

- b. Which of these energy efficiency measures offer the highest likely participation rates?
 - c. How does likelihood to participate differ by payback period for the customer?
2. Help AmerenUE understand unique customer segments to support customer marketing and outreach

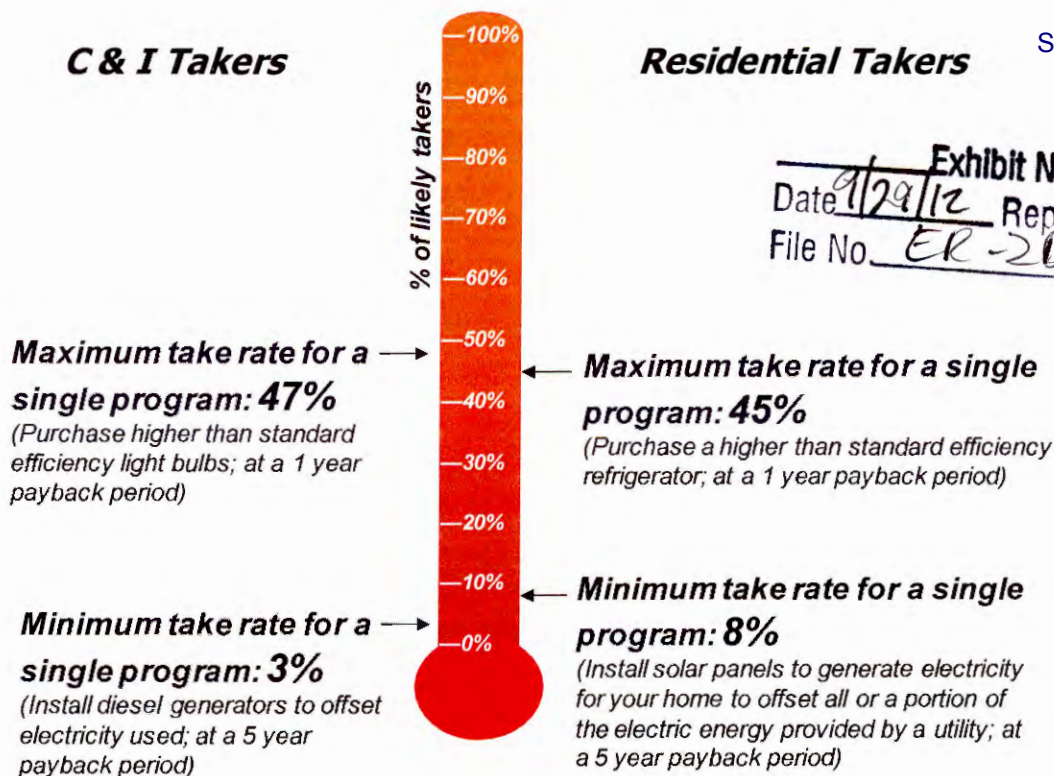
The topics covered by the program-interest research included:

- Attitudinal questions, which included general attitudes about energy use, energy efficiency, environmental concerns, saving money, comfort, etc.; purchasing attitudes, preferences, practices; and attitudes toward electric utility providers in general and attitudes toward AmerenUE
- Assessment of energy efficiency measures already implemented
- Interest in potential energy efficiency and demand response measures offered by AmerenUE that cover appliance and equipment upgrades to high-efficiency models, improvements in processes that would save energy, and likelihood of undertaking certain energy conservation measures.

Key results from the program interest research included "take rates" for various program concepts. Take-rates represent the likelihood that customers will participate in specific programs and they reflect a snapshot of current behavior and circumstances. They have been adjusted for response bias using industry standard techniques to reflect what customers *actually* do rather than what they *say* they will do.

Figure 13 illustrates the range of take rates for the residential and business sectors. Figure 14 and Figure 15 present likely take rates for specific appliances/equipment.

Figure 13 Range of Take Rates



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Figure 14 Likely Residential Take Rates for Purchasing High-efficiency Equipment

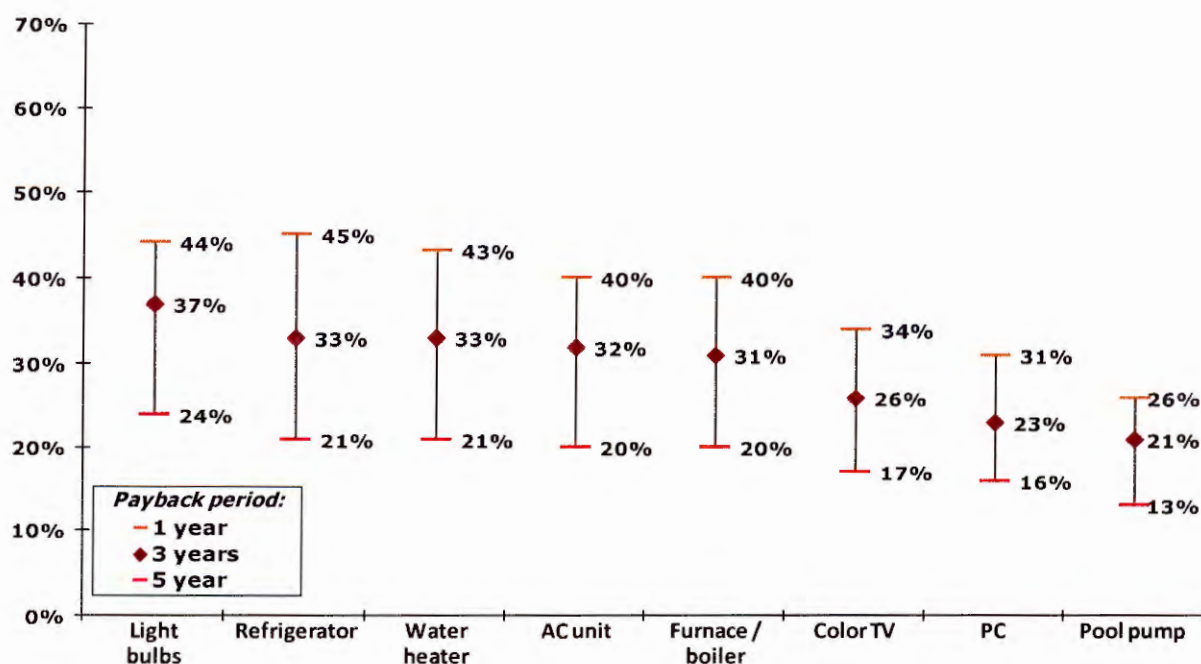
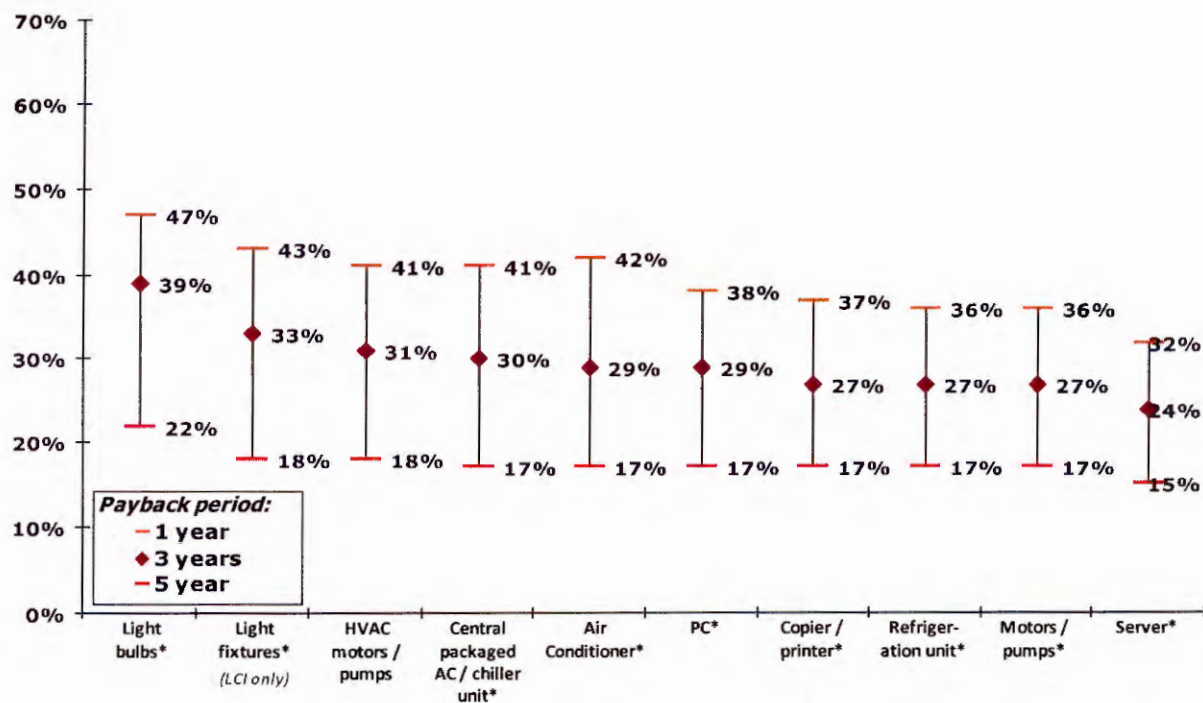


Figure 15 Likely C&I Take Rates for Purchasing High-efficiency Equipment



These take rates are used directly to estimate the various levels of achievable potential for this study – MAP and RAP. Take-rate estimates at a one-year payback were used to estimate MAP. Take-rates at a three-year payback were used to estimate RAP and were ramped up over the 20-year forecast horizon to reflect increased awareness of utility programs.