

# Surge Protection Branding Study

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Start of Block: Default Question Block

Ameren is considering introducing some new products and services, which are designed to protect customers and their home while still providing safe reliable energy. We would like to invite you to take a brief survey to share your thoughts on some of these new services and products.

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Q1 Is your primary residence in...?

- Illinois (1)
- Missouri (2)
- Some other state (3)

*Skip To: End of Survey If Is your primary residence in...? = Illinois*

*Skip To: End of Survey If Is your primary residence in...? = Some other state*

End of Block: Default Question Block

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Start of Block: Block 2

Q2 Which of the following utilities in Missouri do you get your electricity from?

- Ameren Missouri (1)
- Empire District Electric Co. (4)
- Evergy Missouri West (2)
- Evergy Metro, Inc. (3)
- Municipal systems, such as Kirkwood Electric (5)
- Cooperatives or Co-Ops (6)

*Skip To: End of Survey If Which of the following utilities in Missouri do you get your electricity from? = Empire District Electric Co.*

*Skip To: End of Survey If Which of the following utilities in Missouri do you get your electricity from? = Evergy Missouri West*

*Skip To: End of Survey If Which of the following utilities in Missouri do you get your electricity from? = Evergy Metro, Inc.*

*Skip To: End of Survey If Which of the following utilities in Missouri do you get your electricity from? = Municipal systems, such as Kirkwood Electric*

*Skip To: End of Survey If Which of the following utilities in Missouri do you get your electricity from? = Cooperatives or Co-Ops*

**End of Block: Block 2**

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**Start of Block: Block 1**

Q3 Who is primarily responsible for paying the Ameren Missouri bill for your household?

- I pay the electric bill (1)
- I share responsibility with someone else for paying the electric bill (2)
- Someone else pays the electric bill for my household (3)

*Skip To: End of Survey If Who is primarily responsible for paying the Ameren Missouri bill for your household? = Someone else pays the electric bill for my household*

**End of Block: Block 1**

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**Start of Block: Block 3**

Q4 Do you currently own or rent?

- Own (1)
- Rent (2)
- Other (3)

*Skip To: End of Survey If Do you currently own or rent? = Other*

End of Block: Block 3

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Start of Block: Block 4

Q5 Have you ever experienced an electrical surge in your home?

- Yes (1)
- No (3)
- Not sure (4)

End of Block: Block 4

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Start of Block: Block 5

*Display This Question:*

*If Have you ever experienced an electrical surge in your home? = Yes*

Q6 Did the electrical surge damage electrical equipment, such as a refrigerator, AC unit, stereo equipment, TV, dishwasher, computer, etc?

- Yes (1)
- No (2)
- Not sure (3)

End of Block: Block 5

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Start of Block: Block 6

Ameren Missouri is considering offering surge protection. This protection would require the following collar device (see image below) be placed behind your current meter, which would be

owned and installed by Ameren Missouri. This would protect you from any incoming power surges attempting to enter your home through your electric meter. This could include, but is not limited to, lightning strikes, surge from a transformer, downed power lines, etc. This device provides protection for your home's electrical circuits/fuse box and prevents damage to your electric and motor driven appliances. With the Surge Protection Device, if any damage were to occur, Ameren Missouri would replace or repair the electronic devices in your home damaged from surges.

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Q7 What is your initial reaction to the Surge Protection Program?

- I am not at all interested (1)
- I am not too interested (2)
- I am somewhat interested (3)
- I am very interested (4)
- I am extremely interested (5)

End of Block: Block 6

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Start of Block: Block 7

Ameren Missouri is considering offering the Surge Protection Program to customers on a monthly subscription basis. Ameren Missouri would not charge a separate installation fee for the device. The Surge Protection Device will protect home appliances and electronics from surges that enter the home through the meter. By enrolling in the program customers would have coverage for appliances and equipment, including, but not limited to: air conditioner, washer & dryer, oven/range, dishwasher, refrigerator, television, computer, DVD player, game consoles and desktop printers. Knowing this...

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Q8 At what monthly price would you consider the product to be **so expensive** that you would not consider spending it? (Too expensive) You can put any price from \$0.0 to \$99.99 but you need to click on the dollar and cents slider to register your response.

0 10 20 30 40 50 59 69 79 89 99



|            |  |
|------------|--|
| Dollars () |  |
| Cents ()   |  |

End of Block: Block 7

Start of Block: Block 8

Q9 In the previous question, you said  $\$ \{Q8/ChoiceNumericEntryValue/4\} . \{Q8/ChoiceNumericEntryValue/14\}$  was too expensive. At what monthly price would you consider the product to be priced **so low** that you would feel the quality couldn't be very good? (Too cheap) You can put any price from \$0.0 to \$99.99 but you need to click on the dollar and cents slider to register your response.

0 10 20 30 40 50 59 69 79 89 99



|            |  |
|------------|--|
| Dollars () |  |
| Cents ()   |  |

End of Block: Block 8

Start of Block: Block 9

Q10 In the previous questions, you said  $\$ \{Q8/ChoiceNumericEntryValue/4\} . \{Q8/ChoiceNumericEntryValue/14\}$  was too expensive and  $\$ \{Q9/ChoiceNumericEntryValue/4\} . \{Q9/ChoiceNumericEntryValue/5\}$  was too cheap. At what monthly price would you consider the product **starting to get expensive**, so that it is not out of the question, but you would have to give some thought to it? (Expensive/High Side) You can put any price from \$0.0 to \$99.99 but you need to click on the dollar and cents slider to register your response.

0 10 20 30 40 50 59 69 79 89 99

|            |  |
|------------|--|
| Dollars () |  |
| Cents ()   |  |

End of Block: Block 9

Start of Block: Block 10

Q11 Previously, you



said  $\$Q8/ChoiceNumericEntryValue/4$ .  $\$Q8/ChoiceNumericEntryValue/14$  was too expensive,

$\$Q9/ChoiceNumericEntryValue/4$ .  $\$Q9/ChoiceNumericEntryValue/5$  was too cheap, and

$\$Q10/ChoiceNumericEntryValue/18$ .  $\$Q10/ChoiceNumericEntryValue/19$  was starting to get expensive. At what monthly price would you consider the product to be **a bargain**—a great find

for the money? (Cheap/Good Value) You can put any price from \$0.0 to \$99.99 but you need to click on the dollar and cents slider to register your response.

0 10 20 30 40 50 59 69 79 89 99

|            |  |
|------------|--|
| Dollars () |   |
| Cents ()   |  |

End of Block: Block 10

Start of Block: Block 11

Next, we would like to get your opinion on the name of the protection program Ameren Missouri is considering.



Q12\_1 Given what you know of the program, how **appealing** is the name **Whole Home Surge Protection**?

- Not at all appealing (1)
  - Not too appealing (2)
  - Appealing (3)
  - Very appealing (4)
- 



Q12\_2 Given what you know of the program, how **appealing** is the name **Home Surge Protection**?

- Not at all appealing (1)
  - Not too appealing (2)
  - Appealing (3)
  - Very appealing (4)
- 



Q12\_3 Given what you know of the program, how **appealing** is the name **Whole Home Surge Coverage**?

- Not at all appealing (1)
  - Not too appealing (2)
  - Appealing (3)
  - Very appealing (4)
- 



Q12\_4 Given what you know of the program, how **appealing** is the name **Surge Protection Plan**?

- Not at all appealing (1)
  - Not too appealing (2)
  - Appealing (3)
  - Very appealing (4)
- 



Q12\_5 Given what you know of the program, how **appealing** is the name **Surge Safeguard**?

- Not at all appealing (1)
- Not too appealing (2)
- Appealing (3)
- Very appealing (4)

End of Block: Block 11

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Start of Block: Block 12



Q13 In addition to the name you evaluated, Ameren Missouri is considering four other names. Of the five names, which one appeals to you the most?

- Whole Home Surge Protection (1)
- Home Surge Protection (2)
- Whole Home Surge Coverage (3)
- Surge Protection Plan (4)
- Surge Safeguard (5)



End of Block: Block 12

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Start of Block: Block 13

Q14 Why did you choose **#{Q13/ChoiceGroup/SelectedChoices}** over the other four names?  
Please be specific.

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End of Block: Block 13

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Start of Block: Block 14

Q15 If the name of the protection program was called **#{Q13/ChoiceGroup/SelectedChoices}**, how interested would you be to want to learn more about the program?

- Not interested (1)
- Somewhat interested (2)
- Very interested (3)

End of Block: Block 14

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Start of Block: Block 15

*Display This Question:*  
*If Do you currently own or rent? = Own*

Q16 Do you or a spouse or partner living in your household currently own an Electric Vehicle (EV), or are you planning to purchase an EV in the next 12 months?

- Yes, currently own (1)
- Yes, plan on purchasing (2)
- No, do not own nor plan on purchasing (3)

End of Block: Block 15

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Start of Block: Block 16

*Display This Question:*

*If Do you or a spouse or partner living in your household currently own an Electric Vehicle (EV), or...  
= Yes, currently own*

*Or Do you or a spouse or partner living in your household currently own an Electric Vehicle (EV), or...  
= Yes, plan on purchasing*

Q17 How interested would you be in an **EV charger** at your residence? Ameren Missouri would sell, install and make necessary upgrades at the home for the EV charger station.

- Not interested (1)
- Somewhat interested (2)
- Very interested (3)
- Interested but would depend on the price (4)
- Not sure. I would need more information (5)

End of Block: Block 16

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Start of Block: Block 17

*Display This Question:*

*If Do you currently own or rent? = Own*

Q18 As a homeowner you are responsible for keeping trees and vegetation on your property from affecting the power lines that lie between the electric pole and your home. Knowing this, how interested would you be in Ameren Missouri providing **tree maintenance**? This service would include preventative tree trimming and if a tree-related power outage affects the service

line, Ameren Missouri will clean up the debris and restore power as obligated. The homeowner would pay a monthly fee for this service.

- Not interested (1)
- Somewhat interested (2)
- Very interested (3)
- Interested but would depend on the price (4)
- Not sure. I would need more information (5)

End of Block: Block 17

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Start of Block: Block 18

*Display This Question:*

*If Do you currently own or rent? = Own*

Q19 If the price for the tree maintenance service was \$9.99 a month, would this change your interest?

- Decreases my interest (1)
- Does not change my interest (2)
- Increases my interest (3)

End of Block: Block 18

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Start of Block: Block 19

*Display This Question:*

*If Do you currently own or rent? = Own*

Q20 How interested would you be in having a **back-up generator** at your residence? Ameren Missouri would own, install and maintain the back-up generator at the customer's residence and the homeowner would pay a monthly fee for this service.

- Not interested (1)
- Somewhat interested (2)
- Very interested (3)
- Interested but would depend on the price (4)
- Not sure. I would need more information (5)

End of Block: Block 19

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Start of Block: Block 22

We just have a few more questions to ask for analysis purposes.

End of Block: Block 22

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Start of Block: Block 20

Q21 What is your gender?

- Male (1)
  - Female (2)
  - Prefer not to answer (3)
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Q22 Which of the following describes your age?

- 18-22 (1)
  - 23-38 (2)
  - 39-54 (3)
  - 55-73 (4)
  - 74 or older (5)
  - Prefer not to answer (6)
- 

Q23 Which of the following categories best describes your total household income before taxes?

- Less than \$25,000 (1)
  - \$25,000 - \$34,999 (2)
  - \$35,000 - \$49,999 (3)
  - \$50,000 - \$74,999 (4)
  - \$75,000 - \$99,999 (5)
  - \$100,000 - \$124,999 (6)
  - \$125,000 - \$149,999 (7)
  - \$150,000 or more (8)
  - Prefer not to answer (9)
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Q24 Are you of Hispanic or Latino origin?

- Yes (1)
  - No (2)
  - Prefer not to answer (3)
- 

Q25 Which of the following best describes your race?

- Black / African-American (1)
  - Asian (including South Asian, such as Pakistani or Indian) (2)
  - White / Caucasian (3)
  - Indigenous Peoples (i.e. Native American, Pacific Islander, Aboriginal, Aleutian) (4)
  - Other (5) \_\_\_\_\_
  - Prefer not to answer (6)
- 

Q26 Would you describe the area in which you live as urban, suburban or rural?

- Urban (1)
  - Suburban (2)
  - Rural (3)
  - Not sure (4)
- 

Q27 In what county in Missouri do you live?

▼ Adair (1) ... Wright (115)

End of Block: Block 20

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Start of Block: Block 21

We thank you for your time spent taking this survey. Your response has been recorded.

End of Block: Block 21

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