

Chelan County Public Utility District
Public Perception Tracking Study
Executive Summary Report
November 2007

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Statement of Methodology

Robinson Research was commissioned by Chelan County Public Utility District (PUD) to conduct a telephone survey with customers. The overall purpose of this study was to evaluate and track public attitudes regarding the PUD.

This is the twelfth wave of the study. The first wave was conducted in 1989, the second in 1990, the third in 1992, the fourth in 1995, the fifth in 1997, the sixth in 1998, the seventh in 1999, the eighth in 2000, the ninth in 2001, the tenth in 2002, the eleventh in 2006, and the twelfth in 2007. For this wave, the telephone interviews were conducted at our facility in October/November of 2007.

In all replications of the study, 400 interviews were conducted with Chelan County PUD customers. All respondents were screened for the following: To be the head of the household, to not be employed in market research, advertising, public relations or for a utility, to not have participated in a telephone survey on the subject of energy or energy utilities in the past year, and to live in Chelan County.

No fewer than fifteen percent (15%) of the interviews were monitored in their entirety, and an additional ten percent (10%) were called back by a supervisor for verification of key points of the data. Interim trial runs of the data were cross-tabulated by interviewer as a quality assurance procedure.

A total of 400 telephone interviews were completed. A 400-sample survey has a margin of error of +/- 4.9% percent, which means that, in theory, results have a ninety-five percent (95%) chance of coming within +/- 4.9 percentage points of results that would have been obtained if all PUD residential customers had been interviewed.

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A Brief History Of Chelan County PUD's Image Tracking

This study has roots in a statewide survey conducted for the Washington State PUD Association in 1984. Bill Robinson, President of Robinson Research worked on that study as Vice President of Market Trends in Seattle WA. In the benchmark 1984 study, Chelan County PUD scored higher than the statewide average on every tested service characteristic. Since 1984, Chelan County PUD has commissioned eleven waves of the study. While the core of the tracking questionnaire has remained intact throughout the eleven waves, there have been some modifications to the questionnaire in each wave of the study.

Throughout the 1990s, Chelan County PUD conducted six replications of this study and overall customer perceptions remained very positive. The 2001 and 2002 waves showed deterioration of the PUD's image. Whereas the PUD declined to track customer satisfaction in 2003, 2004 and 2005, we have no solid tracking data, but we do know that during this time span, the PUD was often on the defensive in the local media and it would be reasonable to assume that its image was negatively impacted in that era.

The 2006 wave clearly showed across-the-board improvement over the 2002 wave and in many cases, over the cumulative multi-wave average. The 2007 wave is quite comparable to the 2006 wave, supporting the observation that the PUD has done a remarkable job of restoring its image since 2002.

Q.1 To the best of your knowledge, which of the following home heating fuels costs less in Chelan County: Electricity, wood, or natural gas?

This aided question was asked of all 400 respondents. Participants were read a randomized list from which to select a response. This was not asked in the 1999, 1990 and 1989 waves.

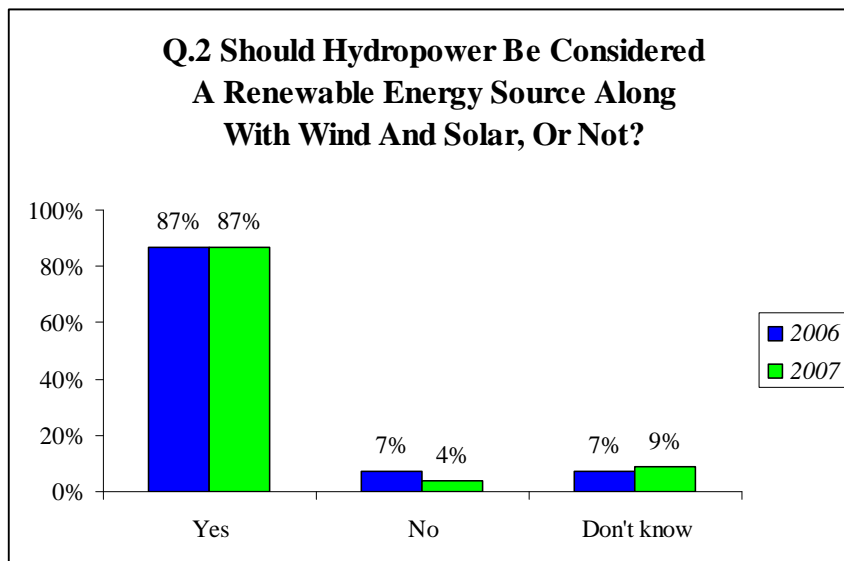
Seventy-six percent said that electricity was cheapest, comparable to the 2006 wave and significantly higher than the six-wave average. Only two percent said natural gas was the least expensive fuel source. Those claiming to be planning to build a new home within the next year were more likely than average to believe that wood cost less.

Fuel Sources	2007	2006	2002	Previous 6 Wave Average
Electricity	76%	78%	65%	62%
Wood	16%	14%	20%	19%
Natural gas	2%	4%	8%	10%
They cost the same	-	1%	1%	1%

While Leavenworth residents were still more likely than average to believe wood was least expensive, they did not stand out so much as in past waves.

Q.2 Should hydropower be considered a renewable energy source along with wind and solar, or not?

This question was asked for the first time in the 2006 wave.



An overwhelming majority of respondents considered hydropower to be a renewable energy source.

Perception of hydropower as a renewable source of energy increased steadily as education and income levels rose. Among those under the age of 35, ninety-seven percent viewed hydropower as renewable.

Q.3 To the best of your knowledge, what are the issues and concerns facing Chelan County PUD over the next several years?

All 400 participants were asked this unaided question. Multiple responses were allowed.

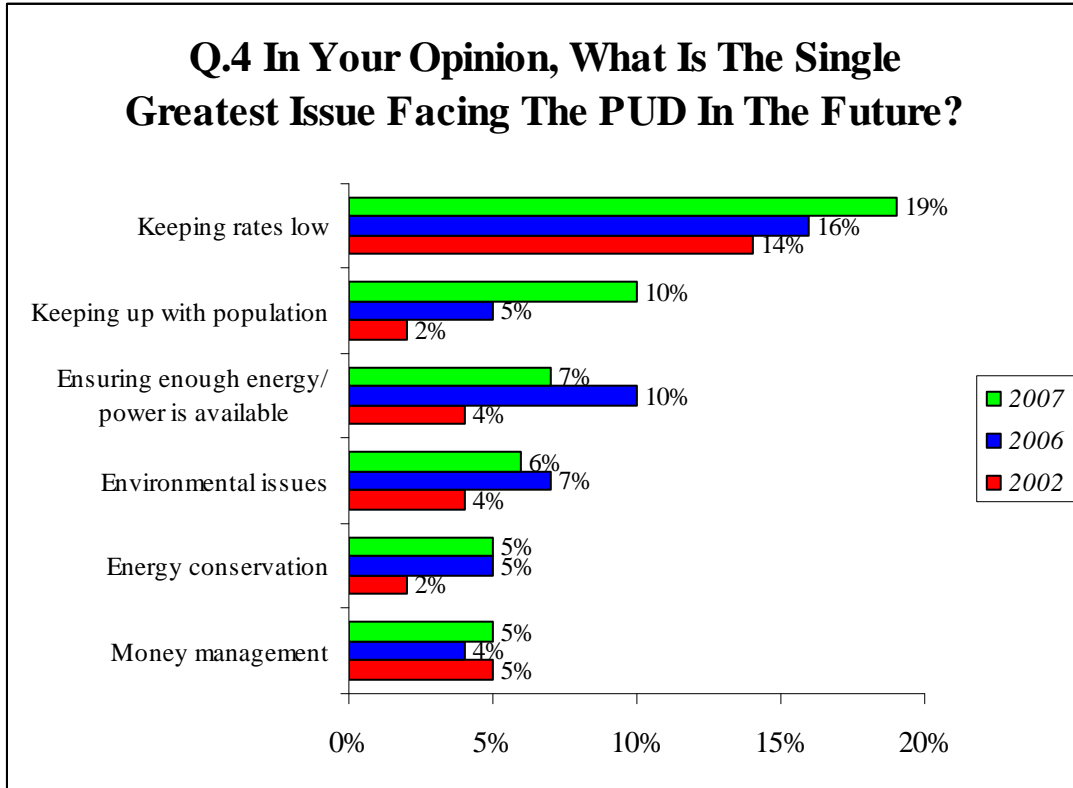
The percentage mentioning keeping rates low has fluctuated over the years, with the 2007 data showing a jump from the all-time lows of 2002 and 2006.

Issues	2007	2006	2002	Previous 8 Wave Average
Keeping rates low	25%	16%	12%	26%
Keeping up with population/industry increases	8%	4%	1%	11%
Ensuring enough energy/power is available	8%	11%	6%	9%
Environmental issues	8%	6%	6%	12%
Energy conservation	8%	6%	3%	5%
Fiscal responsibility	5%	5%	4%	-
Dam use/relicensing	4%	7%	10%	8%
Salmon recovery	4%	4%	9%	15%
High salaries/bonuses	4%	2%	7%	-
Breaching dams	4%	2%	4%	-
Improving/Gaining back public trust/relations/image/credibility	3%	5%	11%	-
Money management	3%	6%	6%	6%
Finding alternative sources of power	3%	4%	2%	3%
The drought/lack of water/availability of water	3%	1%	4%	1%
Poor management/leadership	2%	4%	5%	1%
Getting new leadership/management	2%	3%	5%	-
Selling electricity to other areas	2%	1%	3%	5%
Providing reliable service	2%	2%	3%	1%
Water storage/regulation	2%	1%	3%	1%
Governmental interference	2%	3%	2%	1%

Responses spanned all tested subsets quite evenly.

Q.4 In your opinion, what is the single greatest issue facing the PUD in the future?

All 400 participants were asked this unaided question.



One-in-five (19%) respondents could/would not cite the greatest issue facing the PUD. Only keeping rates low (19%) was mentioned by more than one-in-ten. The graph above tracks the percentages of the top six mentions from the three most recent waves.

There were no discernible correlations between responses to this question and other survey variables.

Q.5 – Q.6 Series

I am going to read you two statements, and I would like to know the degree to which you agree or disagree with each. Please rate each statement on a scale with one meaning strongly disagree and seven meaning strongly agree.

Q.5 Electric rates are reasonable when compared to the increase in other items.

Q.6 In terms of overall customer service, my electric utility is doing an excellent job.

Both statements showed mean scores that were slightly higher than in 2006.

The following table shows the distribution of mean (average) scores for each wave.

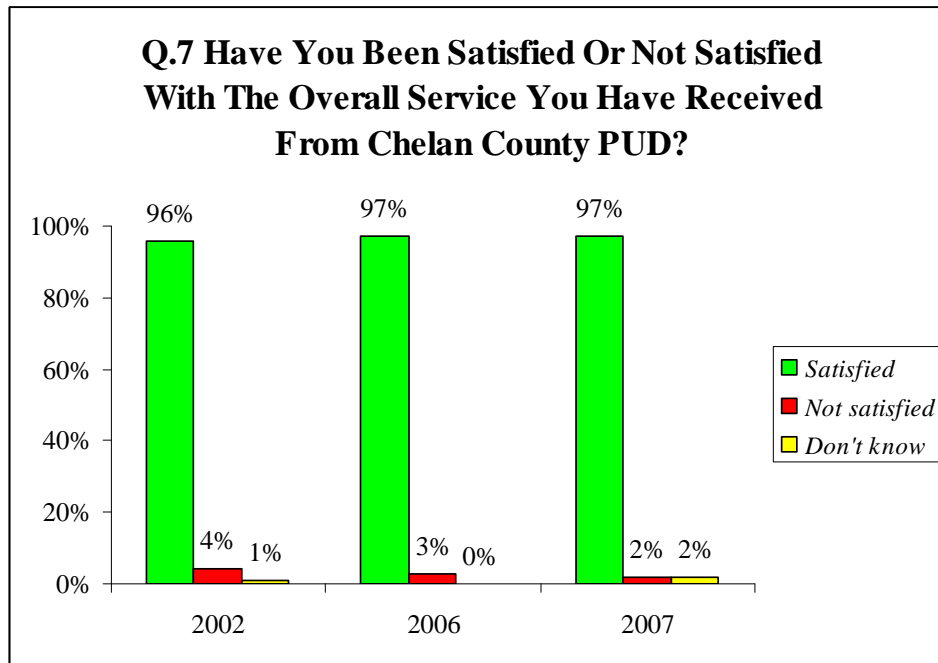
Statements	2007	2006	2002	Previous 9 Wave Average
Q.5 Electric rates are reasonable	6.08	6.01	5.66	5.87
Q.6 Utility providing excellent customer service	6.23	6.17	5.76	6.18

The mean score for “utility providing excellent customer service” decreased as education levels increased.

Q.7 Since you have been a customer, would you say that you have been satisfied or have not been satisfied with the overall service you have received from Chelan County PUD?

This question was asked of all respondents. This was asked for the first time in 1998.

Ninety-seven percent indicated that they were satisfied. This was identical to both the 2006 wave and the previous five-wave average (97%).



All of the twenty-five respondents from the Manson sampling said that they were satisfied.

Q.8 – Q.17 Series

I am going to read you a list of words or phrases that could describe Chelan County PUD. After I read each one, please tell me whether or not you believe the phrase describes the PUD.

This series was asked of all respondents in a randomized manner.

- Q.8 Community minded**
- Q.9 Knowledgeable about energy**
- Q.10 Innovative**
- Q.11 Environmentally responsible**
- Q.12 Friendly**
- Q.13 Having good communication with the public**
- Q.14 Hard working**
- Q.15 Professional**
- Q.16 Believable in what they say**
- Q.17 Efficient**

Agreement with each of the statements has not changed a great deal over the years.

Descriptions	2007	2006	2002	Previous 9 Wave Average
Q.9 Knowledgeable about energy	93%	93%	93%	91%
Q.15 Professional	93%	94%	85%	90%
Q.12 Friendly	92%	91%	88%	90%
Q.8 Community minded	87%	90%	77%	84%
Q.11 Environmentally responsible	87%	89%	84%	84%
Q.17 Efficient	81%	84%	72%	82%
Q.13 Having good public communication	80%	80%	59%	81%
Q.14 Hard working	80%	84%	73%	75%
Q.16 Believable in what they say	78%	78%	52%	79%
Q.10 Innovative	76%	81%	68%	62%

Q.8 Community minded

With eighty-seven percent responding affirmatively, this was tied for fourth/fifth of the ten descriptors tested.

Q.9 Knowledgeable about energy

With ninety-three percent responding affirmatively, this was tied for first/second of the ten descriptors tested. In 2006, this ranked second behind professional, but still received 93% agreement.

Q.10 Innovative

With seventy-six percent responding affirmatively, this statement ranked last of the ten tested statements, lower than in 2006, but still well above long-term averages.

Respondents in the 18-34 age subset were somewhat more likely than average to respond affirmatively.

Q.11 Environmentally responsible

With eighty-seven percent responding affirmatively, this was tied for fourth/fifth of the ten tested descriptors. This was comparable to the multi-wave average.

Responses spanned the tested subsets fairly evenly.

Q.12 Friendly

With ninety-two percent responding affirmatively, this ranked third of the ten tested descriptors. This was comparable to results shown throughout the history of the survey.

Q.13 Having good communication with the public

With eighty percent responding affirmatively, this descriptor was tied for seventh/eighth among the ten tested. This wave was comparable to the long-term history of the survey, with the notable exception of 2002, which plummeted to 59%.

Q.14 Hard working

With eighty percent responding affirmatively, this descriptor was tied for seventh/eighth of the ten tested. It was down slightly from 2006, but higher than the long-term average.

Q.15 Professional

With ninety-three percent responding affirmatively, this descriptor was tied with knowledgeable about everything for first/second ranking among the ten tested. The percentage of customers responding favorably was equal to the highest ever recorded.

Responses to this question spanned the tested subsets fairly evenly.

Q.16 Believable in what they say

With seventy-eight percent responding affirmatively, this descriptor ranked ninth among the ten tested.

Q.17 Efficient

With eighty-one percent responding affirmatively, this descriptor was sixth among the ten tested. Responses to this question correlated strongly with overall satisfaction.

Q.18 – Q.28 Series

All respondents were asked this series.

Thinking specifically of Chelan County PUD, I would like you to tell me how well they perform in a variety of areas. Please use a scale of one to seven, with one meaning they perform poorly and seven meaning they perform very well.

- Q.18 Providing prompt restoration of electric service following an outage**
- Q.19 Charging reasonable electric rates**
- Q.20 Being involved in the community**
- Q.21 Providing good customer service**
- Q.22 Providing help with conservation**
- Q.23 Providing dependable and reliable electrical service**
- Q.24 Providing dependable and reliable wholesale fiber-optic system**
- Q.25 Providing dependable and reliable water/wastewater service**
- Q.26 Helping salmon survival in the region**
- Q.27 Providing a useful web site**
- Q.28 Providing good customer service on your most recent contact with the PUD**

Areas	2007	2006	2002	Previous Waves Average
Providing reliable electrical service	6.47	6.57	6.47	6.54
Good customer service on most recent contact	6.36	6.39	6.21	6.32
Providing good customer service	6.30	6.21	6.03	6.20
Prompt restoration of electricity	6.19	6.36	6.39	6.48
Providing a useful web site	6.10	5.92	-	-
Providing reliable water/wastewater service	6.07	6.08	-	-
Charging reasonable electric rates	6.01	6.20	5.97	6.05
Helping salmon survival	5.94	5.95	5.90	-
Being involved in the community	5.85	5.98	5.69	5.90
Providing help with conservation	5.83	-	-	-
Providing reliable fiber-optic system	5.69	5.37	-	-

Q.29 Your overall assessment of the job Chelan County PUD is doing

All respondents were asked this question.

Area	2007	2006	2002	Previous 9 Wave Average
Overall assessment of the job Chelan County PUD is doing	6.10	6.17	5.76	6.20

Q.18 Providing prompt restoration of electric service following an outage

With a mean score of 6.19, prompt restoration ranked fourth of the eleven tested.

Those with post college education gave lower than average ratings.

Q.19 Charging reasonable electric rates

With a mean score of 6.01, reasonable rates ranked seventh of the eleven tested.

Responses to this correlated strongly with perceptions of overall PUD performance.

Q.20 Being involved in the community

With a mean score of 5.85, community involvement ranked ninth of the eleven tested areas.

Those respondents who rated the PUD as poor or average were significantly less likely than average to give a favorable rating.

Q.21 Providing good customer service

With a mean score of 6.30, this area ranked third of the eleven tested. The average from the last eight waves is 6.16.

Perceptions of customer service correlated strongly with overall perceptions of the PUD.

Q.22 Providing help with conservation

This question was asked for the first time in 2007.

With a mean score of 5.83, this ranked tenth of the eleven tested in this series.

Q.23 Providing dependable and reliable electrical service

With a mean score of 6.47, this area ranked highest of the eleven tested. The pre-2002 nine-wave average was 6.54.

Responses spanned the tested subsets fairly evenly.

Q.24 Providing dependable and reliable wholesale fiber-optic system

This was tested for the first time in 2006. With a mean score of 5.69, this statement ranked lowest of the eleven tested, but was noticeably higher than when tested in 2006 with a resulting score of 5.37.

Those respondents who had a negative perception about the PUD were significantly more likely than average to give this a lower rating.

Q.25 Providing dependable and reliable water/wastewater service

This attribute was first tested in the 2006 wave. With a mean score of 6.07, this statement ranked sixth of the eleven tested.

Customers from the Chelan area were significantly more likely than average to give a higher rating.

Q.26 Helping salmon survival in the region

This attribute was first tested in the 2002 wave. With a mean score of 5.94, this statement ranked eighth of the eleven.

The respondents who believed hydropower was not renewable were significantly less likely than average to give a favorable rating.

Q.27 Providing a useful web site

This statement was asked for the first time in 2006. With a mean score of 6.10, this statement ranked tenth of the eleven tested.

The majority (60%) of respondents stated they had ‘no experience with this,’ significantly higher than with any other question. Responses were less “age-dependent” than in 2006.

Q.28 Providing good customer service on your most recent contact with the PUD

With a mean score of 6.36, this statement ranked second.

Perceptions of customer service correlated strongly with overall perceptions of the PUD.

Q.29 Your overall assessment of the job Chelan County PUD is doing

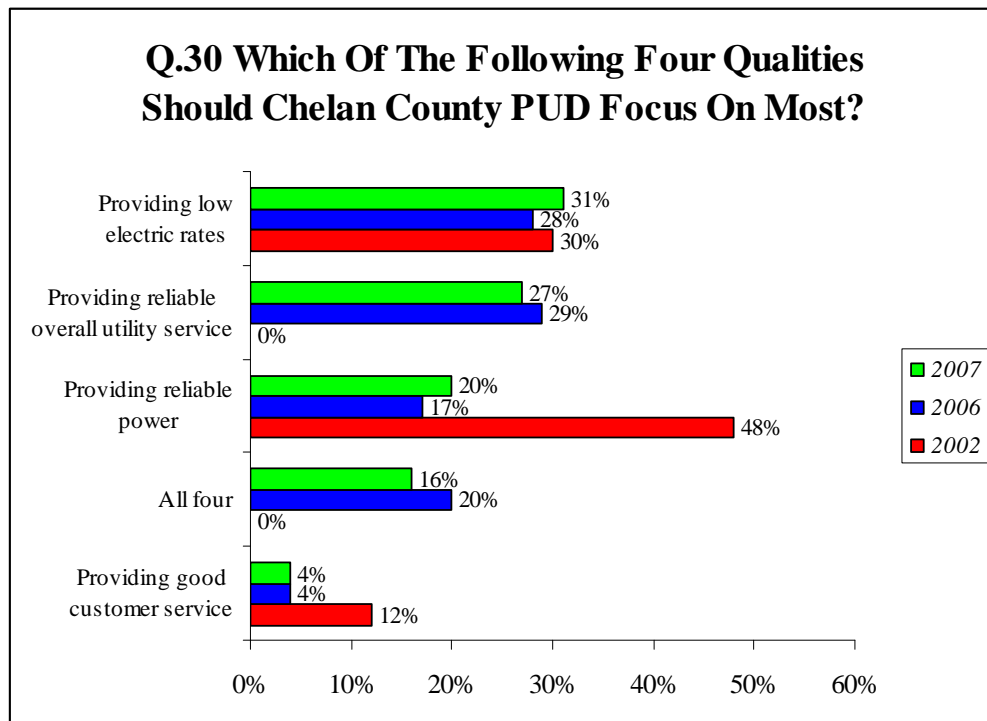
The mean score was 6.10, slightly lower than 6.17 shown in 2006, but significantly higher than in 2002.

Perceptions were most favorable in the \$20k-\$40k income subset.

Q.30 Which of the following four qualities should Chelan County PUD focus on most?

Question was re-worded for the 2006 wave, and two list items were added to the response list.

- **Providing low electric rates**
- **Providing reliable power**
- **Providing good customer service**
- **Providing reliable overall utility services (including fiber-optics, water, wastewater and electricity) for the people of Chelan County**

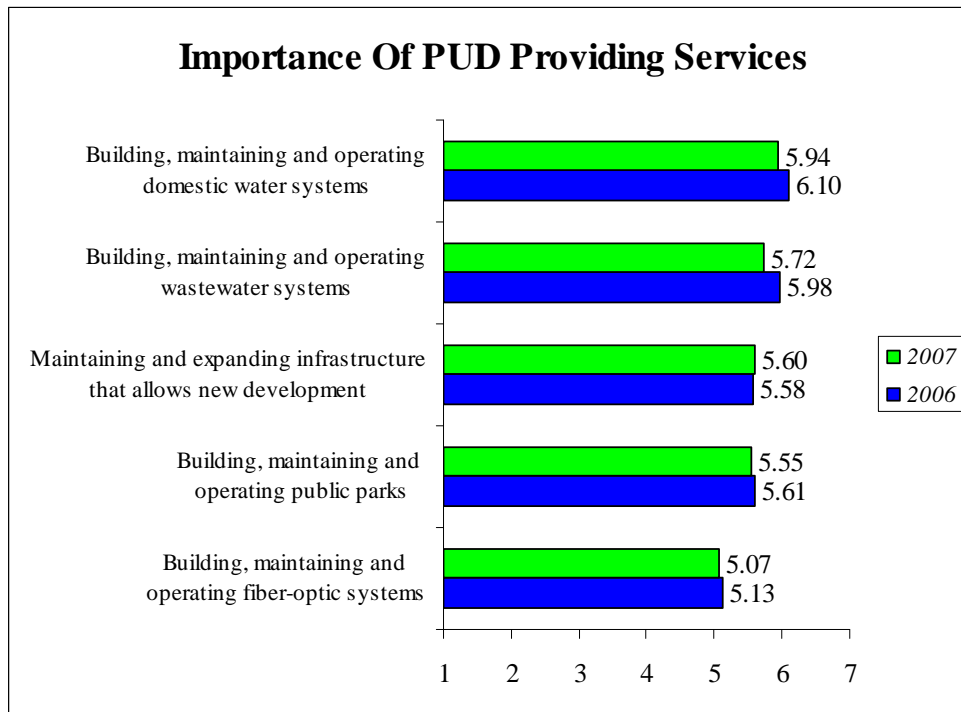


Providing reliable power was up slightly from 2006, but way lower than in 2002.

In addition to providing electricity, Chelan County PUD also provides other services. Please indicate how important the service is by choosing any number on a seven-point scale, with one being not at all important and seven being very important.

This series was asked for the first time in 2006.

- Q.31 Building, maintaining and operating public parks**
- Q.32 Building, maintaining and operating domestic water systems**
- Q.33 Building, maintaining and operating wastewater systems**
- Q.34 Building, maintaining and operating fiber-optic systems**
- Q.35 Maintaining and expanding infrastructure that allows new development**



Q.31 Building, maintaining and operating public parks

With a mean score of 5.55, this task ranked fourth of the five tested.

Those residing in Leavenworth area were significantly more likely than average to give a lower importance rating to this endeavor.

Not surprisingly, those who reported using the parks rated this much higher than did those who did not.

Q.32 Building, maintaining and operating domestic water systems

With a mean score of 5.94, this endeavor ranked first.

Responses spanned the tested subsets quite evenly.

Q.33 Building, maintaining and operating wastewater systems

This task received a mean score of 5.72, ranking second of the five tested.

Those not registered to vote, and those renting their home, were significantly more likely than average to give a higher rating.

Q.34 Building, maintaining and operating fiber-optic systems

With a mean score of 5.07, this endeavor overwhelmingly elicited the lowest rating.

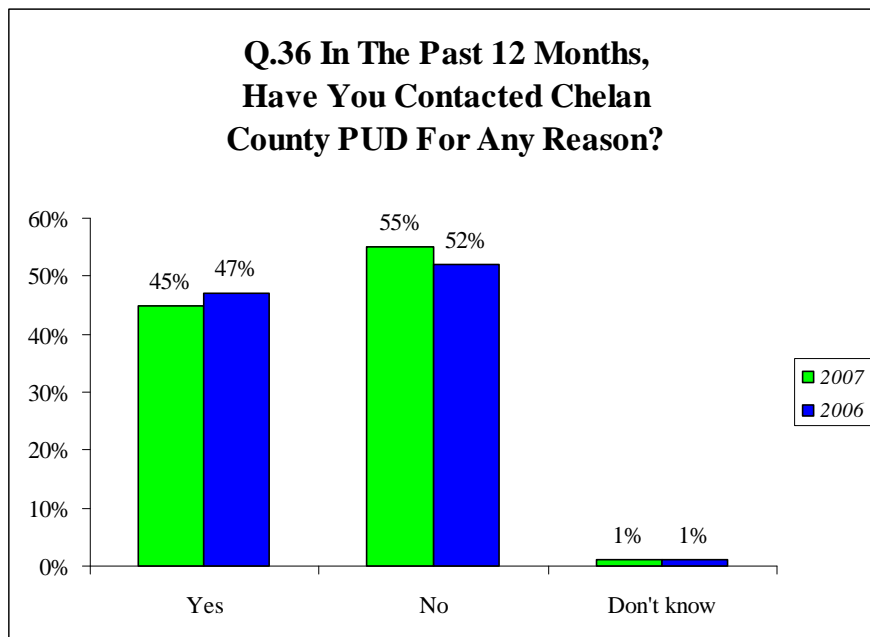
Q.35 Maintaining and expanding infrastructure that allows new development

This task elicited a mean score of 5.60 and was ranked in the middle of the five tested.

As the age of respondents increased, support decreased.

Q.36 In the past 12 months, have you contacted Chelan County PUD for any reason?

This was asked for the first time in the 2006 wave.



Those residing in the Manson area were somewhat more likely than average to have contacted the PUD in the past year.

Q.37 For what reasons have you recently contacted Chelan County PUD in the past twelve months?

This question was asked of only the 180 respondents who said they had contacted the PUD in the past year. Percentages in this table are based on the total sampling of n=400.

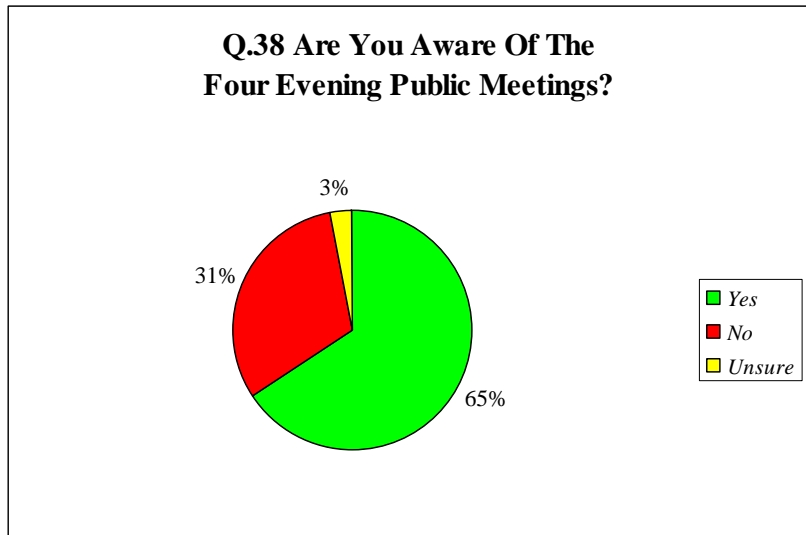
Reasons	2007	2006	2002	Previous 9 Wave Average
Request for service or information	10%	18%	24%	24%
Billing concern	8%	13%	19%	5%
Power outage	20%	6%	9%	7%
To make payment arrangements	1%	1%	4%	2%
Problem or complaint	5%	6%	3%	4%
Energy conservation	1%	1%	1%	1%
SNAP sign-up or inquiry	1 resp	1%	1 resp	-
Water leak	1%	4%	1 resp	1%
Park reservations or information	-	1%	-	-
Weatherization	1%	1%	-	-
Have not contacted PUD	-	-	35%	65%
Other	-	-	1%	2%
Don't know/Refused	1%	1%	7%	5%

Responses spanned the tested subsets quite evenly.

Q.38 Over the last year, Chelan County PUD commissioners and the general manager conducted four evening public meetings to discuss PUD services, financial challenges and to adopt action plans to address these challenges. Are you aware of these meetings?

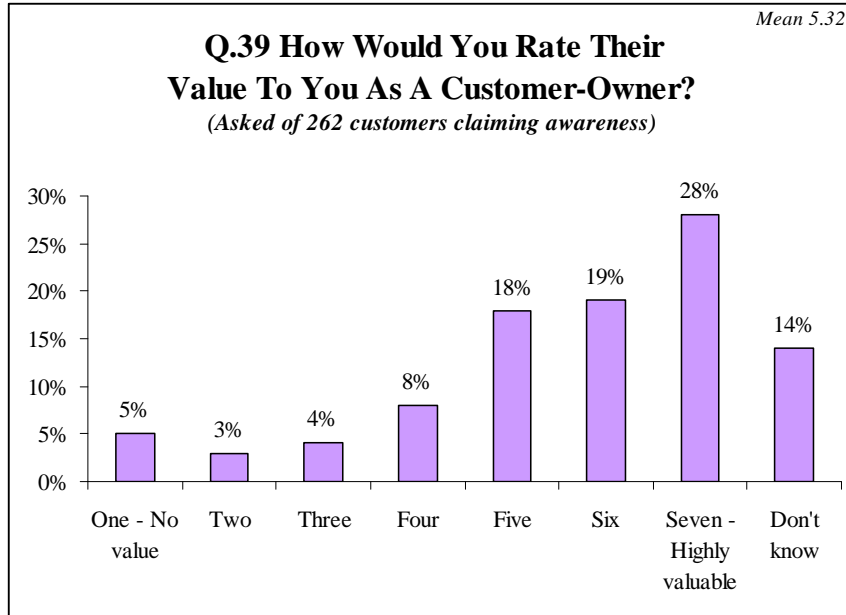
This was asked for the first time in 2007.

Those not registered to vote were less likely than average to claim awareness.



Q.39 How would you rate their value to you as a customer-owner?

This was asked for the first time in the 2007 wave. Only those 262 who claimed awareness in the previous question were qualified to answer.



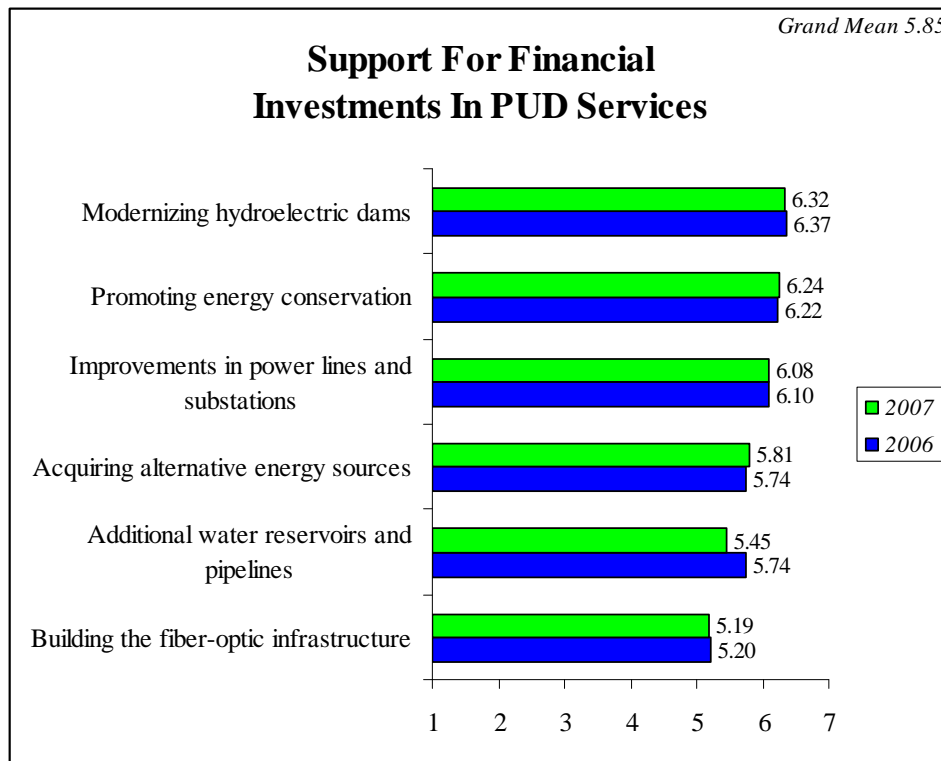
Only one in twenty (5%) rated the meetings as having no value.

Responses spanned the tested subsets quite evenly.

Over the next few years, Chelan County PUD faces choices on spending that could affect rates. Please indicate the degree to which you may support each of the following financial investments in PUD services. Please use a scale of one to seven, with ‘one’ meaning do not support at all and ‘seven’ meaning you support completely.

- Q.40 Building the fiber-optic infrastructure necessary to support advanced technology**
- Q.41 Additional water reservoirs and pipelines to allow for continued growth in Chelan County**
- Q.42 Improvements in power lines and substations to enhance reliability and allow for future growth**
- Q.43 Modernizing hydroelectric dams to replace aging generating equipment**
- Q.44 Promoting energy conservation and efficiency measures**
- Q.45 Acquiring alternative energy sources such as wind and solar**

This series had not been asked previous to the 2006 wave.



Q.40 Building the fiber-optic infrastructure necessary to support advanced technology

This investment received a mean score of 5.19, ranking last of the six tested.

This was far more important to those who had signed up for services through the PUD fiber connection.

Q.41 Additional water reservoirs and pipelines to allow for continued growth in Chelan County

With a mean score of 5.45, this investment came in at fifth place.

Renters and non-voters showed higher than average ratings.

Q.42 Improvements in power lines and substations to enhance reliability and allow for future growth

This task ranked third with a mean score of 6.08.

The responses to this question spanned the tested subsets fairly evenly.

Q.43 Modernizing hydroelectric dams to replace aging generating equipment

This endeavor elicited a mean score of 6.32, ranking first again among the six tested.

This endeavor spanned the tested subsets quite evenly.

Q.44 Promoting energy conservation and efficiency measures

This endeavor had a mean score of 6.24 and was ranked second in this wave as well as last.

Those who believed wood heat costs least, those with less than a high school education and Manson customers all showed higher than average ratings.

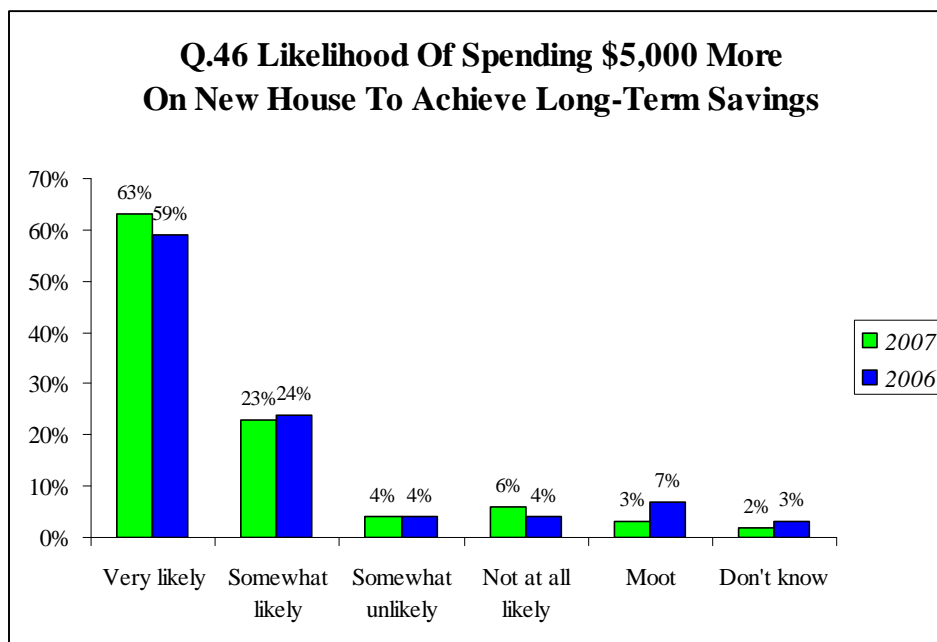
Q.45 Acquiring alternative energy sources such as wind and solar

This endeavor was ranked fourth, with a mean score of 5.81.

The responses to this question spanned the tested subsets quite evenly.

Q.46 Imagine for a moment that you were building or buying a new home. For an extra \$5,000, it would include energy-saving appliances and other measures in order to achieve more comfort and continuous, long-term savings on your energy bill. How likely would you be to spend the extra \$5,000?

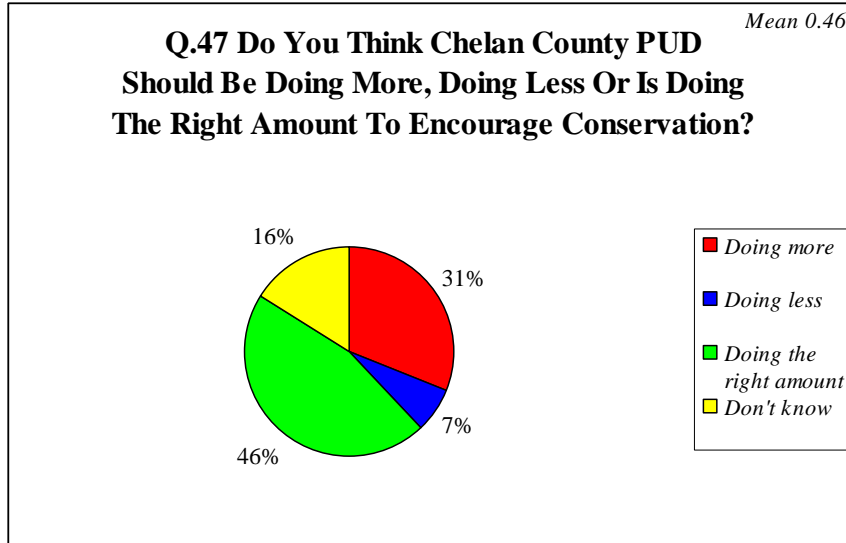
This was asked for the first time in the 2006 wave. Question wording was changed in 2007 to increase the dollar amount from \$3,000 to \$5,000. Response categories were revised for the 2007 wave. Tracking conversion required for 2006 data.



Responses spanned the tested subsets quite evenly.

Q.47 Do you think Chelan County PUD should be doing more, doing less or is doing the right amount to encourage conservation?

This was asked for the first time in the 2007 wave.

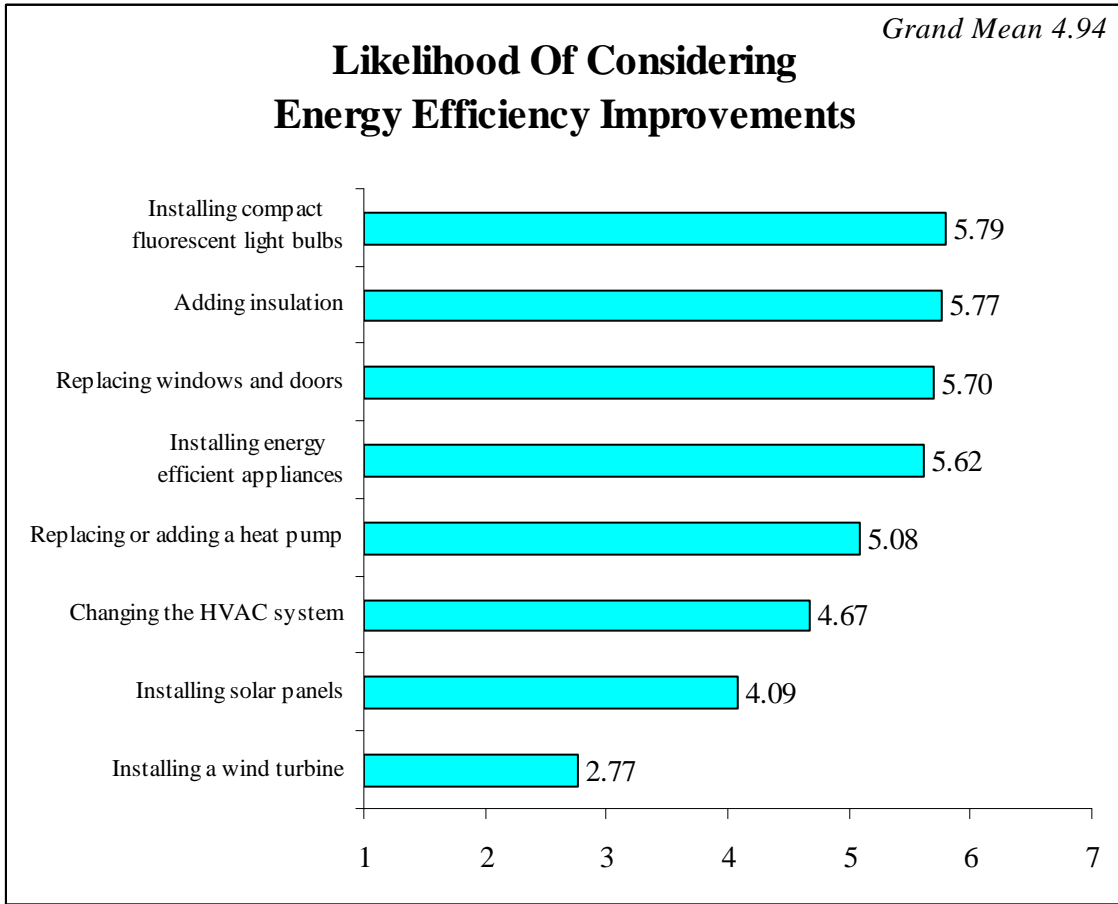


Seventy-eight percent of those surveyed thought that Chelan County PUD is either doing the right amount or should be doing more to encourage conservation.

Respondents were asked to rate the likelihood of considering each of the eight energy improvements to their home. A seven point scale was used, with one meaning not at all likely and seven meaning very likely.

Questions Q.48 through Q.55 were asked for the first time in the 2007 wave.

- Q.48 Installing compact fluorescent light bulbs**
- Q.49 Adding insulation**
- Q.50 Replacing windows and doors**
- Q.51 Replacing or adding a heat pump**
- Q.52 Changing the heating/ventilation/air conditioning system**
- Q.53 Installing energy efficient appliances**
- Q.54 Installing solar panels**
- Q.55 Installing a wind turbine**



Q.48 Installing compact fluorescent light bulbs

With a mean score of 5.79, compact fluorescent light bulbs ranked first among the eight tested measures.

Responses correlated with support of new technologies in question fifty-seven.

Q.49 Adding insulation

With a mean score of 5.77, adding insulation ranked second. Those who believed that the PUD should do more to encourage conservation were particularly likely to add insulation.

Q.50 Replacing windows and doors

With a mean score of 5.70, replacing windows and doors ranked third among the eight tested improvements.

Those in the 35 to 54 age subset were more likely than average to replace windows and doors.

Q.51 Replacing or adding a heat pump

With a mean score of 5.08, heat pump ranked fifth among the eight improvements.

Likelihood increased in step with household incomes.

Q.52 Changing the heating/ventilation/air conditioning (HVAC) system

With a mean score of 4.67, this improvement ranked sixth of the eight tested improvements.

Those in the 35 to 54 age subset were most likely, while those aged 55 and over were least likely to consider this improvement.

Q.53 Installing energy efficient appliances

With a mean score of 5.62, appliances ranked fourth of the eight tested improvements.

Manson customers were more likely than average to have energy efficient appliances installed.

Q.54 Installing solar panels

With a mean score of 4.09, solar panels ranked seventh of the eight tested.

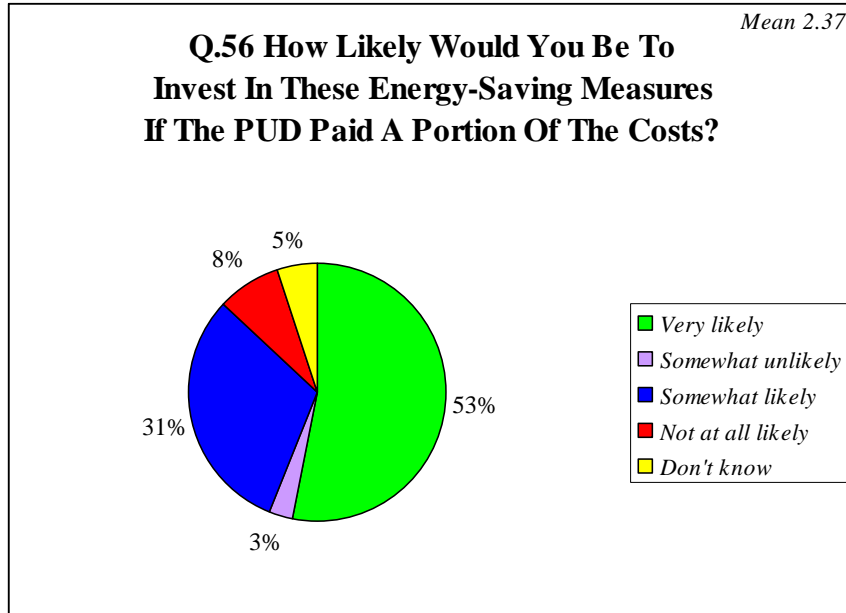
Those with household incomes over \$80k were more likely than average to install solar panels.

Q.55 Installing a wind turbine

With a mean score of 2.77, wind turbine ranked dead last by a wide margin.

Q.56 How likely would you be to invest in these energy-saving measures if the PUD paid a portion of the costs?

This was asked for the first time in the 2007 wave.



A slight majority claimed to be very likely to invest if the PUD paid a portion of the costs.

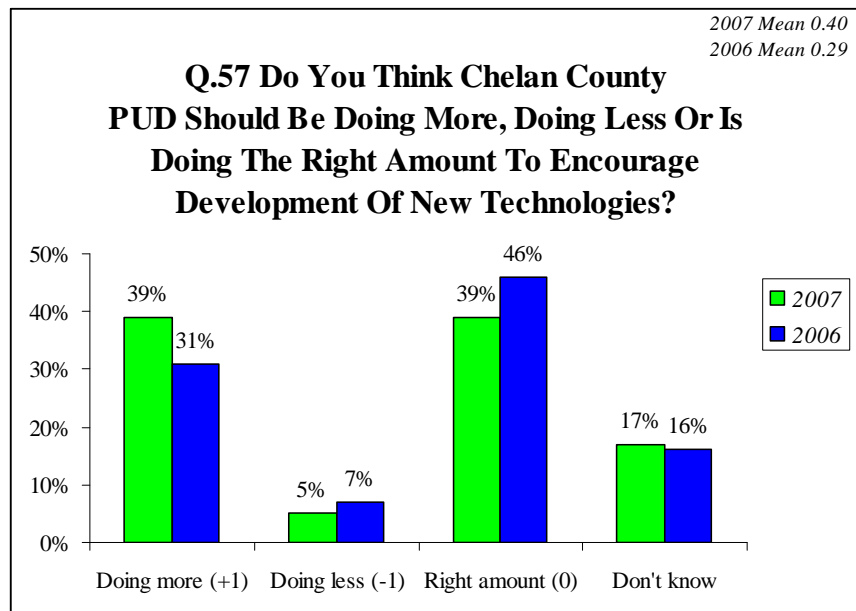
Likelihood was higher than average in the 25 to 54 age subset.

Q.57 Do you think Chelan County PUD should be doing more, doing less or is doing the right amount to encourage development of new technologies such as solar power, wind turbines and plug-in hybrid vehicles?

This question was asked for the first time in the 2006 wave.

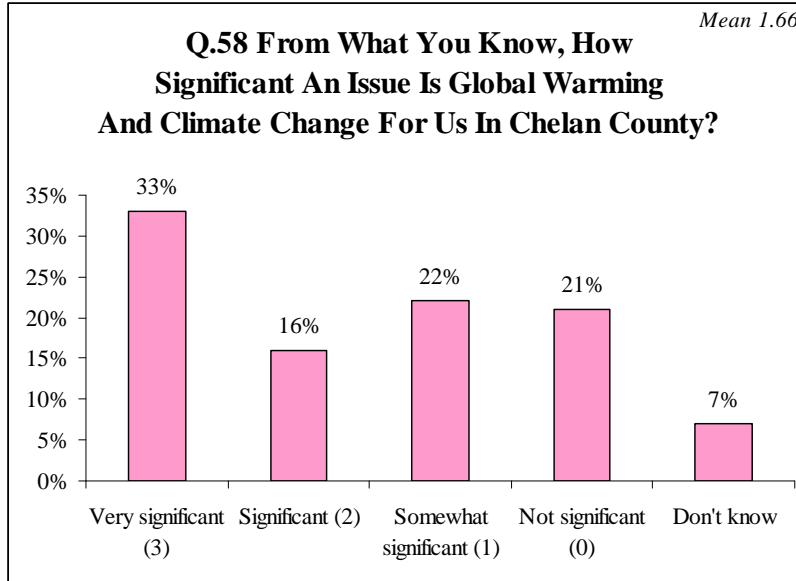
Only one-in-twenty (5%) believed the PUD should be doing less.

The small subset who believed that hydropower was not renewable were much more likely than average to believe the PUD should be doing more.



Q.58 From what you know, how significant an issue is global warming and climate change for us in Chelan County?

This question was asked for the first time in the 2007 wave.



A plurality (33%) believed that global warming was very significant.

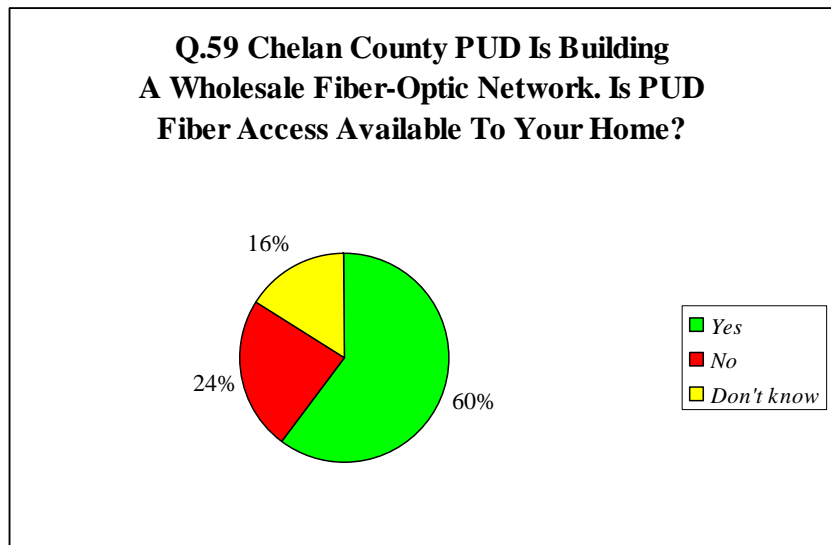
Those who believed that hydropower is not renewable, those in favor of pursuing new technologies and those wanting the PUD to do more for conservation all showed higher than average scores.

Q.59 Chelan County PUD is building a wholesale fiber-optic network. Is PUD fiber access available to your home?

This was asked for the first time in the 2007 wave.

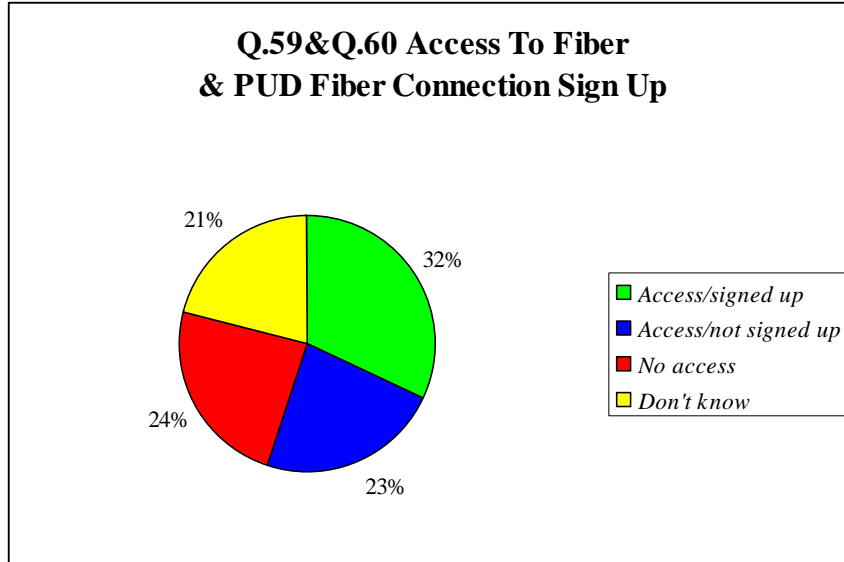
Three-in-five (60%) reported that fiber-optic access was available to their home.

Reported availability was highest in Wenatchee and lowest in Leavenworth and Manson.



Q.60 Have you signed up for high-speed Internet, telephone or TV through a PUD fiber connection?

This was asked for the first time in the 2007 wave.



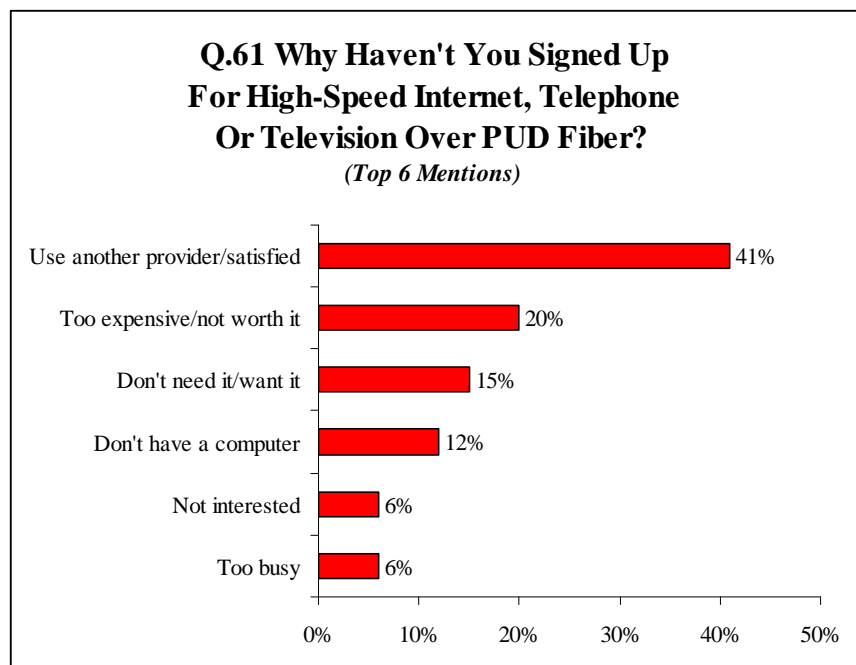
The graph combines both questions to give an accurate representation of fiber usage by all customers surveyed.

Responses spanned the tested subsets quite evenly.

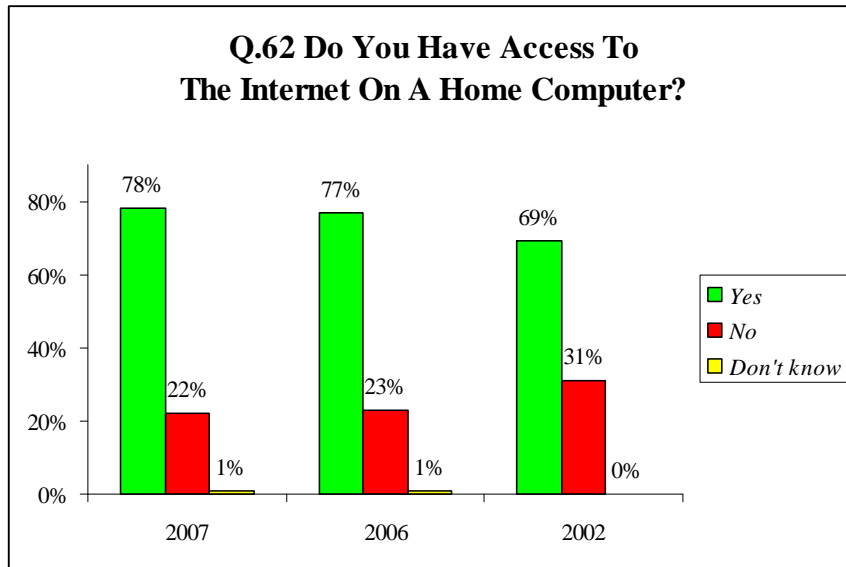
Q.61 For what reasons haven't you signed up for high-speed Internet, telephone and television over PUD fiber?

This open ended question was asked for the first time in 2007 and was asked of the ninety-three who claimed fiber-optic availability, but had not signed up.

Two-in-five reported using another vendor.



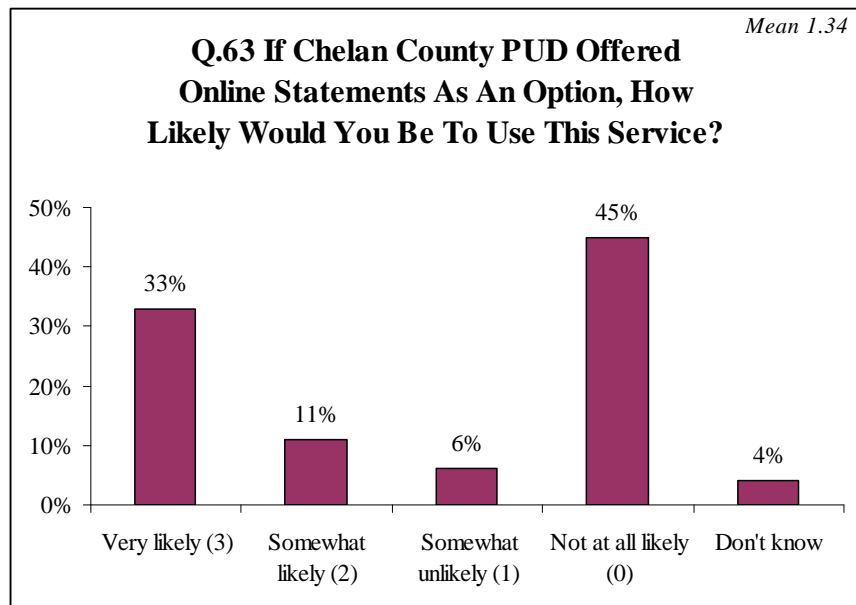
Q.62 Do you have access to the Internet on a home computer?



Q.63 Many utilities are providing customers access to their bills through e-mail notification to their home computer. If Chelan County PUD offered online statements as an option, how likely would you be to use this service instead of having a hard copy statement mailed to your home?

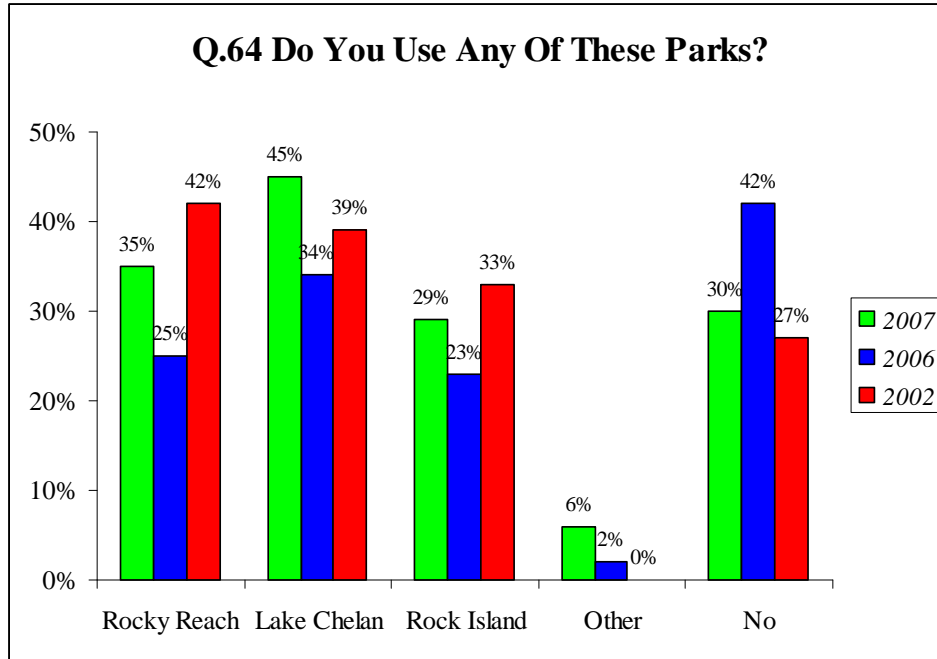
This was asked for the first time in the 2007 wave.

Fewer than half would be likely to use online statements.



Q.64 Chelan County PUD has developed parks along the Rock Island, Rocky Reach and Lake Chelan Hydro Project reservoirs. Do you use any of these parks?

This question was asked for the first time in the 2002 wave.

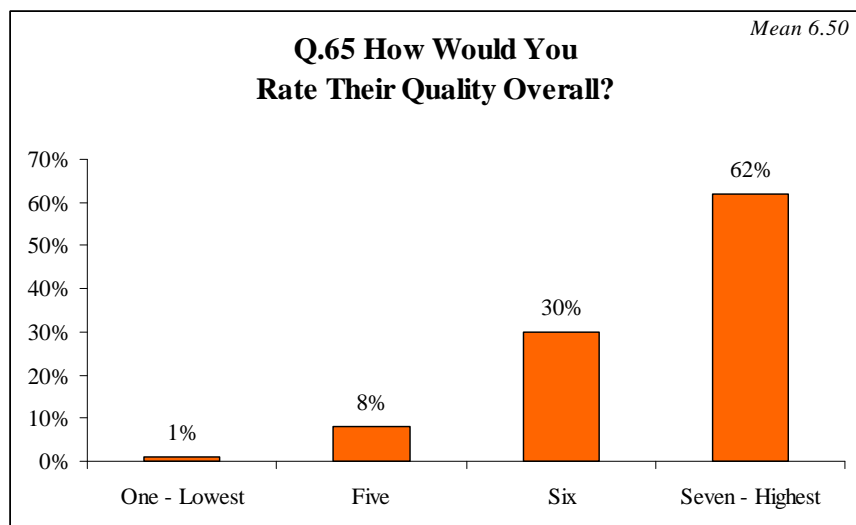


Reported use of the parks was up across the board in 2007 compared to the 2006 wave.

Q.65 How would you rate their quality overall?

This question was asked for the first time in the 2007 wave. Only those respondents who visited at least one park qualified to answer.

Three-in-five (62%) rated the overall quality at the top of the seven-point scale.



Q.66 What features would you like to see added to the parks?

This question was asked for the first time in the 2002 wave. Only those respondents who visited at least one park were qualified to answer.)

No single feature or addition was suggested by more than six percent.

Feature	2007	2006	2002
Expansion of parks	-	11%	5%
More boat launch facilities/boat trailer parking	6%	7%	5%
Expanded hiking trails	6%	2%	5%
Playground equipment	4%	6%	4%
Picnic areas/shelters	3%	5%	4%
Food/beverage available/concessions	-	2%	3%
Improved scenic view/surroundings	1%	3%	2%
Additional parking	-	1%	1%
RV/Camping facilities	2%	2%	1%
Sports facilities	1%	2%	1%
Wildlife	3%	2%	1%
More lights	-	-	1%
More trees	-	-	1%
Improved access to Lake Chelan/Columbia River	1%	1 resp	1%
Restrooms	4%	5%	1%
Swimming areas	3%	4%	1%
Fish viewing room	1 resp	-	1 resp
Historical galleries/Museums	1%	1 resp	1 resp
Showers	-	-	1 resp
Other	8%	8%	7%
Nothing/Don't know/Refused	64%	45%	58%

Respondent Profile

- Ninety percent claimed to be registered voters.
- Eighty-five percent reported that they were homeowners.
- Eighty-four percent reported that electricity was their primary home heat source.

- Four percent were planning to build or have a new home built within the next year. The table below shows the entire history of this demographic.

Planning To Build	2007	2006	2002	Previous 9 Wave Average
Yes, within the next year	4%	4%	4%	4%
Yes, within the next five years	6%	9%	10%	11%
Yes, within the next ten years	9%	10%	9%	9%
No, not planning a new home	77%	74%	77%	75%
Refused	4%	4%	2%	2%

- The typical respondent had lived in Chelan County for 26.84 years.
- The average age of respondents was 57.26 years.
- Twenty-eight percent were college graduates. Another fifteen percent reported having completed some type of post-graduate education.
- Seventy percent reported being married or living as married.
- Twenty-six percent reported having children in the home under the age of twenty-one, fifteen percent had children under the age of thirteen living in the household.
- The average reported combined annual household income was \$56,300.
- As with all ten waves, half (50%) of the respondents were female (a gender quota was employed).
- Fifty-nine percent of the respondents resided in the Wenatchee area, twenty percent in the Leavenworth area, fifteen percent in the Chelan area, and the remaining six percent in the Manson area.