

Chelan PUD Customer Satisfaction Survey

February – March 2018



Methodology

- 402 interviews completed
- Conducted between February 21- March 3, 2018
- 20% Hispanic respondents
- Margin of error - +/- 4.86

Overall Impressions

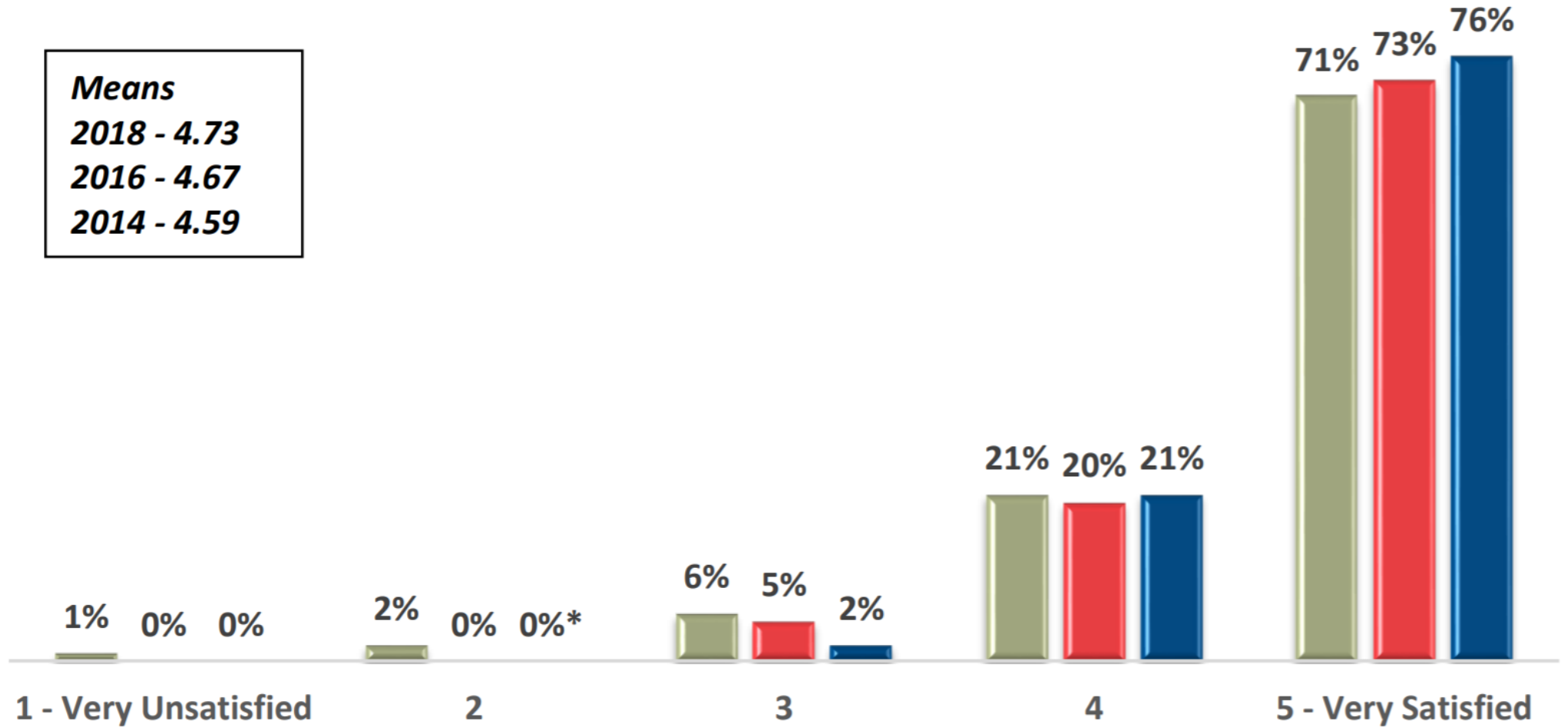
- All four tested positive descriptors of the PUD showed mean scores above 4.50 on the 5.00-point scale.
 - A utility you can trust
 - A good corporate citizen
 - Good environmental steward
 - Well-managed
- Three tested positive areas of expectations all tested above 4.50 on the 5.00-point scale.
 - Treats me as an individual and with respect
 - Is responsive to customer needs
 - Employees are experienced, knowledgeable, and proactive.

Q1. Overall, How Satisfied Are You With Chelan PUD?

(Asked of 402)

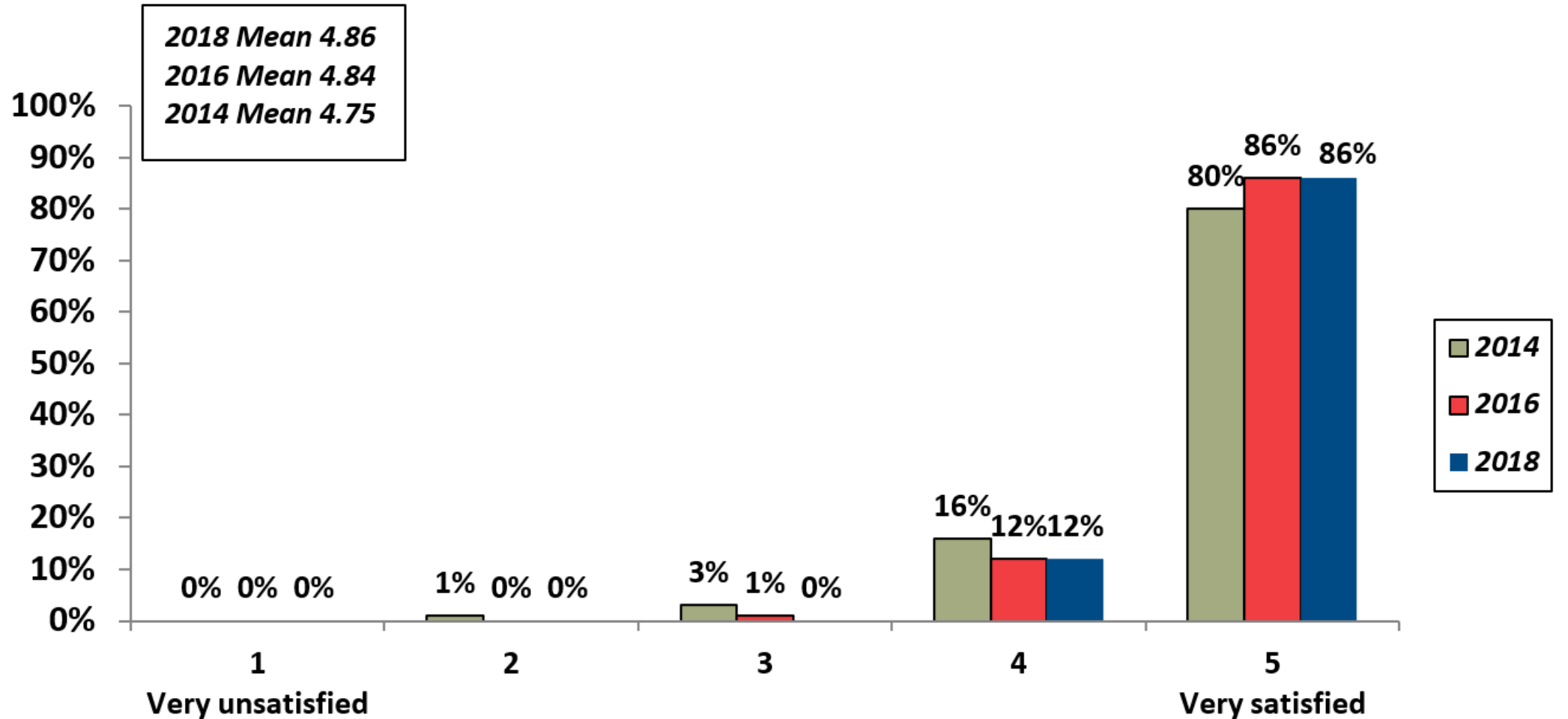
■ 2014 ■ 2016 ■ 2018

Means
2018 - 4.73
2016 - 4.67
2014 - 4.59



Q.3 How satisfied are you with the overall reliability of electric service from Chelan County PUD?

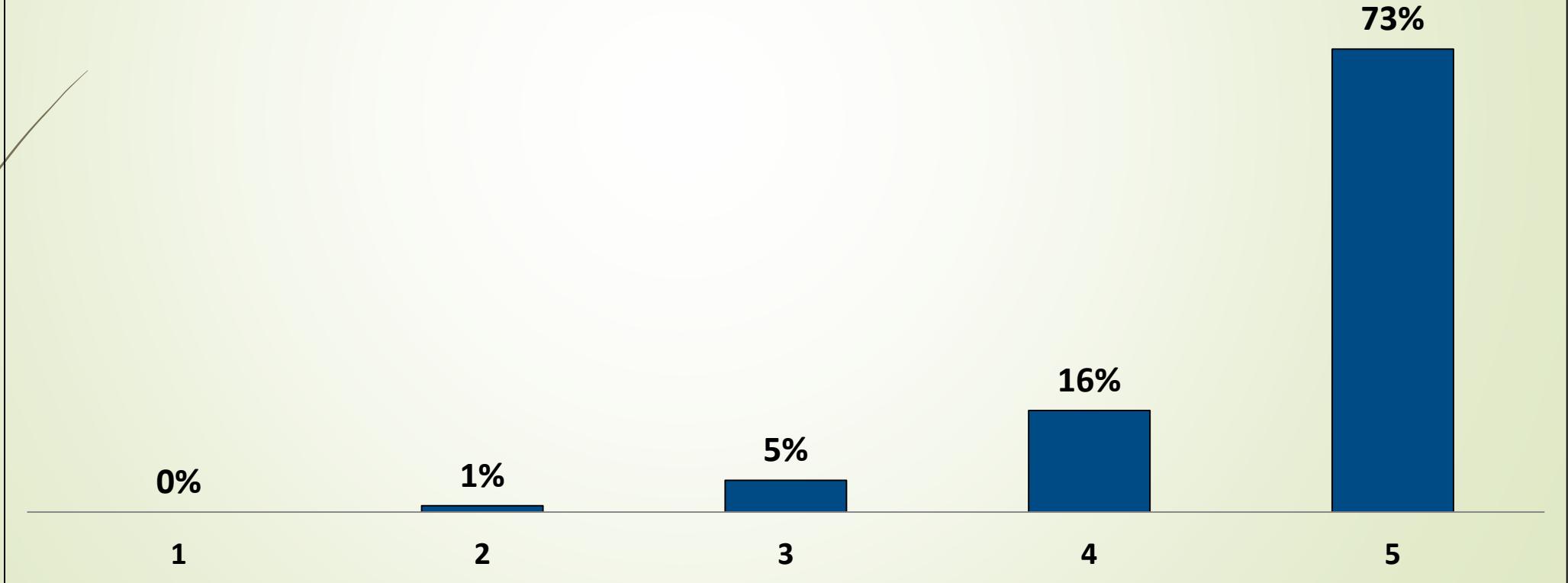
(Asked of 402)



Q.4 Please rate your level of satisfaction with the overall quality of communication you receive from Chelan PUD?
(Asked of 402)

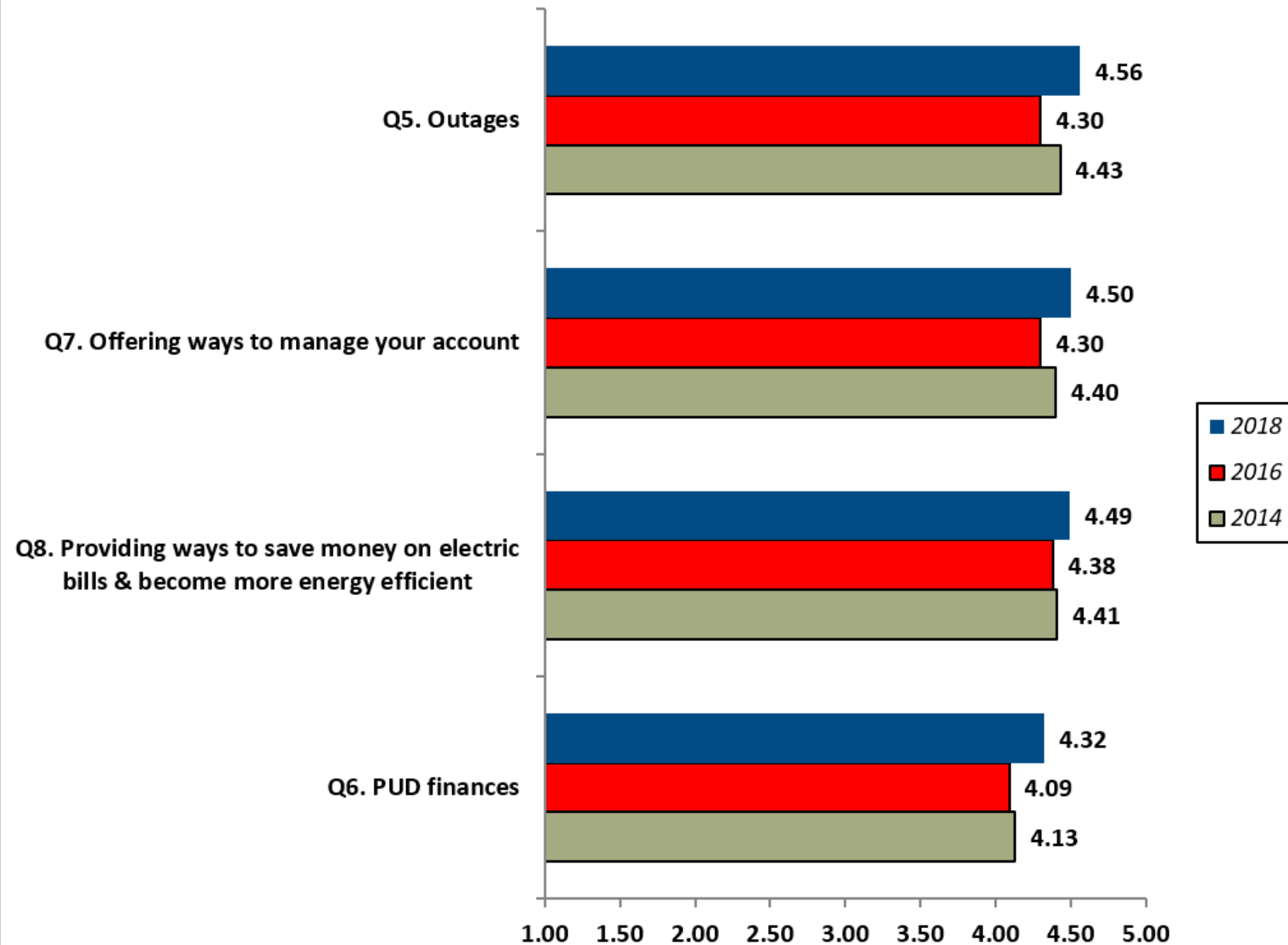
2018 Mean 4.70

■ 2018



Q5 - Q8 Please Rate Chelan PUD On Communicating With Customers On The Following Topics.

(Asked of 402 - Mean Scores)



Please rate the following statements about the PUD using a 1 to 5 scale, where a 1 means "strongly disagree" and 5 means "strongly agree."

■ 2018



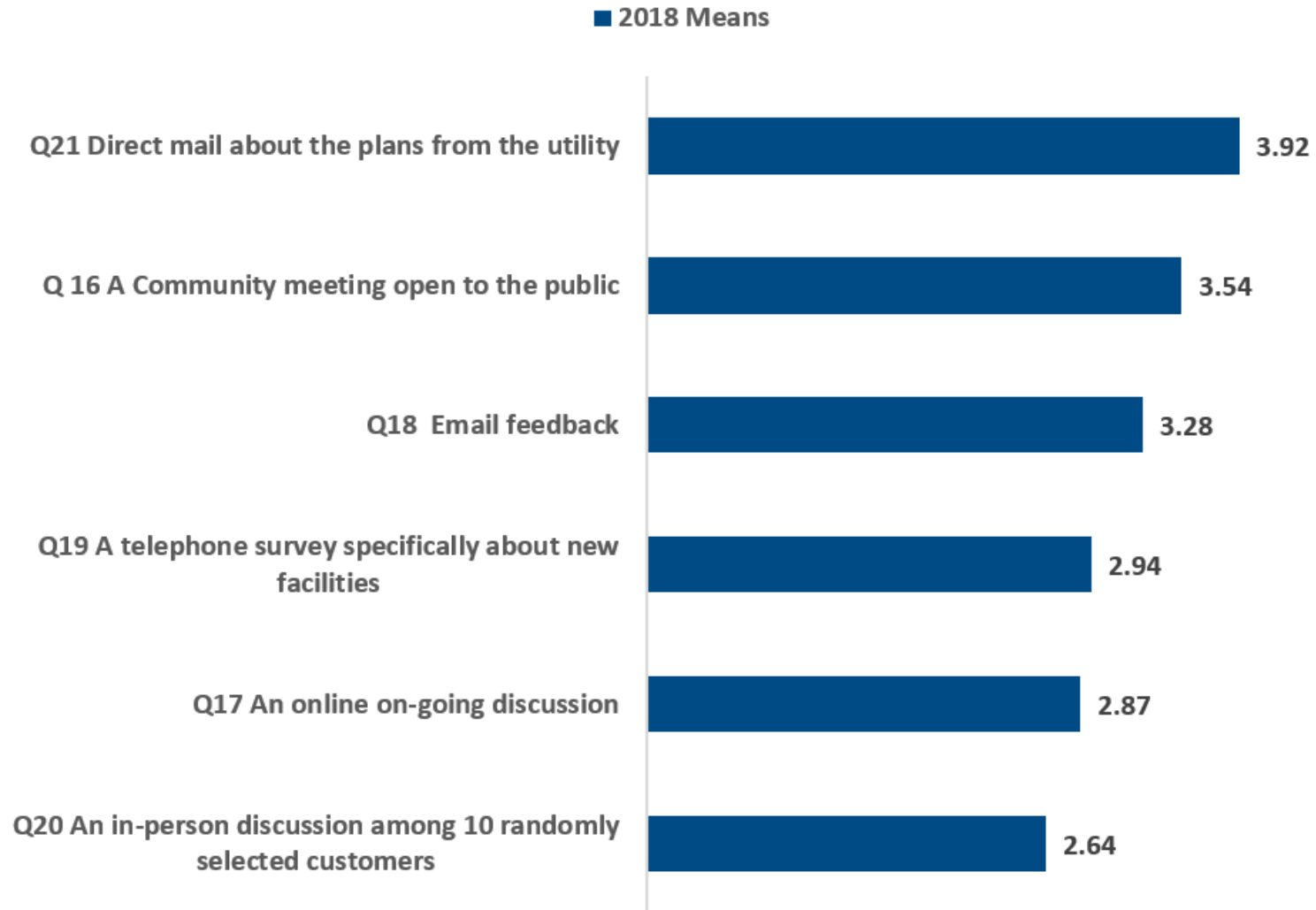
Q13-Q15 For the following statements about the PUD, please use a 1 to 5 scale, where a 1 means “falls short of your expectations” and 5 means “exceeds your expectations.”

(Asked of 402)

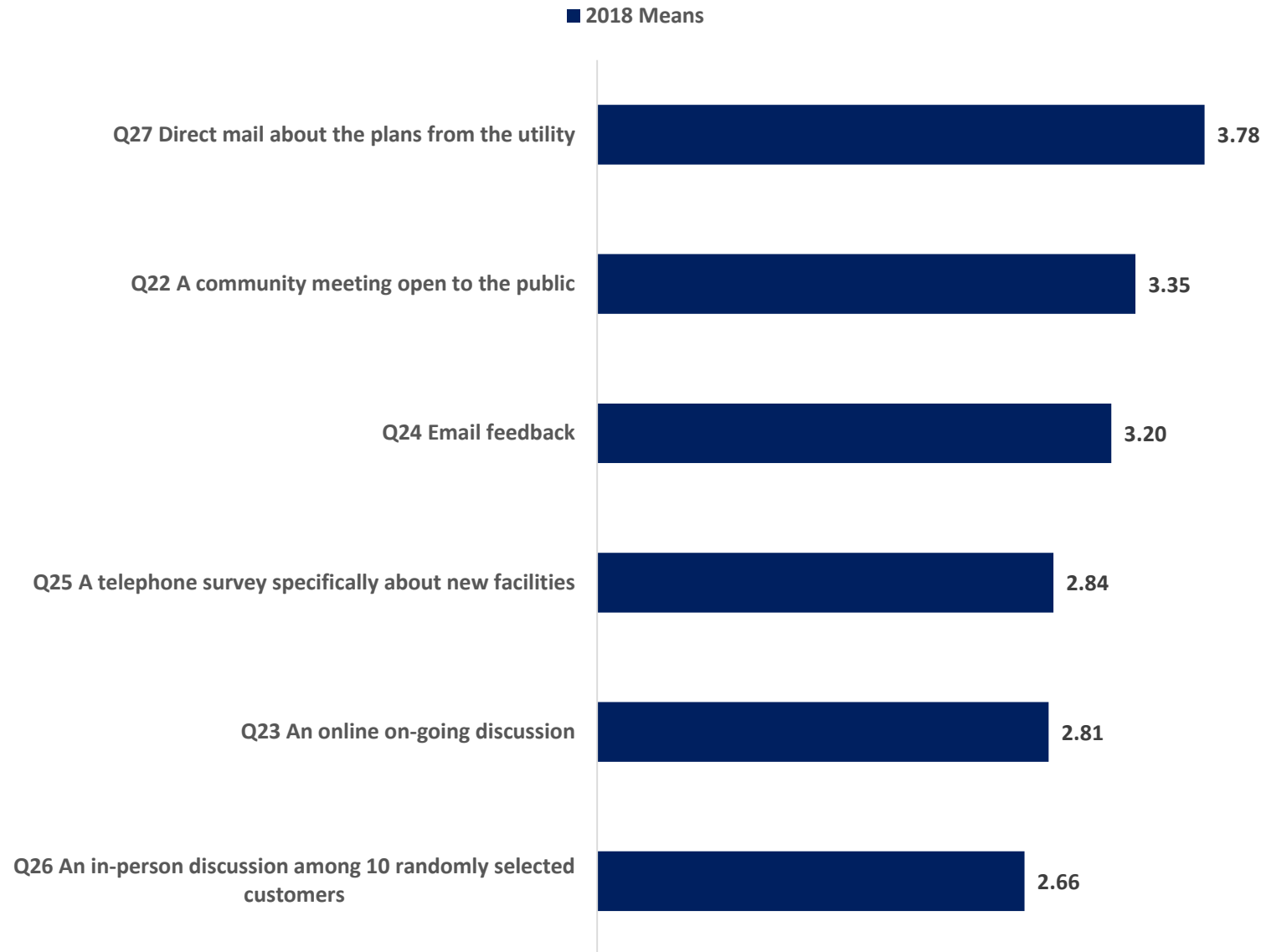
■ 2018 Means



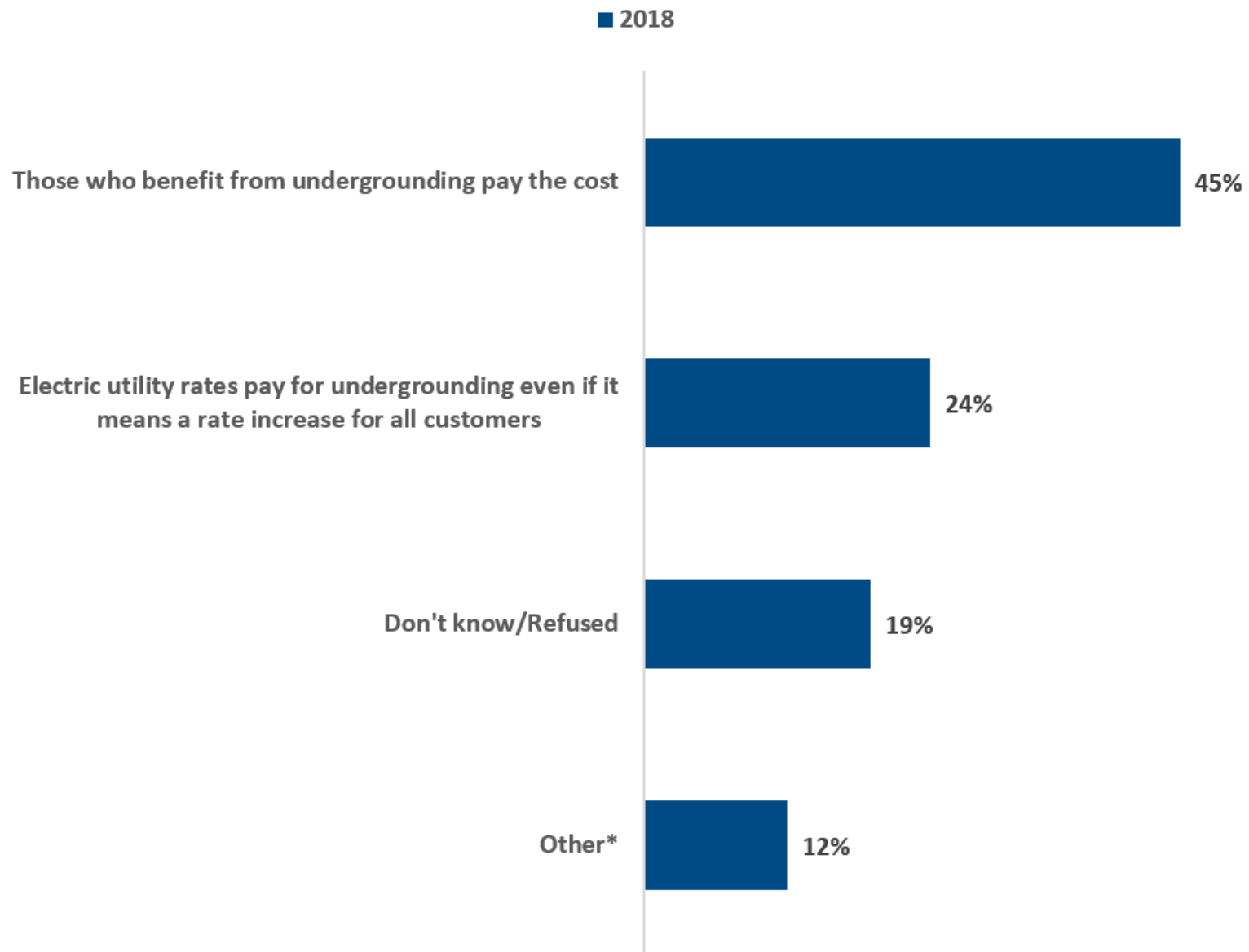
Q16-Q21 Chelan PUD is talking about new, consolidated facilities for its Wenatchee operations and would like to get input from customers. Now I will read a list of six ways that customers could interact with the PUD on this subject. Please rate each one.



Q22-Q27 The next series of questions are the same, but instead of the topic being about consolidated operations in Wenatchee, they would pertain to the PUD's 2019 five-year strategic plan.

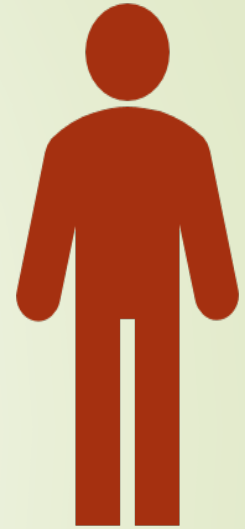


Q28 Underground lines cost two to ten times as much as overhead lines. How would you recommend the the PUD respond to underground requests?



Demographic Profile

- The average respondent was 53.82 years old somewhat younger than the previous wave.
- 76% of respondents reported owning their home
- The average respondent had received 14.74 years of education
- The average customer reported being a PUD customer for 28.63 years
- 76% of respondents reported being full-time residents
- 50% of respondents were male (gender quotas were employed)



Landline vs. Cell

Landline	26%
Cell	71%
Refused	2%



Ethnicity

Caucasian 70%

Hispanic 20%

Native American 0%

African American 0%

Asian 0%

Refused 10%



Hispanic Observations

- There were **far more points of unanimity** than points of differentiation between Hispanic customers and non-Hispanic customers.
- Hispanic customers tended to be slightly more interested in receiving or participating in sources of information pertaining to consolidated Wenatchee operations and/or the 2019 Five-Year Strategic plan.
- Hispanic customers averaged **20 years younger** than their non-Hispanic counterparts.
- Hispanic customers showed an average length of time as a PUD customer **13 years shorter** than did their Non-Hispanic counterparts.
- Hispanic customers were considerably more likely to consider themselves **full-time residents** that were Non-Hispanic customers.
- Hispanic customers were significantly more likely to take the survey on **a cell phone** than their Non-Hispanic counterparts.



Area
Percentages

Wenatchee	48%
Leavenworth	16%
Chelan	14%
Cashmere	8%
Manson	6%
Malaga	3%
Entiat	3%
Peshastin	2%

Recommendations



- Do not expect the various satisfaction scores to improve every year – the study strongly suggests that the PUD is satisfying nearly every customer who is capable of being satisfied.
- In the next replication of the survey, split the five attributes measured in Questions 13 and 15 into five distinct questions.

Recommendations



Be mindful of the fact that Hispanic customers appearing in the customer lists with working phone numbers may not be typical of the overall Hispanic community in Chelan County.

Acknowledge that in most perceptions of the PUD Hispanic customers are indistinguishable from the overall sampling.