

## PART 1 : USAGE QUESTIONS

### QUESTION 1 :

**How often do you log on to DTEEnergy.com?**

**RESPONSE OPTIONS:**

*(CHOOSE ONE)*

- Every Day
- Once a Week
- Once a Month
- Once Every Few Months
- Once a Year
- Less than Once a Year

### QUESTION 2a :

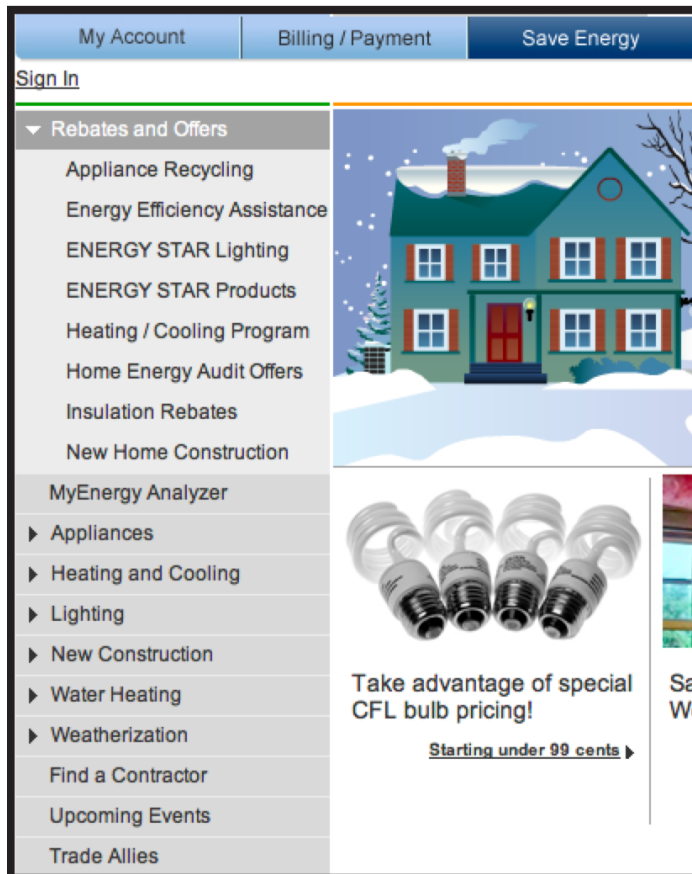
**Do you remember ever using the "Save Energy" section of the website (*pictured below*)?**

**RESPONSE OPTIONS:**

*(CHOOSE ONE)*

- Yes
- No
- Unsure





**QUESTION 2b :**

**If you responded 'Yes' to 2a, what did you use it for?**

**RESPONSE OPTIONS:**

*(CHOOSE ONE)*

- To find energy saving tips
- To find rebate information
- To track my energy usage
- Other *(field for free response)*

**QUESTION 3a :**

**Do you remember ever using the MyEnergy Analyzer section of the website *(pictured below)*?**

**RESPONSE OPTIONS:**  
(CHOOSE ONE)

- Yes
- No
- Unsure

The screenshot shows the DTE Energy MyEnergy Analyzer website. At the top left is the DTE Energy logo. To the right is a yellow box with the text "YOUR ENERGY SAVINGS". Below the logo is the text "MyEnergy Analyzer" and a link "Go to the DTE Energy Home Page". The account number is displayed as "1111111111" and the address is "3256 DUNWOODIE RD, ANN ARBOR, MI 48105". There are navigation tabs for "My Bill", "My Home", "Find Ways to Save", "Improve My Home", and "Learn About Energy". Under "My Bill", there are sub-tabs for "Bill History", "Bill Analysis", and "Payment History". The main content area is titled "Bill Center" and includes a welcome message: "Welcome [Name]! Today is Friday, February 26, 2010." Below this is an "Account Summary" section with a green header. It shows "Account status as of 2/4/2010" with "Last Payment \$353.30" and "Received 1/29/2010 - Thank you!". The "Account balance" is highlighted in yellow as "\$289.45 ...as of last bill". Below this is a "Bill Summary ending 2/4/2010" table:

Previous balance	\$0.00
Total current charges	\$289.45
Amount Due 2/26/2010	\$289.45

To the right of the account summary is a promotional banner for a "FREE Energy Efficiency Kit (a \$25 value)" with a "Continue here!" link. Below the banner is a section titled "How does my home use energy?" for address "3256 DUNWOODIE RD". It shows "Total Costs 1/8/2010 to 2/4/2010" with a pie chart and a legend: Heating \$168 and Hot Water \$40.

**QUESTION 3b :**

If you responded 'Yes' to 2a, what did you use it for?

**RESPONSE OPTIONS:**  
(CHOOSE ONE)

To find energy saving tips  
To find rebate information  
To track my energy usage  
Other (*field for free response*)

**QUESTION 4 :**

Out of the following, which do you find the **MOST** useful on the DTE Energy website?

**RESPONSE OPTIONS:**  
(*CHOOSE ONE*)

Energy Saving Tips  
Viewing/Paying Bills  
Comparing annual usage  
MyEnergy Analyzer

**QUESTION 5 :**

Out of the following, which do you find the **LEAST** useful on the DTE Energy website?

**RESPONSE OPTIONS:**  
(*CHOOSE ONE*)

Energy Saving Tips  
Viewing/Paying Bills  
Comparing annual usage  
MyEnergy Analyzer

**QUESTIONS 6a,b,c,d,e :**  
(*Multiple Choice Matrix*)

**To what extent do you agree with the following statements:**

- I tend to be very concerned about my energy usage
- Saving money on my energy bill is more motivating to reduce my energy use than concerns about the environment.
- I recently have made changes in my daily habits to reduce the amount of energy use

- I am aware of the impacts of my energy use on my bill
- I am satisfied with the DTE website

**RESPONSE OPTIONS:**

*(CHOOSE ONE)*

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**QUESTION 7 :**

**If you watch your energy use, which of the following methods do you use most often?**

**RESPONSE OPTIONS:**

*(CHOOSE ALL THAT APPLY)*

- Paper bills
- E-bills
- Annual Comparison chart (on DTE's Website)
- MyEnergy Analyzer
- Other *(field for free response)*

**PART 2 : DEMOGRAPHIC INFORMATION**

**QUESTION D1 :**

**Please Provide Your Age:**

**RESPONSE OPTIONS:**

*(CHOOSE ONE)*

- 21 and under
- 22 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 and over
- Prefer not to respond

**QUESTION D2 :**

**Do you identify as:**

**RESPONSE OPTIONS:**

*(CHOOSE ONE)*

Male

Female

Other Response

Prefer not to respond

**QUESTION D3 :**

**What is the highest level of education you have completed?**

**RESPONSE OPTIONS:**

*(CHOOSE ONE)*

Some high school

High school or equivalent

Vocational/technical school

Some college

Bachelor's degree

Graduate degree

Other

Prefer not to respond

**QUESTION D4 :**

**About how many hours a week do you spend online?**

**RESPONSE OPTIONS:**

*(CHOOSE ONE)*

0-9

10-19

20-29

30-39

over 40

Prefer not to respond

**QUESTION D5 :**

**Which best describes your residence?**

**RESPONSE OPTIONS:**

*(CHOOSE ONE)*

House

Apartment

Mobile home

Other

Prefer not to respond

**QUESTION D6 :**

**Which best describes the area you live in?**

**RESPONSE OPTIONS:**

*(CHOOSE ONE)*

Urban

Suburban

Rural

Prefer not to respond