

# 1.1 Customer Survey Questionnaire

Interview Code: \_\_\_\_\_

Interviewer: \_\_\_\_\_

Date/Time of Interview: \_\_\_\_\_

## EVN Phase 2 DSM Program COMPACT FLUORESCENT LIGHTING PROGRAM (PHASE 2) PARTICIPATING CUSTOMER SURVEY

### Customer Details

Customer Name	
Address	
Province	
Electricity Supplier	PC1 / PC2 / PC3 / PC4 / PC5 / PC6 / PC7 / PC8 / PC9 (circle)
Utility Account No.	

CFL



Incandescent Lamp



Fluorescent Lamp



---

# 1. PROGRAM PARTICIPATION

I'd like to begin our survey by finding out if you participated in the program.

EVN introduced a CFL Program in October 2005 where Domestic Customers were entitled to purchase up to 2 lamps from the district offices of the PCs at discounted prices.

Q 1-1	Have you purchased CFLs under the EVN Program?			
	Yes .....	1	go to	<a href="#">Q 2-1</a>
	No .....	2	End survey	

# 2. PROGRAM PARTICIPATING USERS

I would now like to ask you more details about your participation in this program

Q 2-1	Have you purchased any CFLs directly from the retailers before this program was introduced?			
	Yes .....	1		
	No .....	2		
Q 2-2	How many lamps did you purchase under the EVN scheme?			
	One .....	1		
	Two .....	2		
Q 2-3	Where were the lamp(s) installed?	Lamp 1	Lamp 2	
	Verandah / Lounge/Dining area .....	1	1	
	Bedrooms .....	2	2	
	Kitchen .....	3	3	
	Toilet.....	4	4	
	Bathroom .....	5	5	
	Other (outside, breeding facilities, etc)...	6	6	
Q 2-4	Were the CFLs used as replacement of existing lamps or in new installations? <a href="#">Show photos of lamps in Page 1</a>	Lamp 1	Lamp 2	
	Replacement of Incandescent lamps	1	1	go to Q 2-5
	Replacement of Fluorescent tube lamps	2	2	go to Q2-6
	New fittings .....	3	3	go to Q 2-7

	Other (specify) .....	4	4	
Q 2-5	What was the wattage of the incandescent lamps replaced?			
	a) Incandescent Lamps	Lamp 1	Lamp 2	
	40W .....	1	1	
	60W .....	2	2	
	75W .....	3	3	
	100W .....	4	4	
	Cannot remember	5	5	
Q 2-6	What is the reason for replacing a fluorescent tube with a CFL?			
	Better quality of Light	1		
	Level of saving	2		
	Looks	3		
	Other (specify)	4		
Q 2-7	Did you remove the fluorescent tube fitting and install a holder for the CFLs?			
	Yes	1		
	No	2		
Q 2-8	What was the wattage of the fluorescent tube you replaced?	Lamp 1	Lamp 2	
	20W (0.6m) .....	1	1	
	40W (1.2m) .....	2	2	
Q 2-9	Are the lamps still operating?	Lamp 1	Lamp 2	
	Yes .....	1	1	Go to Q 2-13
	No .....	2	2	Go to Q 2-10
Q 2-10	After how long did the lamp(s) fail?	Lamp 1	Lamp 2	
	Within 3 months .....	1	1	
	Between 3 and 6 months .....	2	2	
	Between 6 and 9 months .....	3	3	
	After 9 months.....	4	4	
Q 2-11	Were the lamps replaced by EVN during the warranty period?			
	Yes .....	1	1	Go to Q 2-13
	No .....	2	2	Go to Q 2-12
Q 2-12	Why did you not use the warranty?			

<i>Reason:</i>
----------------

Q 2-13	On an average, how many hours a day the lamps are in use?	Lamp 1	Lamp 2	
	Less than 2 hours	1	1	
	Between 2 to 4 hours	2	2	
	Between 4 - 6 hours	3	3	
	More than 6 hours	4	4	
Q 2-14	Where did you hear about the CFL Program?			
	Newspaper .....	1		
	Advertisement on TV.....	2		
	Poster.....	3		
	Banner.....	4		
	EVN Brochure / Flyers .....	5		
	Commune Loudspeaker.....	6		
	Notice Board.....	7		
	Meetings.....	8		
	Notice of EVN's Branches.....	9		
	Other (specify).....	10		
Q 2-15	Were the advertisements / EVN literature easy to understand?			
	Yes .....	1	goto	Q 2-17
	No .....	2	goto	Q 2-16
Q 2- 16	Why was it difficult to understand?			
	<i>Reasons:</i>   			
Q 2-17	Why did you decide to participate in the CFL Program? <i>Multiple responses allowed</i>			
	Sponsored by EVN .....	1		
	Discounted Price .....	2		
	Manufacturers Warranty .....	3		
	Savings Potential .....	4		
	Other (specify) .....	5		
Q 2-18	Are you satisfied with the performance of the CFLs?			
	Yes .....	1	goto	Q 2-20
	No .....	2	goto	Q 2-19
Q 2- 19	What aspects were you not satisfied with?			
	Quality of light .....	1		
	Looks .....	2		

Level of saving ..... 3  
 Other (specify) ..... 4

Q 2-20 How do you rate the following aspects of the program?

EVN approval process .....  
 Type of CFLs .....  
 Location of EVN outlets .....  
 Price of CFLs .....  
 Length of warranty .....

Good	Unsatisfactory	No Idea

Q 2-21 Do you have any suggestions for improving the program?

*Suggestions:*

Q 2-22 What is your current average monthly electricity bill? (VND)

Q 2-23 What was your average monthly electricity bill before installing CFLs? (VND)

Q 2-24 How many CFLs you have purchased outside EVN program? (*enter zero if none*)

**THANK YOU VERY MUCH FOR YOUR COOPERATION**