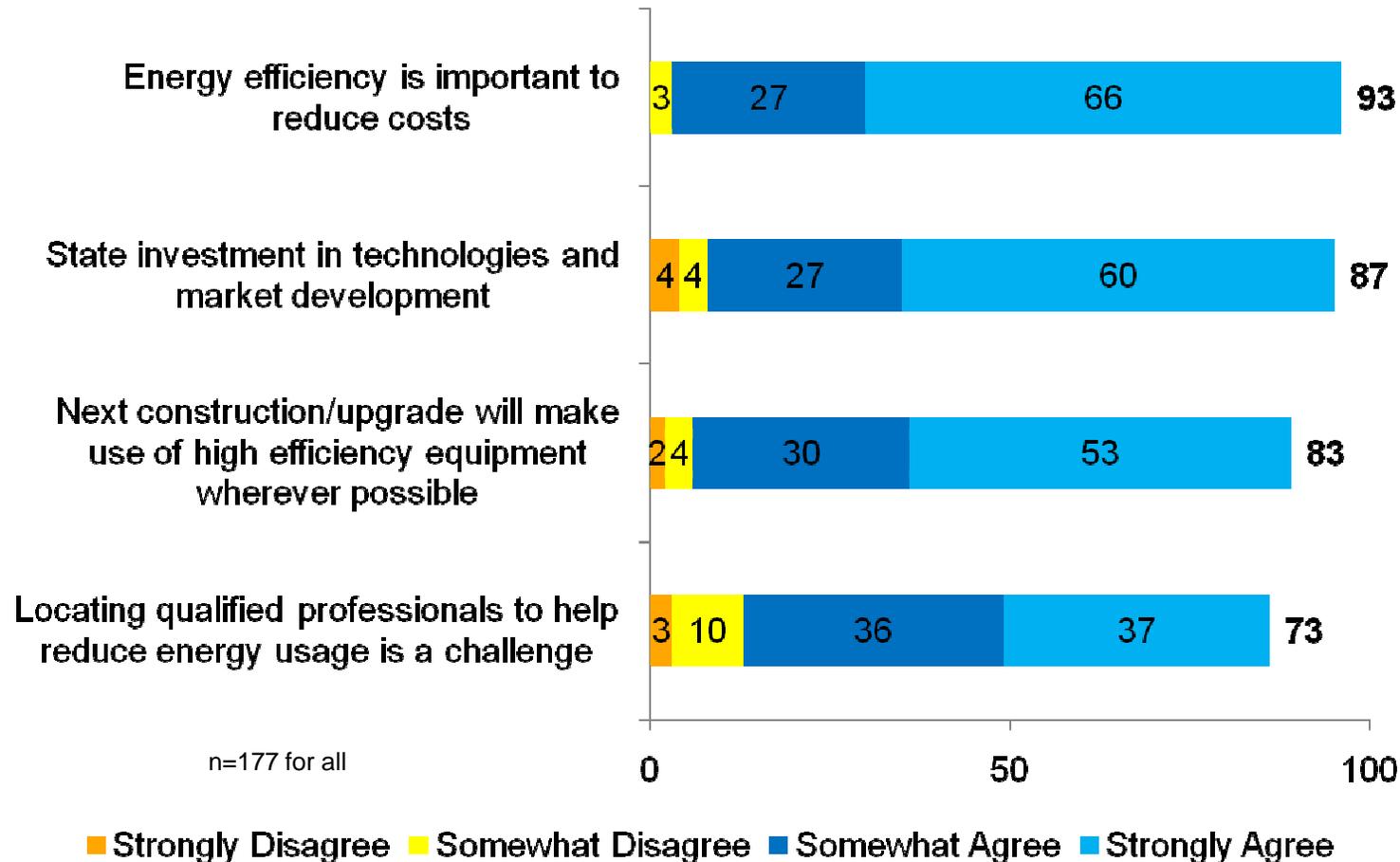
Electric utilities are seen as performing somewhat better than the State at helping businesses address energy issues.

Help with Businesses' Energy Issues



P1. Please tell me how good a job you think your electric utility does in helping you address your organization's energy issues.
 P2. Please tell me how good a job you think the State of New Jersey does in helping you address your organization's energy issues.
 P3. please tell me how good a job you think the New Jersey Board of Public Utilities does in helping you address your organization's energy issues.
 A/B denote significant differences.

The vast majority (87%) of business people support State investments in clean energy and energy efficiency.



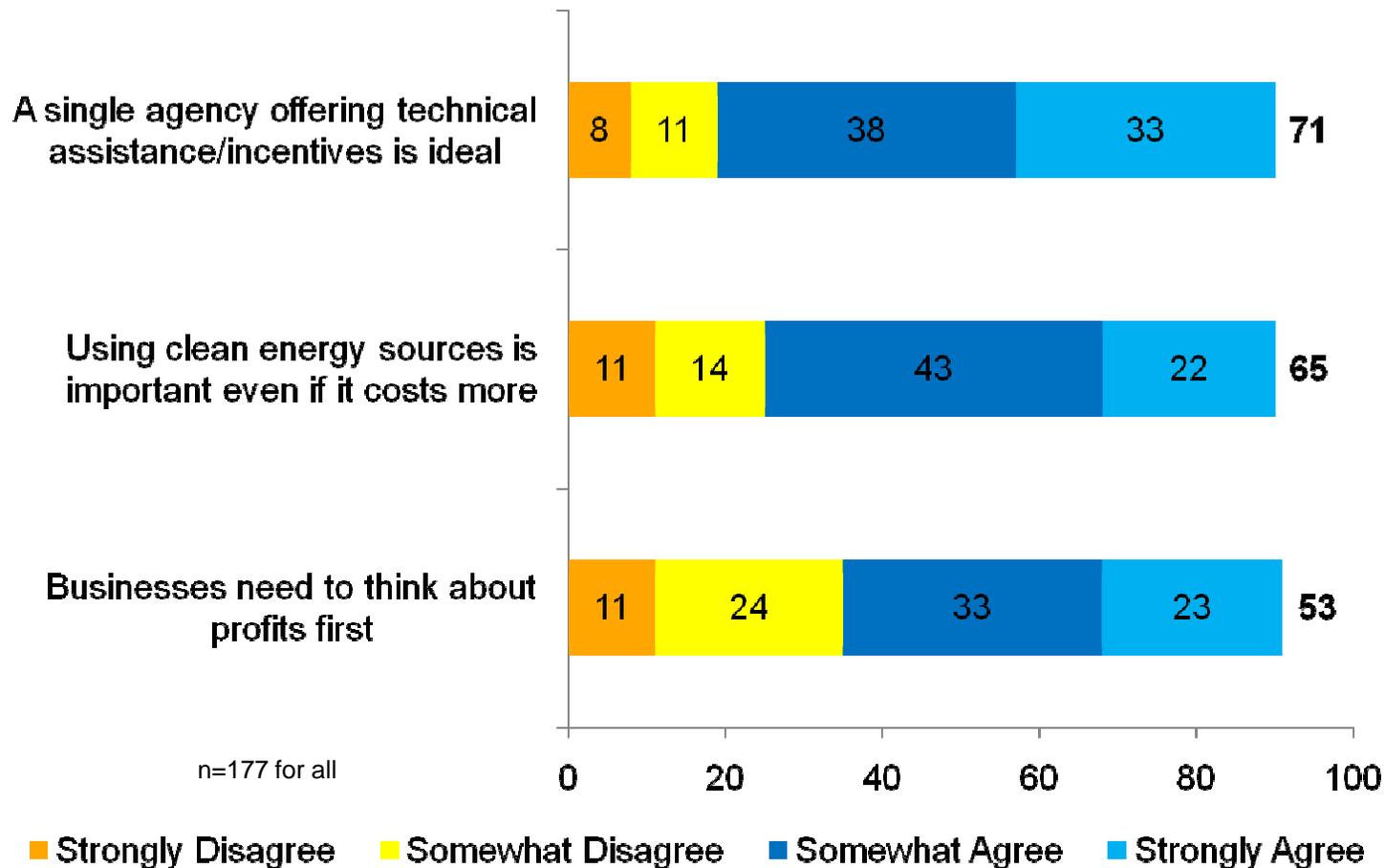
A11. Using energy more efficiently is an important way for my business or organization to improve the bottom line through lower operating costs.

A9. The state should be investing in clean energy technologies & the development of a market that supports energy efficient & renewable technologies.

A15. Our organization's next construction project or retrofit upgrade will make use of high efficiency equipment wherever possible.

A14. Locating qualified design professionals with expertise in energy efficient buildings can be a significant challenge for organizations attempting to lower their energy usage.

Most business people (71%) like the idea of a single agency to offer technical assistance and incentives.



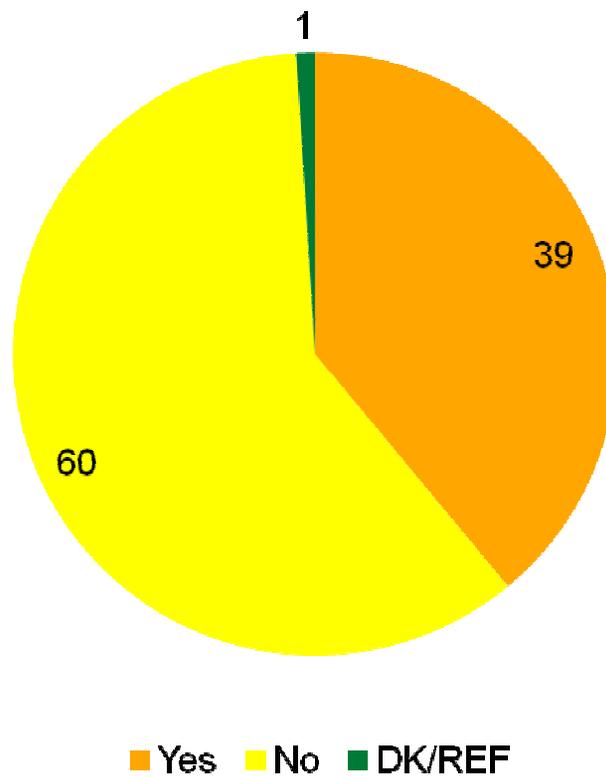
A12. A single agency able to offer Technical assistance and financial incentives, is AN ideal mechanism to drive businesses to adopt clean energy technologies and to produce tangible and long-term energy savings.

A10. Using clean, renewable energy sources is important for the environment and reducing greenhouse gases even if it costs my organization more.

A13. Businesses need to think about their profits and their employees first. Investing time and resources to help the environment and reduce greenhouse gases just means higher prices for consumers.

Awareness of the NJCEP has grown to 39%.

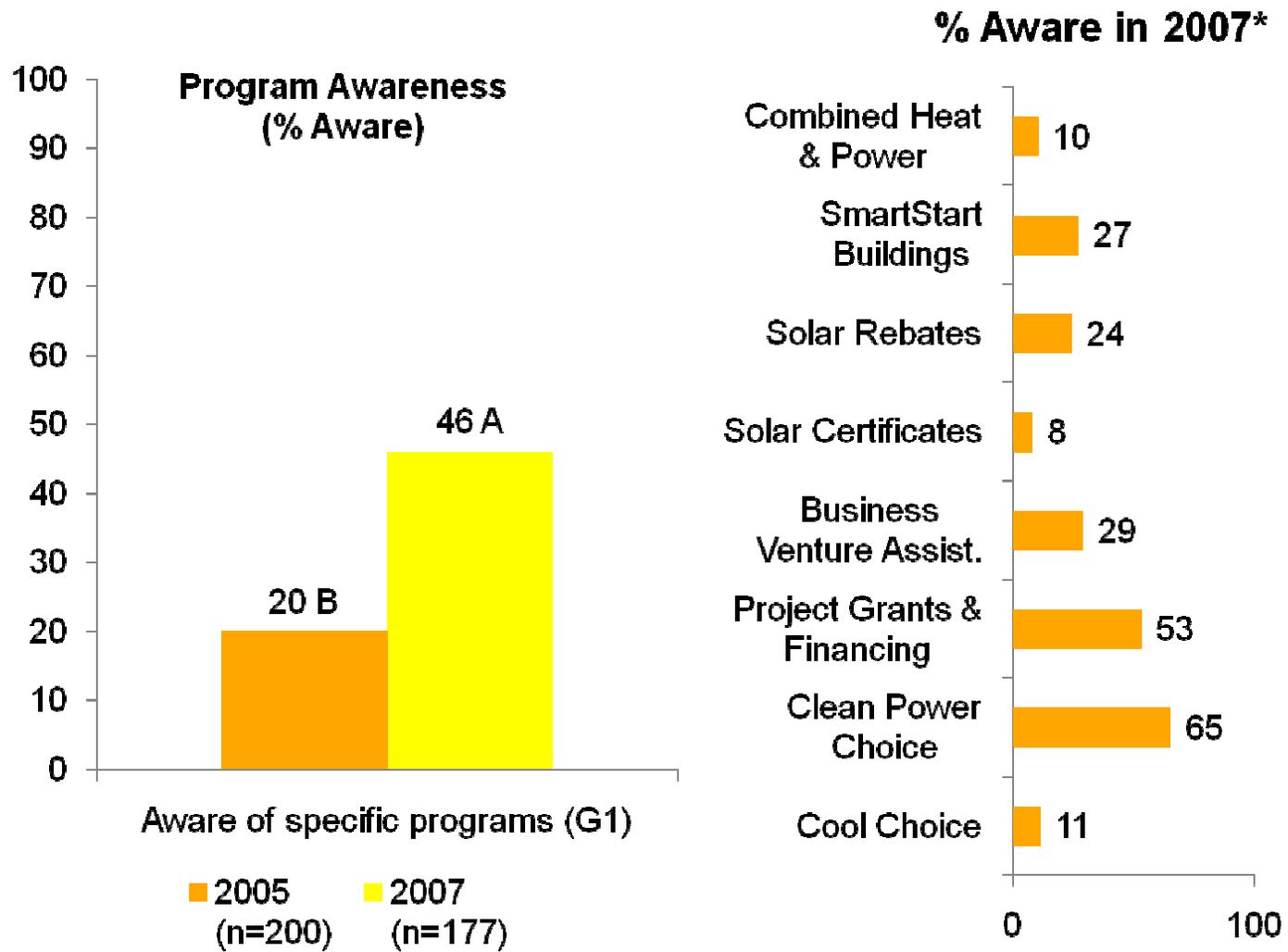
**Awareness of NJCEP
(n=177)**



NOTE: In 2005, NJCEP awareness was at 20%.

G22A: Are you aware of an organization called New jersey Clean Energy Program, or NJCEP?

Awareness that programs exist to help NJ businesses with energy efficiency and clean power has more than doubled since 2005.

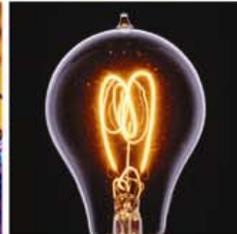


A/B denote significant differences.

* - Unaided + aided awareness



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Testing the Appeal of Energy Efficiency and Renewable Programs

Six programs were tested by describing them and asking business people their “likelihood to participate.”

The survey briefly described six programs* and asked “likelihood to participate.”

The programs tested in this way were:

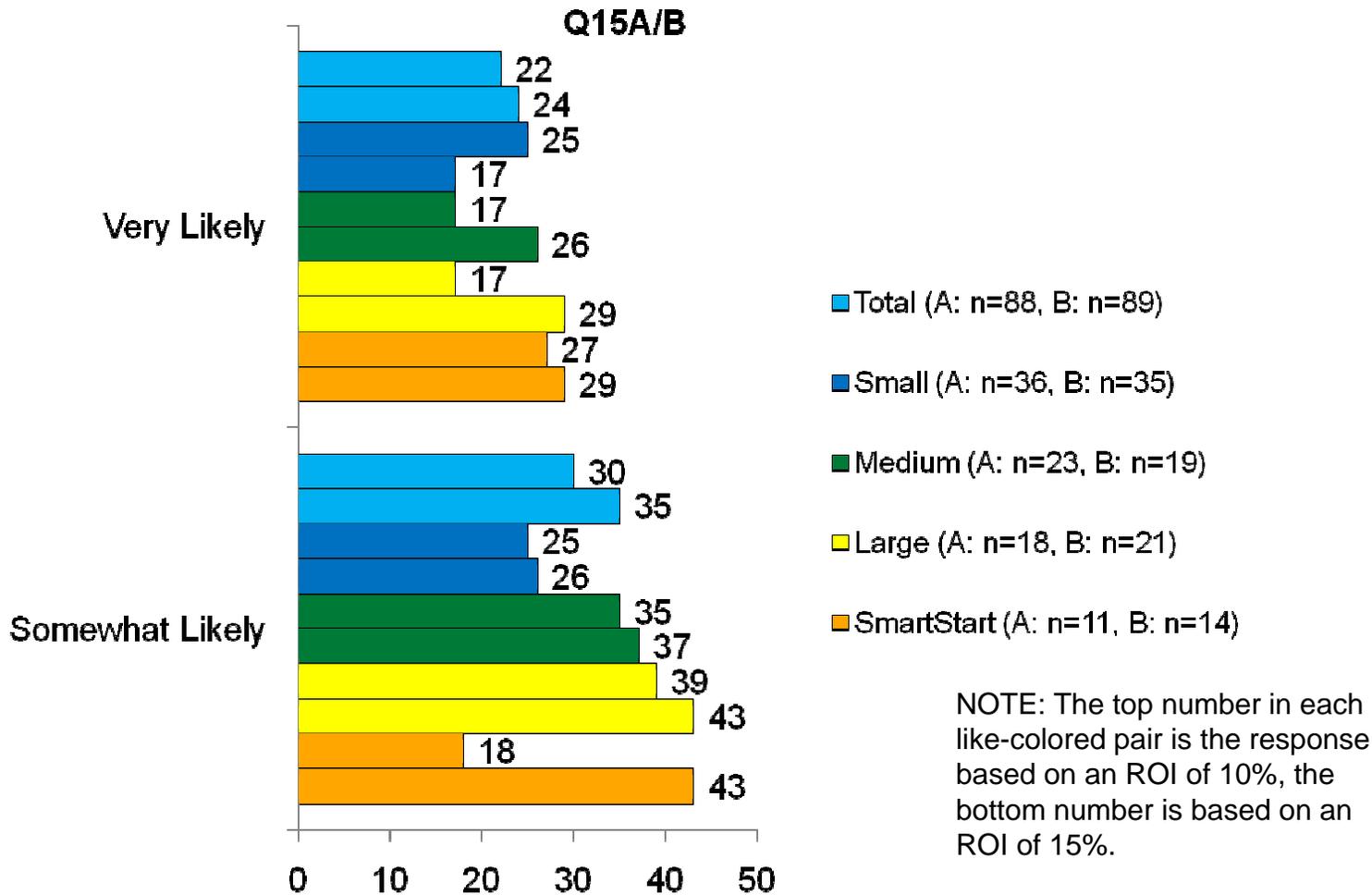
- The Clean Energy Financing and Assistance program (2 versions)
- The Lighting Retrofit program
- Heating, water heating, and/or HVAC incentives
- The Renewable Technologies program
- The Combined Heat and Power program

Each program was tested based on two different financial assumptions: in some cases, ROI was varied (low vs. higher ROI); in other cases the payback period was varied (longer vs. shorter payback).

In general reducing the assumed payback period did more to increase program interest than improving the ROI.

*For program descriptions, see appendix.

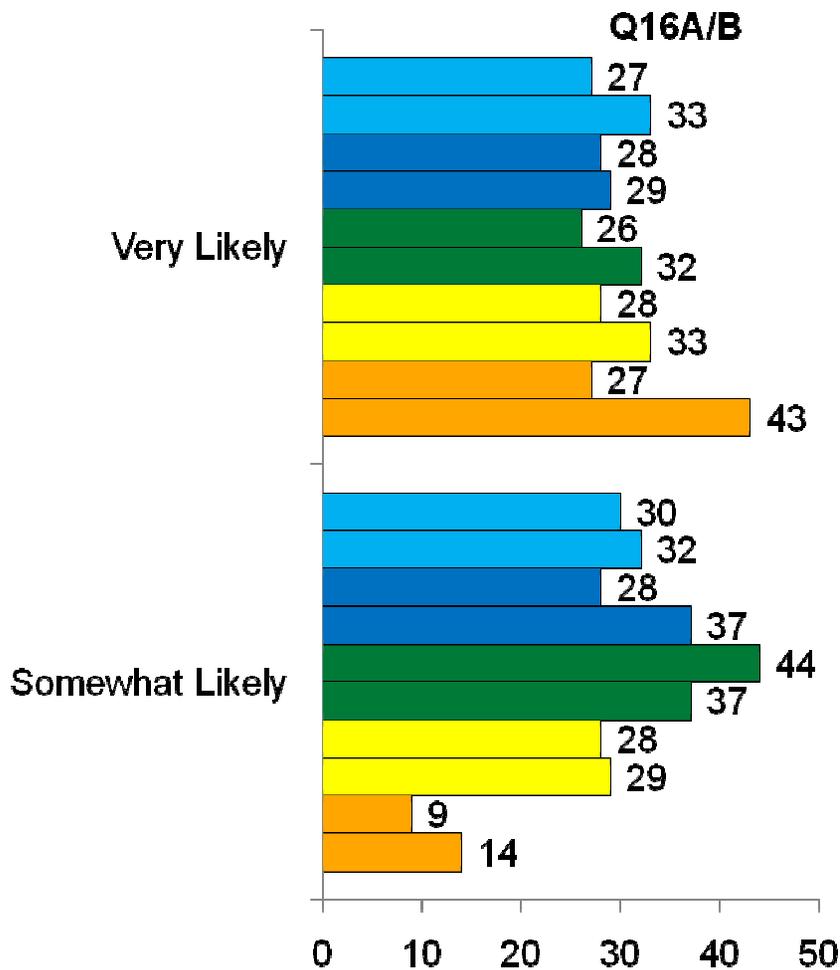
Depending on ROI, 52%-59% say they are likely to take advantage of a Clean Energy Financing and Assistance program. (Version 1)



Q15A. The program ... typically delivers a 10% annual return on investments made by participating businesses.
 Q15B. The program ... typically delivers a 15% annual return on investments made by participating businesses.

A/B denote significant differences.

Depending on payback period, 57%-65% say they are likely to take advantage of the Lighting Retrofit program.



This program receives a relatively strong response across all customer segments.

- Total (A: n=88, B: n=89)
- Small (A: n=36, B: n=35)
- Medium (A: n=23, B: n=19)
- Large (A: n=18, B: n=21)
- SmartStart (A: n=11, B: n=14)

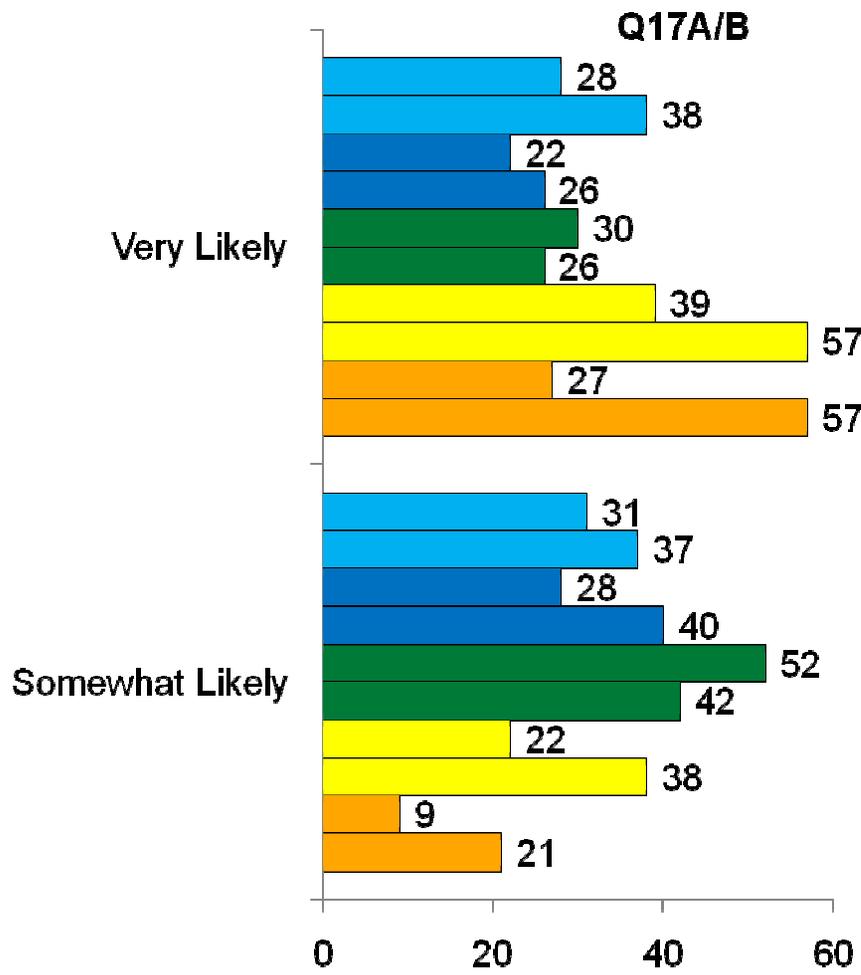
NOTE: The top number in each like-colored pair is the response based on a 2-3 year payback; the bottom number is based on a 1-year payback.

Q16A. The program ... typically result sin a payback period between two and three years.

Q16B. The program ... typically result sin a payback period of one year.

A/B denote significant differences.

Depending on payback period, 59%-75% say they are likely to take advantage of heating, water heating, and/or HVAC incentives.



This program receives a relatively strong response, especially when the payback period is short.

- Total (A: n=88, B: n=89)
- Small (A: n=36, B: n=35)
- Medium (A: n=23, B: n=19)
- Large (A: n=18, B: n=21)
- SmartStart (A: n=11, B: n=14)

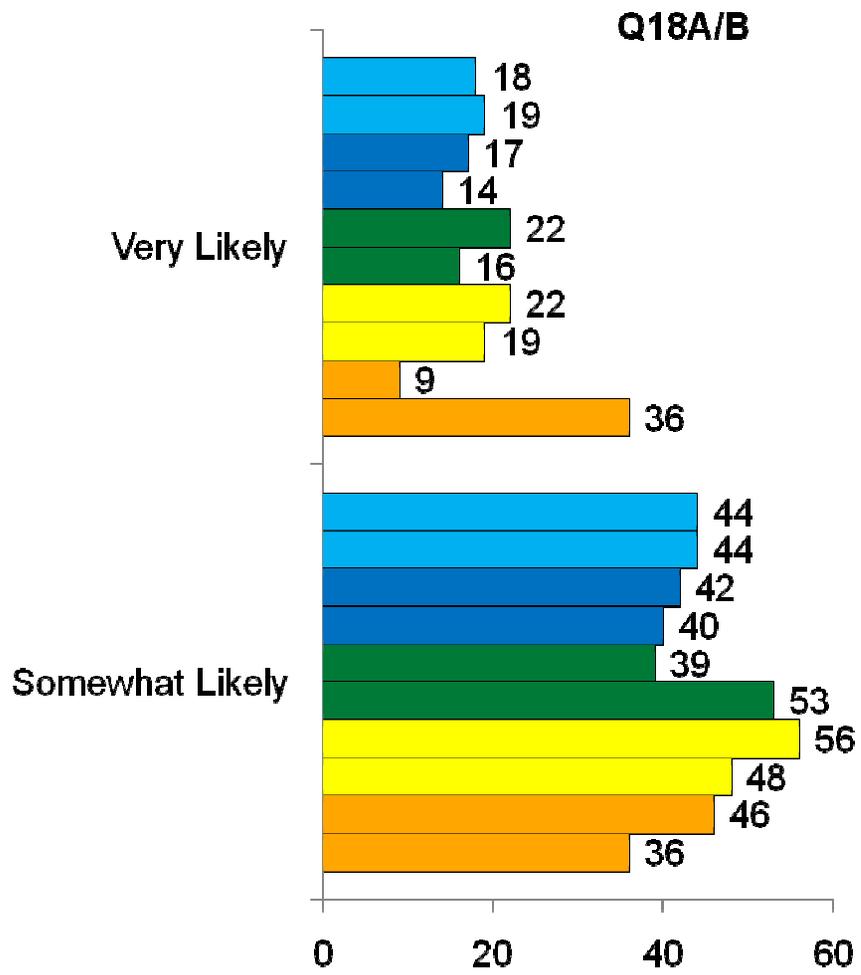
NOTE: The top number in each like-colored pair is the response based on a 2-3 year payback; the bottom number is based on a 1-year payback.

Q17A. The incentive usually results in an investment payback period of two to three years.

Q17B. The incentive usually results in an investment payback period of one year.

A/B denote significant differences.

Depending on payback period, 62%-63% say they are likely to take advantage of a Clean Energy Financing and Assistance program. (Version 2)



This program has a relatively low “very likely” response, which may indicate lukewarm interest.

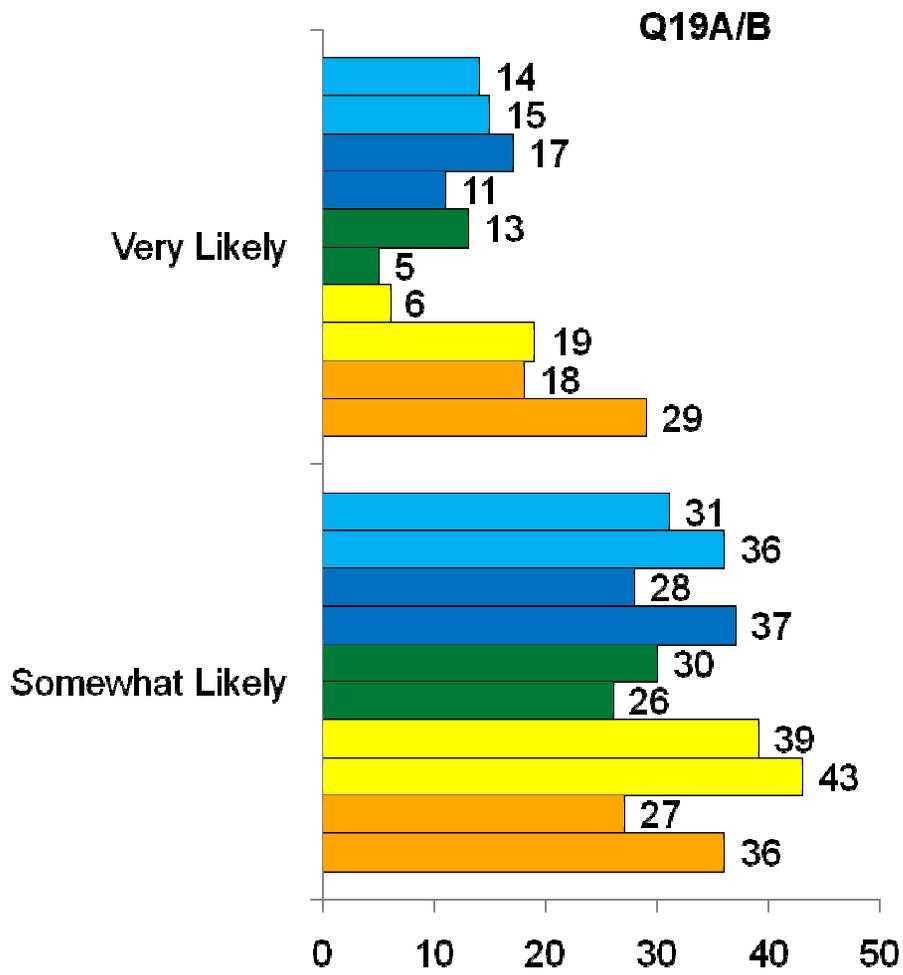
- Total (A: n=88, B: n=89)
- Small (A: n=36, B: n=35)
- Medium (A: n=23, B: n=19)
- Large (A: n=18, B: n=21)
- SmartStart (A: n=11, B: n=14)

NOTE: The top number in each like-colored pair is the response based on an ROI of 10%, the bottom number is based on an ROI of 15%.

Q18A. The program is designed to deliver a 10% annual return on investments made by participating businesses.
 Q18B. The program is designed to deliver a 15% annual return on investments made by participating businesses.

A/B denote significant differences.

Depending on payback period, 45%-51% say they are likely to take advantage of the Combined Heat and Power program.



This program has the lowest overall response, presumably because CH&P is impractical for most businesses.

- Total (A: n=88, B: n=89)
- Small (A: n=36, B: n=35)
- Medium (A: n=23, B: n=19)
- Large (A: n=18, B: n=21)
- SmartStart (A: n=11, B: n=14)

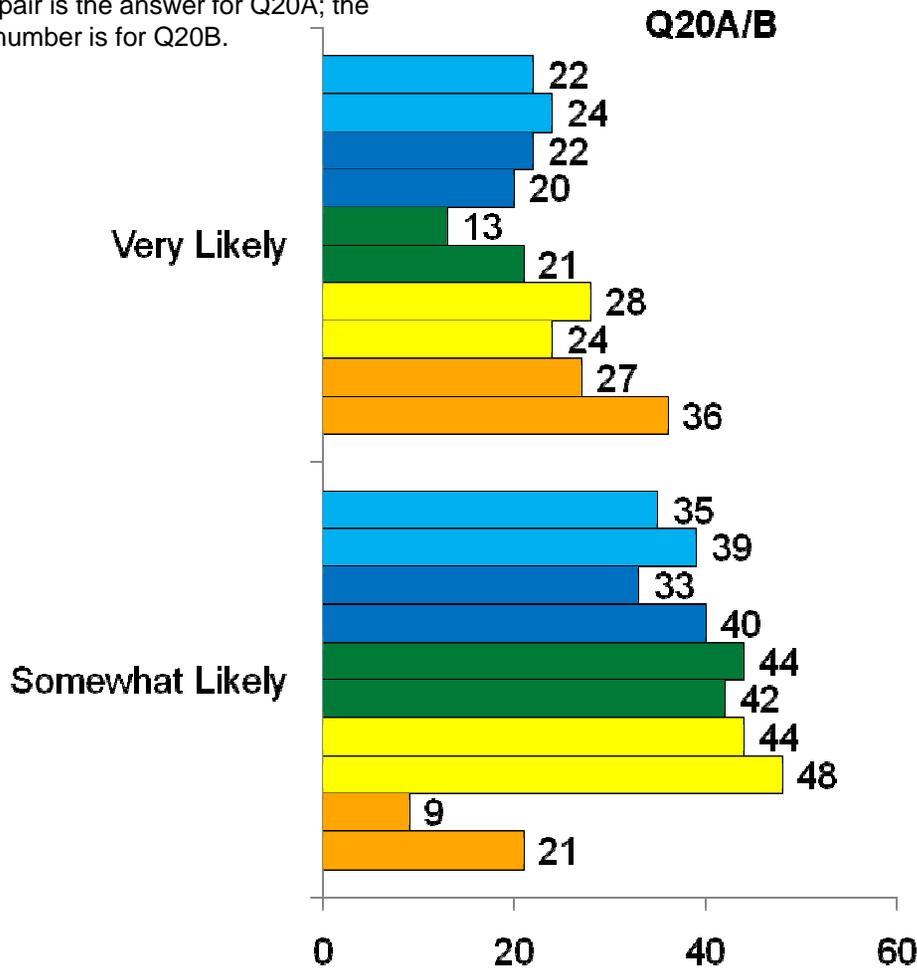
NOTE: The top number in each like-colored pair is the response based on a 4-5 year payback; the bottom number is based on a 2-3 year payback.

Q19A. The program ... typically results in a payback period between four and five years.
 Q19B. The program ... typically results in a payback period between two and three years.

A/B denote significant differences.

Depending on payback period, 57%-63% say they are likely to take advantage of the Renewable Technologies program.

NOTE: The top number in each like-colored pair is the answer for Q20A; the bottom number is for Q20B.



This program receives a relatively strong response across all customer segments.

- Total (A: n=88, B: n=89)
- Small (A: n=36, B: n=35)
- Medium (A: n=23, B: n=19)
- Large (A: n=18, B: n=21)
- SmartStart (A: n=11, B: n=14)

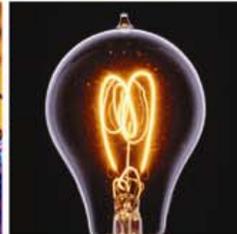
Q20A. The program ... usually results in an investment payback period of five years.

Q20B. The program ... usually results in an investment payback period of three years.

A/B denote significant differences.



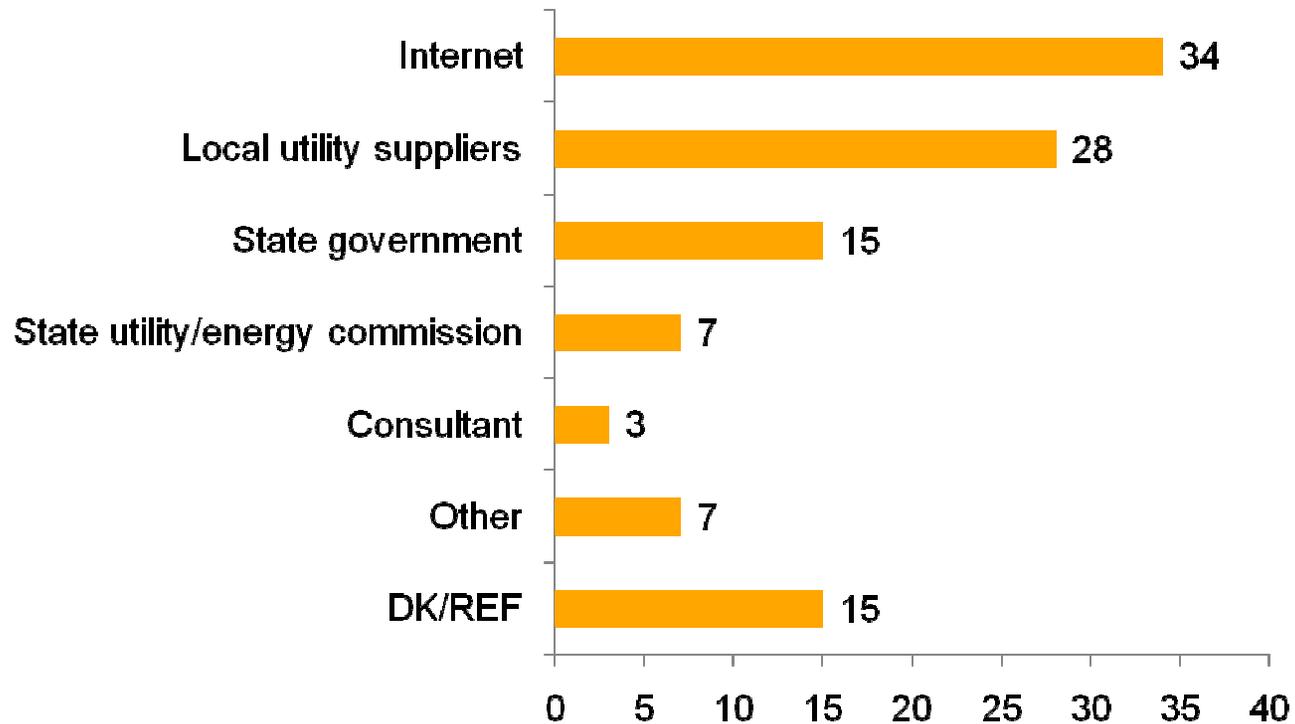
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Information/Promotional Channels

The Internet and local utility suppliers are the primary sources of information for enrolling in energy efficiency/clean power programs.

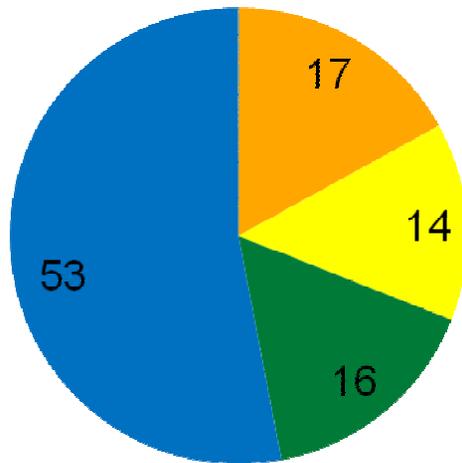
Source for Additional Information about Renewable/Clean Energy Programs (n=177)



G21. If your company/organization were interested in signing up for an energy efficiency or clean power program, who would you contact or where would you go in order to research additional information?

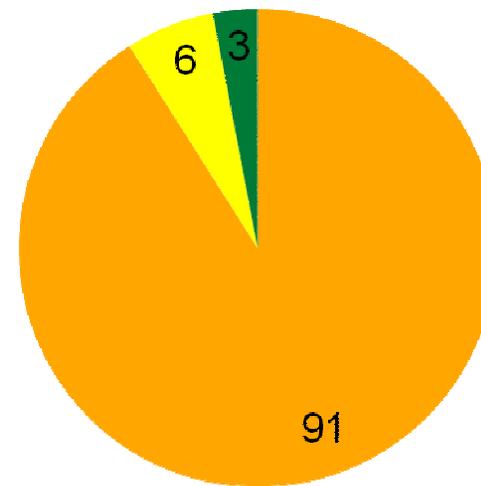
Almost half (47%) report contact with the NJCEP and nearly all of those have visited the NJCEP website in the past year.

**Contact with NJCEP
(n=70)**



- Yes, visited website
- Yes, contacted/wrote/called/emailed
- Both contacted and visited website
- No

**NJCEP Website Visit
(n=33)**



- Yes
- No
- DK/REF

G22B. Have you ever contacted the New Jersey Clean Energy Program or visited their website?
 G22C. Did you contact or visit the New Jersey Clean Energy Program website during the past year?

Direct mail brochures and the Internet are the sources most frequently cited for advertising and articles about energy efficient products and services.

Forty percent (40%) of business/organizations have observed advertising or articles about energy efficient products or services in the past 6 months.

Information Source	Percentage (n=70)
Brochure mailed to your business	23%
Website/Internet	19
Newspaper article	11
With the monthly electric bill	10
News (non-specific)	4
Television ad	4

IN1. In the past six months, have you seen or heard any advertising or articles or have you received any information about any type of energy efficient products or services?

IN1A. What do you recall about what you read, saw or heard?

IN2. Where did you get this information?

The Internet is the primary source business people go to when actively seeking information on energy-saving products and services.

Forty-six percent (46%) of businesses/organizations have sought out information on energy-saving products or services in the past year.

Information Source	Percentage (n=82)
Website/Internet	49%
From a supplier	10
From a contractor or subcontractor	7
From an account manager at the electric/energy company	5
From an architect or engineer	4
Utility company	4
New Jersey SmartStart	4

IN3. During the past year, have you personally sought out information on energy saving products or services?

IN4. Where did you look for this information?



Your Power to Save
At Home, for Business, and for the Future



Appendix

Program Descriptions Tested

Clean Energy Financing and Assistance Program - 1

In the first/another program, help is available for businesses that want to undertake energy efficiency and renewable energy projects in New Jersey. The program makes it more affordable and cost effective for businesses to invest in the most efficient equipment, and realize substantial energy cost savings as well as environmental benefits through the use of the cleanest forms of energy.

EACH OF THE FOLLOWING QUESTIONS WERE ASKED OF HALF OF THE RESPONDENTS:

- Q15A.** The program provides low-interest loans up to \$1 million, grants up to \$500,000 and consultant services. It typically delivers a 10% annual return on investments made by participating businesses.
- Q15B.** The program provides low-interest loans up to \$1 million, grants up to \$500,000 and consultant services. It typically delivers a 15% annual return on investments made by participating businesses.

Lighting Retrofit Program

The first/another program focuses on lighting retrofits. The average commercial facility spends nearly 25% of its electric bill on lighting and, in recent years, a number of high-efficiency lighting technologies have become available. In addition to reducing the cost of lighting, a high-efficiency retrofit can also reduce air conditioning costs and dramatically improve worker productivity.

EACH OF THE FOLLOWING QUESTIONS WERE ASKED OF HALF OF THE RESPONDENTS:

- Q16A.** The program provides financial incentives that lower the up-front cost of high efficiency lighting retrofits and typically result in a payback period between two and three years.
- Q16B.** The program provides financial incentives that lower the up-front cost of high efficiency lighting retrofits and typically result in a payback period of one year.

Program Descriptions Tested (cont.)

HVAC/Other Program

The first/another program addresses heating, water heating, ventilation and air conditioning equipment. A number of high-efficiency options exist that can significantly reduce the cost of electricity and/or natural gas. The program helps building owners to invest in energy efficient equipment for new construction or retrofit by covering about 80% of the increased cost of the equipment.

EACH OF THE FOLLOWING QUESTIONS WERE ASKED OF HALF OF THE RESPONDENTS:

Q17A. The incentive usually results in an investment payback period of two to three years.

Q17B. The incentive usually results in an investment payback period of one year.

Clean Energy Financing and Assistance Program - 2

The first/another program encourages businesses to invest in high-efficiency equipment, and realize substantial energy cost savings as well as environmental benefits through the use of the cleanest forms of energy. Financing and, in some cases, grants are available for businesses that want to undertake energy efficiency and renewable energy projects. The program eliminates the up-front capital cost associated with these investments and makes it possible for businesses to benefit from lower energy expenses achieved through new construction or retrofit projects.

EACH OF THE FOLLOWING QUESTIONS WERE ASKED OF HALF OF THE RESPONDENTS:

Q18A. The program is designed to deliver a 10% annual return on investments made by participating businesses.

Q18B. The program is designed to deliver a 15% annual return on investments made by participating businesses.

Program Descriptions Tested (cont.)

Combined Heat and Power Program

The first/another program provides financial incentives for on-site power generation systems that recover and make productive use of waste heat. These “combined heat and power” systems are highly efficient because they recover the heat that would otherwise be wasted during the generation of electricity and make use of that energy for commercial or industrial processes, to produce hot water or steam, or even for space conditioning and dehumidification.

EACH OF THE FOLLOWING QUESTIONS WERE ASKED OF HALF OF THE RESPONDENTS:

- Q19A.** The program provides up to \$1 million in financial incentives that lower the up-front cost of installing a combined heat and power system. This typically results in a payback period between four and five years.
- Q19B.** The program provides up to \$1 million in financial incentives that lower the up-front cost of installing a combined heat and power system. This typically results in a payback period between two and three years.

Renewable Technologies

The first/another program offers financial incentives, technical support and educational materials to support the installation of technologies that enable businesses to produce their own electricity from renewable sources, such as solar panels, wind power, or fuel cells. These systems help protect the environment and reduce the strain on the existing electric transmission and distribution grid.

EACH OF THE FOLLOWING QUESTIONS WERE ASKED OF HALF OF THE RESPONDENTS:

- Q20A.** The program provides financial incentives for qualified installations that cover 50-60% of the capital cost. This usually results in an investment payback period of five years.
- Q20B.** The program provides financial incentives for qualified installations that cover 50-60% of the capital cost. This usually results in an investment payback period of three years.

Respondents: Customer Type and Industry

Customer Type	Count
Small Business (2-49 employees)	71
Medium Business (50-249 employees)	42
Large Business (250+ employees)	39
SmartStart Participants (any size business)	25

Industry	Percentage
Manufacturing	17%
Retail	13
Education	10
Services	9
Medical/Health Care	9
Finance, Insurance, Real Estate	6
Transportation, Communication, Electric, Gas, Sanitary	6
Wholesale Trade	4
Non-Profit	4
Religion	2
Construction	2
Non-Classifiable	1
Agriculture	1
Public Administration	1
Other	14

Respondents: Number of Employees and Locations

F2: Number of Employees	Percentage
Under 10	36%
10 - 49	16
50 - 99	15
100+	33

F3: Number of Locations	Percentage
1	57
2	15
3	7
4	2
5-10	6
11+	10

Respondents: Revenues

F4: Revenues	Percentage
Under \$250K	12
\$250,000 - \$499,999	6
\$500,000 - \$999,999	6
\$1,000,000 - \$4,999,999	13
\$5,000,000 - \$9,999,999	4
\$10,000,000 +	23
DK/REF	23

Respondents: Average Monthly Energy Bills

F5A: Average Electric Bill	Percentage
\$0-\$200	8%
\$201-\$500	14
\$501-\$1000	10
\$1001-\$5000	12
\$5001-\$25000	12
\$25001-\$50000	6
\$50001+	11
DK/REF	27

F5B: Average Nat'l Gas Bill	Percentage
\$0-\$200	17%
\$201-\$500	7
\$501-\$1000	4
\$1001-\$5000	13
\$5001-\$25000	14
\$25001-\$50000	4
\$50001+	2
DK/REF	39

Respondents: Building/Location Measures

F6: Building Ownership	Percentage
Own	66%
Rent	32
DK/RF	2

F7: Years at Location	Percentage
Less than 1	4%
1 - 2	8
3 - 5	12
6 - 10	14
11 - 20	20
21 - 30	9
More than 30	31
DK/REF	2

F8: Size of Location	Percentage
0 - 1000	8%
1001 - 2000	8
2001 - 3000	4
3001 - 5000	6
5001 - 10000	9
10001 - 30000	14
30001+	24
DK/REF	27