



Chelan PUD: Broadband survey
August 2010

Project Overview

- To inform Chelan County PUD of customers' opinions about completing the county-wide build out of the broadband fiber optic system
 - Specifically to inform decision making surrounding potential \$25 million in RUS grant money
- **Methodology**
 - Quantitative telephone survey
 - Sample: Registered voters county-wide
 - N=450 (approx. 150 per commissioner district)
 - Length: approximately 6 minutes
 - M.O.E: $\pm 4.57\%$ at 95% confidence level
 - Meaning if we conducted this survey again and again, the results would be the same (within a 4.57% MOE) 95% of the time.

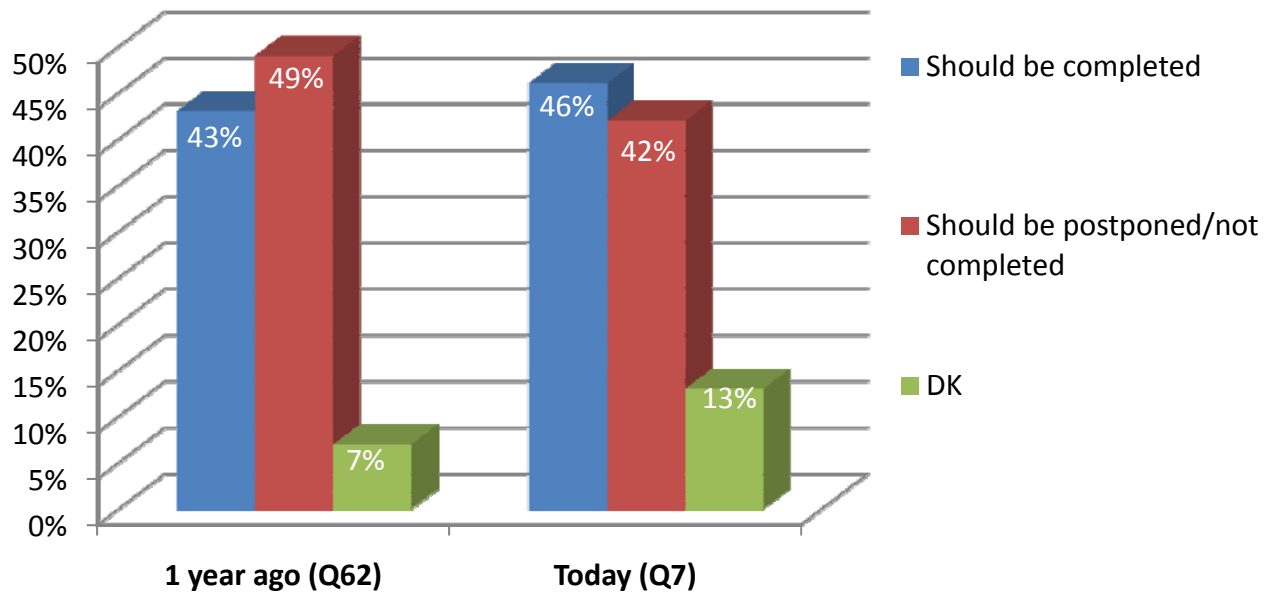
Project Overview

- Don McDonough, *DMA Market Research*:
- Over 25 years of polling experience in Washington state and the Pacific Northwest.
- An expert in applying methodology that analyzes voter behavior, Don has worked on hundreds of projects at every level of government and business, including:
 - Puget Sound Energy
 - Washington State Department of Transportation
 - Unistar Nuclear
 - Energy Northwest
 - City of Seattle
 - Snohomish County PUD
 - Seattle City Light
 - Tacoma Power
 - Chelan PUD

Key Findings

Initial support for completing the fiber system has remained relatively consistent, increasing just slightly from one year ago, with a modest net shift toward completing the project.

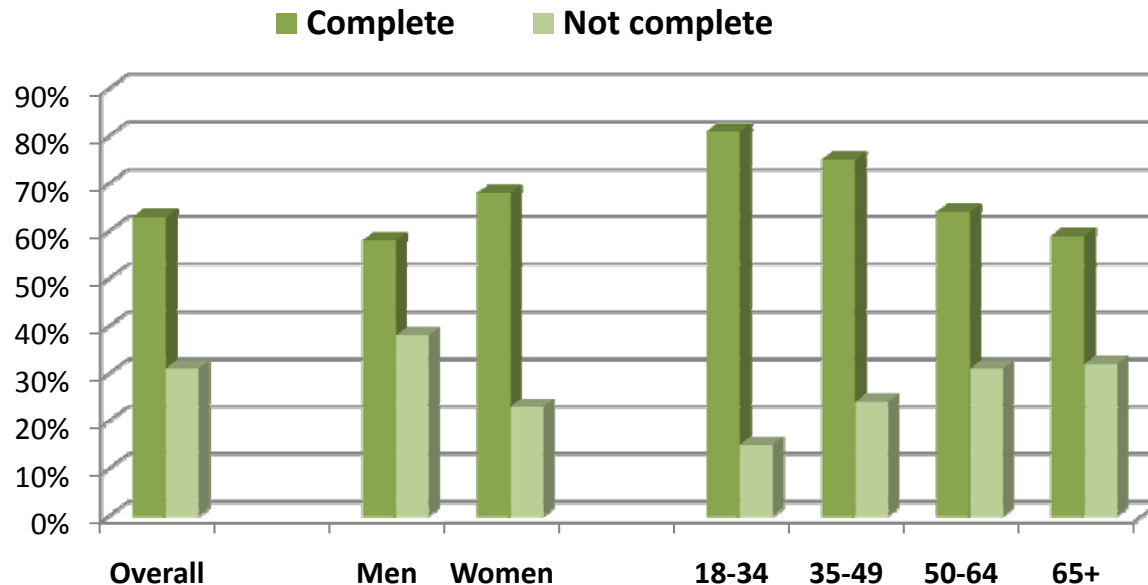
- This shift can most likely be attributed to the added messaging in the new Q7 from the original Q62.
- Support has increased despite the mention of potential bill impacts in the new Q7 from the original Q62.



Key Findings

When asked in reference to accepting the \$25M grant and paying a specific average monthly electric rate increase of 3% (or \$1.50) to cover the \$8M in PUD costs, support for the build-out completion increased to a 2:1 ratio over those saying *not complete*.

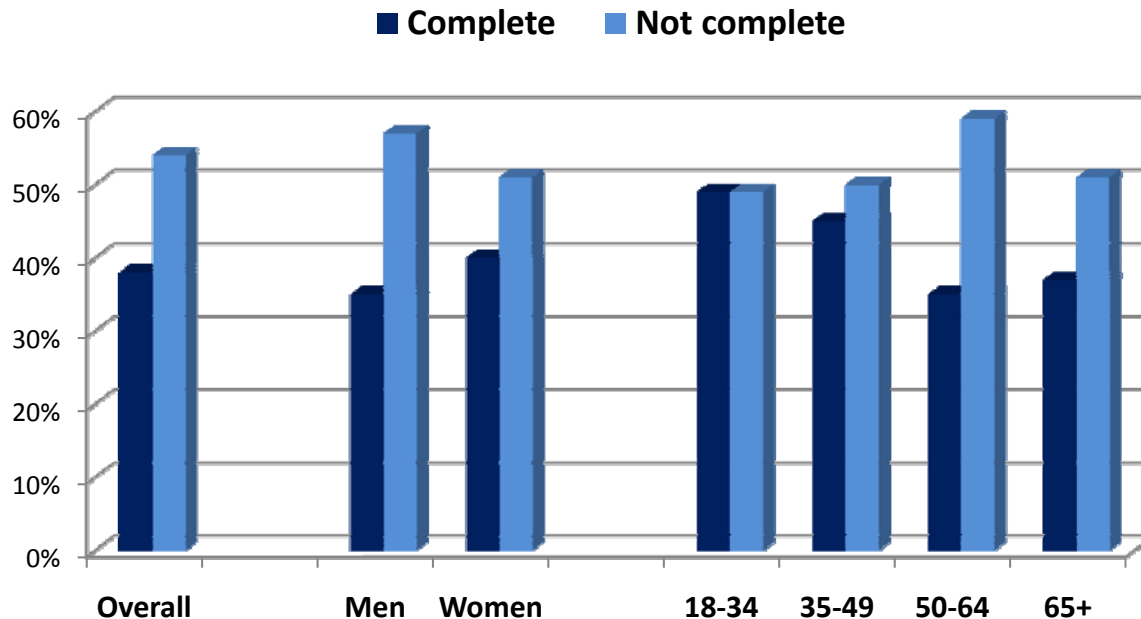
- Slightly more favorable among women than men
- Significantly more support from younger customers (18-49)
- No statistical difference among customers with different internet service providers



Key Findings

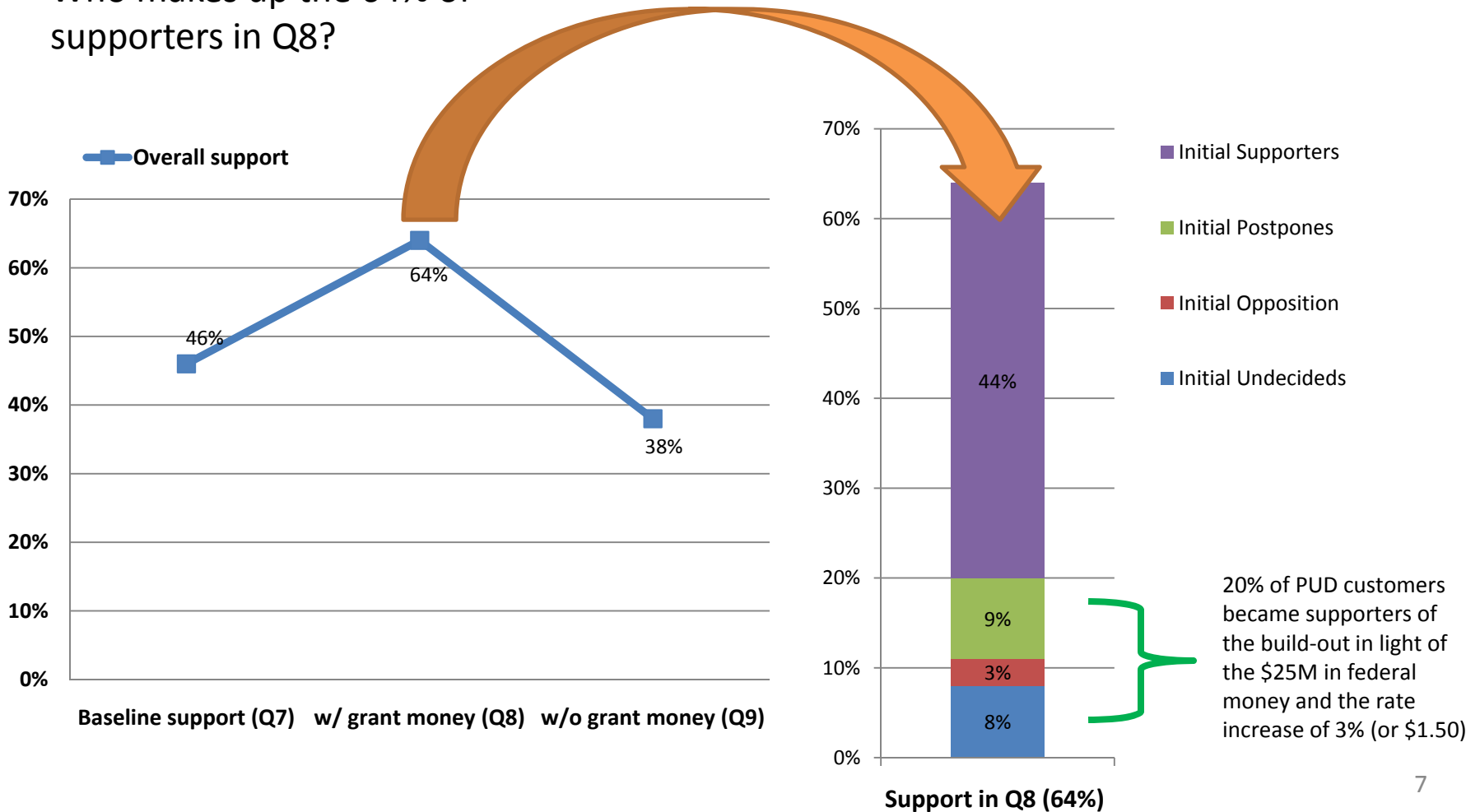
Support drops 25%, to below 40% approval, when the \$25 million grant money is taken out of the equation and the ratepayers are responsible for the full cost, an average monthly electric rate increase of 10% (or about \$5).

- Women are still slightly more favorable of completion
- Still more support from younger customers (18-49), but diluted
- No statistical difference among customers with different internet service providers



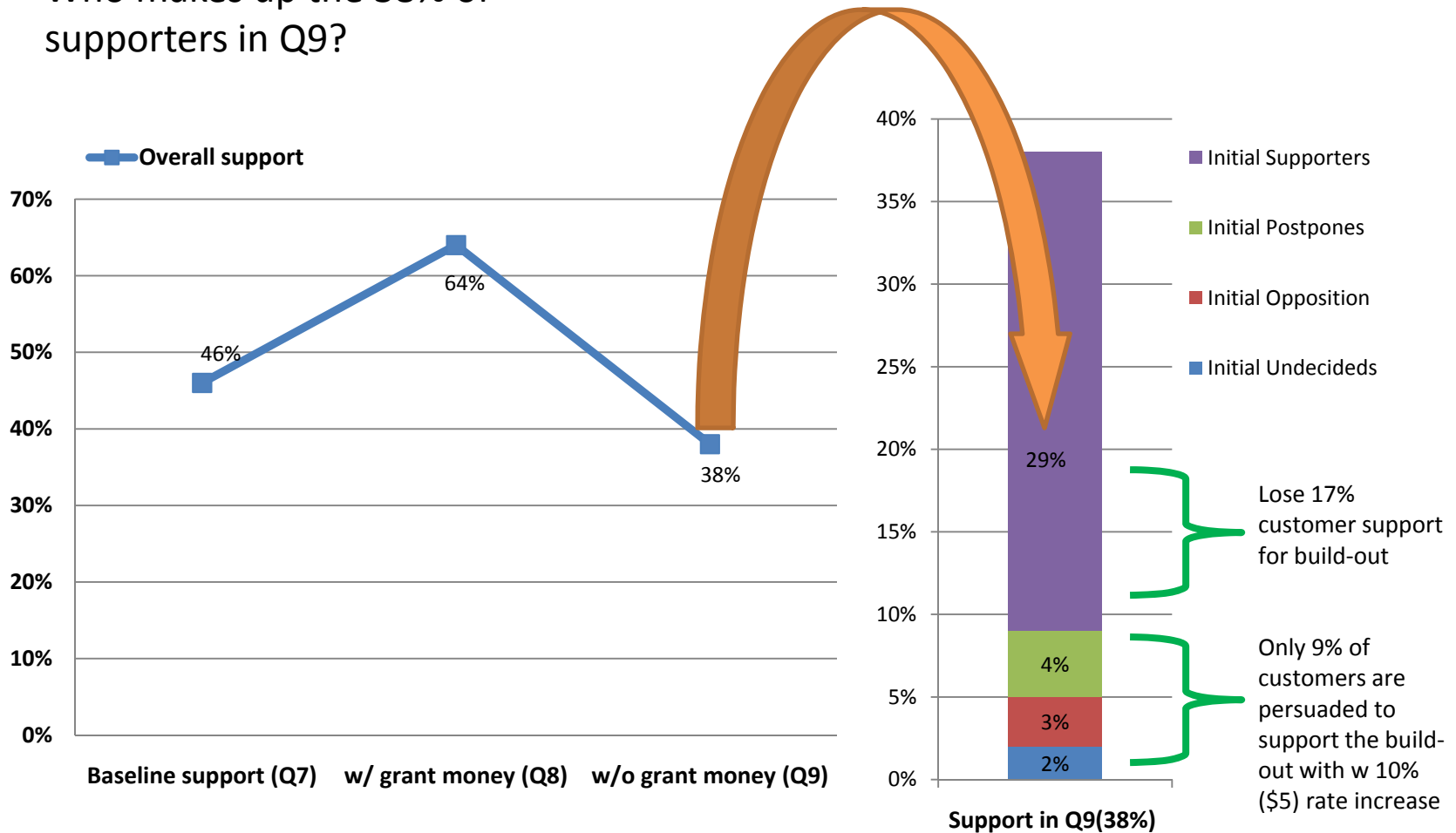
Key Findings

Who makes up the 64% of supporters in Q8?



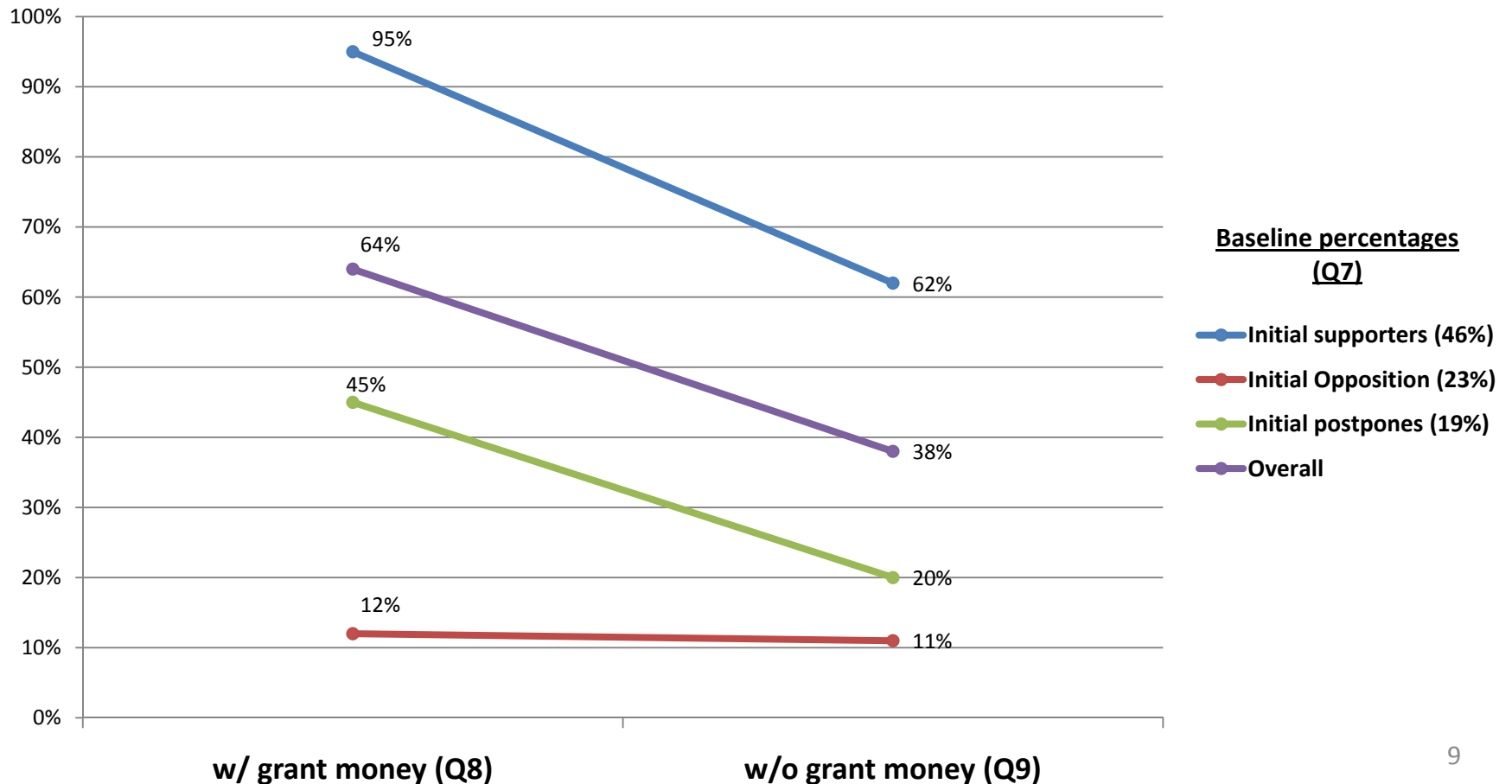
Key Findings

Who makes up the 38% of supporters in Q9?



Key Findings

How much of our initial support/opposition is retained when adding cost to the equation?



Key Findings

- Overall, there is a net shift of **+28 points** from the baseline toward support for completing the build-out when considering the cost of the project with the grant money (3% rate increase)
- Overall, there is a net shift of **-20 points** away from the baseline toward not completing the build-out when considering the cost of the project without the grant money (10% rate increase)
- The majority of customers support the fiber build-out at a the cost of \$1.50 in monthly electric rate increases, but not at a cost of \$5 in monthly rate increases. You lose majority support for the build-out somewhere in between.