

# **ROBINSON RESEARCH**

## Chelan County PUD Tracking Study

October 2006



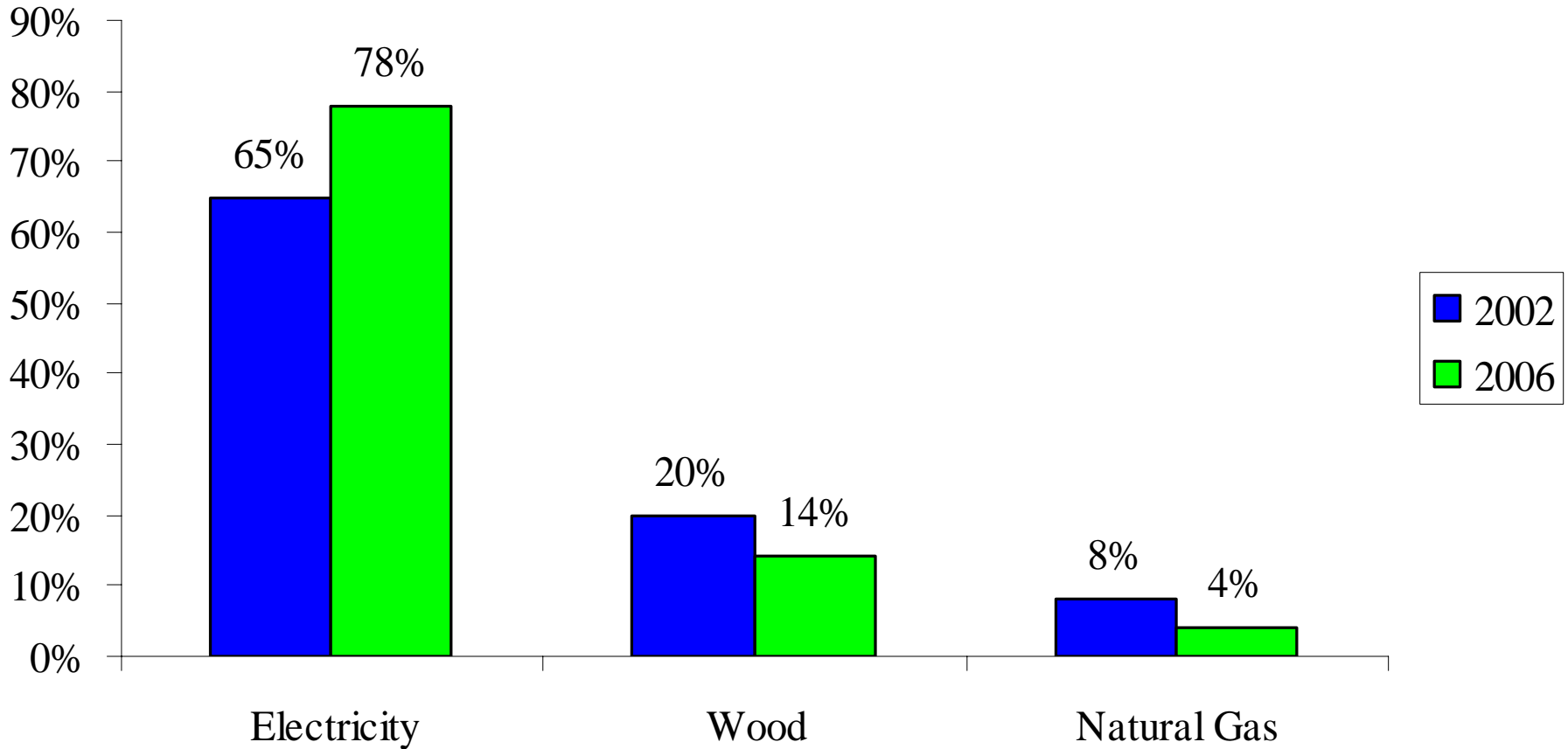
# **ROBINSON RESEARCH**

- Bill Robinson and the staff of Robinson Research have been conducting customer satisfaction studies for utilities including Chelan County PUD for twenty-two years.
- We have conducted similar studies for the Washington PUD Association and its various member PUDs, Washington Water Power/Avista, Sierra Pacific, Energy Northwest, various telephone utilities and several sewer and water districts. We conduct customer perceptions studies throughout the English-speaking world.

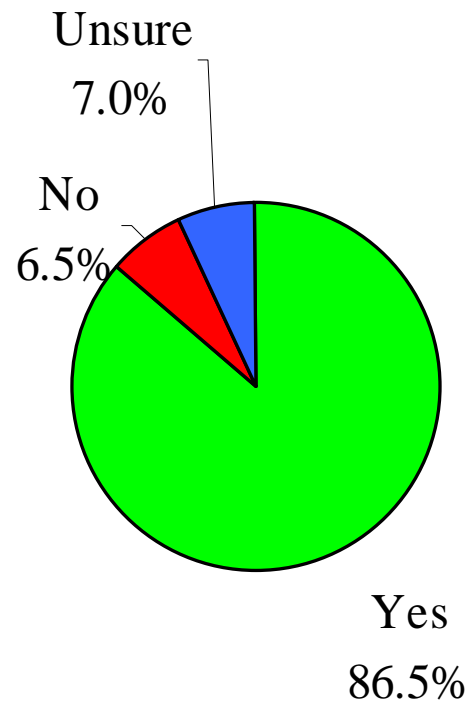
# Methodology Statement

- Robinson Research was commissioned by Chelan County PUD to conduct a 400 sample survey among its customers. The surveys ran from September 27<sup>th</sup> to October 21, 2006. Robinson Research conducted surveys with residential customers in the Wenatchee area, the Leavenworth area, the Chelan area and the Manson area. Respondents were screened to not be employed in market research, advertising, public relations, by an electric utility or Chelan County PUD.

# Which Fuel Costs Less In Chelan County?

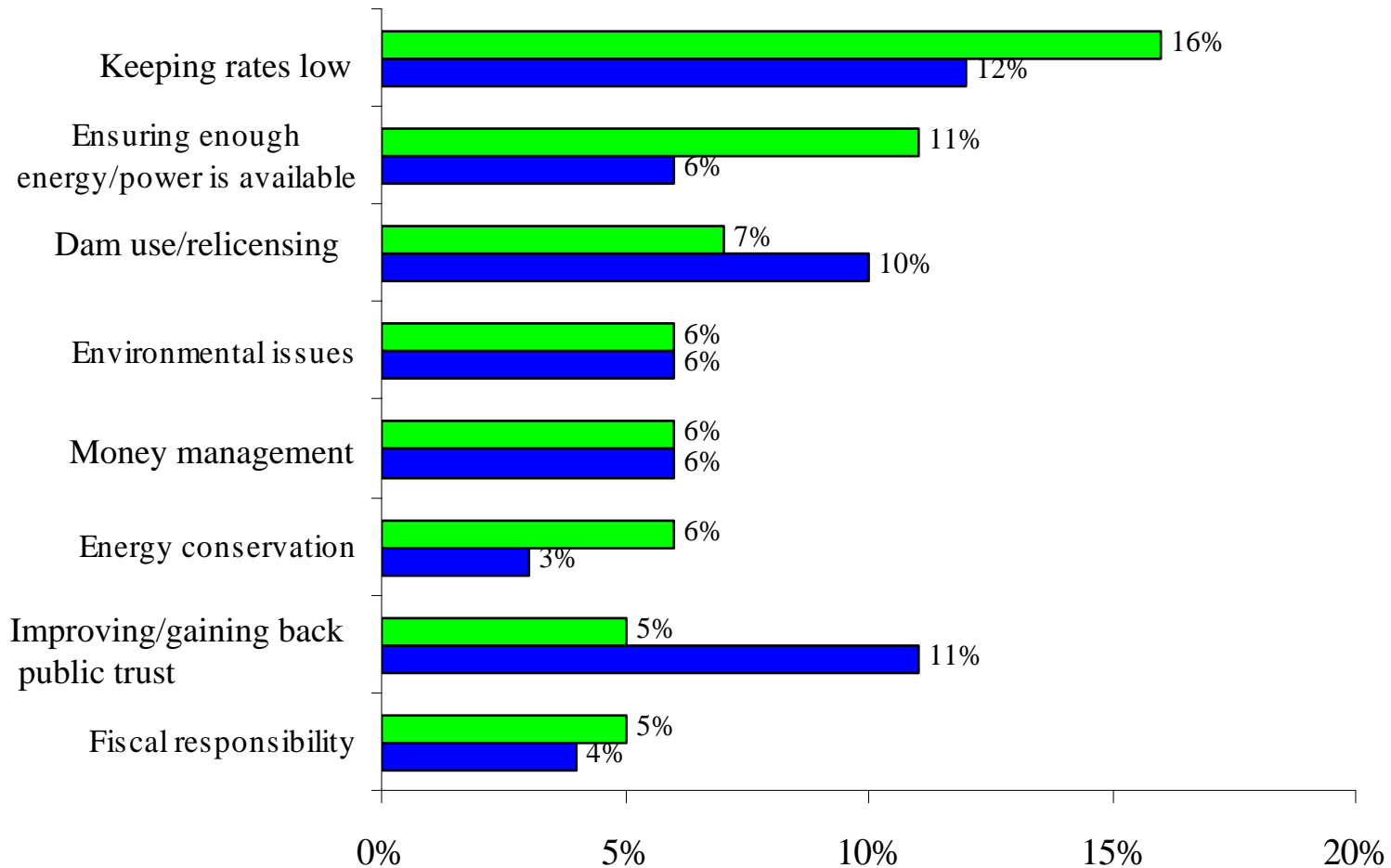


# Should Hydropower Be Considered A Renewable Energy Source?



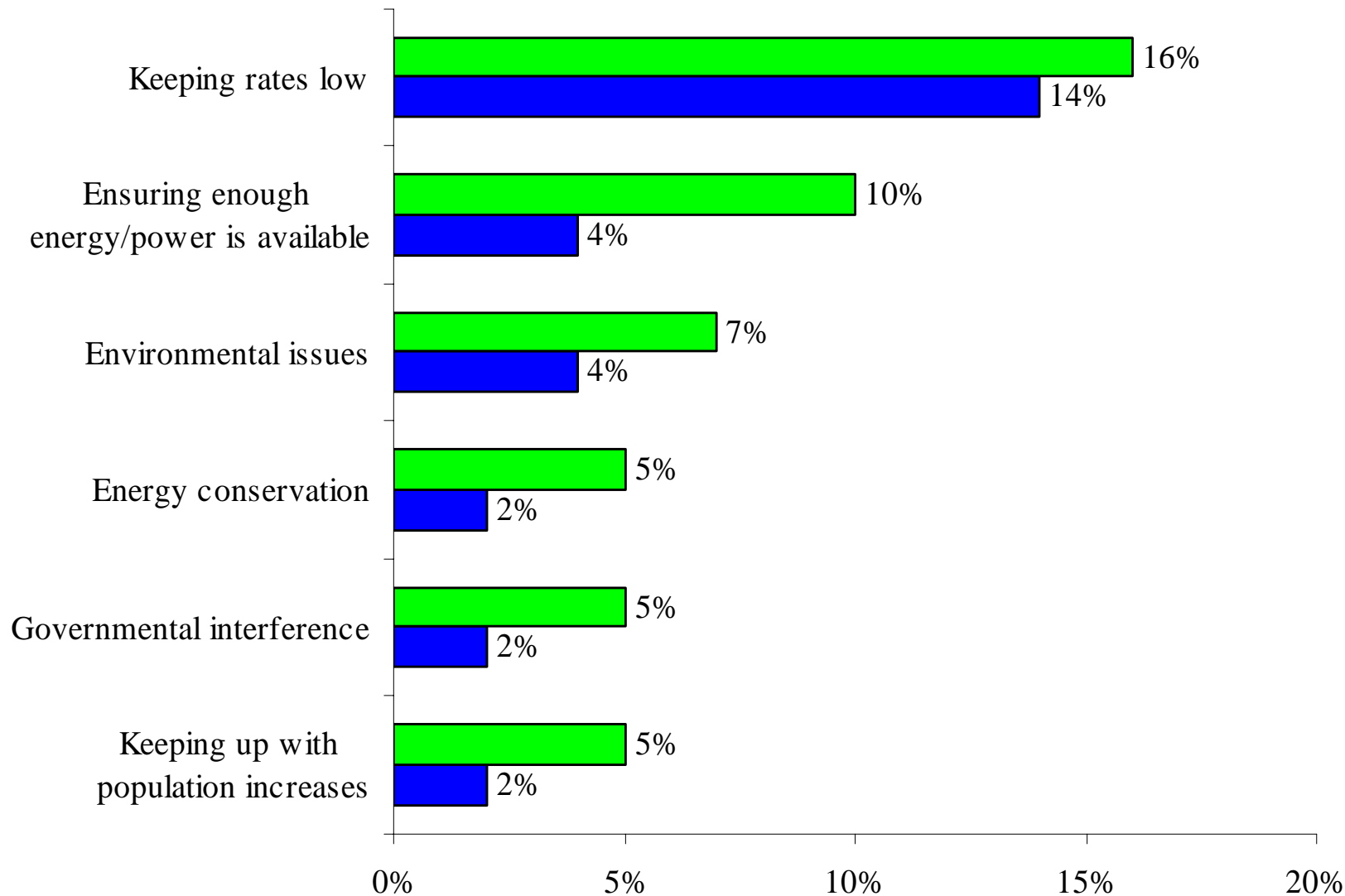
# Issues And Concerns Facing Chelan County PUD

■ 2002 ■ 2006



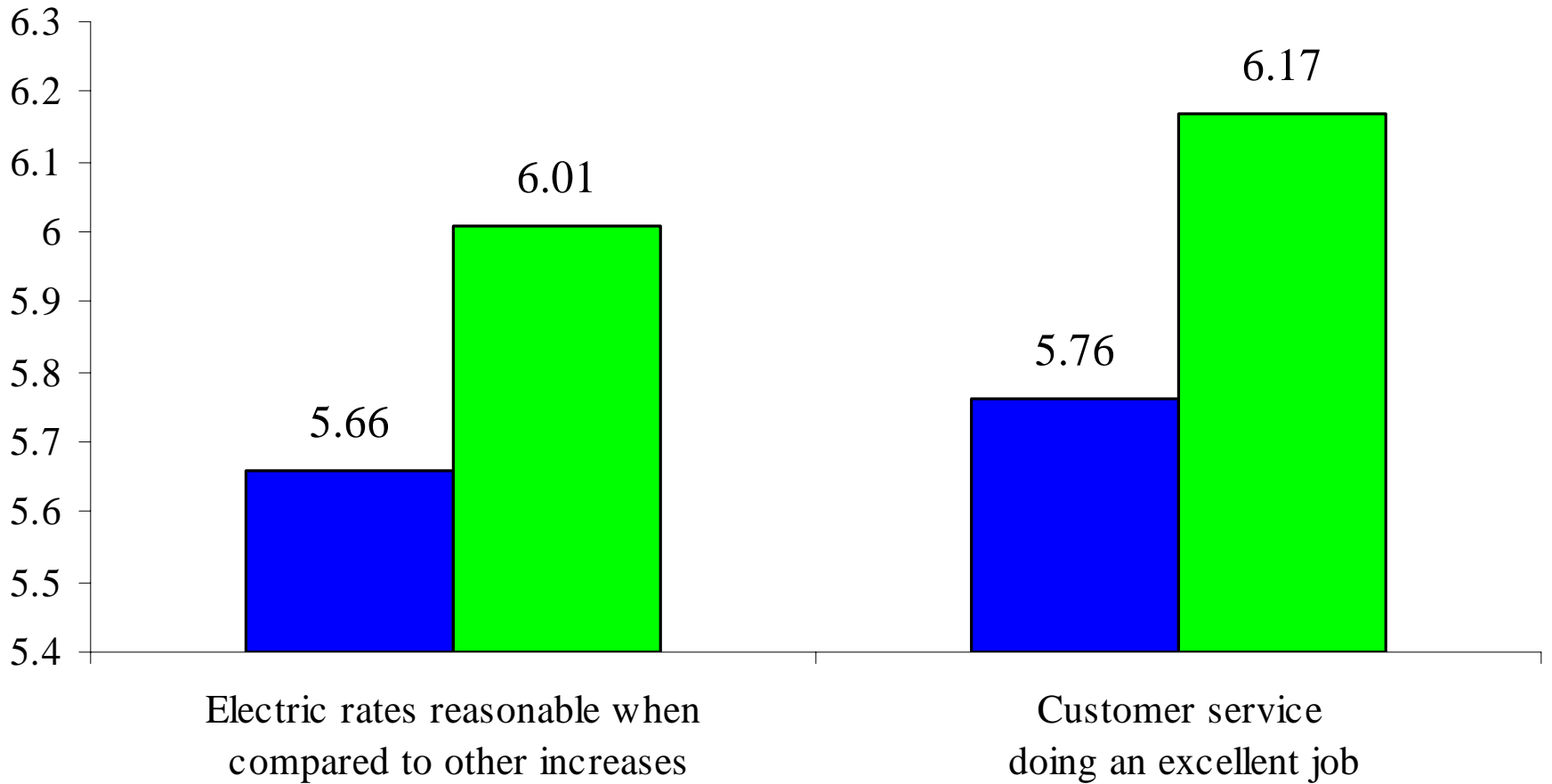
# Single Greatest Issue Facing The PUD

■ 2002 ■ 2006

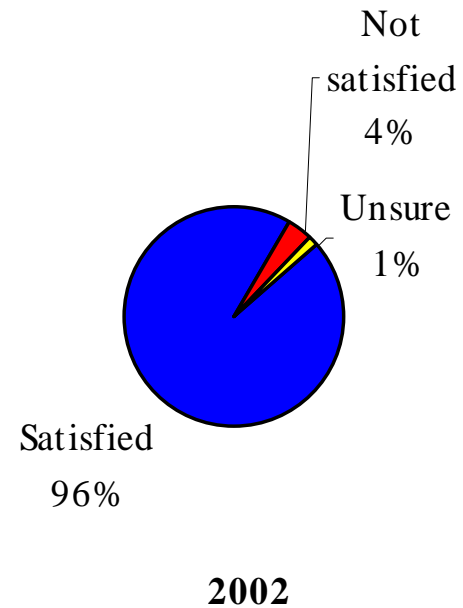
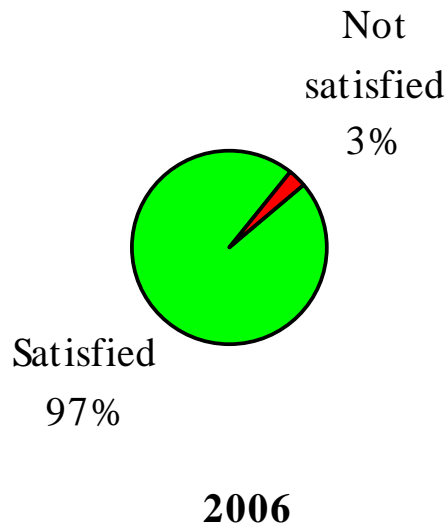


# Electric Rates And Customer Service

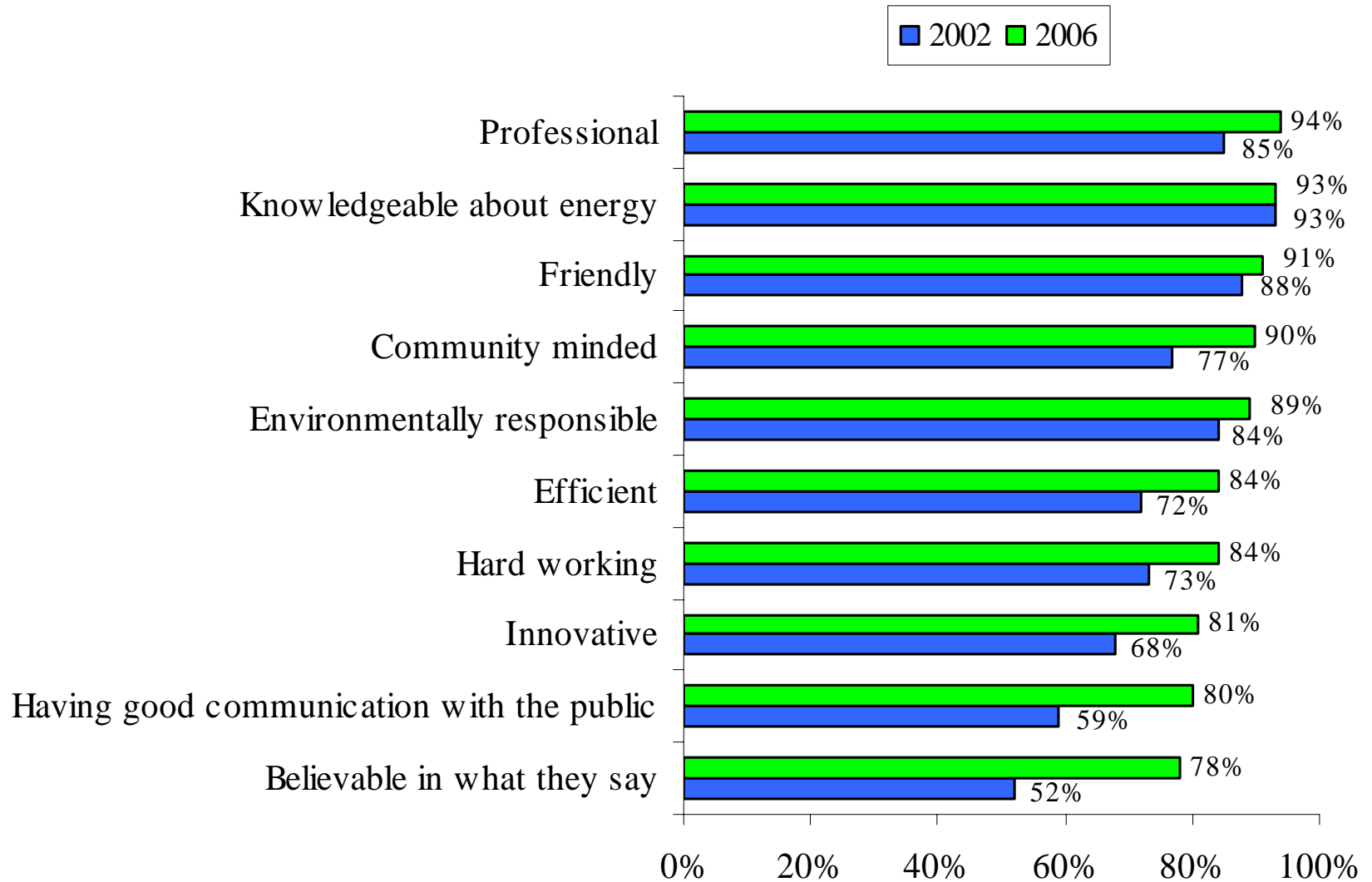
■ Mean 2002 ■ Mean 2006



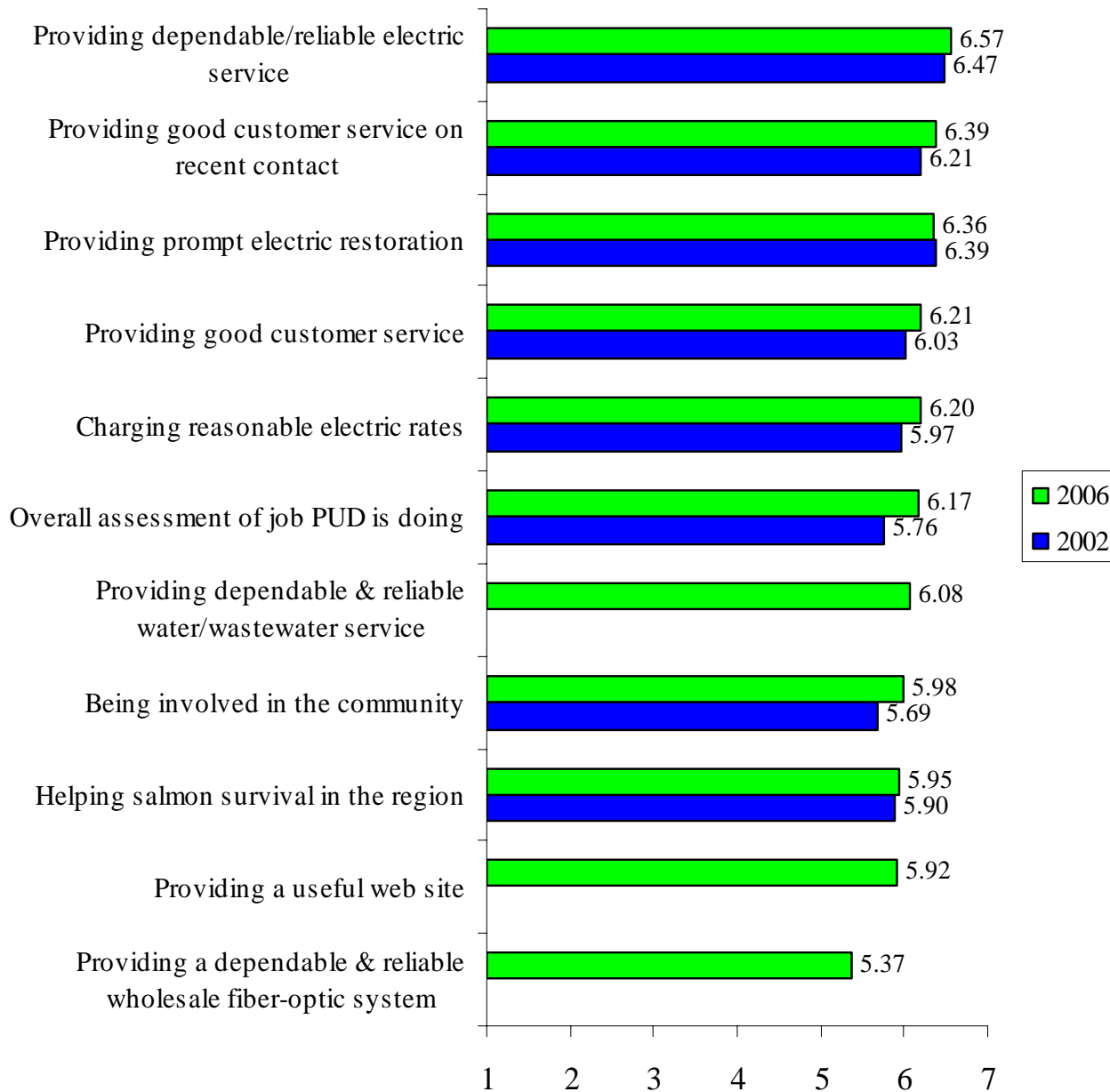
# Satisfaction With Overall Service



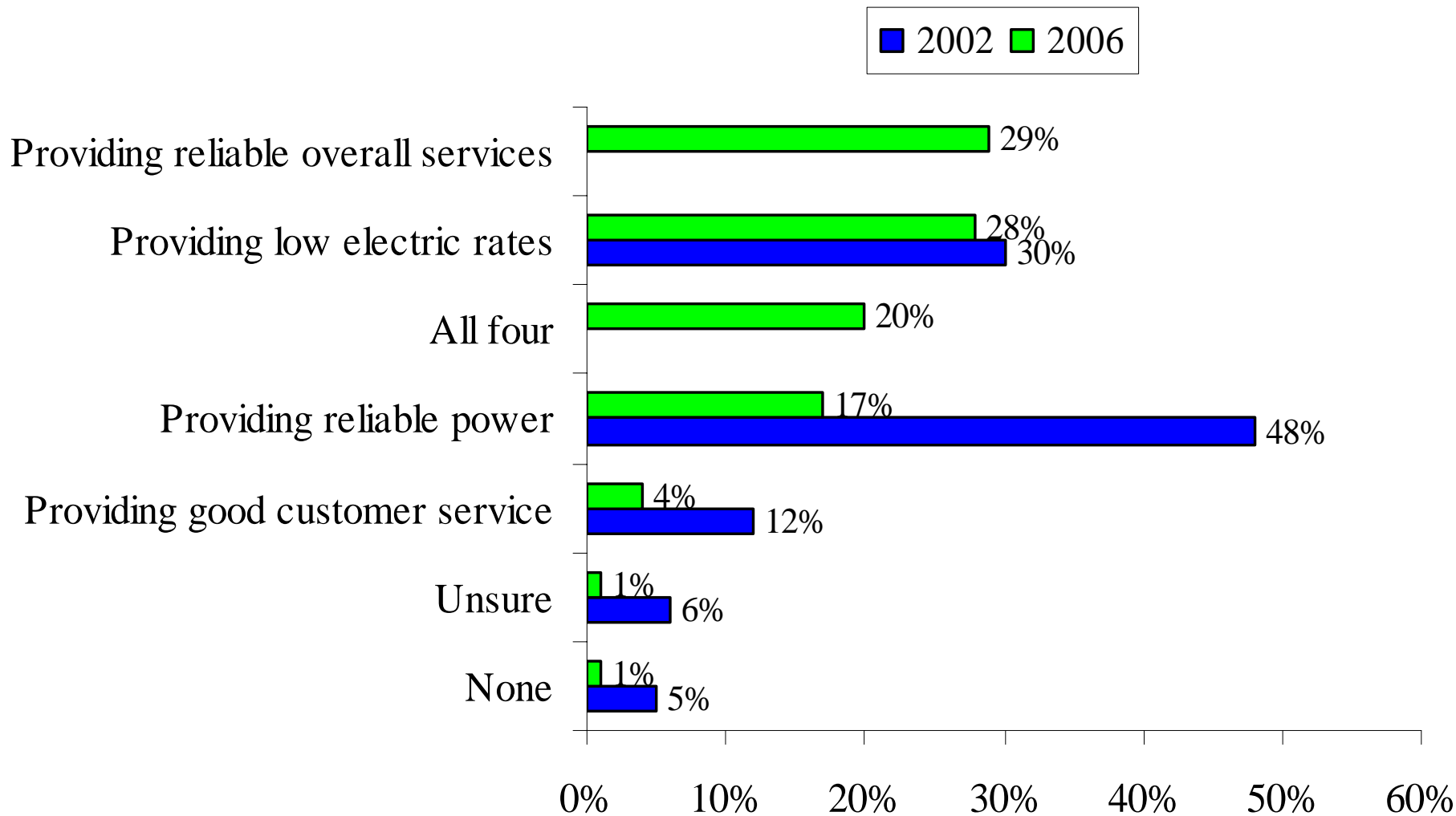
# Describes Chelan County PUD? (Yes Responses)



## Aspects Of Performance (Mean Score)

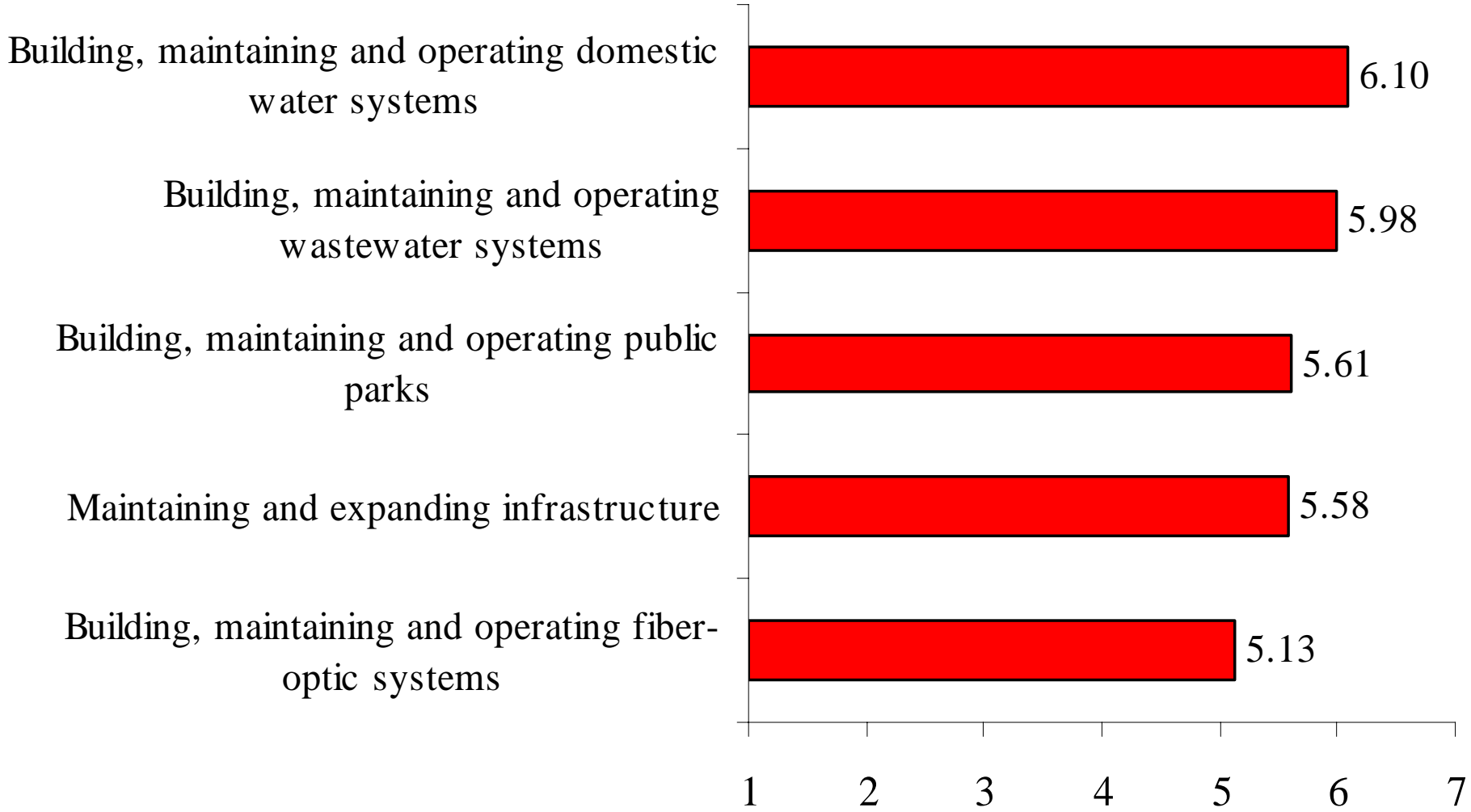


# Which Of These Four Qualities Should Chelan County PUD Focus On Most?

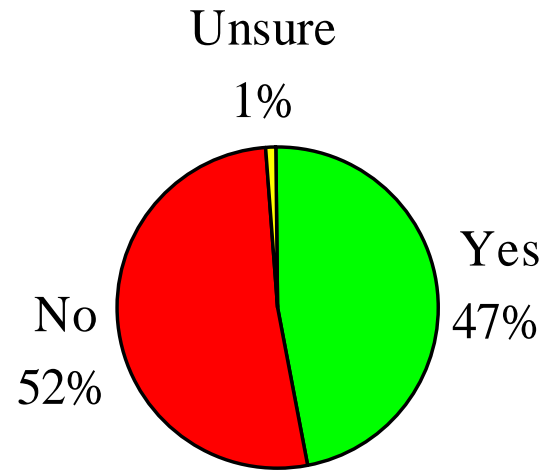


*Grand Mean 5.68*

# Importance Of PUD Providing Services (New Questions 2006)

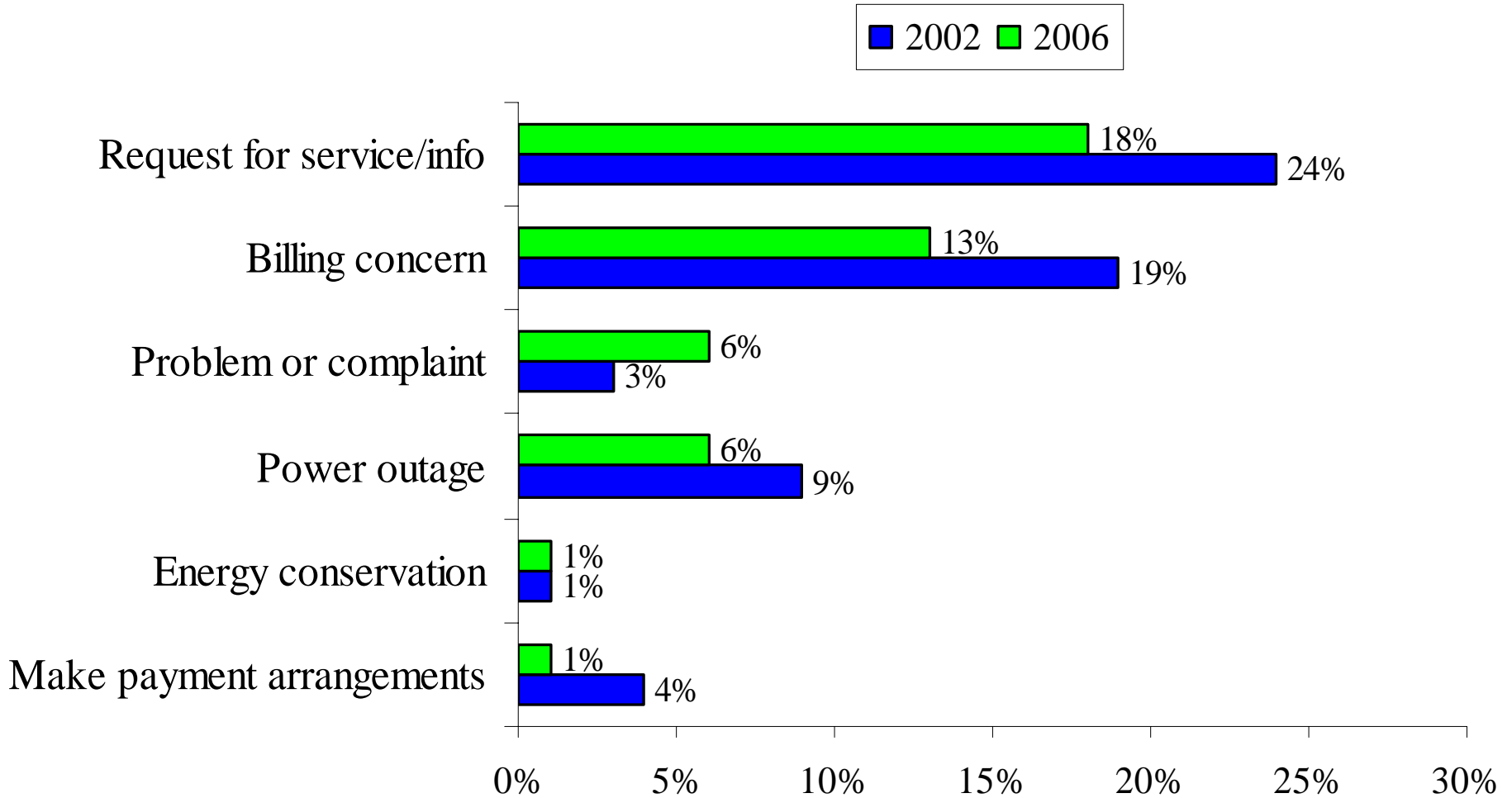


# Contacted Chelan County PUD In Past Year? (New Question 2006)



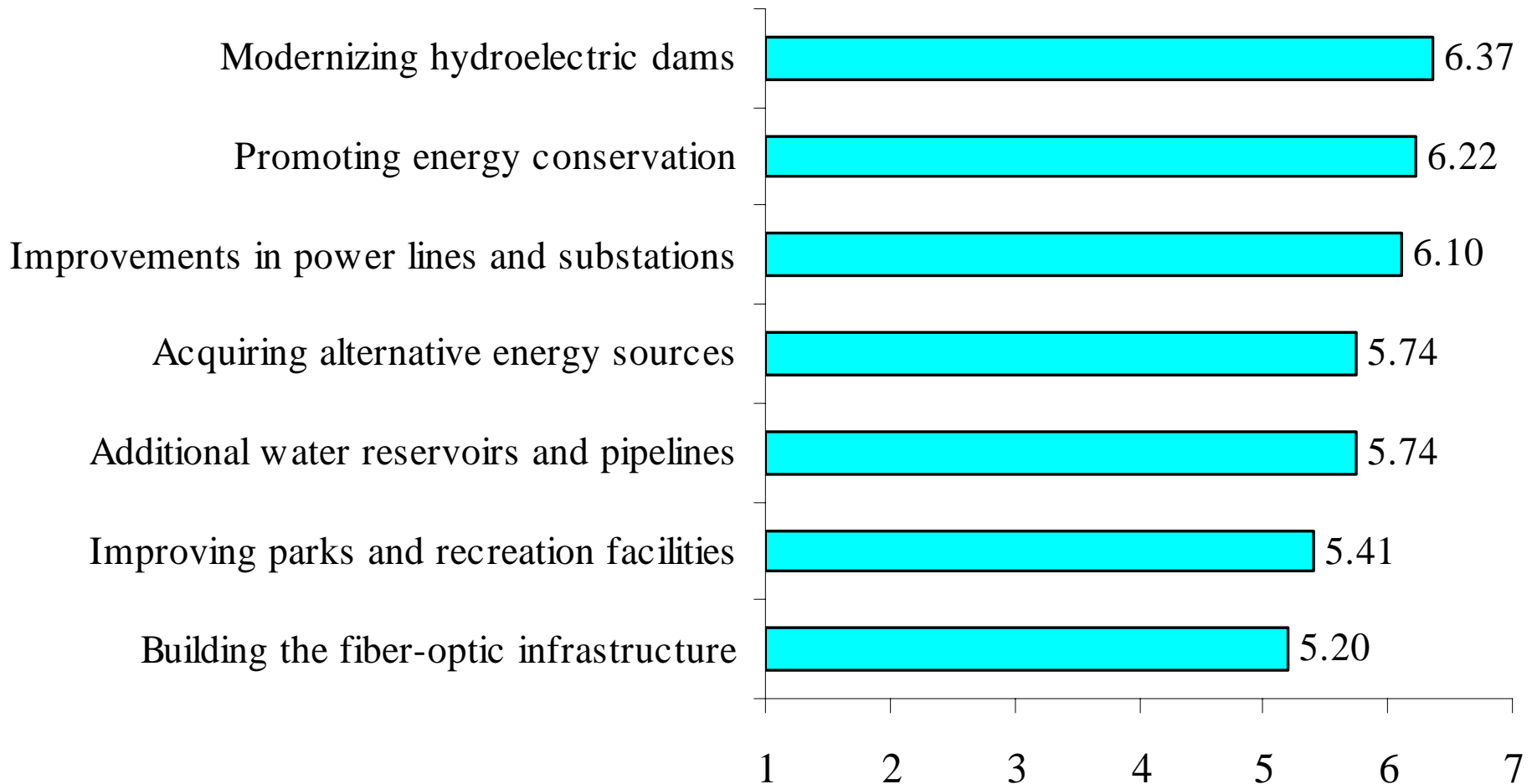
# Reasons Contacted Chelan County PUD

*(Percentages For Both Waves Based On 400 Respondents)*



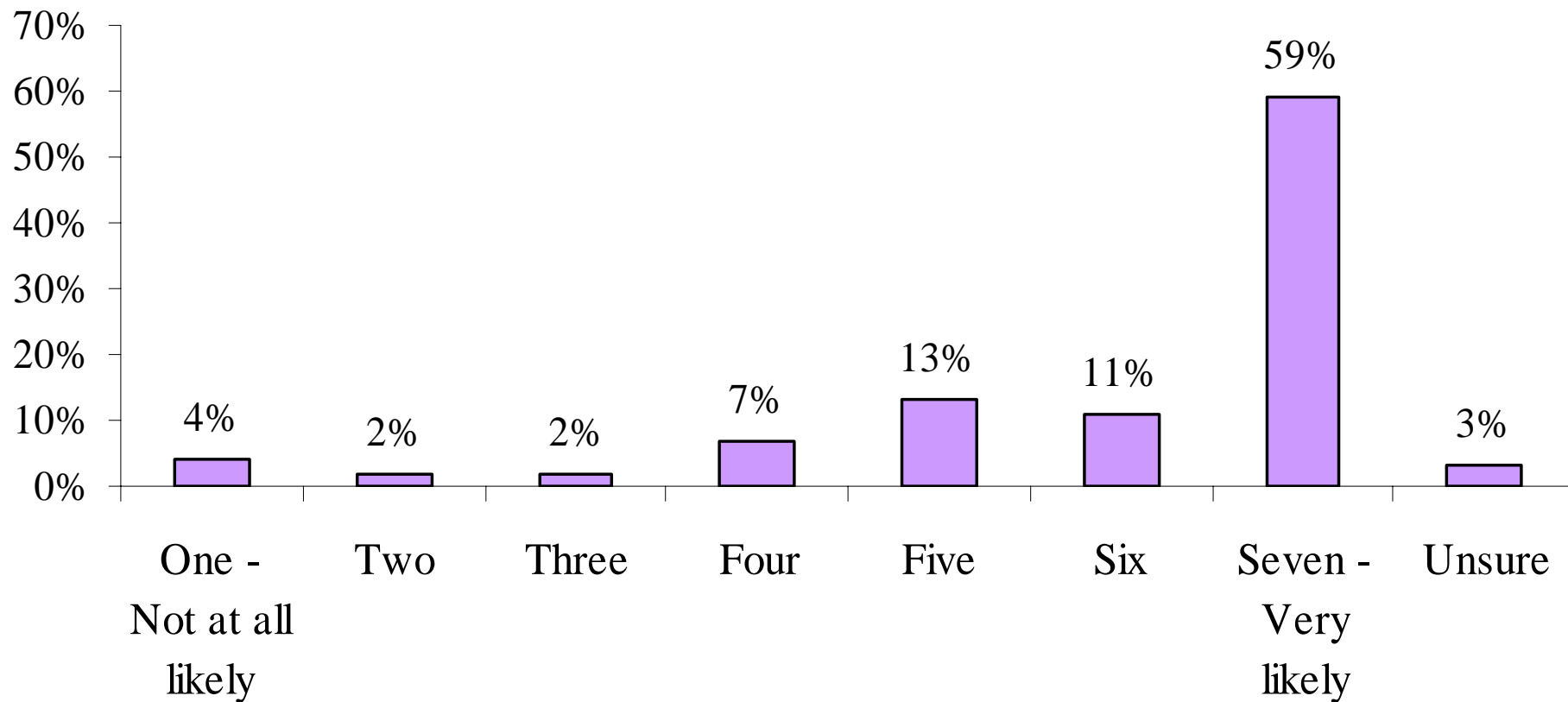
*Grand Mean 5.83*

# Support For Financial Investments In PUD Services *(New Questions 2006)*



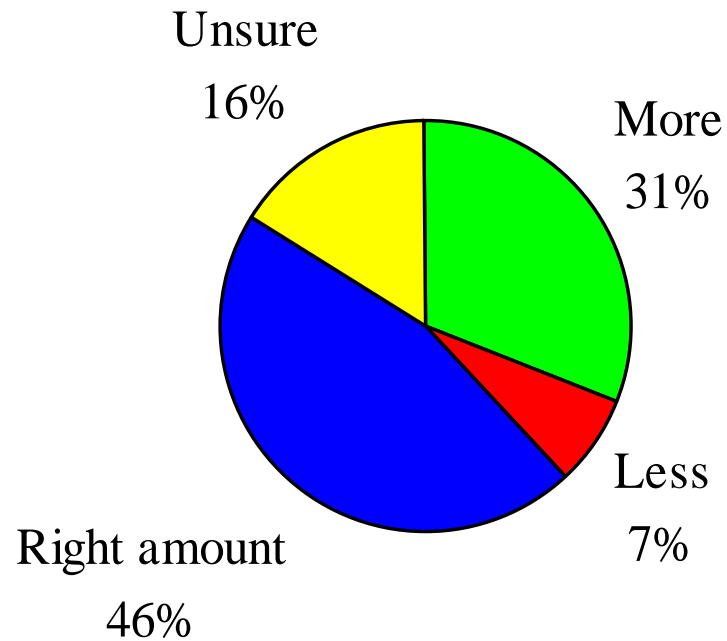
*Mean 6.01*

# Likelihood Of Spending \$3,000 More On New House To Achieve Long-Term Savings (New Question 2006)



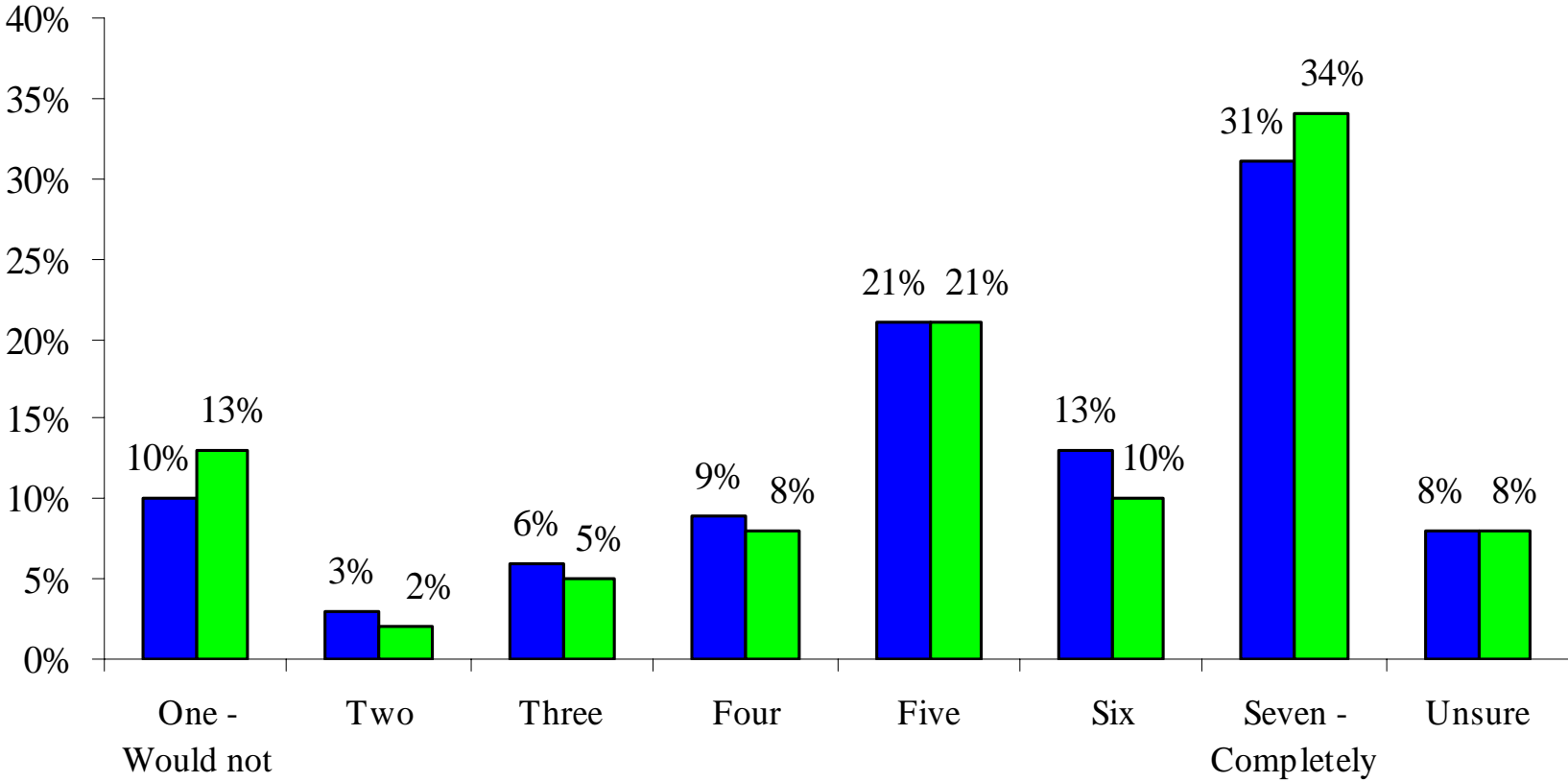
# Amount Chelan County PUD Should Be Doing To Encourage Development Of New Technologies

(New Questions 2006)

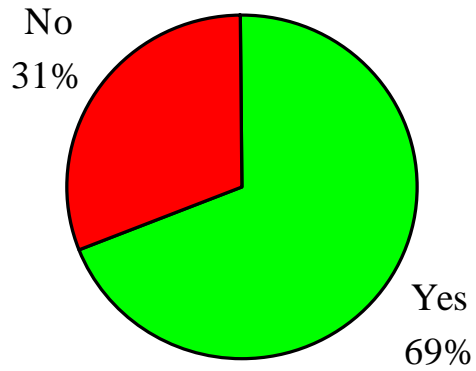


# Likelihood Of Supporting The PUD's Continuing Build-out Of Fiber Connections Within Chelan County

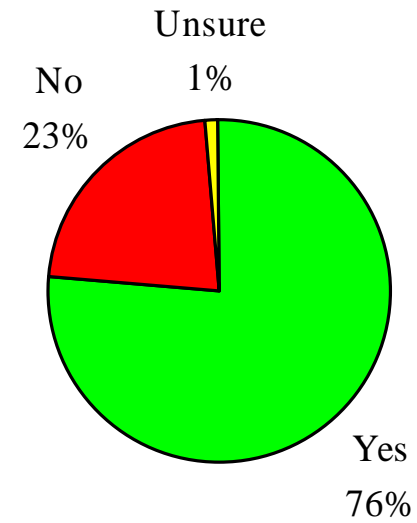
■ 2002 Mean 5.09 ■ 2006 Mean 5.06



# Internet Access On A Home Computer



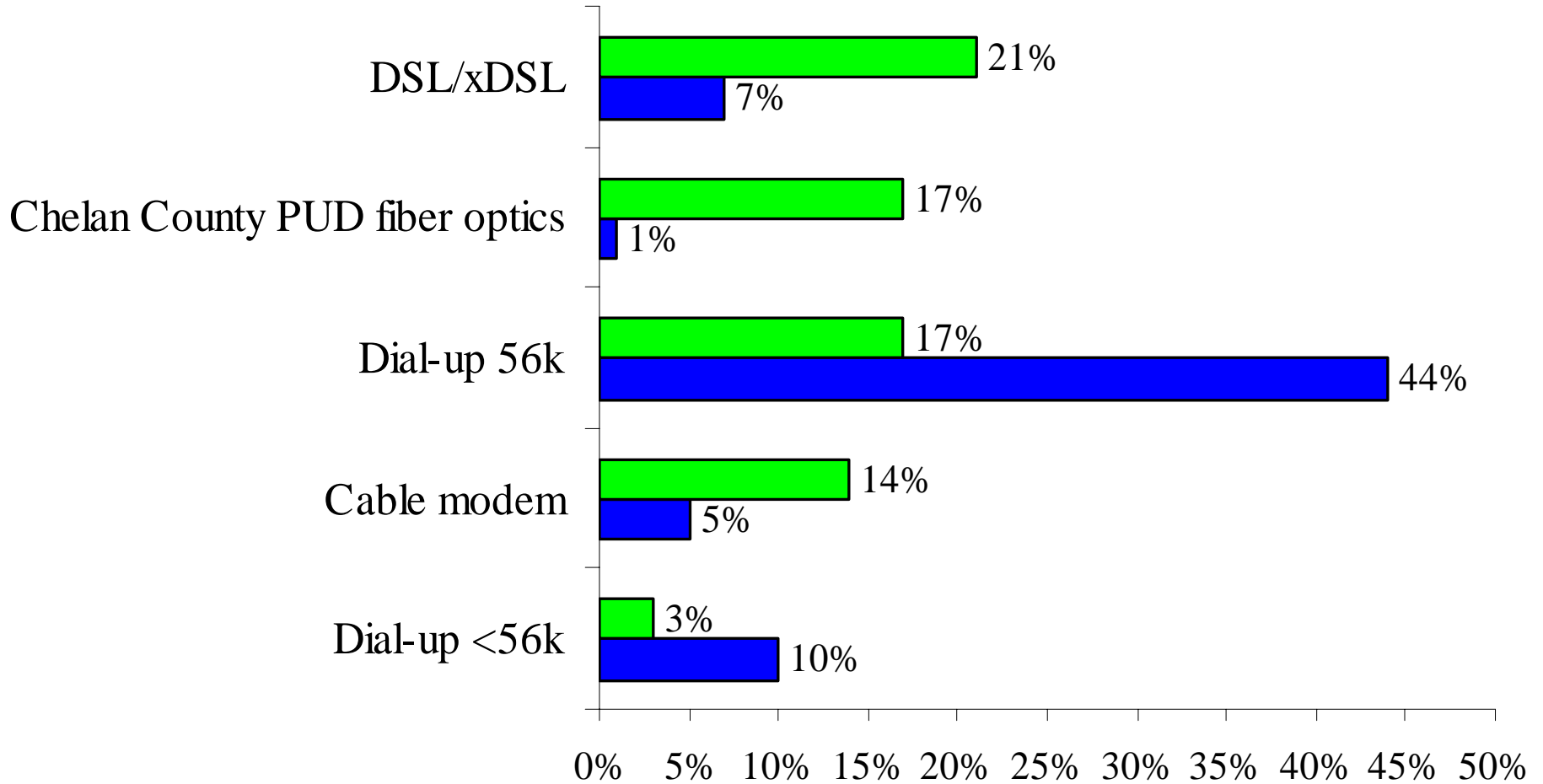
**2002**



**2006**

# Type Of Internet Access At Home

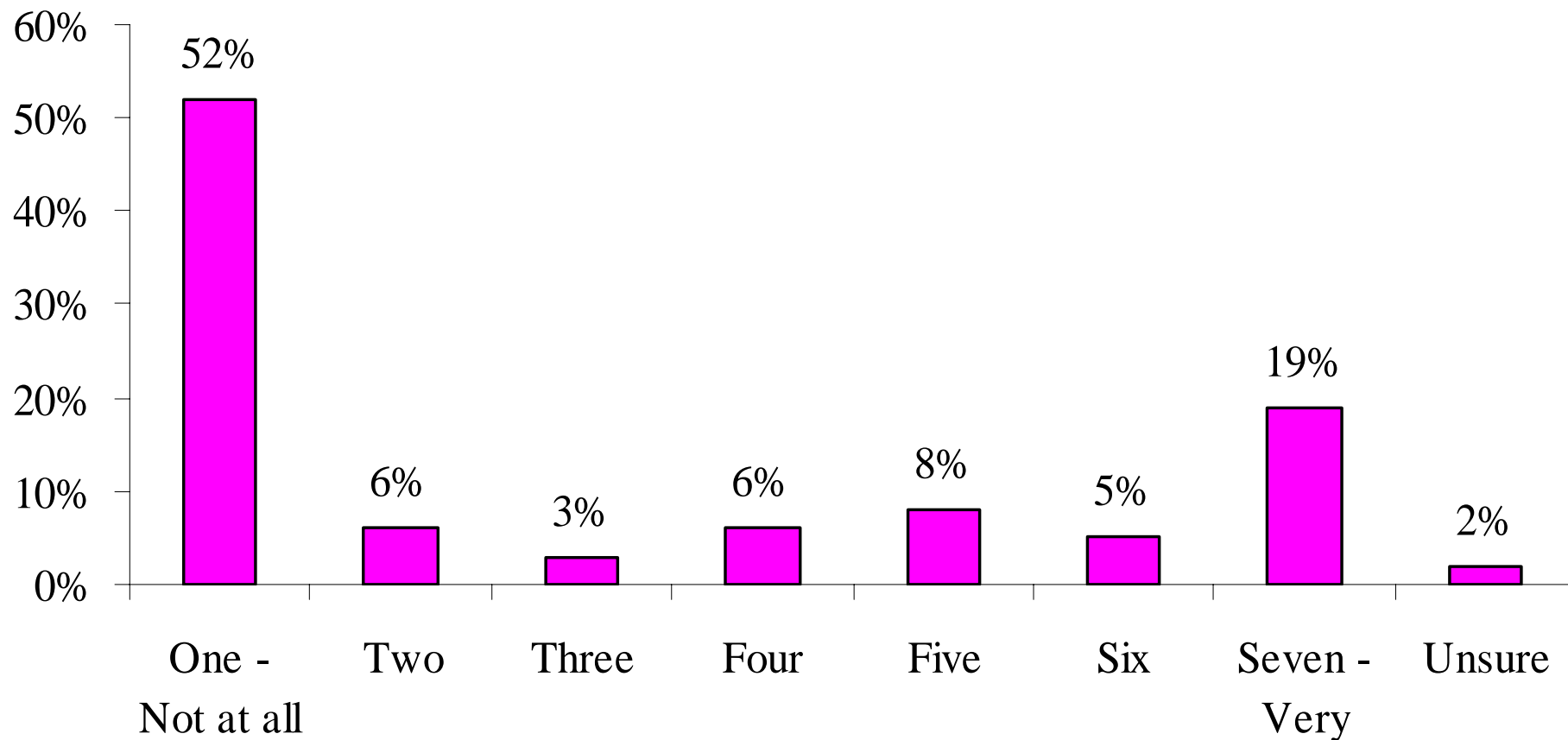
2002 2006



*Mean 3.03*

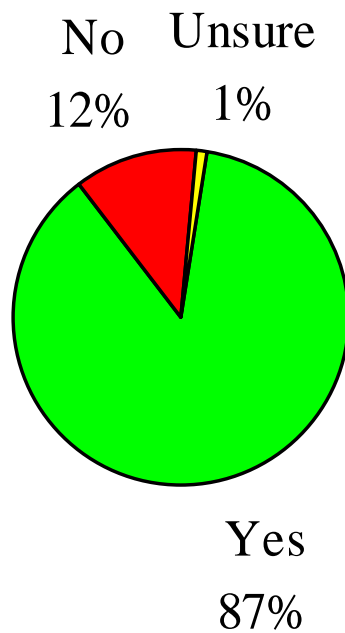
# Likelihood Of Paying Utility Bill Online

*(New Question 2006)*



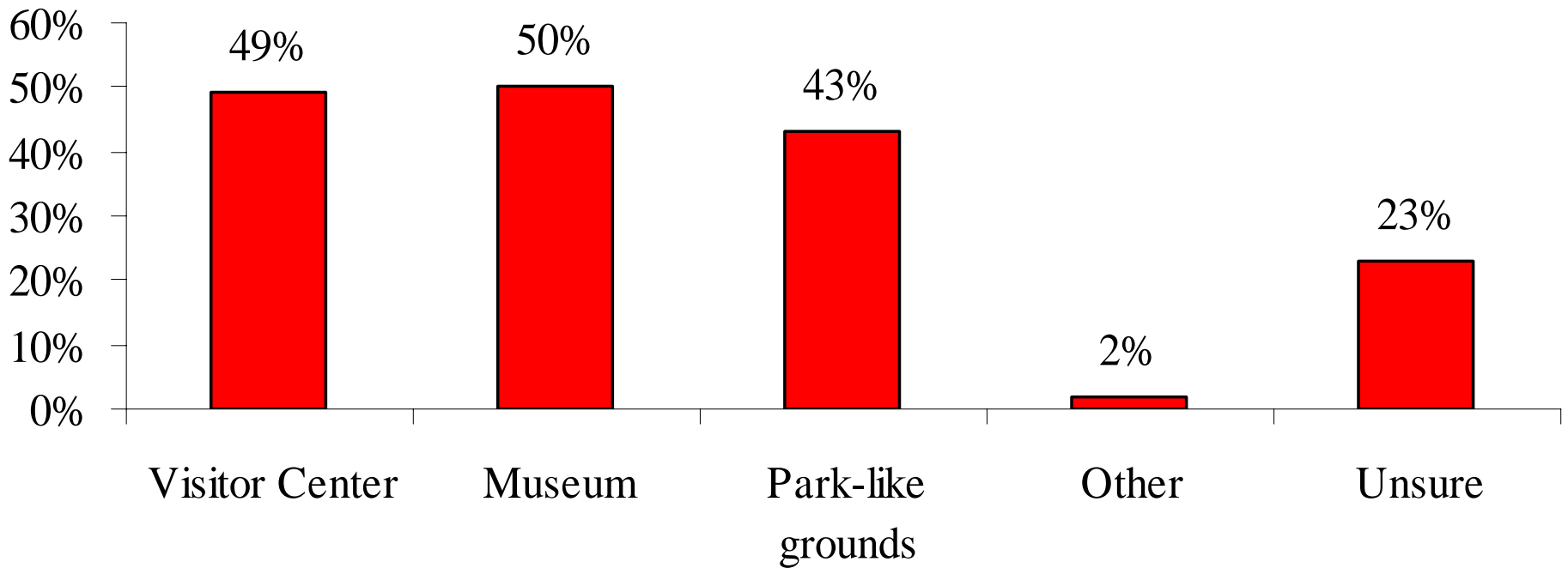
# Visited The Center Or The Grounds At Rocky Reach Dam

*(New Question 2006)*



# Visitor-Friendly Features Included At Rocky Reach Dam

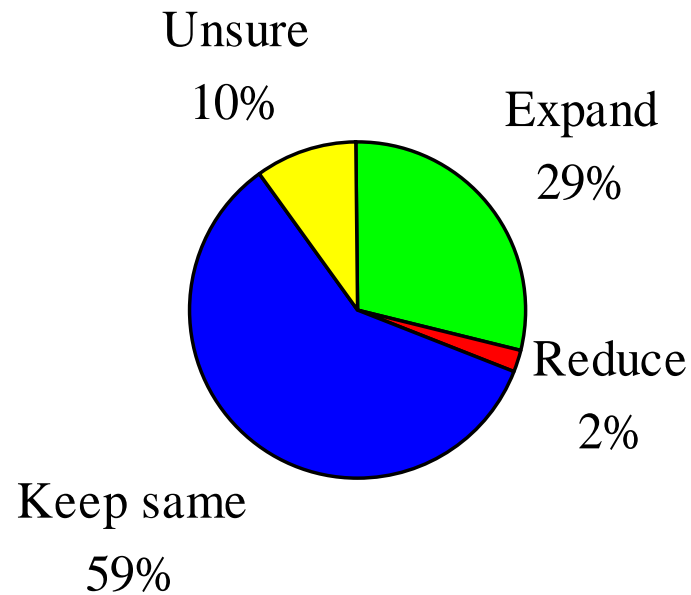
*(New Question 2006)*



*Asked of the 346 respondents who said yes to the previous question.*

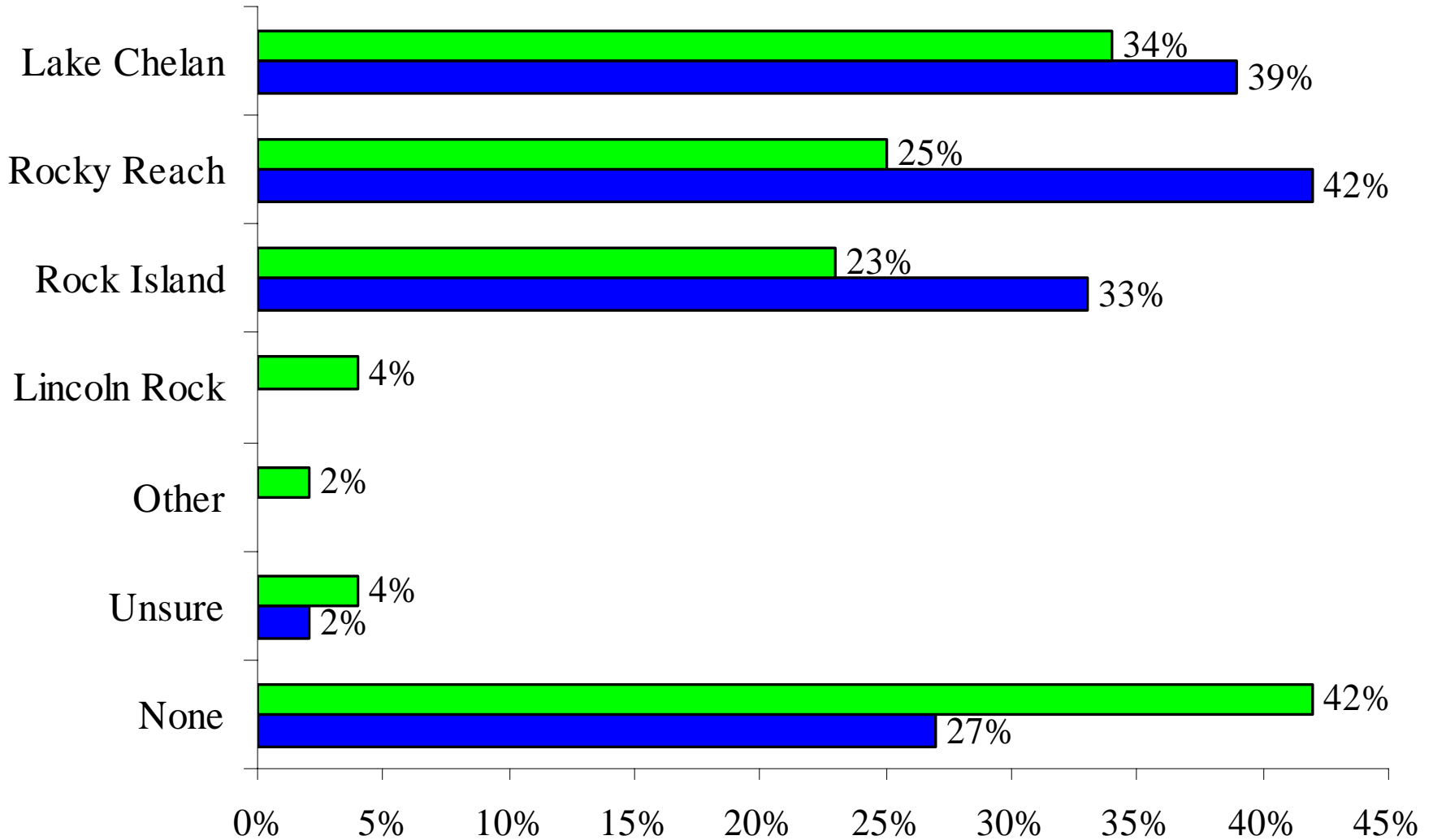
# Emphasis On Visitor Center Educational And Tourism Activities

*(New Question 2006)*



# Do You Use Any Of These Parks?

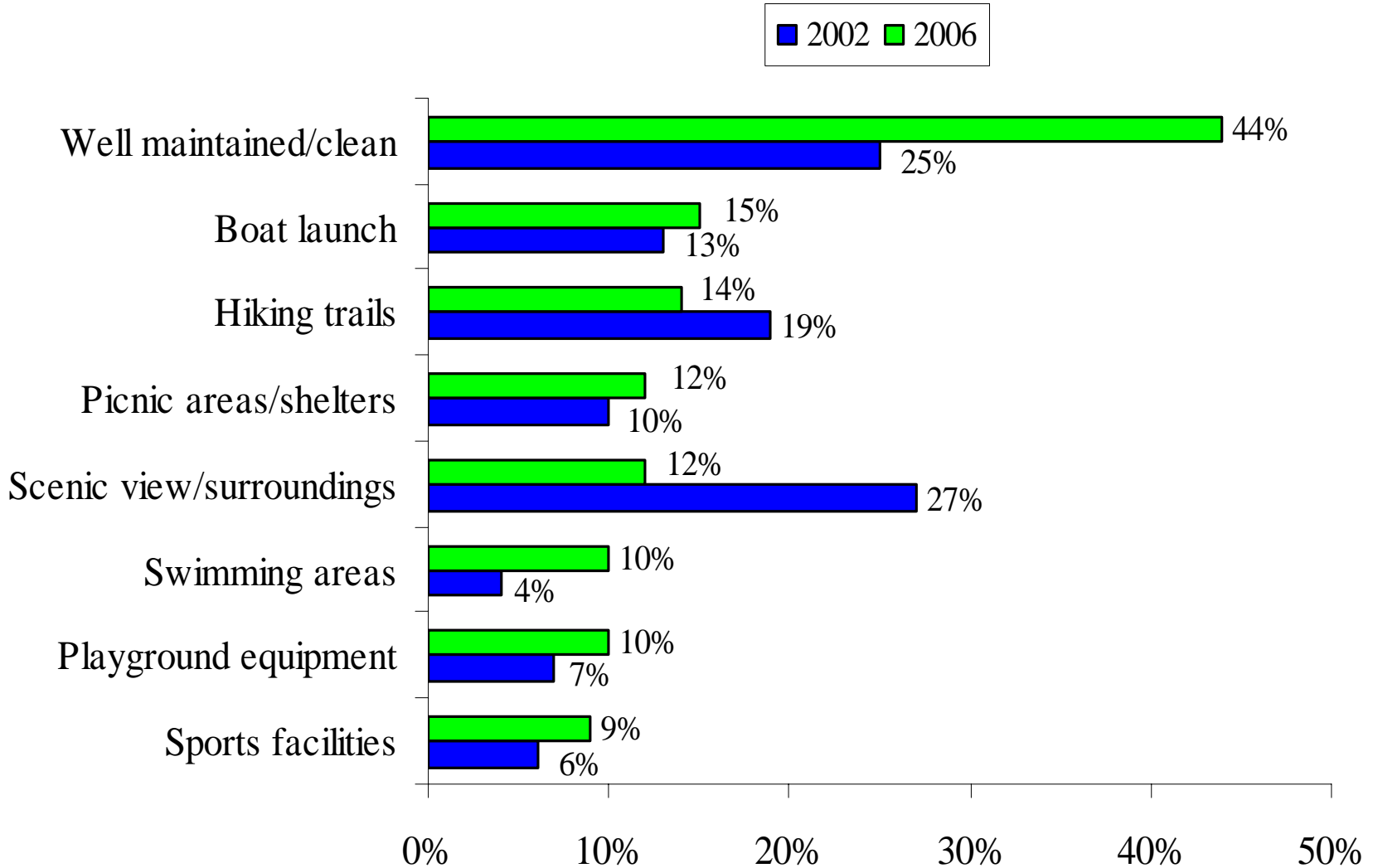
■ 2002 ■ 2006



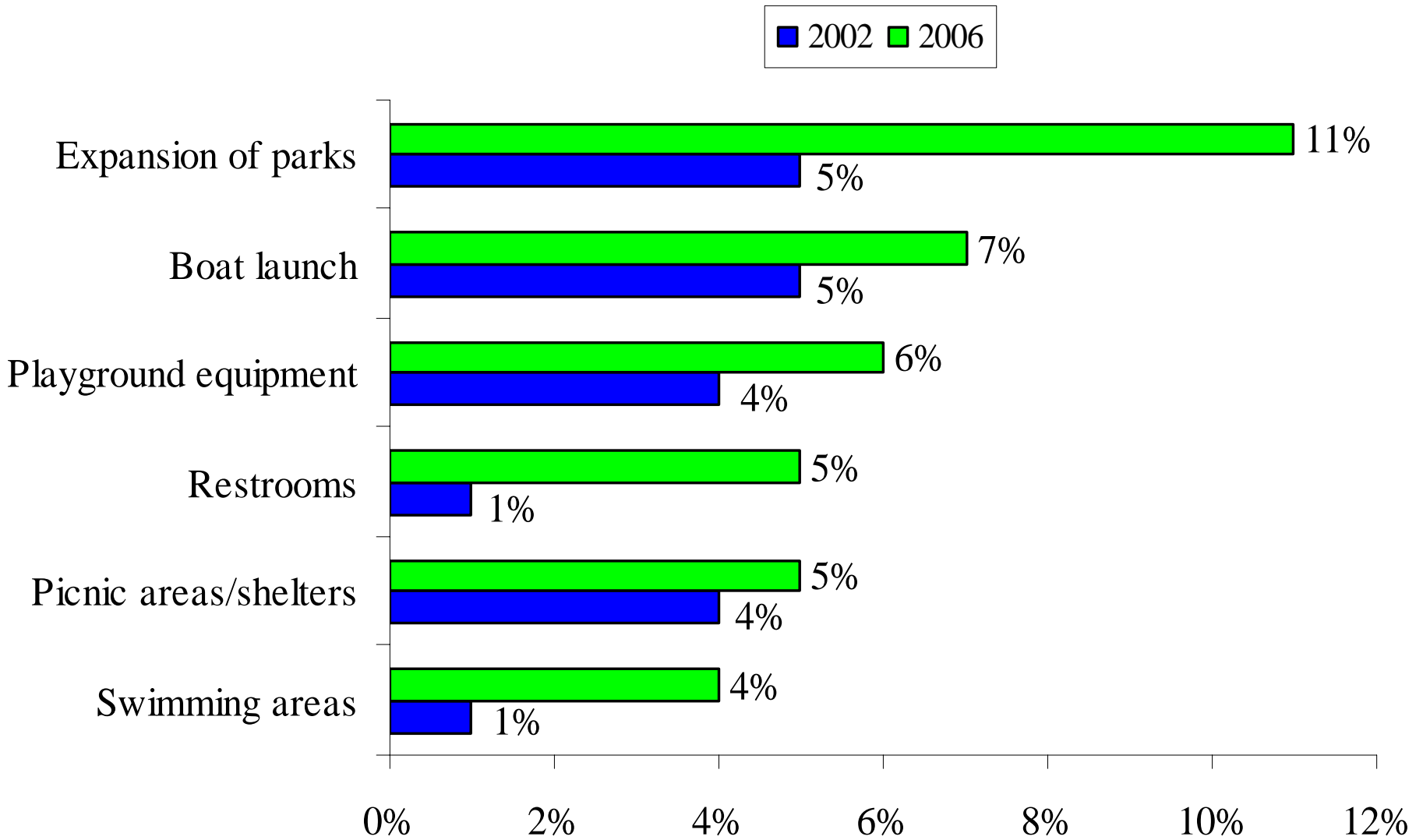
# Features Liked Best About The Parks

*(Top Eight Mentions)*

*Asked of 216 respondents who had used any of the parks in the previous question.*



# Features We'd Like To See Added To The Parks



# Demographics

- 89% were registered voters.
- 82% were home owners.
- 89% stated that electricity was their main source of energy for home heating.
- 23% planned on building a new home in the next ten years.
- The average respondent had lived in Chelan County for 23.77 years, the median was 17 years.
- The average respondent was 54.92 years old with a median of 55.00 years.

# Demographics (continued)

- The average respondent had spent 14.32 years in school, with only 4% of respondents attaining less than a high school diploma.
- A majority of respondents (65%) were married.
- 33% of respondents had dependent children living in the household under the age of 21, 21% had dependent children in the household under the age of 13.

# Demographics (continued)

- The mean income was \$54,752, with a median of \$50,733.
- Half of respondents were male.
- 69% of respondents lived in the Wenatchee area, 14% lived in the Leavenworth area, 11% lived in the Chelan area, and 6% lived in the Manson area.