



Research Findings on Residential Customer Satisfaction

CHELAN PUD

JUNE - JULY 2020





METHODOLOGY

- Strategies 360 conducted a multi-modal survey of **523 residential customers** in Chelan County, Washington.
- Interviews were conducted **June 26 - July 3, 2020**. A combination of landline, mobile phones, and online interviews via email invitations were used to ensure greater coverage of the population sampled.
- The margin of error for a survey of 523 interviews is **±4.3%** at the 95% confidence level. The margin of error is higher for subsamples.
- The sample is **statistically representative** of the population of Chelan County according to U.S. Census estimates, including by gender, age, race, region, etc.

The vast majority of Chelan County residents report high levels of satisfaction with the PUD, including nearly two thirds who give scores of “5.”

Overall satisfaction with Chelan PUD on a scale from 1 to 5



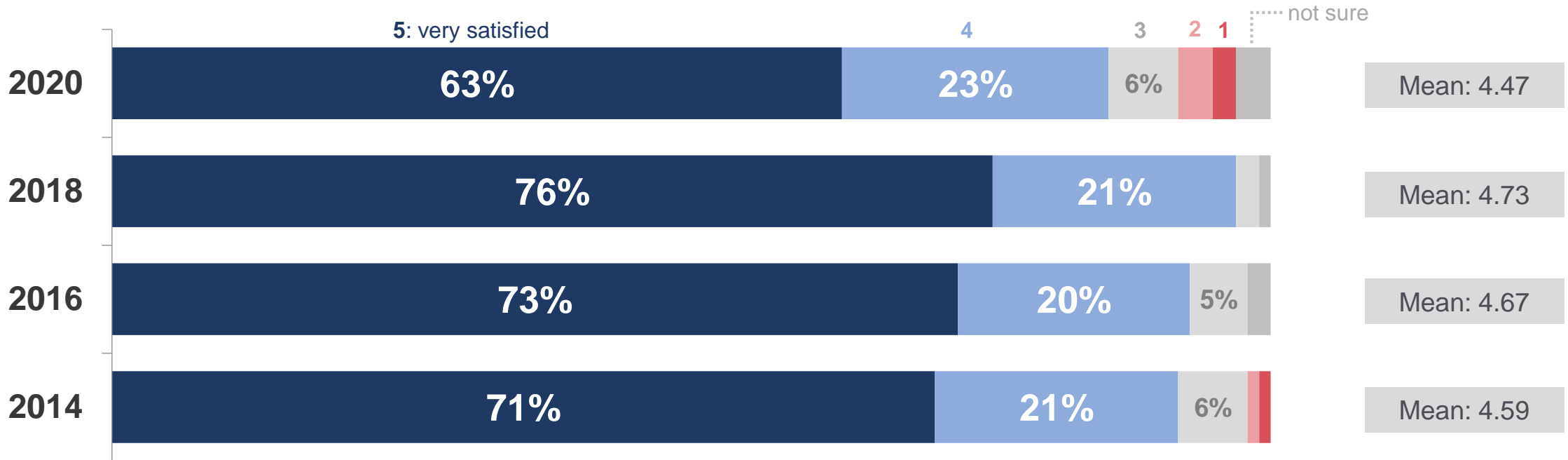
Mean: 4.47

Satisfaction is remarkably consistent regardless of demographic subgroup. Younger residents report lower levels of intensity (“5” ratings) but similar levels of overall satisfaction, while Hispanic residents are especially likely to report high intensity.

Satisfaction by age, education, and race		
	% satisfied (4-5)	% <u>very</u> satisfied (5)
Overall	86	63
Age 18-34	85	55
Age 35-49	90	69
Age 50-64	86	68
Age 65+	84	62
H.S., GED, or less	86	65
Some college / trade school	86	59
Bachelor’s degree	87	66
Caucasian	85	60
Latino	89	74

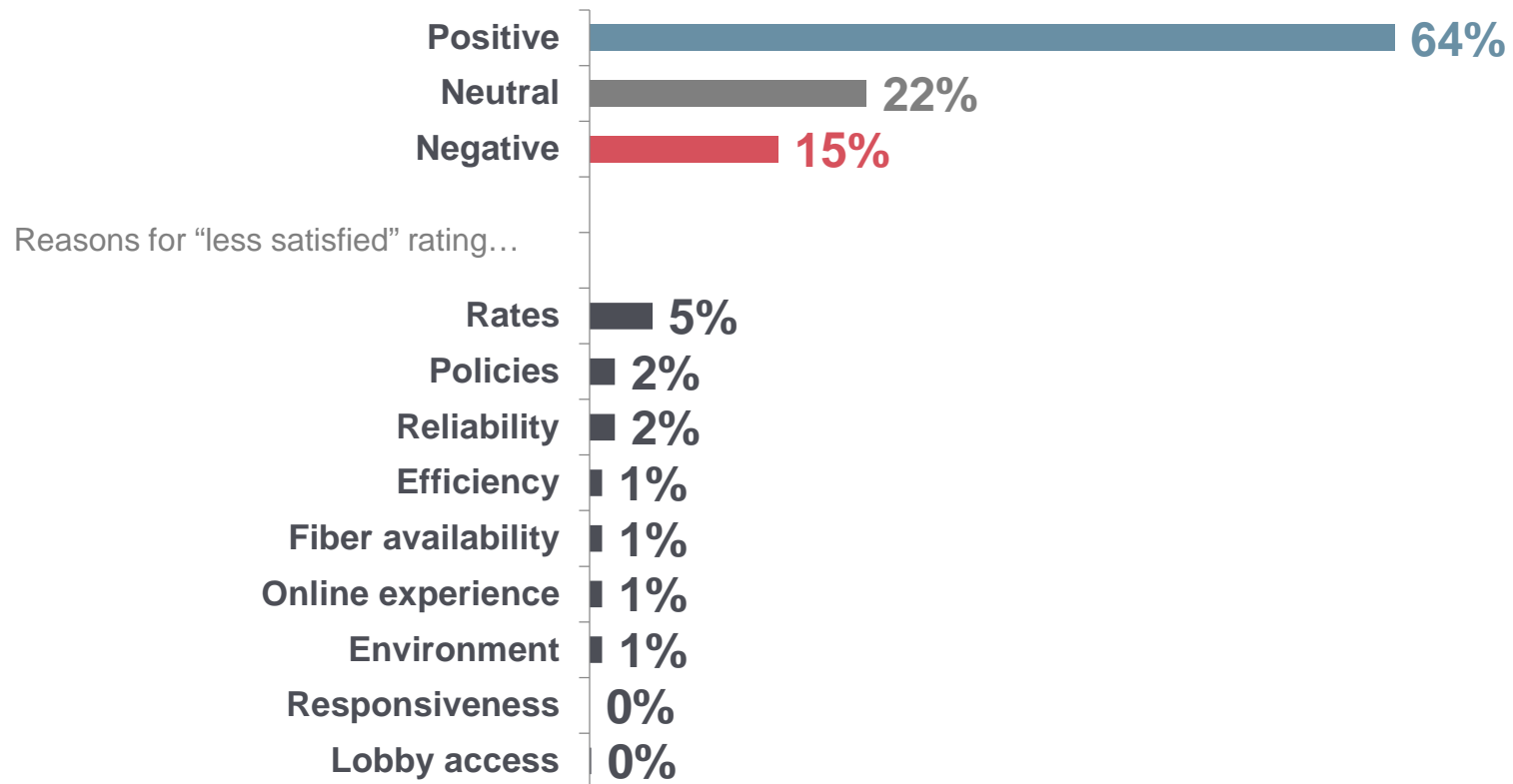
As strong as they are, these numbers represent a slight but statistically significant dip compared to 2018.

Overall satisfaction with Chelan PUD on a scale from 1 to 5



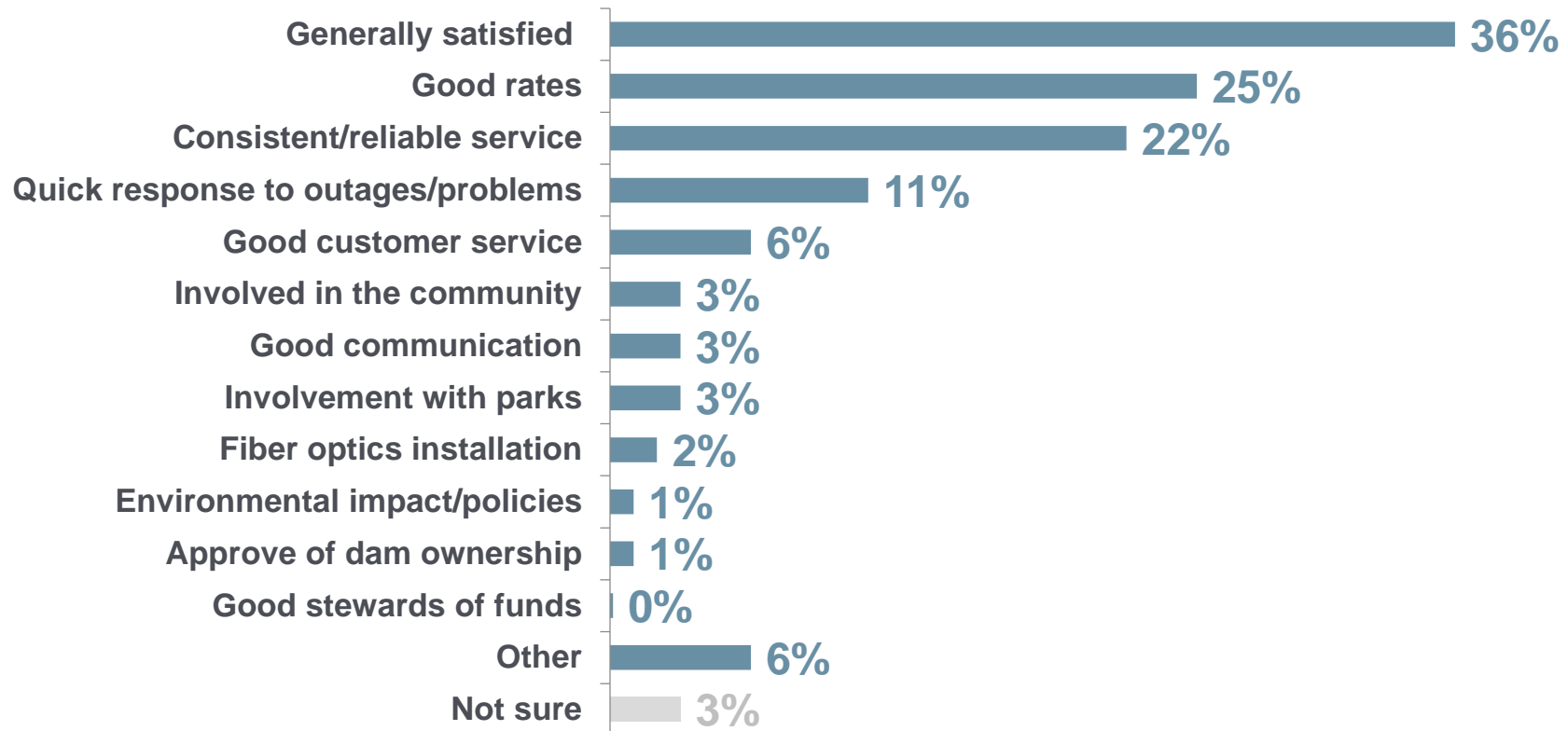
Comments about satisfaction broke down into a number of sub-categories (as categorized by John Stoll).

In your own words, can you explain why you rated your overall satisfaction that way?



Customers are most likely to laud Chelan PUD's overall service, followed by its rates and reliability.

In your own words, can you explain why you rated your overall satisfaction positively?*

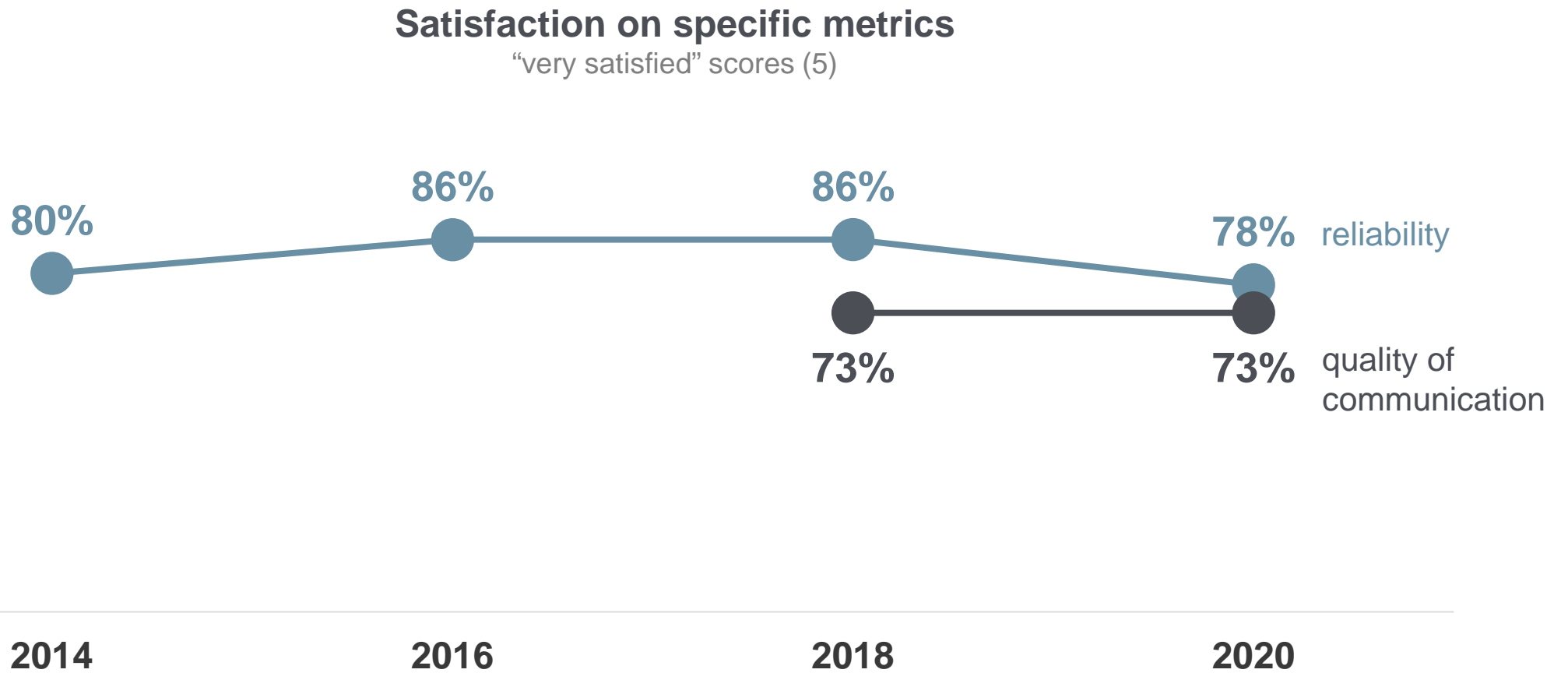


When it comes to reliability and communication, residential customers report even higher levels of satisfaction.

Satisfaction on specific metrics on a scale from 1 to 5



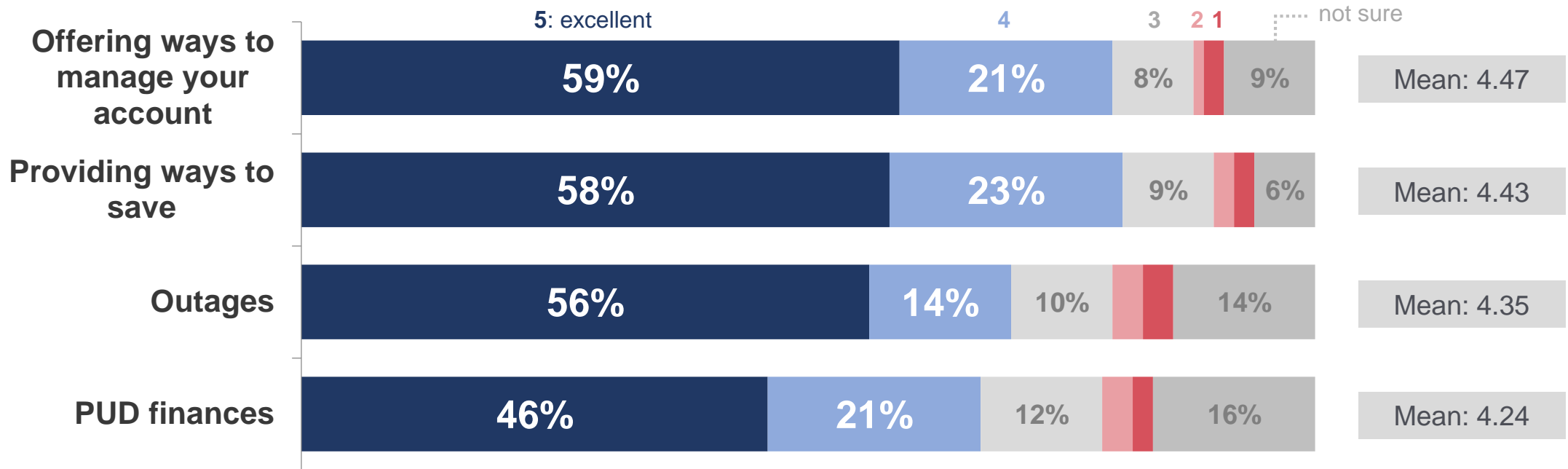
Despite high levels of satisfaction on service reliability, 2020's score represents a dip compared to 2016 and 2018.



Very few rate the PUD poorly on specific communications aspects, though there is less certainty about how it communicates re: finances than on other dimensions like account management, efficiency, and outages.

Performance on different aspects of communications

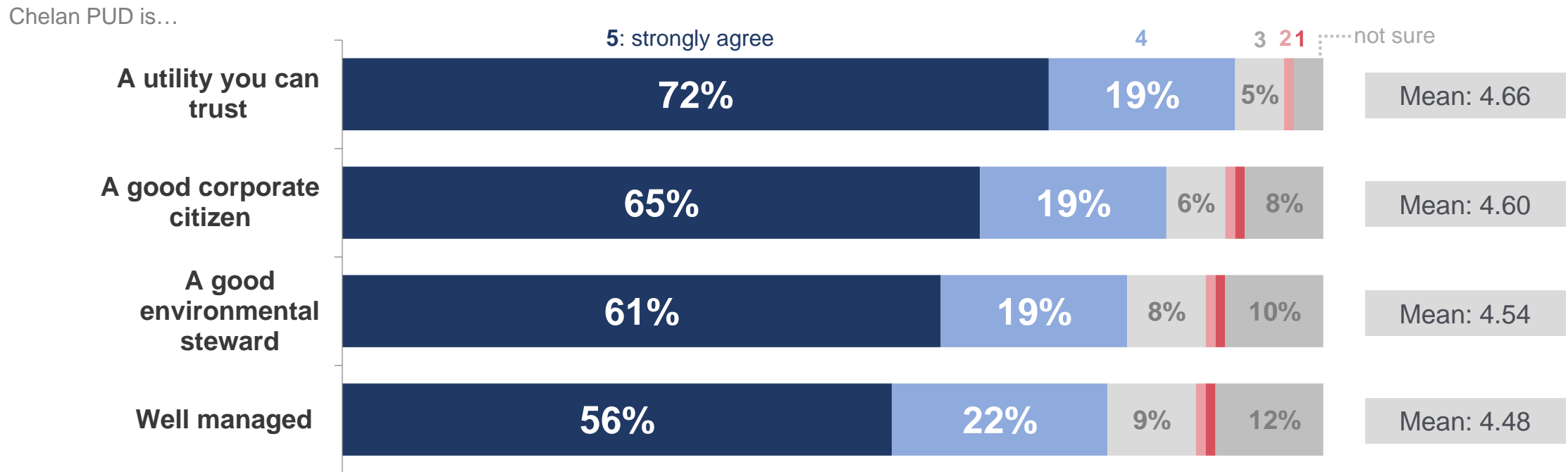
how well does the PUD communicate with customers on...



Nearly everyone agrees the PUD is trustworthy and a good corporate citizen. While it also scores well on environmental stewardship and management, roughly one in five simply aren't sure about these attributes.

Chelan PUD's image

do you agree or disagree with the following statements about Chelan PUD?

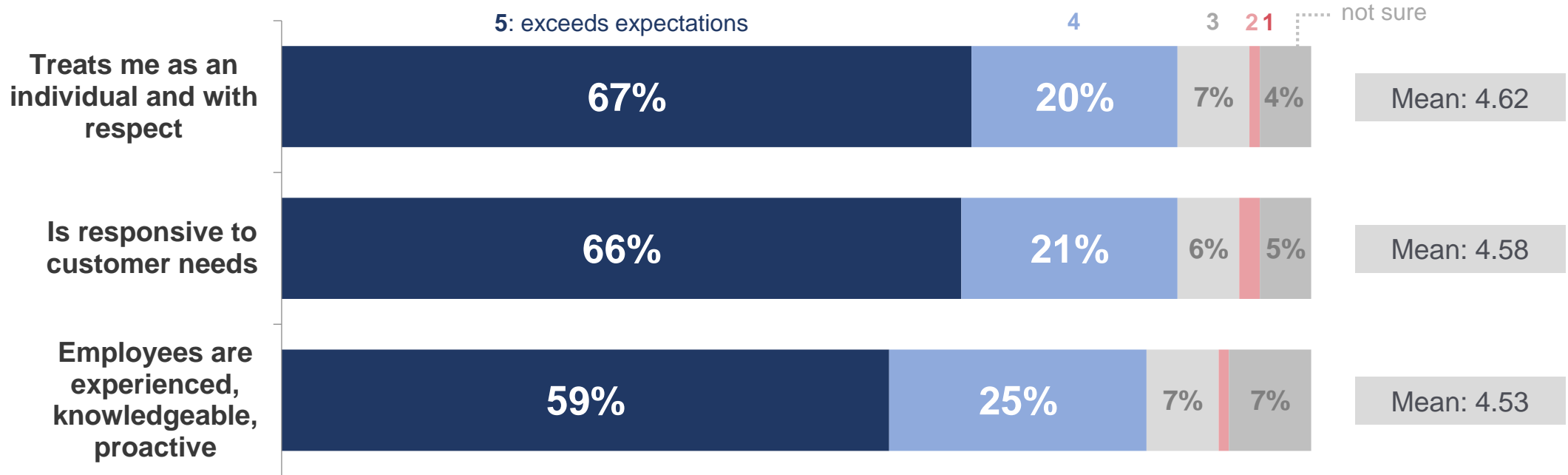


Customer service marks are some of the strongest in the survey. Residents overwhelmingly believe the PUD provides them with satisfactory service.

Perceptions about customer service

please evaluate the following statements

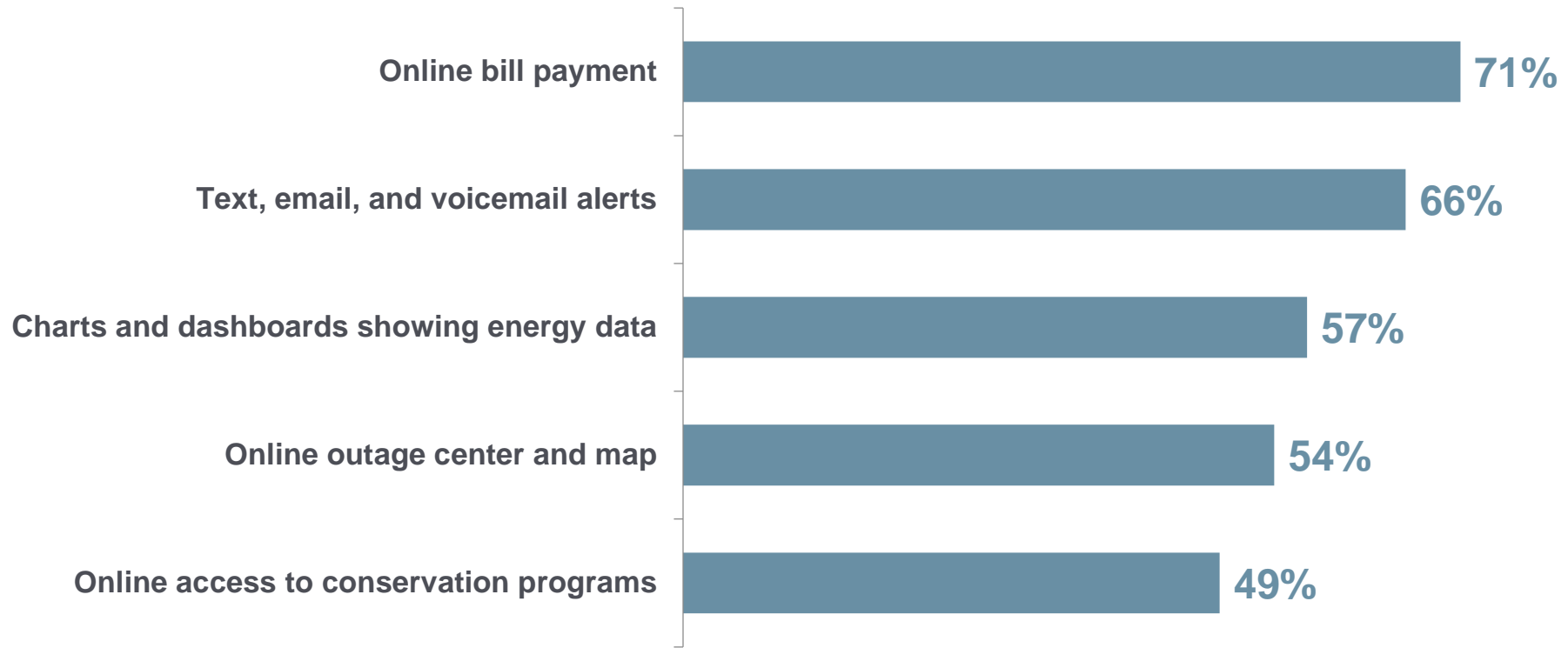
Chelan PUD...



Customers express the strongest preferences for online bill payment as well as alerts for bills, outages, planned maintenance, and emergencies.

Customer resource preferences

which of the following would you be most likely to use?





APPENDIX: DEMOGRAPHICS, TIME SERIES, & SAMPLE

Satisfaction is remarkably consistent across residential rate payers of gender, area of residence, and age. Younger residents report lower levels of intensity (“5” ratings) but similar levels of overall satisfaction.

Satisfaction by gender, region, and age		
	% satisfied (4-5)	% <u>very</u> satisfied (5)
Overall	86	63
Men	88	62
Women	85	65
Wenatchee	86	61
Rest of county	87	65
Age 18-34	85	55
Age 35-49	90	69
Age 50-64	86	68
Age 65+	84	62

The PUD earns high scores regardless of race, educational attainment, and size of average utility bill. However, Latino residents are especially likely to identify as “very satisfied,” while those with the highest bills express somewhat lower intensity.

Satisfaction by race, education, and bill size		
	% satisfied (4-5)	% <u>very</u> satisfied (5)
Overall	86	63
Caucasian	85	60
Latino	89	74
H.S., GED, or less	86	65
Some college / trade school	86	59
Bachelor’s degree	87	66
Less than \$50	84	69
\$50 to \$74	90	62
\$75 or more	84	56

average monthly bill size...

Length of residency in Chelan County appears to make a difference in satisfaction with the utility. Those with less time and experience interacting with the PUD still exhibit high satisfaction, albeit less than their older counterparts.

Satisfaction by region, residency type, and home status

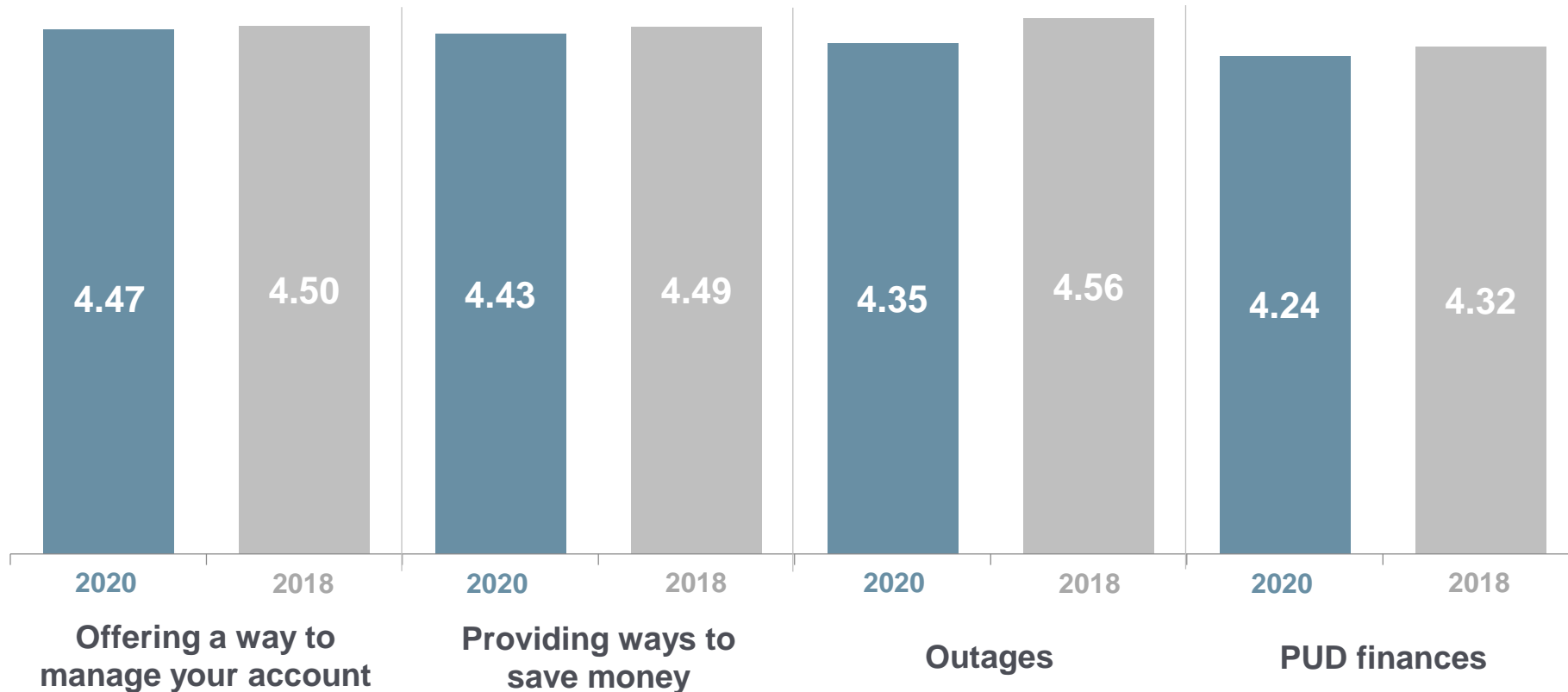
	% satisfied (4-5)	% <u>very</u> satisfied (5)
Overall	86	63
Wenatchee	86	61
Rest of Chelan County	87	65
Less than five years	77	58
Five to nineteen years	87	64
Twenty years or more	89	64
Full-time residents	87	63
Part-time residents	81	63
Renters	85	68
Homeowners	87	61

length of time in county...

Scores on each dimension have remained stable since 2018.

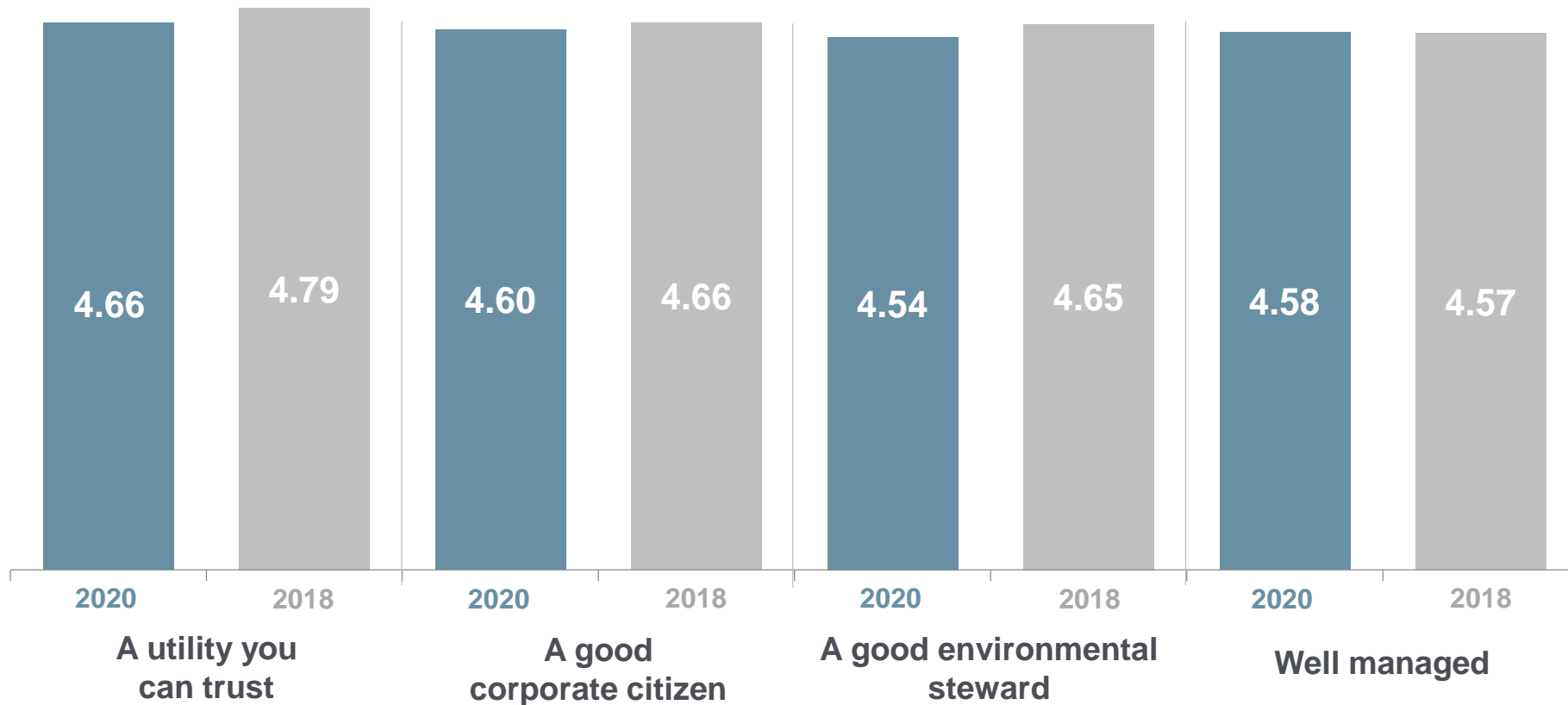
Communications with customers over time

by mean score



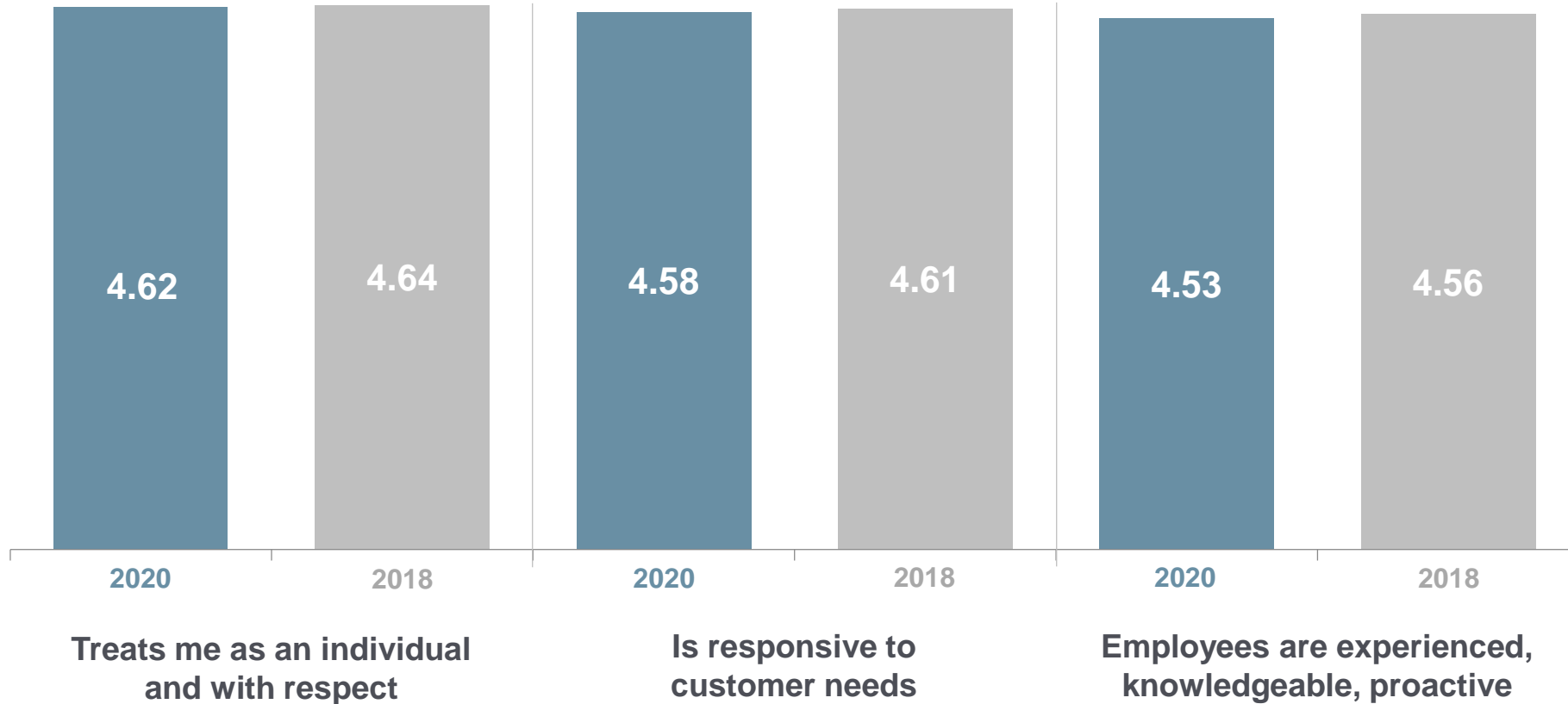
On these measures as well, the PUD has remained consistent over the past two years.

Chelan PUD's image over time by mean score



Customer service mean scores show remarkable consistency since the last survey.

Perceptions about customer service by mean score



A demographic snapshot of the representative sample of residential customers:

Men	50%
Women	50%
18-34	28%
35-49	22%
50-64	27%
65+	23%
Caucasian	68%
Latino	27%
Mixed race / other	5%
Full-time resident	76%
Part-time resident	22%



Less than 5 years	15%
5 to 19 years in county	30%
20 to 29 years in county	19%
30 years or more	32%
Wenatchee	47%
Chelan	9%
Cashmere	8%
Leavenworth	7%
Manson	6%
Rest of county	23%
Cell	58%
Landline	24%
Web	19%



Alex Dunn

RESEARCH DIRECTOR
alex@strategies360.com

Emily Klein

ANALYST
emily@strategies360.com

S360 RESEARCH OFFICES

Seattle, Washington | Denver, Colorado | San Diego, California



S360

