

# **ROBINSON RESEARCH**

## Chelan County PUD Tracking Study

November 2007



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- Bill Robinson and the staff of Robinson Research have been conducting customer satisfaction studies for utilities including Chelan County PUD for twenty-three 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.

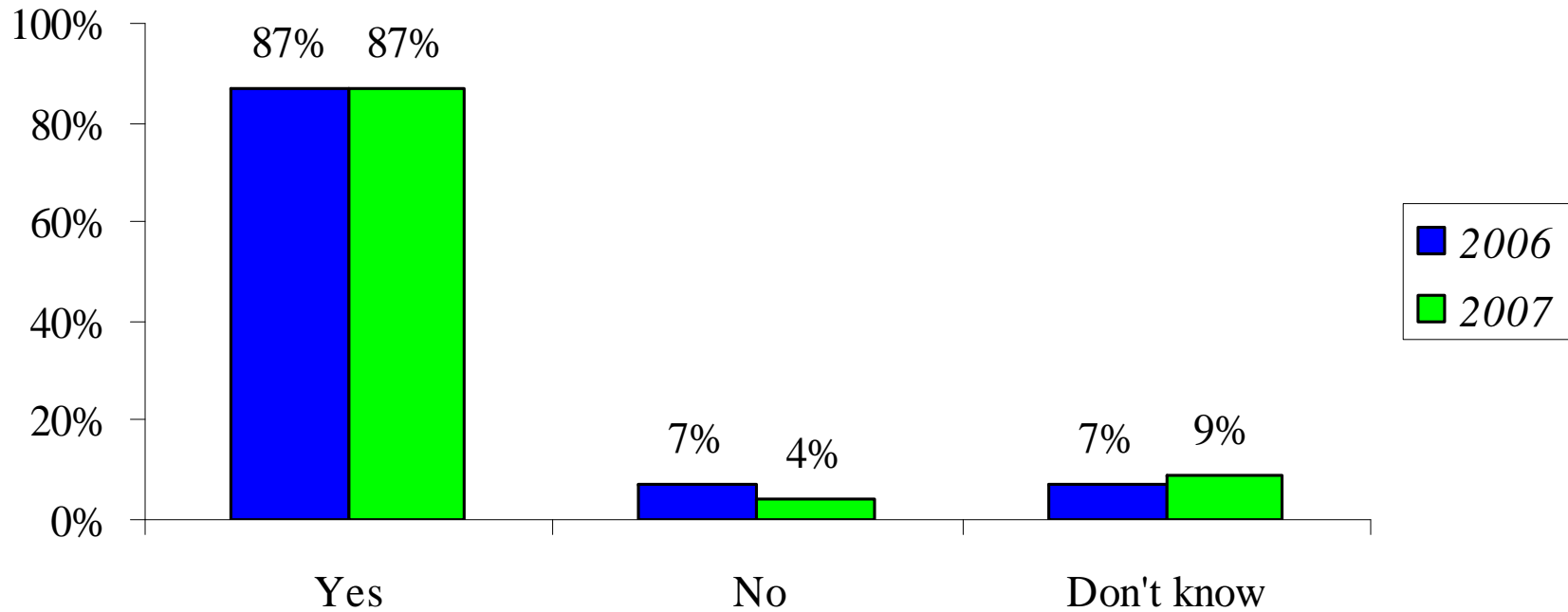
# Methodology Statement

- Robinson Research was commissioned by Chelan County PUD to conduct a 400 sample survey among its customers. The surveys ran from October to November of 2007. 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 Costs Less In Chelan County

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

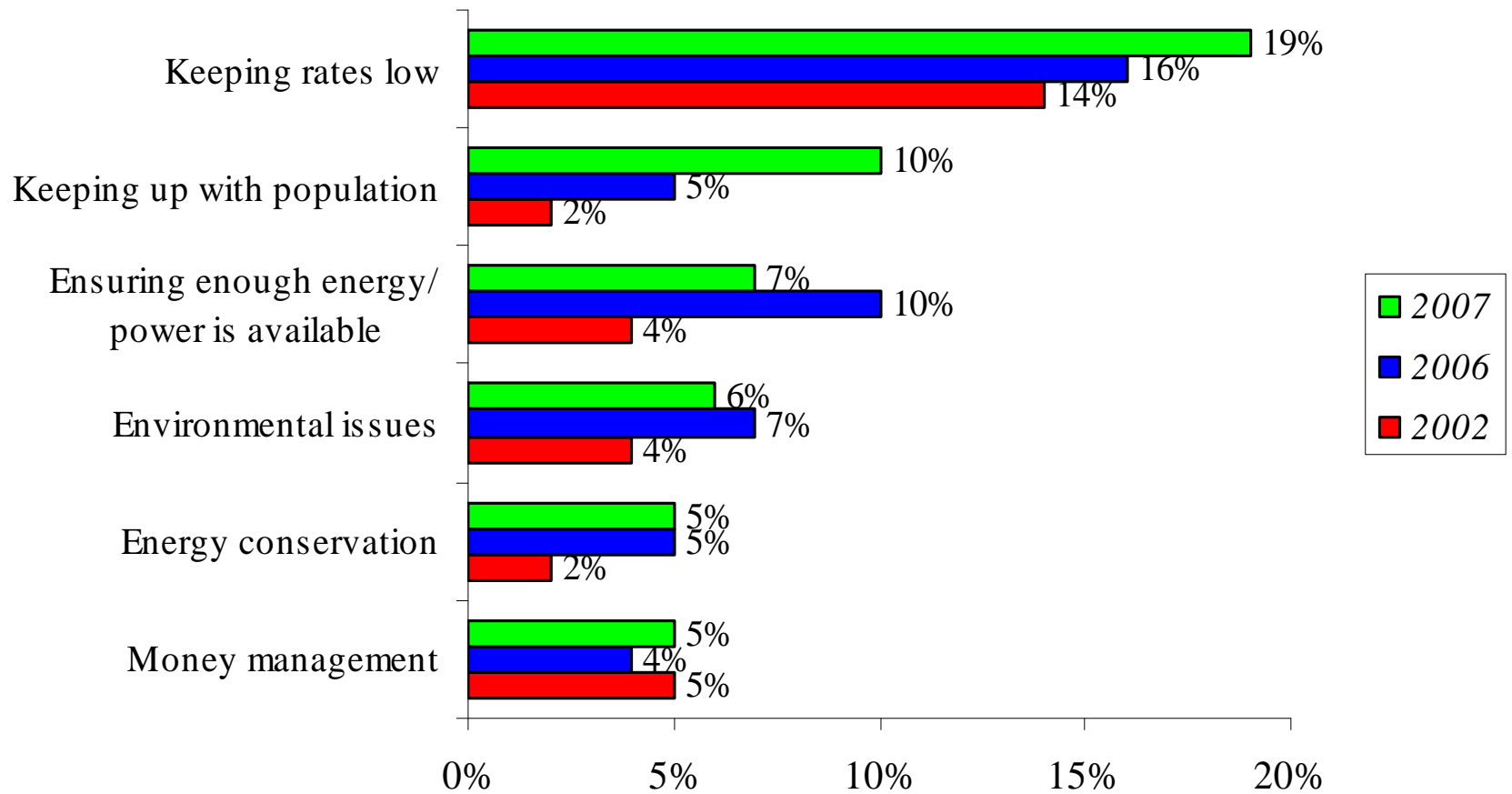
## Q.2 Should Hydropower Be Considered A Renewable Energy Source Along With Wind And Solar, Or Not?



## Q.3 Issues And Concerns Facing Chelan County PUD Over The Next Several Years. Top 6 Mentions

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%	-

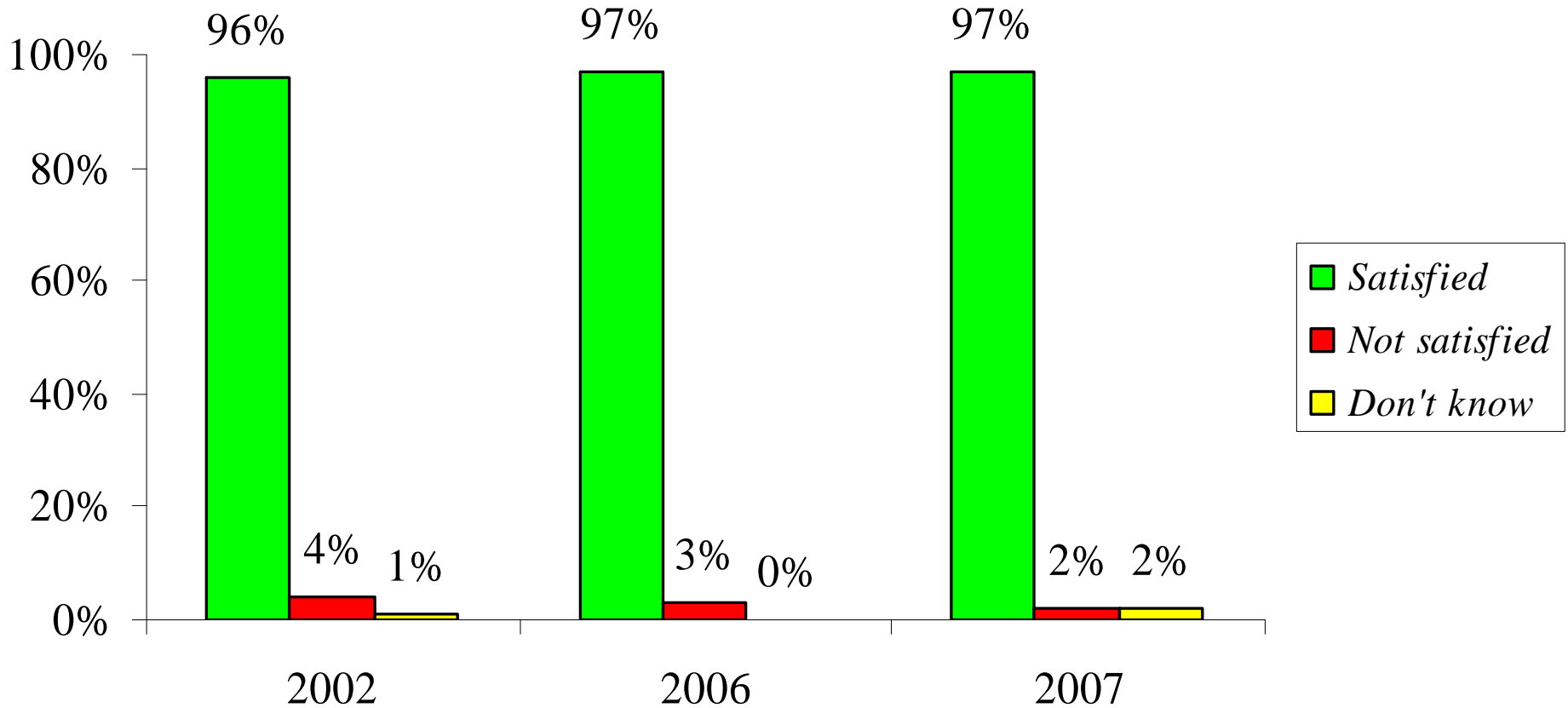
## Q.4 In Your Opinion, What Is The Single Greatest Issue Facing The PUD In The Future?



# Electric Rates And Customer Satisfaction

<b>Statements</b>	<b>2007</b>	<b>2006</b>	<b>2002</b>	<b>Previous 9 Wave Average</b>
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

# Q.7 Have You Been Satisfied Or Not Satisfied With The Overall Service You Have Received From Chelan County PUD?



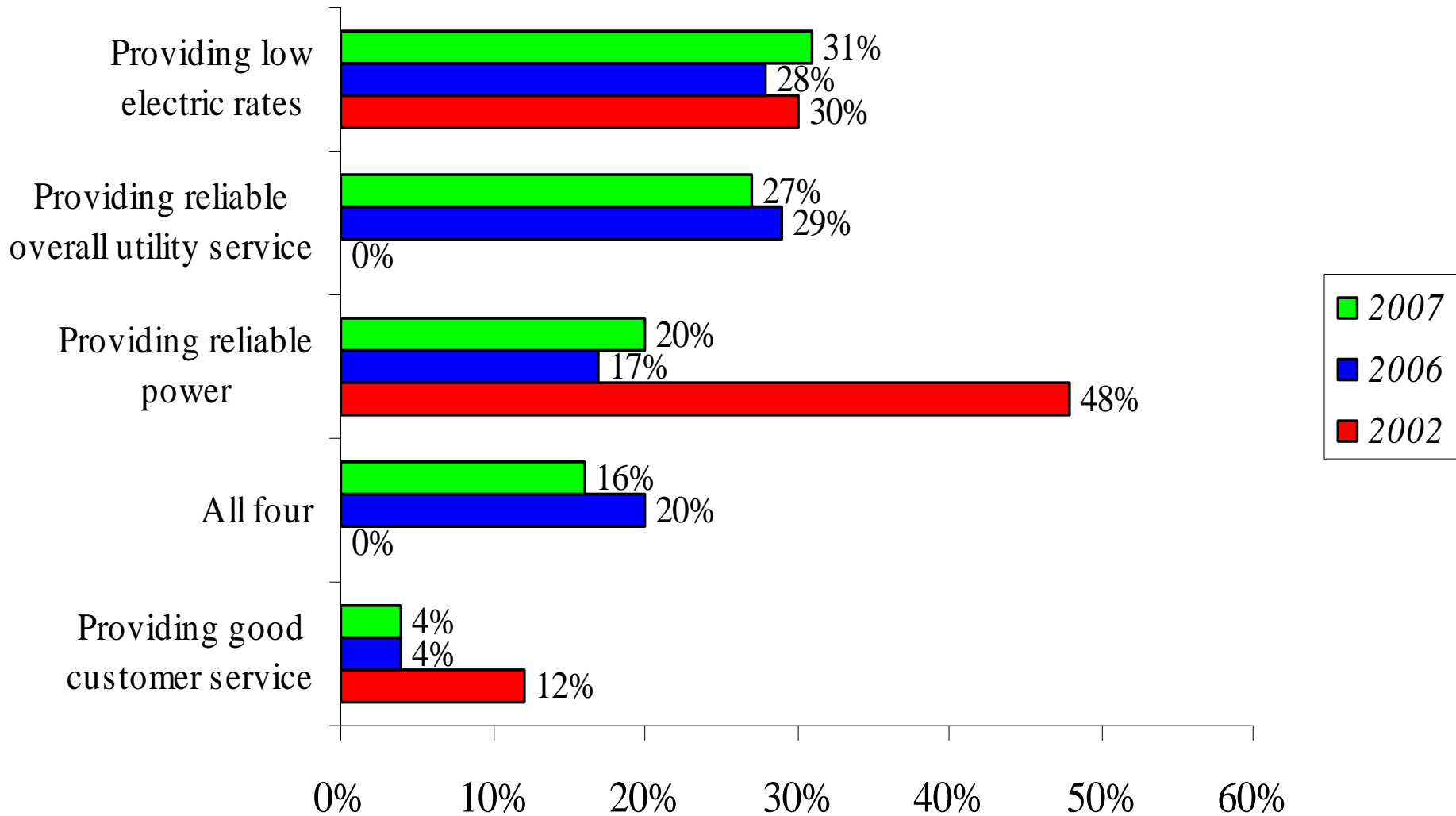
<b>Descriptions</b>	<b>2007</b>	<b>2006</b>	<b>2002</b>	<b>Previous 9 Wave Average</b>
Q.9 Knowledge about energy	93%	93%	93%	91%
Q.15 Professional	93%	94%	85%	90%
Q.12 Friendly	92%	91%	88%	90%
Q.8 Community minded	87%	90%	77%	84%
Q.11 Environmentally responsible	87%	89%	84%	84%
Q.17 Efficient	81%	84%	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%

<b>Areas</b>	<b>2007</b>	<b>2006</b>	<b>2002</b>	<b>Previous Waves Average</b>
Q.23 Providing reliable electrical service	6.47	6.57	6.47	6.54
Q.28 Good customer service on most recent contact	6.36	6.39	6.21	6.32
Q.21 Providing good customer service	6.3	6.21	6.03	6.2
Q.18 Prompt restoration of electricity	6.19	6.36	6.39	6.48
Q.27 Providing a useful web site	6.1	5.92	-	-
Q.25 Providing reliable water/wastewater service	6.07	6.08	-	-
Q.19 Charging reasonable electric rates	6.01	6.2	5.97	6.05
Q.26 Helping salmon survival	5.94	5.95	5.9	-
Q.20 Being involved in the community	5.85	5.98	5.69	5.9
Q.22 Providing help with conservation	5.83	-	-	-
Q.24 Providing reliable fiber-optic system	5.69	5.37	-	-

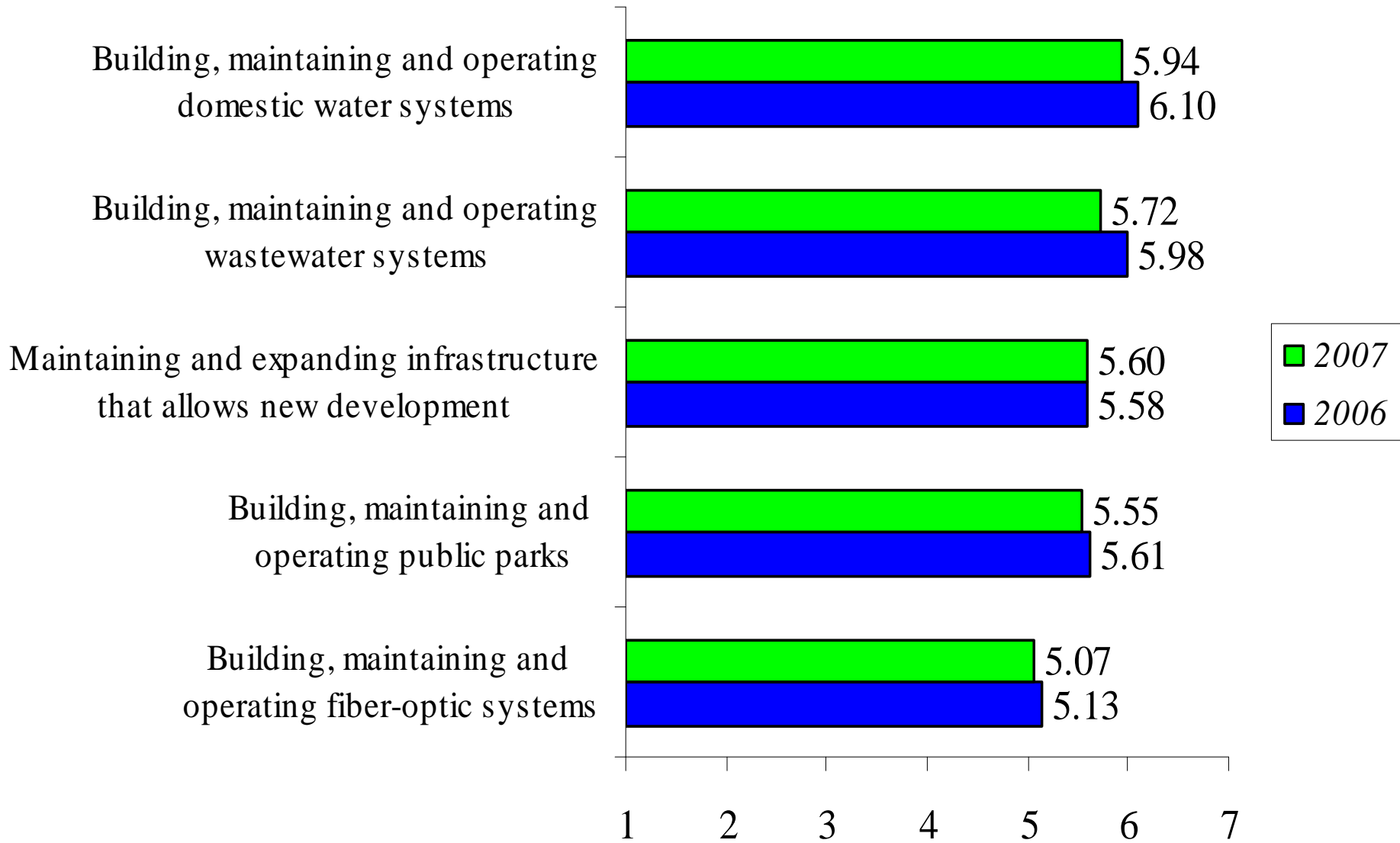
**Q.29 What is your assessment of the job Chelan County PUD is doing?**

Area	2007	2006	2002	Previous 9 Wave Average
Overall assessment of the job Chelan County PUD is doing	6.1	6.17	5.76	6.20

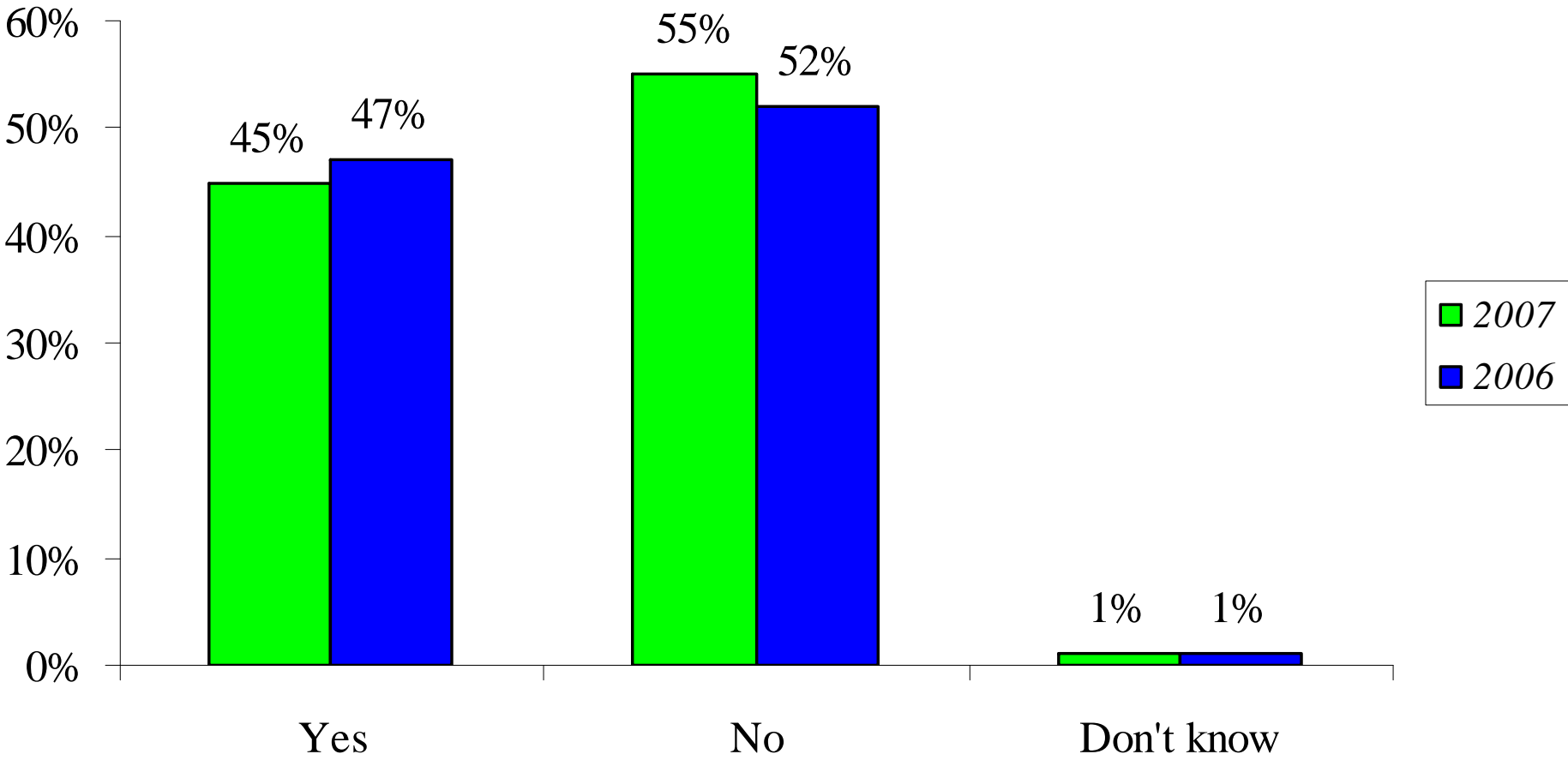
# Q.30 Which Of The Following Four Qualities Should Chelan County PUD Focus On Most?



# Importance Of PUD Providing Services

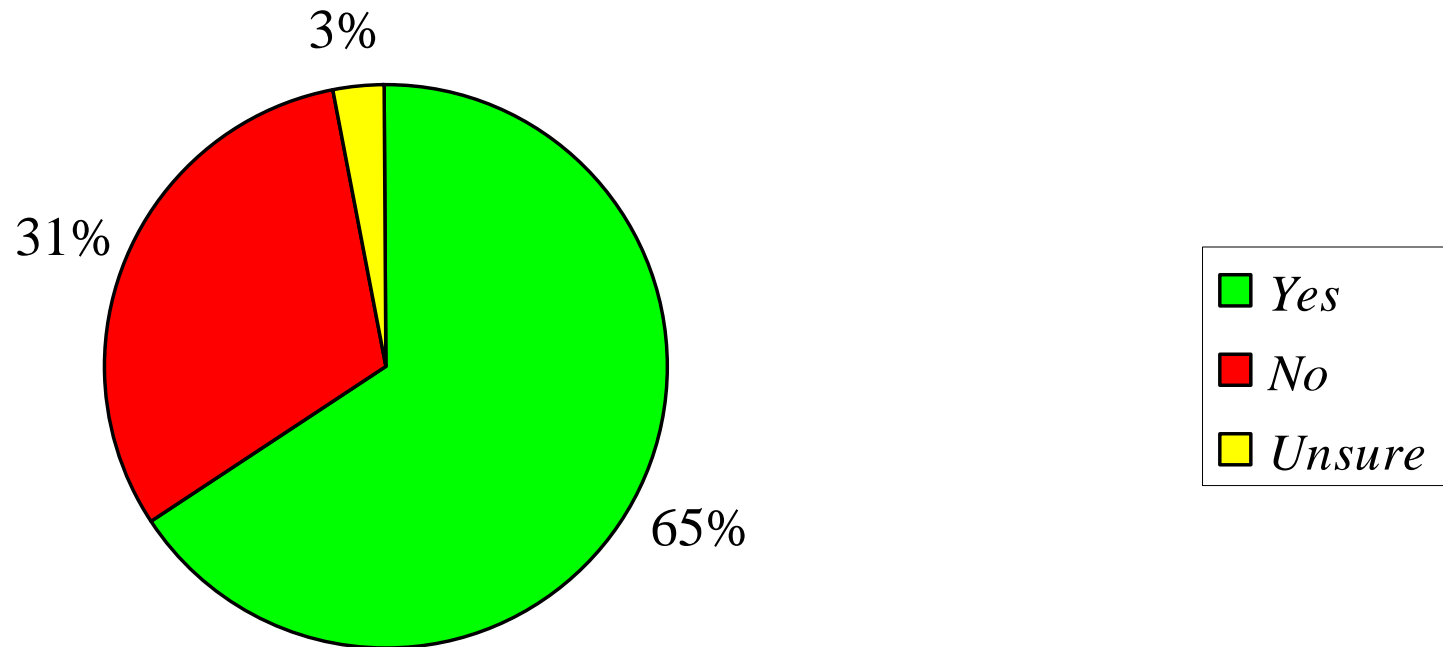


# Q.36 In The Past 12 Months, Have You Contacted Chelan County PUD For Any Reason?



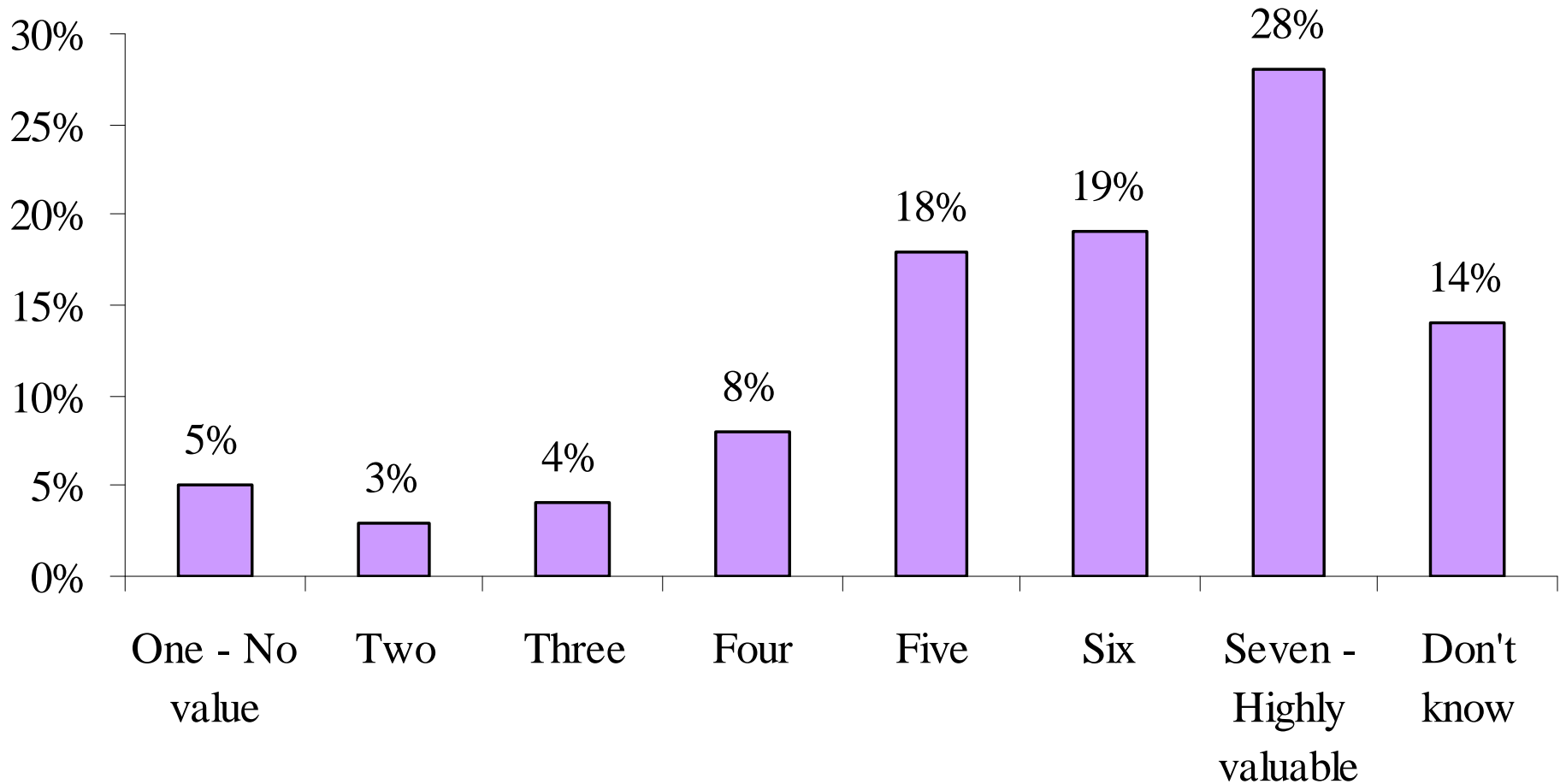
<b>Reasons For Contact</b>	<b>2007</b>	<b>2006</b>	<b>2002</b>	<b>Previous 9 Wave Average</b>
Request for service or information	10%	18%	24%	24%
Billing concern	8%	13%	19%	5%
Power outage	20%	6%	9%	7%
To make payment arrangements	1%	1%	4%	2%
Problem or complaint	5%	6%	3%	4%
Energy conservation	1%	1%	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%

## Q.38 Are You Aware Of The Four Evening Public Meetings?

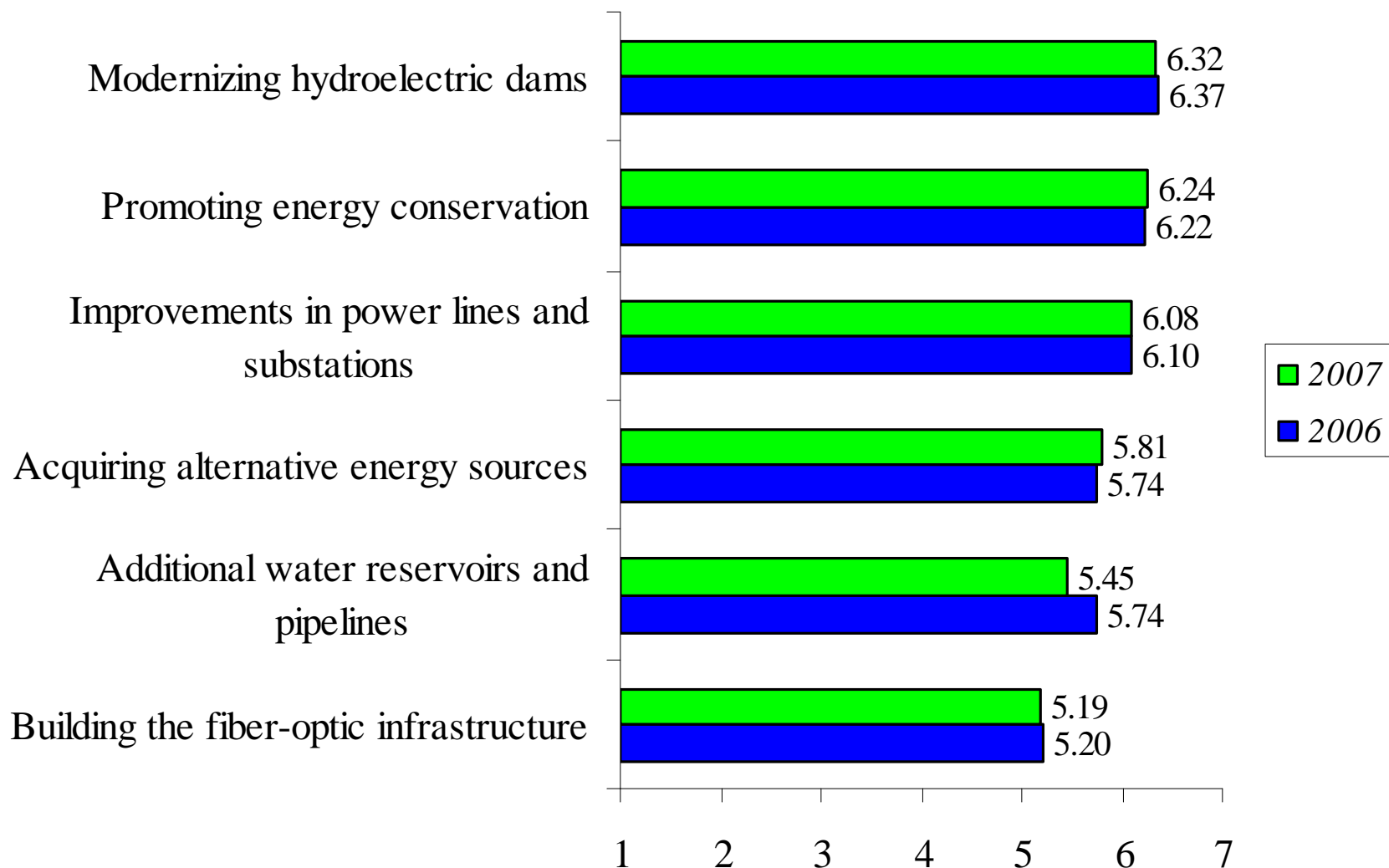


# Q.39 How Would You Rate Their Value To You As A Customer-Owner?

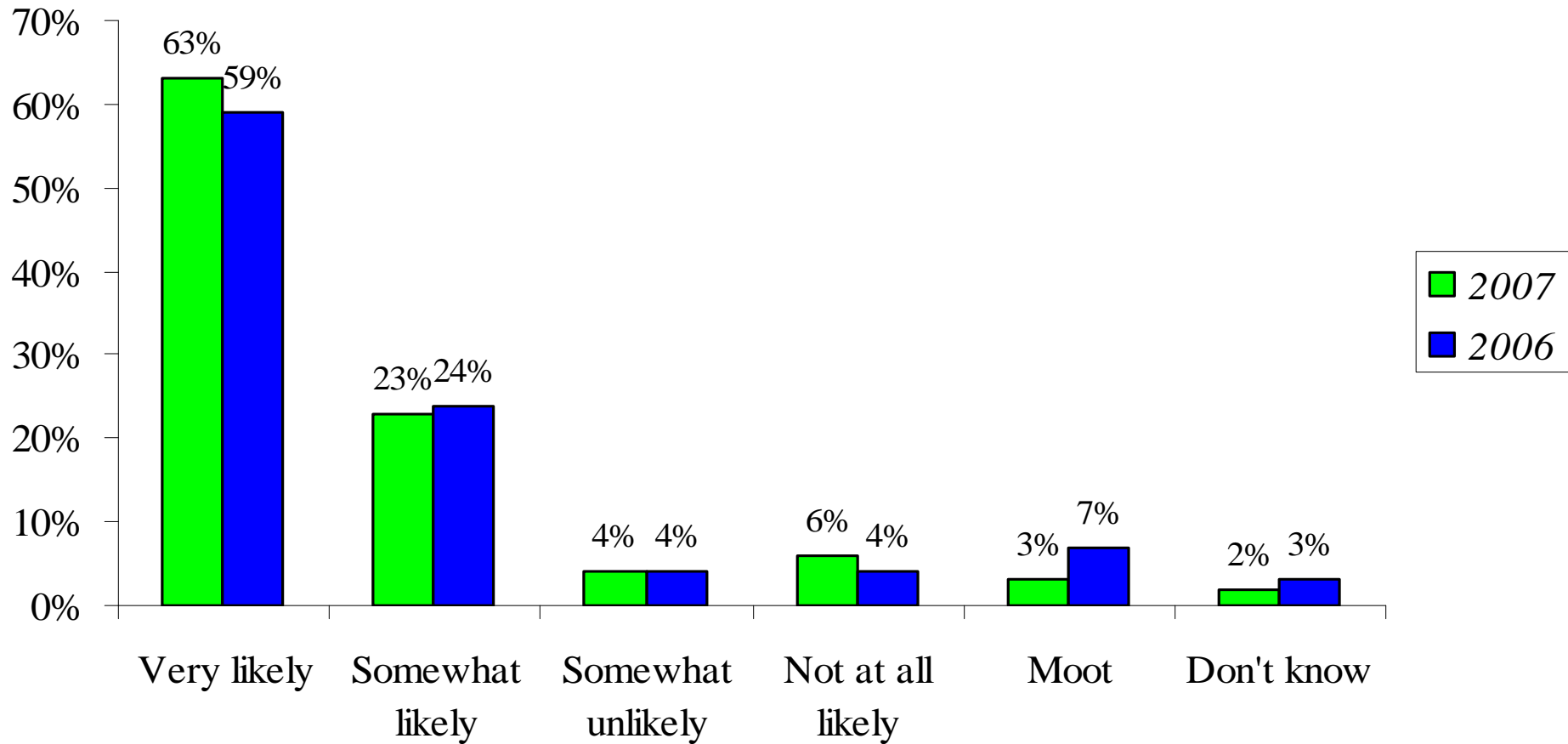
*(Asked of 262 customers claiming awareness)*



# Support For Financial Investments In PUD Services

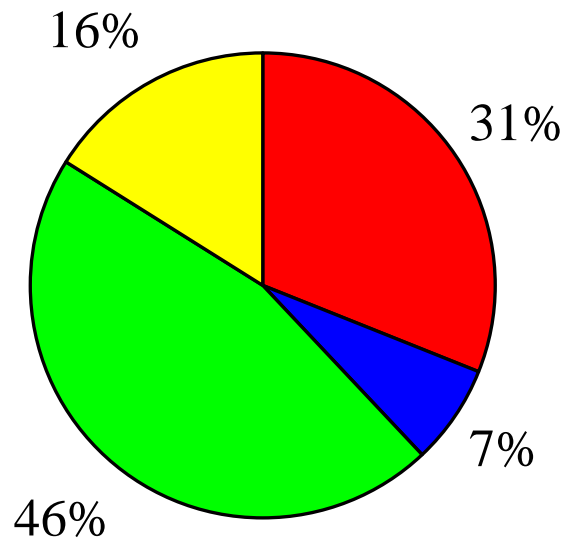


## Q.46 Likelihood Of Spending \$5,000 More On New House To Achieve Long-Term Savings



Mean 0.46

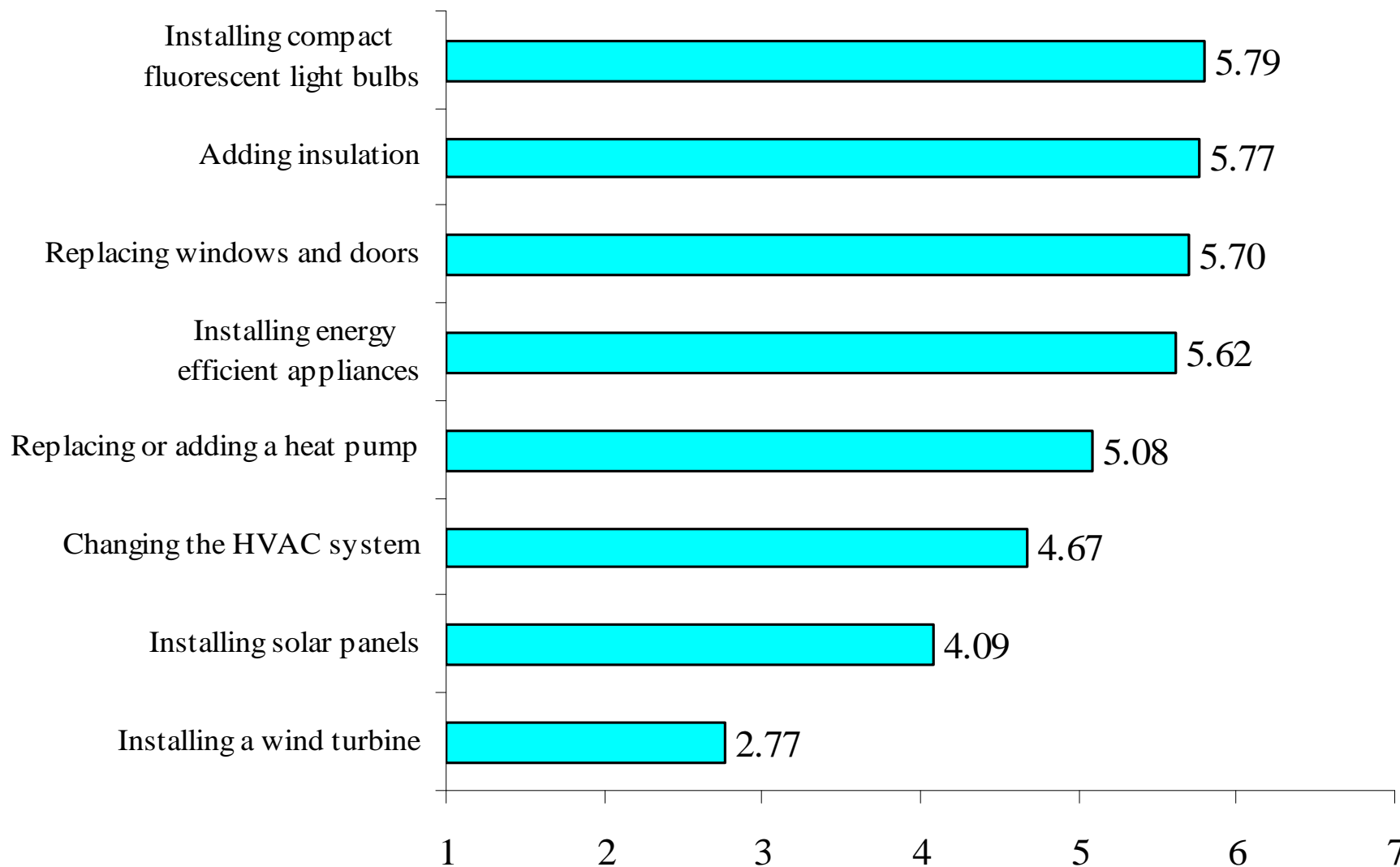
# Q.47 Do You Think Chelan County PUD Should Be Doing More, Doing Less Or Is Doing The Right Amount To Encourage Conservation?



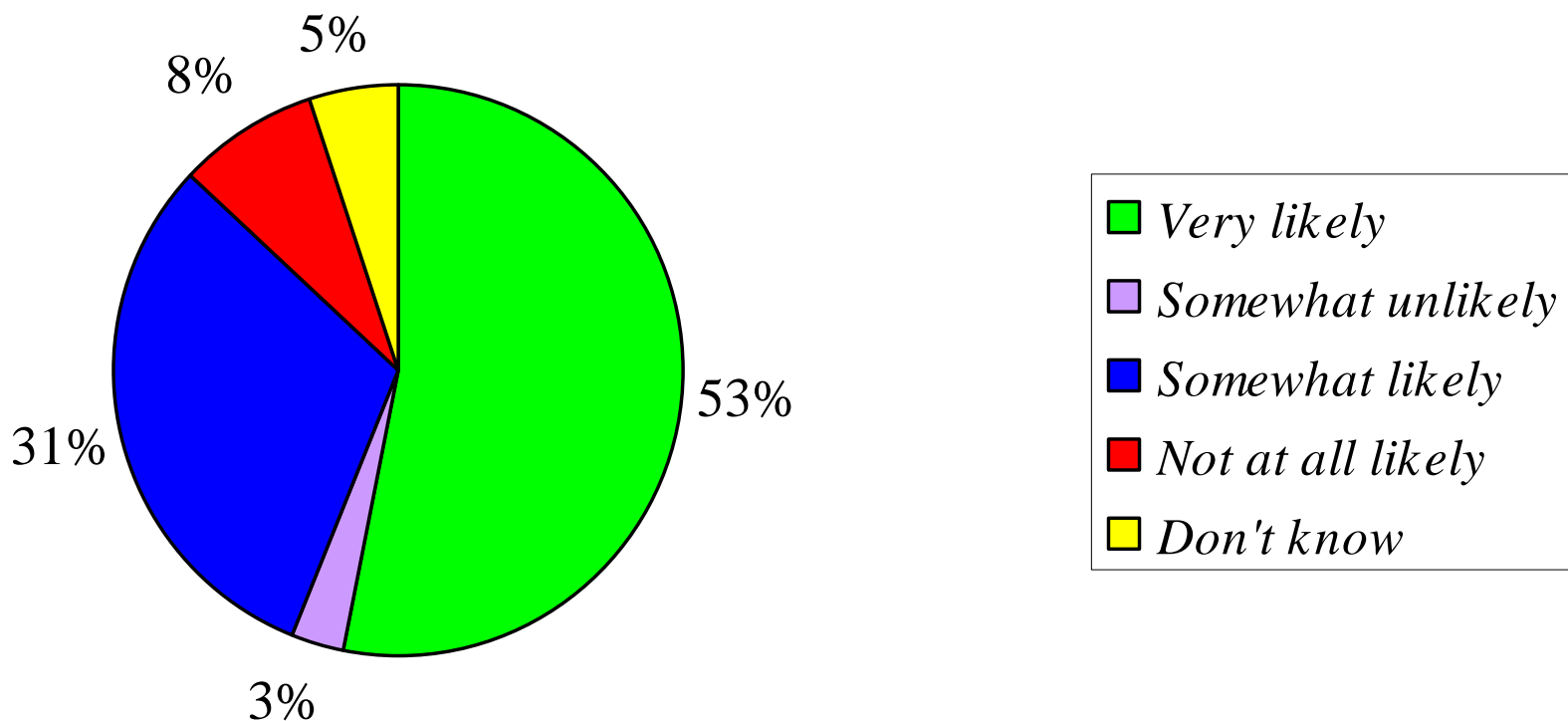
- *Doing more*
- *Doing less*
- *Doing the right amount*
- *Don't know*

*Grand Mean 4.94*

# Likelihood Of Considering Energy Efficiency Improvements



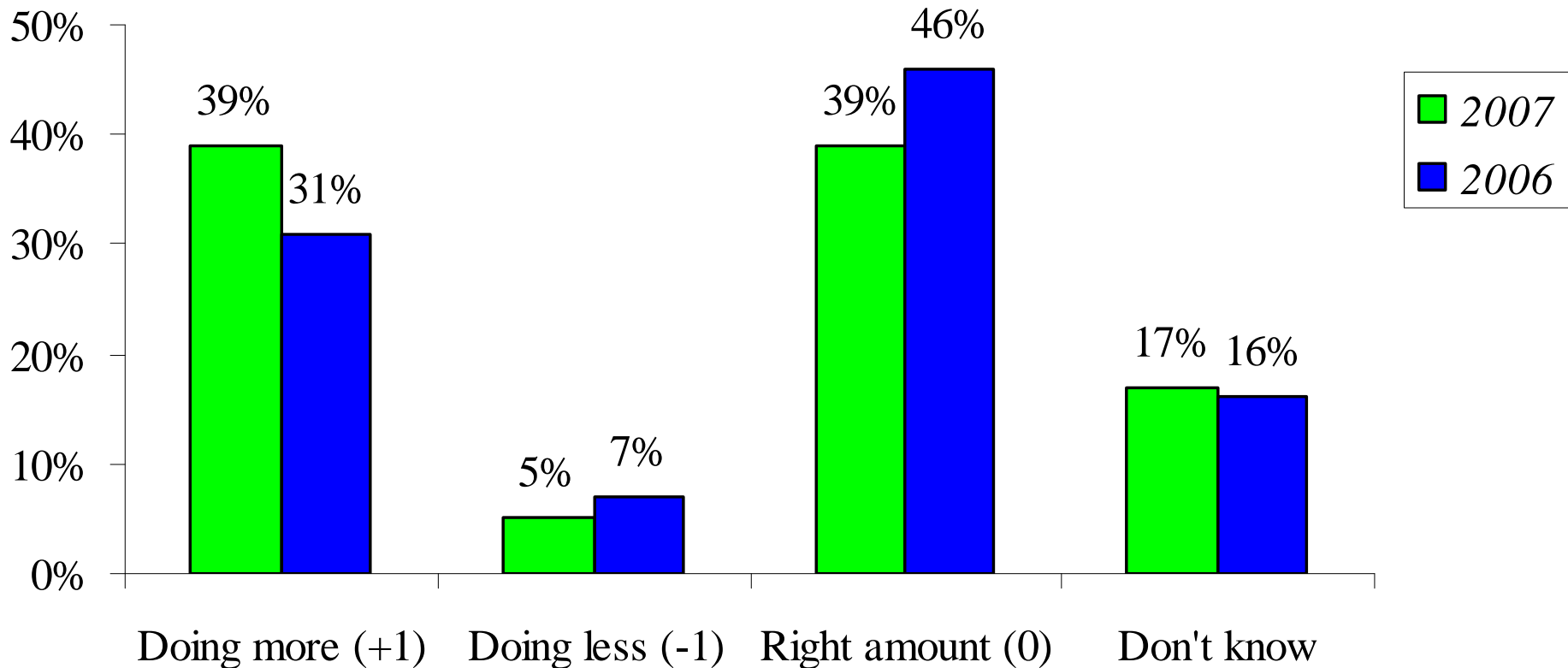
# Q.56 How Likely Would You Be To Invest In These Energy-Saving Measures If The PUD Paid A Portion Of The Costs?



2007 Mean 0.40

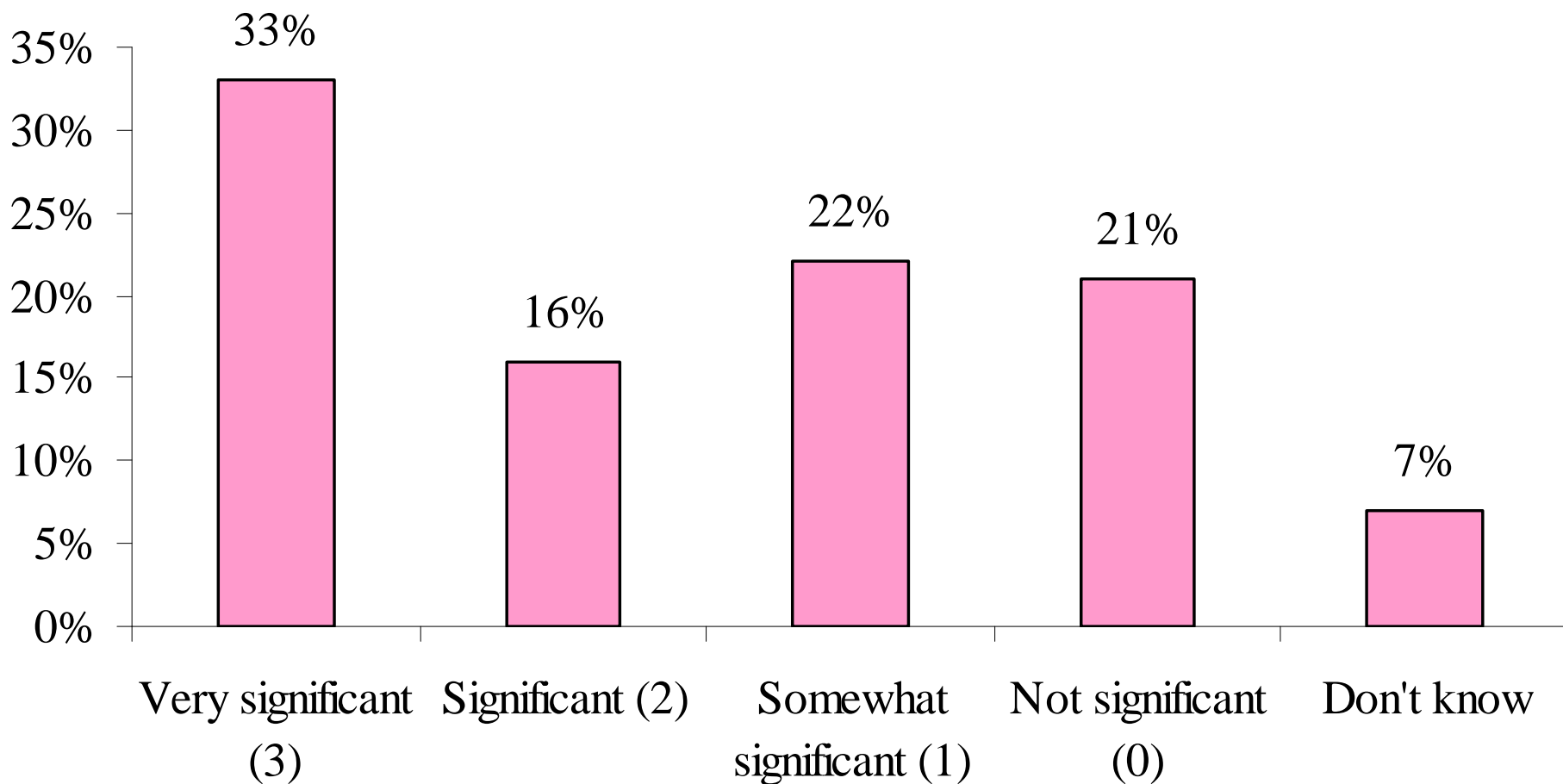
2006 Mean 0.29

# 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?

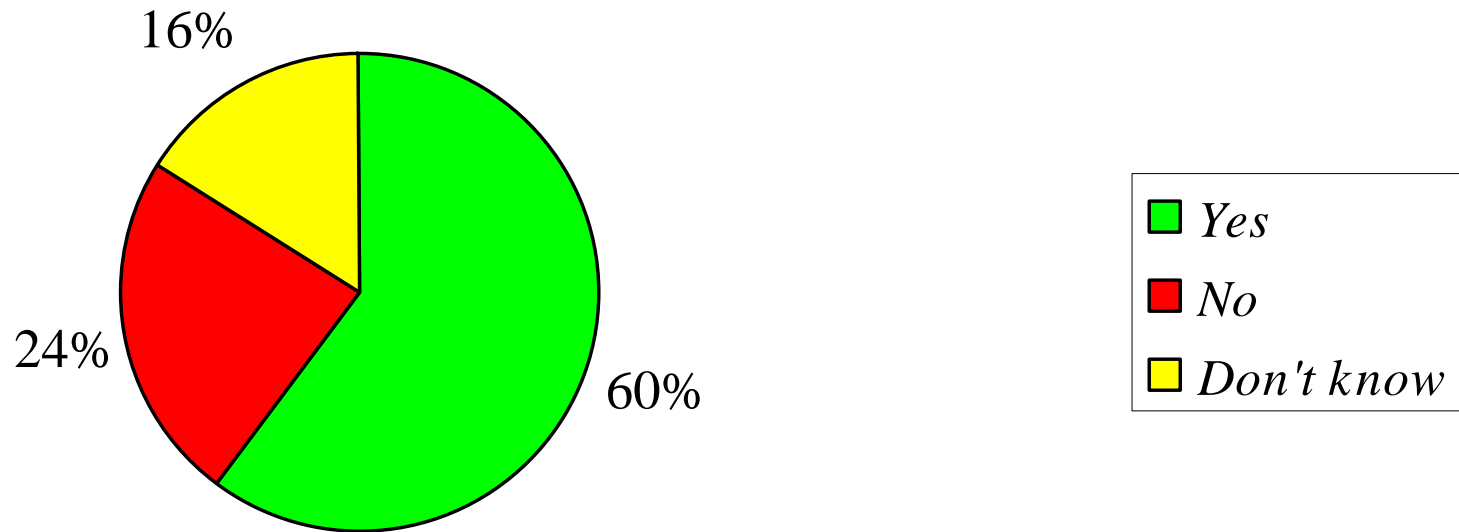


*Mean 1.66*

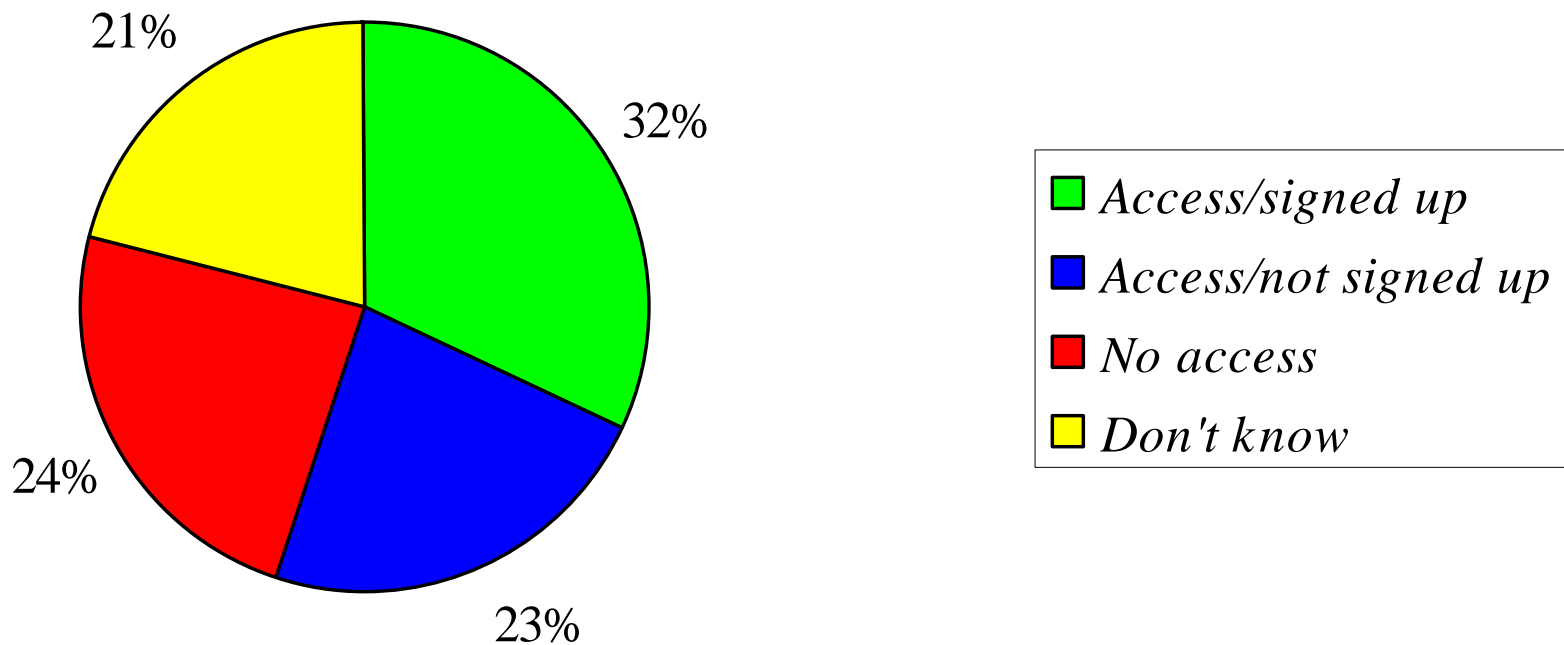
## **Q.58 From What You Know, How Significant An Issue Is Global Warming And Climate Change For Us In Chelan County?**



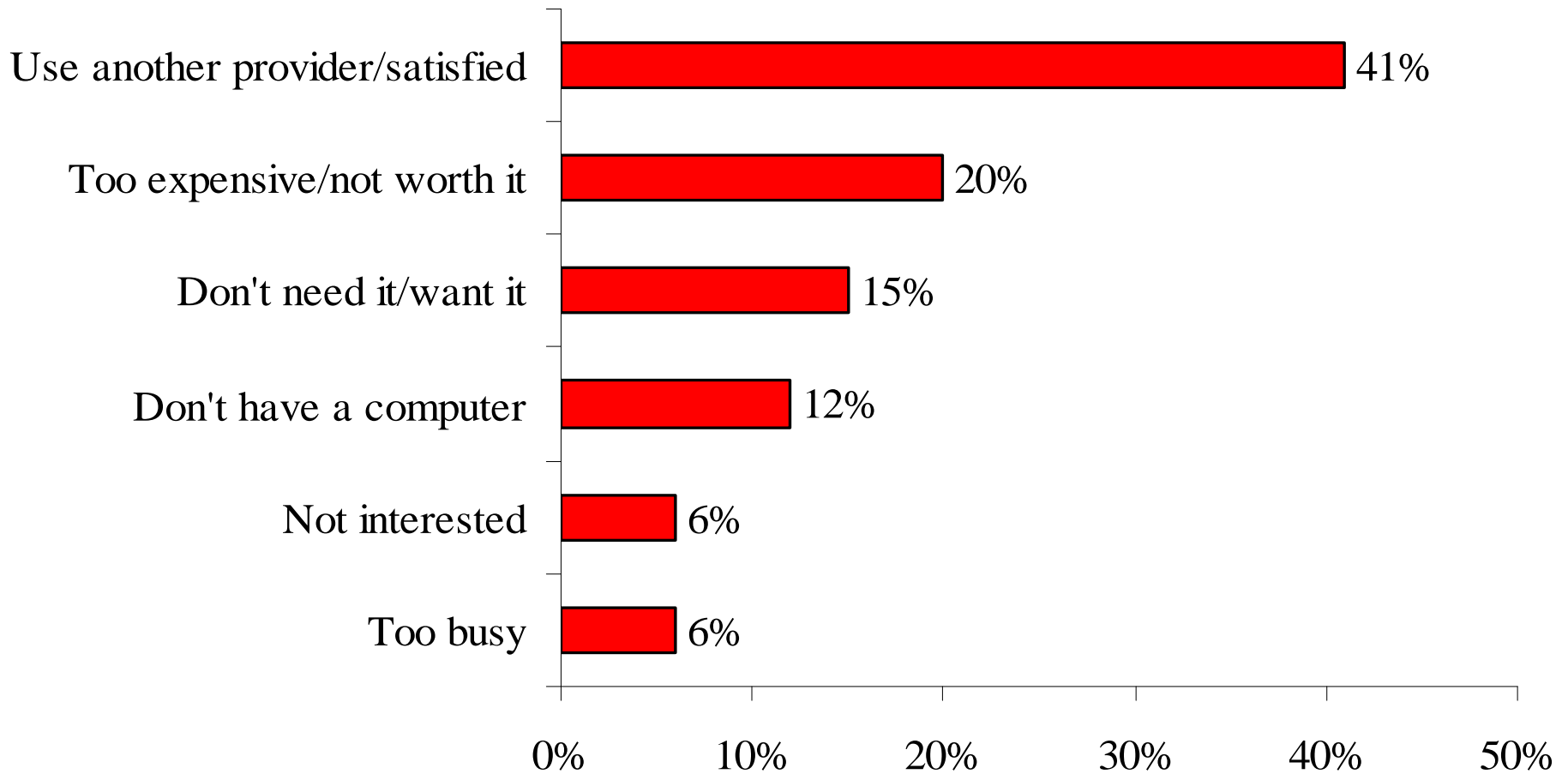
**Q.59 Chelan County PUD Is Building  
A Wholesale Fiber-Optic Network. Is PUD  
Fiber Access Available To Your Home?**



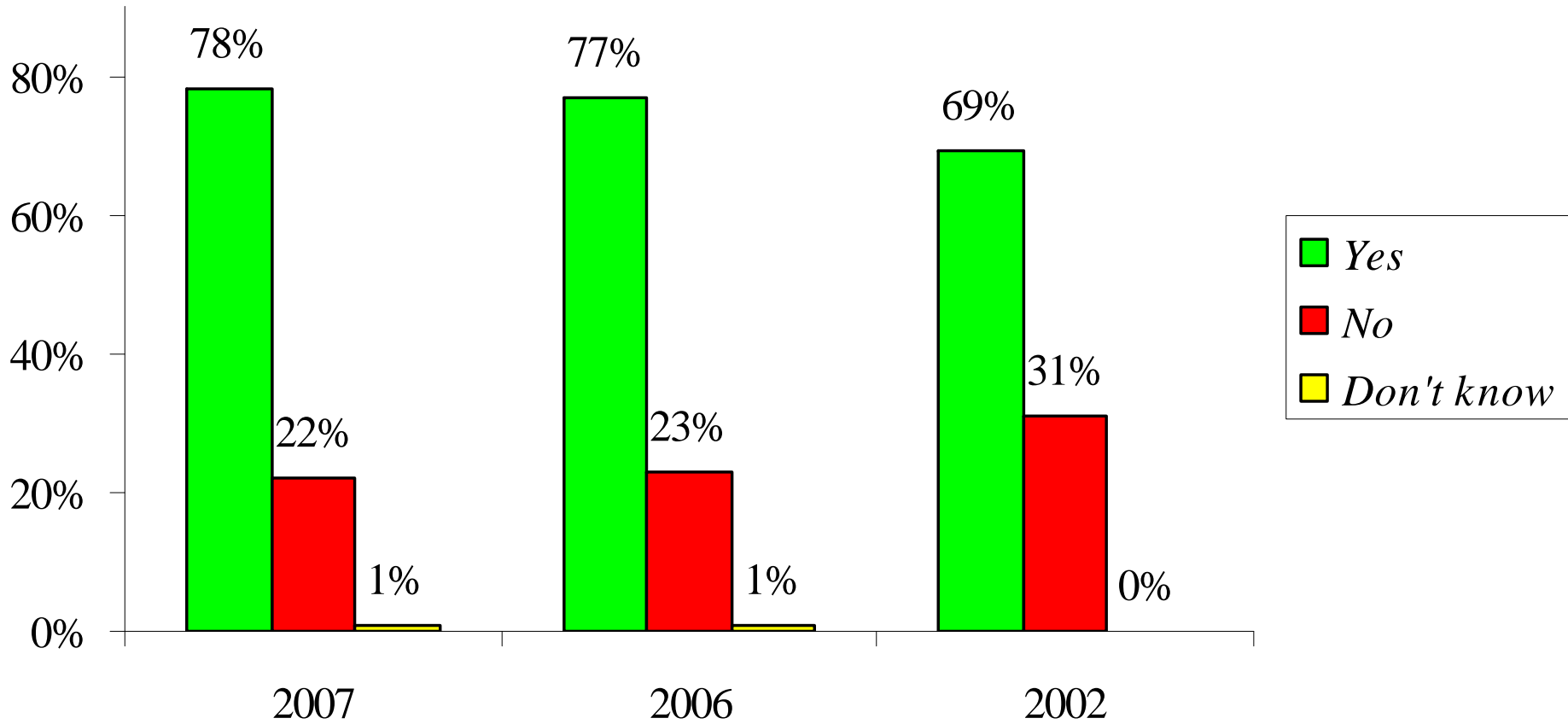
# Q.59&Q.60 Access To Fiber & PUD Fiber Connection Sign Up



# Q.61 Why Haven't You Signed Up For High-Speed Internet, Telephone Or Television Over PUD Fiber? *(Top 6 Mentions)*

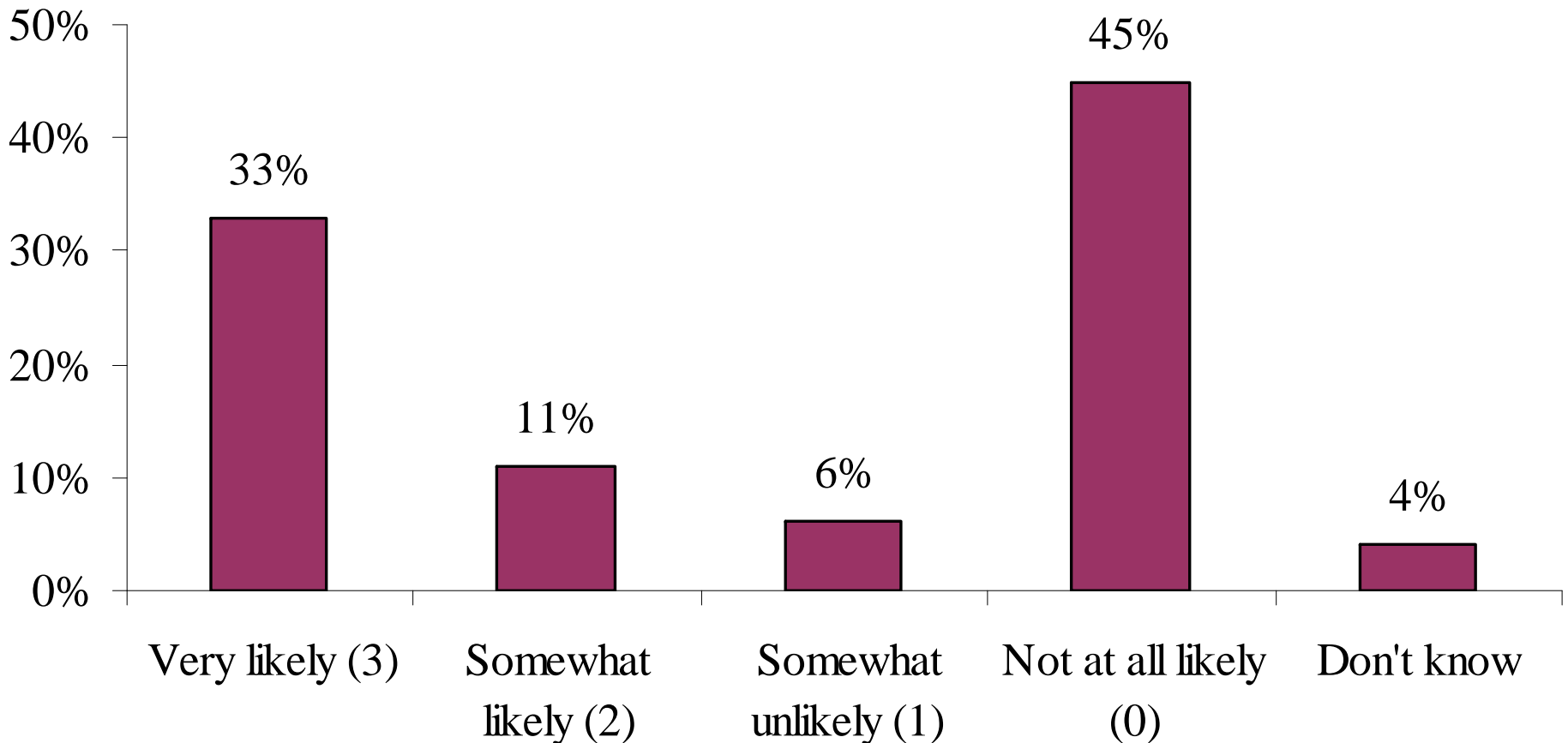


## Q.62 Do You Have Access To The Internet On A Home Computer?

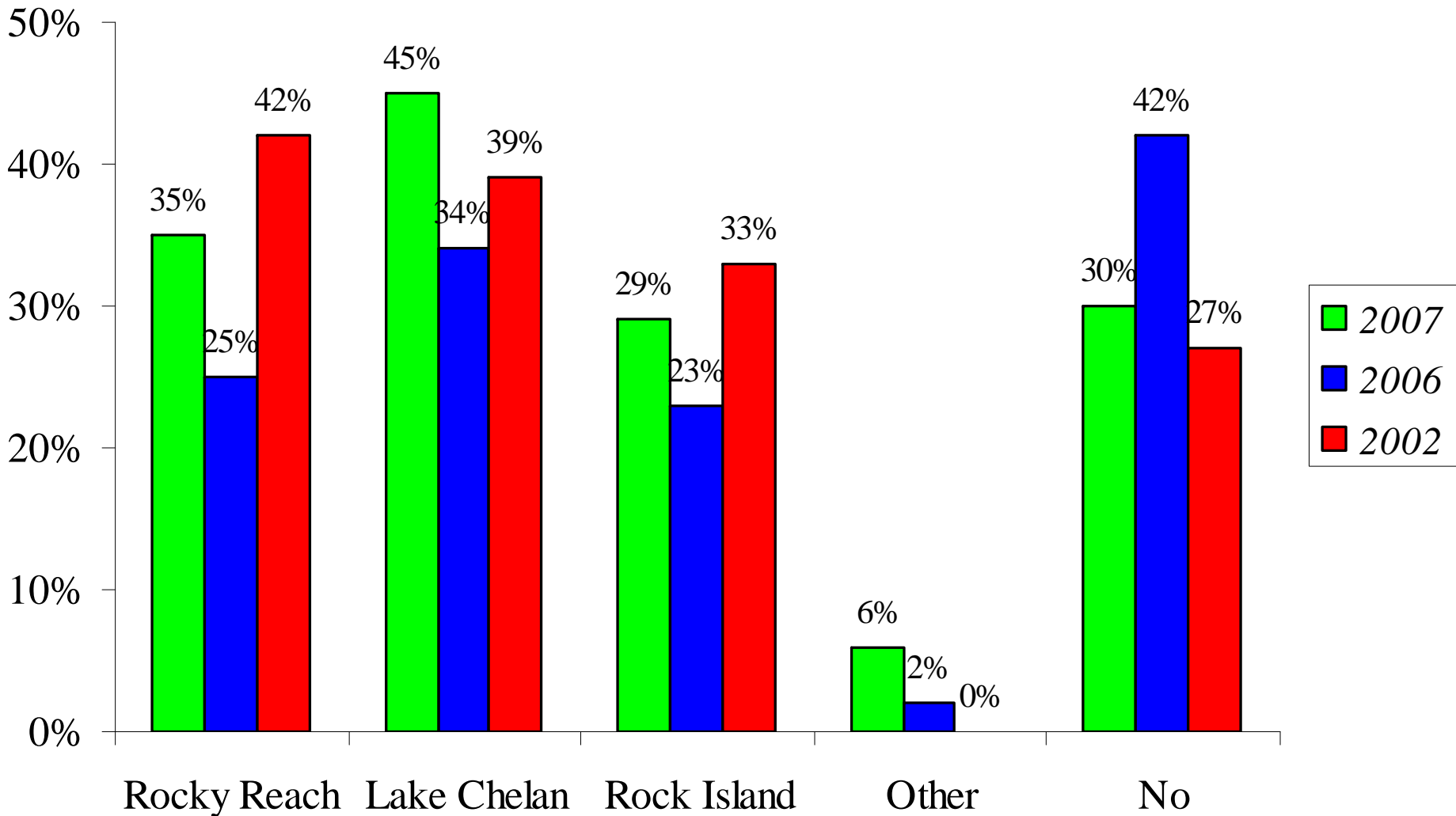


*Mean 1.34*

## **Q.63 If Chelan County PUD Offered Online Statements As An Option, How Likely Would You Be To Use This Service?**

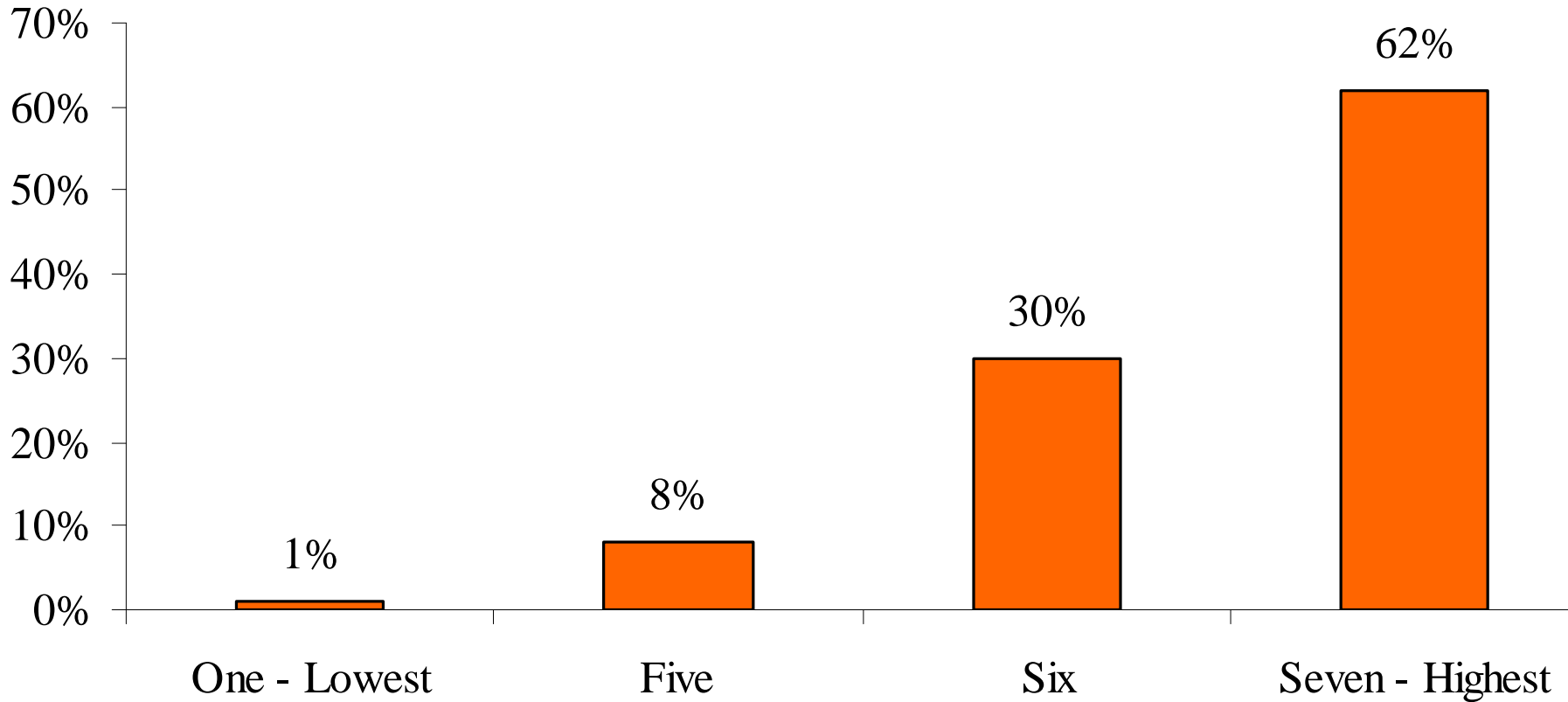


## Q.64 Do You Use Any Of These Parks?



# Q.65 How Would You Rate Their Quality Overall?

*Mean 6.50*



# Requested Park Features

## Top 7 Mentions

<b>Feature</b>	<b>2007</b>	<b>2006</b>	<b>2002</b>
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%

<b>Planning To Build New Home</b>	<b>2007</b>	<b>2006</b>	<b>2002</b>	<b>Previous 9 Wave Average</b>
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%

# Summary Of Findings

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.