

**2016 Southern Company General Business CVB: Questionnaire (CATI)**

<b>Study objectives</b>	▪ Measure satisfaction with utility company.	
<b>Qualified respondent</b>	Works at an organization that gets its electricity from one of the provider companies of interest, and for which the primary focus is in one of the 10 industry segments of interest	S2=1-438 & S5=1-10 & S2C=1,3,4
<b>Sample size</b>	N=4800	

INTRO1. {SHOW IF UTILITY\_CODE=1-25: Hello, my name is [INTERVIEWER NAME] and I am calling from Market Strategies International to see how well your utility has been meeting your electric needs for the past year.}

break

**NOTE: CELL PHONE**

CELL2. Interviewer, confirm if respondent on cellphone or landline

break

CELL1. If on cellphone, ask "Since you are on a cellphone, is it safe for you to talk?"

**NOTE: Introduction**

INTRO2. May I speak with the person at your business or organization who typically deals with your local power company? *(READ IF NECESSARY: This could be the person who contacts the local power company about an outage or with questions about the electric bill.)*

**NOTE: Screening questions**

NOTE: WE ARE REQUIRED BY COPPA (CHILDRENS ONLINE PRIVACY AND PROTECTION ACT) TO ASK IF THEY ARE AN ADULT; THIS IS FOR BOTH RESIDENTIAL AND COMMERCIAL SURVEYS

ADULT. To ensure that we are compliant with relevant regulations and our company policies, we just need to confirm, are you are 18 years of age or older?

- 1 Yes
- 2 No
- DK
- REF

{IF ADULT=2, TERMINATE: 104}  
{IF ADULT=DK, REF, TERMINATE: 309}

break

S2B. Interviewer, select a state from the drop-down list.

break

S1. Interviewer, capture the 5-digit ZIP code.

break

S2. Interviewer, select power company from the drop-down list.  
break

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UTILITY-S5. Interviewers follow the script to screen the survey participants. Qualified people are assigned to quota groups according to their utility and business type.  
break

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{SHOW IF UTILITY=1-16, 21-25: Your participation in this survey is anonymous and voluntary. Your individual answers will remain confidential and reported only in the aggregate.}

{SHOW IF UTILITY=17-20: Your participation in this survey is anonymous and voluntary. Your individual answers will remain confidential and reported only in the aggregate, unless you choose to allow us to share your feedback directly with (RESTORE: UTILITY).}

**NOTE: Questionnaire**

Q6. First, please rate your overall satisfaction with your current power company on a scale from 0 to 10 where 0 is completely dissatisfied and 10 is completely satisfied.

0=Completely dissatisfied  
10=Completely satisfied  
DK  
REF

break

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Q7. Considering everything you get from your power company, how would you rate the value you receive for the amount you pay, using a 0 to 10 scale where 0 is a poor value and 10 is an excellent value.

0=Poor value  
10=Excellent value  
DK  
REF

break

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Q8. Please rate your overall satisfaction with the reliability of electric supply, using a 0 to 10 scale where 0 is poor and 10 is excellent.

0=Poor  
10=Excellent  
DK  
REF

break

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Please rate your power company on the reliability of their electric supply using the same 0 to 10 scale where 0 is poor and 10 is excellent.

(*READ IF NECESSARY:* Outage updates could be via phone call, email, online, etc.)

0=Poor  
10=Excellent  
DK  
REF

- Q9\_1. Minimizes outages  
Q9\_2. Restores power quickly after an outage  
Q9\_3. Lets you know when power will be restored after an outage  
Q9\_4. Easy to get information during an outage  
Q9\_5. Provides convenient ways to receive outage information for your business  
Q9\_6. Minimizes voltage fluctuations or spikes that interfere with equipment operation
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- break

Q10. Have you had any contact with your power company during the past 12 months?

- 1 Yes  
2 No  
DK  
REF

break

{IF Q10=1, ASK Q11; OTHERWISE GO TO Q16}

Q11. Was your most recent contact related to...?  
(READ CODES 1-6)

- 1 A billing related issue  
2 A new service or transfer service request  
3 A service problem you were experiencing  
4 An outdoor lighting issue  
5 An energy audit  
6 Sales or marketing  
7 [VOL] Other  
DK  
REF

break

Q12. Have you contacted your power company by phone in the past 12 months?

- 1 Yes  
2 No  
DK  
REF

break

{IF Q12=1, ASK Q13\_1; OTHERWISE GO TO Q14\_1}

Please rate your power company phone system on a 0 to 10 scale where 0 is poor and 10 is excellent.

- 0=Poor  
10=Excellent  
DK  
REF

- Q13\_1. The automated phone system is easy to use  
Q13\_2. Your needs are taken care of the first time without needing to call back  
Q13\_3. When you need to speak to someone, it's easy to get through to someone who can help
- 
- break

Please rate your power company on the following statements concerning their employees on a 0 to 10 scale where 0 is poor and 10 is excellent

0=Poor  
10=Excellent  
DK  
REF

- Q14\_1. Employees meet your expectations in terms of the way service requests are handled  
Q14\_2. Employees are well trained to meet the needs of your business  
Q14\_3. Employees are friendly and courteous  
Q14\_4. Employees treat customers with respect  
break
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Q15. On a scale from 0 to 10 where 0 is completely dissatisfied and 10 is completely satisfied, overall, how would you rate your satisfaction with your most recent contact?

0=Completely dissatisfied  
10=Completely satisfied  
DK  
REF

break

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Q16. Have you ever visited your power company's website?

1 Yes  
2 No  
DK  
REF

break

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{IF Q16=1, ASK Q17\_1; OTHERWISE GO TO Q18}

On a scale where 0 is poor and 10 is excellent, please evaluate your power company's website in terms of the following...

0=Poor  
10=Excellent  
DK  
REF

Q17\_1. Usefulness of information available  
Q17\_2. Ease of navigating the site

break

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Q18. Do you, personally, see the monthly power bill, either before or after it gets paid?

1 Yes  
2 No  
DK  
REF

break

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{IF Q18=1, ASK Q19\_1; OTHERWISE GO TO Q20\_1}

Please rate your power company on the following about prices, billing, and efficiency using the same scale where 0 is poor and 10 is excellent

(*READ IF NECESSARY*: monthly bill options could be mail, email, online, etc.)

0=Poor  
10=Excellent  
DK  
REF

Q19\_1. Billing statements are easy to understand  
Q19\_2. Billing statements are accurate  
Q19\_3. Bills provide useful information that helps you manage how much electricity you use  
Q20\_1. Provides options for receiving your monthly bill

- Q20\_2. Provides a variety of ways to pay your bill—for example, the ability to pay online, at local office, and so on
- Q20\_3. Provides pricing plans that meet your business needs
- Q20\_4. Pricing plans are easy to understand
- Q20\_5. Offers reasonable price
- Q20\_6. Utility runs its business efficiently to control costs
- Q20\_7. Provides tools and resources to help you use energy efficiently
- Q20\_8. Offers energy efficiency programs to help you reduce your bill
- 
- break

I will now list phrases that people may use to describe a company.

For each phrase, please indicate how well it describes your power company using a 0 to 10 scale where 0 means it does not describe it at all and 10 means it describes your power company very well.

0=Does not describe at all  
10=Describes very well  
DK  
REF

- Q21\_1. Actively supports the community
- Q21\_2. Shows concern for the environment
- Q21\_3. Is well prepared to handle emergencies
- Q21\_4. Is a trustworthy company

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break

{IF UTILITY=17–20, ASK Q20; OTHERWISE CONTINUE}

Q20. You have provided information that can help your power company better meet your electric needs. May we have your permission to forward your individual responses to them?

1 Yes  
2 No

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break

CLOSE. Thank you for your time and opinions, and have a wonderful day!

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