





their electric bill. If this choice were offered to you tomorrow, how likely would you be to choose this option?

- Q14: Suppose your electric provider offered to sell you equipment that enabled you to generate part of your electricity. This would probably be somewhat more expensive than getting all of your electricity from your electric company. If this choice were offered to you today, how likely would you be to purchase such equipment?
- Q15: Suppose your electric provider offered an interruptible or load limiting program where you would specify which major appliances would be controlled and turned off, by the electric provider, when demand is high, and you would receive a reduced rate for the electricity used by those appliances of approximately 10-15%. If this service were offered to you today, how likely would you be to use it?
- Q16: Suppose your electric provider offered a flat guaranteed price per kilowatt hour of electricity for a five-year contract. If this service were offered to you today, how likely would you be to use it?
- Q17: Suppose your electric provider offered an appliance warranty on major appliances no matter where you purchased them. A flat monthly payment would guarantee major appliance repair or replacement at no additional charge. If this service were offered to you today, how likely would you be to use it?

---

Q18: One way that Entergy could invest in renewable resources, such as wind and solar power, would be to spread the cost of such projects among all customers. Another way is to offer renewable energy programs that allow just those customers who want these resources to pay more for renewable energy. Do you feel that Entergy should invest in renewable energy...

- 1 By spreading the cost to all customers,
- 2 By offering programs which only allocate costs to those who want renewable energy,
- 3 By both methods,
- 4 Or should Entergy not invest in renewable energy?
- 5 Don't know

---

Q19: When it comes to what you pay for electricity, which is more important to you, the rate you are charged per kilowatt hour of electricity or the total amount of your electric bill each month?

- 1 Rate charged per kilowatt of electricity
- 2 Total amount of electric bill
- 3 Don't know

---

Q20: Thinking about energy efficiency programs, would you say that Entergy is currently offering about the right amount of programs now, needs to offer a lot fewer programs, somewhat fewer programs, needs to offer somewhat more programs, or needs to offer a lot more programs?

- 1 Offers the right amount
- 2 Needs to offer a lot fewer programs
- 3 Needs to offer somewhat fewer programs
- 4 Needs to offer somewhat more programs
- 5 Needs to offer a lot more programs
- 6 Don't know

---

Q21: Thinking about renewable energy, such as solar or wind power, would you say that Entergy currently uses about the right amount, needs to use a lot less renewable energy, needs to use somewhat less, needs to use somewhat more, or needs to use a lot more renewable energy?

- 1 Uses about the right amount
- 2 Needs to use a lot less renewable energy
- 3 Needs to use somewhat less renewable energy
- 4 Needs to use somewhat more renewable energy
- 5 Needs to use a lot more renewable energy
- 6 Don't know

---

Q22: Thinking about low income customers, would you say that Entergy is offering the right amount of programs to make electricity more affordable for low income customers, needs to offer a lot fewer programs, offer somewhat fewer programs, offer somewhat more programs, or offer a lot more programs?

- 1 Offers the right amount
- 2 Needs to offer a lot fewer programs

- 3 Needs to offer somewhat fewer programs
- 4 Needs to offer somewhat more programs
- 5 Needs to offer a lot more programs
- 6 Don't know

Now I will read some statements about different aspects of the service you currently receive from Entergy. For each one please tell me how you would rate Entergy's performance, using a 0 to 10 scale where 0 stands for very poor, 10 stands for excellent, and 5 stands for average. Please feel free to tell me if you don't have an opinion about Entergy's performance on any of these service issues.

Very poor	Average	Excellent	Don't know
0 1 2 3	4 5 6 7 8 9	10	11

- Q23A: Quickly restoring service after emergencies.
- Q23B: Providing service without interruptions.
- Q23C: Having a bill that is clear and easy to understand.
- Q23D: Caring about your needs as a customer.
- Q23E: The price you are charged for electricity.
- Q23F: Being easy to reach by phone.
- Q23G: Being courteous and helpful when you contact the electric company.
- Q23H: Having enough electricity for the hottest days.

Following is a brief statement about competition in the electric industry. In the near future, customers, such as you, may have the option to purchase electric service from a number of companies, including your local utility, other utilities, or other companies, either from nearby or around the country. Whoever you choose would use the existing local electric utility lines to get the electricity to your home.

- Q24: Do you think you would be much better off, a little better off, a little worse off, or much worse off if you could choose your electric company?
- 1 Much better
  - 2 Little better
  - 3 Same
  - 4 Little worse
  - 5 Much worse
  - 6 Don't know

- Q25: How do you think competition in the electric industry would affect you personally?
- Q26: What would lead you to change to a new electric supplier?

Under competition, would you expect each of the following aspects of your electric service to get better, stay the same, or get worse than it is today. Feel free to tell me if you don't have an opinion in response to these questions.

- 1 Get better
- 2 Stay the same
- 3 Get worse
- 4 Don't know

- Q27A: The length of time it takes to restore power when there is an outage.
- Q27B: The frequency of outages.
- Q27C: Having enough electricity for the hottest days.
- Q27D: The amount you pay for your electricity.
- Q27E: Receiving helpful and courteous assistance when you contact the electric provider.

- Q28: Overall, what group of Entergy customers do you think consume the most kilowatt hours of electricity; residential, business, or industrial?
- 1 Residential
  - 2 Business
  - 3 Industrial
  - 4 Don't know

Q29: Overall, which of the following do you think accounts for the largest portion of your electric bill; generation of electricity, transmission of electricity, or distribution of electricity?

- 1 Generation of electricity
- 2 Transmission of electricity
- 3 Distribution of electricity
- 4 Don't know

Now I want to ask a few questions concerning your opinions about pollution and the environment.

Q30: What do you think is the most important environmental problem facing the people of Southeast Texas?

Q31: In your opinion, how serious is the threat of global warming; would you say it is not at all serious, not very serious, neither serious nor not serious, somewhat serious, or very serious?

- 1 Not at all serious
- 2 Not very serious
- 3 Neither serious nor not serious
- 4 Somewhat serious
- 5 Very serious
- 6 Don't know

Q32: How serious is air pollution in your area; not at all serious, not very serious, neither serious nor not serious, somewhat serious, or very serious?

- 1 Not at all serious
- 2 Not very serious
- 3 Neither serious nor not serious
- 4 Somewhat serious
- 5 Very serious
- 6 Don't know

Q33: Using a 0 to 10 scale, where 0 stands for not at all important and 10 stands for extremely important, how important is it for Entergy to invest in improved practices to reduce air pollution?

Not at all	Extremely	DK
0 1 2 3 4 5 6 7 8 9 10		11

Q33A: As a way of determining how much value you place on this, please tell me how much more, if anything, you would be willing to pay above your current monthly electric bill to have Entergy invest in improved practices to reduce air pollution. If you are unwilling to pay anymore, just say 0. Please answer in terms of dollars per monthly bill. \$ \_\_\_\_

Now I would like to ask you how much you think each of the following contributes to air pollution in the southeast Texas area. For each item please use a 0 to 10 scale, where 0 stands for not at all and 10 stands for a great deal.

Not at all	Great deal	Don't know
0 1 2 3 4 5 6 7 8 9 10		11

Q34A: Electric generation.

Q34B: Automobiles.

Q34C: Industrial plants.

Q34D: Small businesses.

In this final section we would like you to give your evaluation of Entergy's Southeast Texas Town Meeting. Please answer the following questions about your experience at the Southeast Texas Town Meeting by circling a number on the response scale following each item.

Q35: Overall, the Southeast Texas Town Meeting was...

<b>Generally a waste of time</b>	<b>An extremely valuable experience</b>	<b>Don't know</b>
0..... 1..... 2.....3.....4.....5.....6..... 7..... 8.....9.....10.....		11

---

How valuable in helping you clarify your positions on the issues were each of the different parts of the Southeast Texas Town Meeting listed below?

- 1 Little or no value
- 2 Somewhat valuable
- 3 Very valuable
- 4 Don't know

Q36A: Participating in the group discussions.

Q36B: Meeting and talking to other delegates outside of the group discussion.

Q36C: The session with the PUC Commissioners.

---

Please indicate whether you agree or disagree with each of the following statements about the discussion groups.

- 1 Agree strongly
- 2 Agree mildly
- 3 Neither agree nor disagree
- 4 Disagree mildly
- 5 Disagree strongly
- 6 Don't know

Q37A: The group leader provided the opportunity for everyone to participate in the discussion.

Q37B: The group leader often tried to influence the group with his or her own views.

Q37C: I discovered that people with views very different from mine often had very good reasons for their views.

---

Q38: Now think back to the time after you were interviewed by phone but before you came to the Southeast Texas Town Meeting. During that time period, about how much of the time did you spend reading the discussion materials that were delivered to you?

- 1 Just glanced at the materials
  - 2 Read less than half of the materials
  - 3 Read about half of the materials
  - 4 Read more than half of the materials
  - 5 Read most or all of the materials
  - 6 No answer
- 

Q39: Did you think the discussion materials were mostly balanced, or that they clearly favored some positions over others?

- 1 Mostly balanced
  - 2 Favored some positions over others
  - 3 Don't know
- 

Q40: Thinking about the Southeast Texas Town Meeting as a whole, do you believe that there was a fair discussion of the issues or do you think some positions were favored over others?

- 1 Fair discussion
  - 2 Some positions favored over others
  - 3 Don't know
- 

RENTOWN: Do you own or rent your home?

- 1 Own
  - 2 Rent
  - 3 Refused
- 

HOMETYPE: Which of the following best describes your home?

- 1 Single-family house [SKIPTO WHOPAYS]
- 2 Apartment complex
- 3 Multi-family dwelling (duplex, triplex, quadraplex)
- 4 Mobile home [SKIPTO WHOPAYS]
- 5 Condominium

- 6 Other [SKIPTO WHOPAYS]
- 7 Refused [SKIPTO WHOPAYS]

---

INCLUDED: Is your electric bill included as a part of your rent or lease agreement?

- 1 Yes [SKIPTO SCHOOL]
- 2 No
- 3 Don't know [SKIPTO SCHOOL]

---

WHOPAYS: Who, in your household, pays the electric bill?

- 1 Respondent
- 2 Someone else
- 3 Refused

---

SCHOOL: What is the highest grade of school you have had the opportunity to complete?

- 1 Less than high school
- 2 Some high school
- 3 High school graduate
- 4 Some college
- 5 College graduate
- 6 Graduate school
- 7 Trade or technical school
- 8 Refused

---

AGE: Which of the following categories best represents your age?

- 1 18-25
- 2 26-35
- 3 36-45
- 4 46-55
- 5 56-65
- 6 Over 65
- 7 Refused

---

WORKOUT: Are you employed outside of the home?

- 1 Yes
- 2 No
- 3 Refused

---

INCOME: For statistical purposes only, could you tell me which of the following categories best represents your total family income last year?

- 1 Less than \$15,000
- 2 \$15,000 to about 25,000
- 3 \$25,000 to about 35,000
- 4 \$35,000 to about 50,000
- 5 \$50,000 to about 75,000
- 6 \$75,000 to about 100,000
- 7 More than \$100,000
- 8 Refused

---

PEOPLE: How many people live in your household?

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 More than 5 (Specify:\_\_\_\_\_)

7 Refused

---

ETHNIC: In order to make sure that all ethnic groups are represented in our sample, could you tell me if you are Hispanic, African American, Asian, Non-Hispanic White, Native American, or part of some other ethnic group?

- 1 Hispanic
  - 2 African American
  - 3 Asian
  - 4 Non-Hispanic White
  - 5 Native American
  - 6 Other
  - 7 Refused
- 

GENDER:

- 1 Male
  - 2 Female
- 

COUNTY: County Number.

---

## Heading HL&P Residential Pre and Post Event Poll

### Question SEQUENCE

Qtext Sequence

\*

### Question Q1A\_PRE

Qtext How important is it to you to receive electricity at the lowest cost?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

### Question Q1B\_PRE

Qtext How important is it to you to protect the environment from pollution that could be created when electricity is generated?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

### Question Q1C\_PRE

Qtext How important is it to you to be sure that there is enough electricity to meet needs now and in the future?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

### Question Q1D\_PRE

Qtext How important is it to you to see to it that all households have basic needs for electricity met?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

Question Q1E\_PRE

Qtext How important is it to you to see to it that there are as few electric outages as possible?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

Question Q1F\_PRE

Qtext Of the statements I just read, which do you think is most important?

Response 1 Lowest cost

Response 2 Environment

Response 3 Enough elect.

Response 4 Needs met

Response 5 Few outages

Response 6 Don't know

\*

Question Q1G\_PRE

Qtext Which do you think is second most important?

Response 0 N/A

Response 1 Lowest cost

Response 2 Environment

Response 3 Enough elect.

Response 4 Needs met

Response 5 Few outages

Response 6 Don't know

\*

Question Q1H\_PRE

Qtext Which do you think is third most important?

Response 0 N/A

Response 1 Lowest cost

Response 2 Environment

Response 3 Enough elect.

Response 4 Needs met

Response 5 Few outages

Response 6 Don't know

\*

Question Q2A\_PRE

Qtext How important is it for HL&P to focus on generating electricity using renewable technologies such as wind and solar

Qtext power?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

Question Q2B\_PRE

Qtext How important is it for HL&P to focus on providing services and products to customers which reduce the need for

Qtext additional electric generation?

Response 0 Not at all  
Response 1 1  
Response 2 2  
Response 3 3  
Response 4 4  
Response 5 5  
Response 6 6  
Response 7 7  
Response 8 8  
Response 9 9  
Response 10 Extremely  
Response 11 Don't know

\*

Question Q2C\_PRE

Qtext How important is it for HL&P to focus on generating electricity using fuels like natural gas or coal?

Response 0 Not at all  
Response 1 1  
Response 2 2  
Response 3 3  
Response 4 4  
Response 5 5  
Response 6 6  
Response 7 7  
Response 8 8  
Response 9 9  
Response 10 Extremely  
Response 11 Don't know

\*

Question Q2D\_PRE

Qtext How important is it for HL&P to focus on purchasing power from another producer of electricity?

Response 0 Not at all  
Response 1 1  
Response 2 2  
Response 3 3  
Response 4 4  
Response 5 5  
Response 6 6  
Response 7 7  
Response 8 8  
Response 9 9  
Response 10 Extremely  
Response 11 Don't know

\*

Question Q3A\_PRE

Qtext Assuming the cost is the same, which of these four do you think your utility should pursue first?

Response 1 Renewable tech.  
Response 2 Reduce need  
Response 3 Gas or coal  
Response 4 Purchasing power  
Response 5 Don't know

\*

Question Q3B\_PRE

Qtext Which do you think they should pursue second?

Response 0 N/A  
Response 1 Renewable tech.  
Response 2 Reduce need  
Response 3 Gas or coal  
Response 4 Purchasing power  
Response 5 Don't know

\*

Question Q3C\_PRE

Qtext Which do you think they should pursue third?

Response 0 N/A  
Response 1 Renewable tech.

Response 2 Reduce need  
Response 3 Gas or coal  
Response 4 Purchasing power  
Response 5 Don't know

\*

Question Q4A\_PRE

Qtext About how much you pay for electricity in an average month in the winter?

999 = Don't know/No answer

\*

Question Q4B\_PRE

Qtext How much do you pay in an average month in the summer?

999 = Don't know/No answer

\*

*Q5A-Q5D How much more, if anything, would you be willing to pay above your current monthly electric bill to have HL&P pursue each option?*

Question Q5A\_PRE

Qtext Electric generation using renewable technologies such as wind and solar power.

999 = Don't know/No answer

\*

Question Q5B\_PRE

Qtext Providing services and products to customers which reduce the need for additional electric generation.

999 = Don't know/No answer

\*

Question Q5C\_PRE

Qtext Electric generation from facilities that use coal or natural gas.

999 = Don't know/No answer

\*

Question Q5D\_PRE

Qtext Purchasing power from another producer of electricity.

999 = Don't know/No answer

\*

Question Q6\_PRE

Qtext What is the greatest total amount you would be willing to pay per month to have the options you would want included in HL&P's mix of resources?

999 = Don't know/No answer

\*

Question Q7\_PRE

Qtext Would you prefer an option which cost more up front if it would guarantee steady operating costs in future, or the lowest up front cost with the uncertainty of what operating costs would be in the future?

Response 1 More up front

Response 2 Less up front

Response 3 Don't know

\*

Question Q7A\_PRE

Qtext How much more would you be willing to pay per month for such an option?

999 = Don't know/No answer

\*

Question Q8\_PRE

Qtext How concerned are you about there being enough energy to meet needs for the next 10 to 20 years?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Very

Response 11 Don't know

\*

Question Q8A\_PRE

Qtext How concerned are you about having enough energy to meet the needs beyond this 20 year time frame?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Very

Response 11 Don't know

\*

Question Q9\_PRE

Qtext How important do you believe it is for HL&P to offer low income customers as many opportunities to take advantage

Qtext of efficiency programs as all other customers?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

Question Q10\_PRE

Qtext If you were offered you a voluntary choice to purchase electricity generated from renewable sources such as solar

Qtext and wind, how likely would you be to purchase electricity from renewable resources?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Very

Response 11 Don't know

\*

Question Q10A\_PRE

Qtext How much more would you be willing to pay above your current monthly electric bill to have at least 25% of the

Qtext electricity you use produced from renewable resources?

999 = Don't know/No answer

\*

Question Q11\_PRE

Qtext If your electric provider offered you "time of use pricing", how likely would you be to choose this option?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9  
Response 10 Very  
Response 11 Don't know

\*

Question Q12\_PRE

Qtext If your electric provider offered a "Solar Pioneer" option, how likely would you be to use it?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Very

Response 11 Don't know

\*

Question Q13\_PRE

Qtext If your electric provider offered an interruptible or load limiting program how likely would you be to use it?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Very

Response 11 Don't know

\*

Question Q14\_PRE

Qtext If your electric provider offered energy efficiency improvements in your home at no charge and charged a fixed

Qtext amount for elect. for the next 5 yrs. equal to your current avg. bill, how likely would you use it?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Very

Response 11 Don't know

\*

Question Q15\_PRE

Qtext If your electric provider offered a flat guaranteed price per kilowatt hour of electricity for a 5-year contract, how likely

Qtext would you be to use it?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Very

Response 11 Don't know

\*

Question Q16\_PRE

Qtext If your electric provider offered an appliance warranty, how likely would you be to use it?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Very

Response 11 Don't know

\*

Question Q17\_PRE

Qtext Should HL&P invest in renewables by spreading cost to all customers, through green pricing programs which

Qtext allocate costs to those who want renewable energy, by both, or should HL&P not invest in renewable energy?

Response 1 All customers

Response 2 Green customers

Response 3 Both

Response 4 Not invest

Response 5 Don't know

\*

Question Q18\_PRE

Qtext Which is more important, the rate you are charged per kilowatt hour of electricity or the total amount you pay for

Qtext electricity each month?

Response 1 Rate per kwh

Response 2 Total amount

Response 3 Don't know

\*

Question Q19\_PRE

Qtext Thinking about energy efficiency programs, how is HL&P doing in terms of the amount they're offering?

Response 1 Right amount

Response 2 Need many fewer

Response 3 Need somewhat fewer

Response 4 Need somewhat more

Response 5 Need many more

Response 6 Don't know

\*

Question Q20\_PRE

Qtext Thinking about renewable energy, such as solar or wind power, how is HL&P doing in terms of how much they use?

Response 1 Right amount

Response 2 Need much less

Response 3 Need somewhat less

Response 4 Need somewhat more

Response 5 Need much more

Response 6 Don't know

\*

Question Q21\_PRE

Qtext Thinking about low income customers, how is HL&P doing in terms of the programs they offer?

Response 1 Right amount

Response 2 Need much fewer

Response 3 Need somewhat fewer

Response 4 Need somewhat more

Response 5 Need many more

Response 6 Don't know

\*

Question Q21A\_PRE

Qtext How much more would you be willing to pay on your monthly electric bill for HL&P to provide more energy efficiency

Qtext programs for low income customers?

999 = Don't know/No answer

\*

Question Q22\_PRE

Qtext Overall, what group of HL&P customers do you think consume the most kilowatt hours of electricity?

Response 1 Residential

Response 2 Business

Response 3 Industrial

Response 4 Don't know

\*

Question Q23\_PRE

Qtext Overall, which of the following do you think accounts for the largest portion of your electric bill?

Response 1 Generation

Response 2 Transmission

Response 3 Distribution

Response 4 Don't know

\*

Question Q24\_PRE

Qtext How serious is the problem of global warming?

Response 1 Not at all

Response 2 Not very

Response 3 Neither

Response 4 Somewhat

Response 5 Very

Response 6 Don't know

\*

Question Q25\_PRE

Qtext How serious is air pollution in your area?

Response 1 Not at all

Response 2 Not very

Response 3 Neither

Response 4 Somewhat

Response 5 Very

Response 6 Don't know

\*

Question Q26A\_PRE

Qtext How much does electric generation contribute to the pollution in the Houston area?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Great deal

Response 11 Don't know

\*

Question Q26B\_PRE

Qtext How much do automobiles contribute to the pollution in the Houston area?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Great deal

Response 11 Don't know

\*

Question Q26C\_PRE

Qtext How much do industrial plants contribute to the pollution in the Houston area?

- Response 0 Not at all
- Response 1 1
- Response 2 2
- Response 3 3
- Response 4 4
- Response 5 5
- Response 6 6
- Response 7 7
- Response 8 8
- Response 9 9
- Response 10 Great deal
- Response 11 Don't know

\*

Question Q26D\_PRE

Qtext How much do small businesses contribute to the pollution in the Houston area?

- Response 0 Not at all
- Response 1 1
- Response 2 2
- Response 3 3
- Response 4 4
- Response 5 5
- Response 6 6
- Response 7 7
- Response 8 8
- Response 9 9
- Response 10 Great deal
- Response 11 Don't know

\*

Question Q27\_PRE

Qtext What energy source you think produces the greatest amount of HL&P's electricity?

- Response 1 Coal
- Response 2 Wind
- Response 3 Natural gas
- Response 4 Fuel oil
- Response 5 Nuclear
- Response 6 Solar
- Response 7 Don't know

\*

Question Q1A\_PST

Qtext How important is it to you to receive electricity at the lowest cost?

- Response 0 Not at all
- Response 1 1
- Response 2 2
- Response 3 3
- Response 4 4
- Response 5 5
- Response 6 6
- Response 7 7
- Response 8 8
- Response 9 9
- Response 10 Extremely
- Response 11 Don't know

\*

Question Q1B\_PST

Qtext How important is it to you to protect the environment from pollution that could be created when electricity is generated?

- Response 0 Not at all
- Response 1 1
- Response 2 2
- Response 3 3
- Response 4 4
- Response 5 5
- Response 6 6

Response 7 7  
Response 8 8  
Response 9 9  
Response 10 Extremely  
Response 11 Don't know

\*

Question Q1C\_PST

Qtext How important is it to you to be sure that there is enough electricity to meet needs now and in the future?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

Question Q1D\_PST

Qtext How important is it to you to see to it that all households have basic needs for electricity met?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

Question Q1E\_PST

Qtext How important is it to you to see to it that there are as few electric outages as possible?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

Question Q1F\_PST

Qtext Of the statements I just read, which do you think is most important?

Response 1 Lowest cost

Response 2 Environment

Response 3 Enough elect.

Response 4 Needs met

Response 5 Few outages

Response 6 Don't know

\*

Question Q1G\_PST

Qtext Which do you think is second most important?

Response 0 N/A

Response 1 Lowest cost

Response 2 Environment  
Response 3 Enough elect.  
Response 4 Needs met  
Response 5 Few outages  
Response 6 Don't know

\*

Question Q1H\_PST

Qtext Which do you think is third most important?

Response 0 N/A

Response 1 Lowest cost

Response 2 Environment

Response 3 Enough elect.

Response 4 Needs met

Response 5 Few outages

Response 6 Don't know

\*

Question Q2A\_PST

Qtext How important is it for HL&P to focus on generating electricity using renewable technologies such as wind and solar power?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

Question Q2B\_PST

Qtext How important is it for HL&P to focus on providing services and products to customers which reduce the need for additional electric generation?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

Question Q2C\_PST

Qtext How important is it for HL&P to focus on generating electricity using fuels like natural gas or coal?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

Question Q2D\_PST

Qtext How important is it for HL&P to focus on purchasing power from another producer of electricity?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

Question Q3A\_PST

Qtext Assuming the cost is the same, which of these four do you think your utility should pursue first?

Response 1 Renewable tech.

Response 2 Reduce need

Response 3 Gas or coal

Response 4 Purchasing power

Response 5 Don't know

\*

Question Q3B\_PST

Qtext Which do you think they should pursue second?

Response 0 N/A

Response 1 Renewable tech.

Response 2 Reduce need

Response 3 Gas or coal

Response 4 Purchasing power

Response 5 Don't know

\*

Question Q3C\_PST

Qtext Which do you think they should pursue third?

Response 0 N/A

Response 1 Renewable tech.

Response 2 Reduce need

Response 3 Gas or coal

Response 4 Purchasing power

Response 5 Don't know

\*

Question Q4A\_PST

Qtext About how much you pay for electricity in an average month in the winter?

999 = Don't know/No answer

\*

Question Q4B\_PST

Qtext How much do you pay in an average month in the summer?

999 = Don't know/No answer

\*

*Q5A-Q5D How much more, if anything, would you be willing to pay above your current monthly electric bill to have HL&P pursue each option?*

Question Q5A\_PST

Qtext Electric generation using renewable technologies such as wind and solar power.

999 = Don't know/No answer

\*

Question Q5B\_PST

Qtext Providing services and products to customers which reduce the need for additional electric generation.

999 = Don't know/No answer

\*

Question Q5C\_PST

Qtext Electric generation from facilities that use coal or natural gas.

999 = Don't know/No answer

\*

Question Q5D\_PST

Qtext Purchasing power from another producer of electricity.

999 = Don't know/No answer

\*

Question Q6\_PST

Qtext What is the greatest total amount you would be willing to pay per month to have the options you would want

Qtext included in HL&P's mix of resources?

999 = Don't know/No answer

\*

Question Q7\_PST

Qtext Would you prefer an option which cost more up front if it would guarantee steady operating costs in future, or the

Qtext lowest up front cost with the uncertainty of what operating costs would be in the future?

Response 1 More up front

Response 2 Less up front

Response 3 Don't know

\*

Question Q7A\_PST

Qtext How much more would you be willing to pay per month for such an option?

999 = Don't know/No answer

\*

Question Q8\_PST

Qtext How concerned are you about there being enough energy to meet needs for the next 10 to 20 years?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Very

Response 11 Don't know

\*

Question Q8A\_PST

Qtext How concerned are you about having enough energy to meet the needs beyond this 20 year time Qtext frame?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Very

Response 11 Don't know

\*

Question Q9\_PST

Qtext How important do you believe it is for HL&P to offer low income customers as many opportunities to take advantage

Qtext of efficiency programs as all other customers?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely

Response 11 Don't know

\*

Question Q10\_PST

Qtext If you were offered you a voluntary choice to purchase electricity generated from renewable sources such as solar and wind, how likely would you be to purchase electricity from renewable resources?

- Response 0 Not at all
- Response 1 1
- Response 2 2
- Response 3 3
- Response 4 4
- Response 5 5
- Response 6 6
- Response 7 7
- Response 8 8
- Response 9 9
- Response 10 Very
- Response 11 Don't know

\*

Question Q10A\_PST

Qtext How much more would you be willing to pay above your current monthly electric bill to have at least 25% of the electricity you use produced from renewable resources?

999 = Don't know/No answer

\*

Question Q11\_PST

Qtext If your electric provider offered you "time of use pricing", how likely would you be to choose this option?

- Response 0 Not at all
- Response 1 1
- Response 2 2
- Response 3 3
- Response 4 4
- Response 5 5
- Response 6 6
- Response 7 7
- Response 8 8
- Response 9 9
- Response 10 Very
- Response 11 Don't know

\*

Question Q12\_PST

Qtext If your electric provider offered a "Solar Pioneer" option, how likely would you be to use it?

- Response 0 Not at all
- Response 1 1
- Response 2 2
- Response 3 3
- Response 4 4
- Response 5 5
- Response 6 6
- Response 7 7
- Response 8 8
- Response 9 9
- Response 10 Very
- Response 11 Don't know

\*

Question Q13\_PST

Qtext If your electric provider offered an interruptible or load limiting program how likely would you be to use it?

- Response 0 Not at all
- Response 1 1
- Response 2 2
- Response 3 3
- Response 4 4
- Response 5 5
- Response 6 6
- Response 7 7
- Response 8 8
- Response 9 9

Response 10 Very  
Response 11 Don't know

\*

Question Q14\_PST

Qtext If your electric provider offered energy efficiency improvements in your home at no charge and charged a fixed  
Qtext amount for elect. for the next 5 yrs. equal to your current avg. bill, how likely would you use it?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Very

Response 11 Don't know

\*

Question Q15\_PST

Qtext If your electric provider offered a flat guaranteed price per kilowatt hour of electricity for a 5-year contract, how likely  
Qtext would you be to use it?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Very

Response 11 Don't know

\*

Question Q16\_PST

Qtext If your electric provider offered an appliance warranty, how likely would you be to use it?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Very

Response 11 Don't know

\*

Question Q17\_PST

Qtext Should HL&P invest in renewables by spreading cost to all customers, through green pricing programs which  
Qtext allocate costs to those who want renewable energy, by both, or should HL&P not invest in  
Qtext renewable energy?

Response 1 All customers

Response 2 Green customers

Response 3 Both

Response 4 Not invest

Response 5 Don't know

\*

Question Q18\_PST

Qtext Which is more important, the rate you are charged per kilowatt hour of electricity or the total amount you pay for  
Qtext electricity each month?

Response 1 Rate per kwh

Response 2 Total amount

Response 3 Don't know

\*

Question Q19\_PST

Qtext Thinking about energy efficiency programs, how is HL&P doing in terms of the amount they're offering?

Response 1 Right amount

Response 2 Need many fewer

Response 3 Need somewhat fewer

Response 4 Need somewhat more

Response 5 Need many more

Response 6 Don't know

\*

Question Q20\_PST

Qtext Thinking about renewable energy, such as solar or wind power, how is HL&P doing in terms of how much they use?

Response 1 Right amount

Response 2 Need much less

Response 3 Need somewhat less

Response 4 Need somewhat more

Response 5 Need much more

Response 6 Don't know

\*

Question Q21\_PST

Qtext Thinking about low income customers, how is HL&P doing in terms of the programs they offer?

Response 1 Right amount

Response 2 Need much fewer

Response 3 Need somewhat fewer

Response 4 Need somewhat more

Response 5 Need many more

Response 6 Don't know

\*

Question Q21A\_PST

Qtext How much more would you be willing to pay on your monthly electric bill for HL&P to provide more energy efficiency programs for low income customers?

999 = Don't know/No answer

\*

Question Q22\_PST

Qtext Overall, what group of HL&P customers do you think consume the most kilowatt hours of electricity?

Response 1 Residential

Response 2 Business

Response 3 Industrial

Response 4 Don't know

\*

Question Q23\_PST

Qtext Overall, which of the following do you think accounts for the largest portion of your electric bill?

Response 1 Generation

Response 2 Transmission

Response 3 Distribution

Response 4 Don't know

\*

Question Q24\_PST

Qtext How serious is the problem of global warming?

Response 1 Not at all

Response 2 Not very

Response 3 Neither

Response 4 Somewhat

Response 5 Very

Response 6 Don't know

\*

Question Q25\_PST

Qtext How serious is air pollution in your area?

Response 1 Not at all

Response 2 Not very

Response 3 Neither

Response 4 Somewhat

Response 5 Very  
Response 6 Don't know

\*

Question Q26A\_PST

Qtext How much does electric generation contribute to the pollution in the Houston area?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Great deal

Response 11 Don't know

\*

Question Q26B\_PST

Qtext How much do automobiles contribute to the pollution in the Houston area?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Great deal

Response 11 Don't know

\*

Question Q26C\_PST

Qtext How much do industrial plants contribute to the pollution in the Houston area?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Great deal

Response 11 Don't know

\*

Question Q26D\_PST

Qtext How much do small businesses contribute to the pollution in the Houston area?

Response 0 Not at all

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Great deal

Response 11 Don't know

\*

Question Q27\_PST

Qtext What energy source you think produces the greatest amount of HL&P's electricity?

Response 1 Coal

Response 2 Wind

Response 3 Natural gas

Response 4 Fuel oil

Response 5 Nuclear

Response 6 Solar

Response 7 Don't know

\*

Question Q28

Qtext Overall, the Partners in Planning Meeting was...

Response 0 Waste of time

Response 1 1

Response 2 2

Response 3 3

Response 4 4

Response 5 5

Response 6 6

Response 7 7

Response 8 8

Response 9 9

Response 10 Extremely valuable

Response 11 Don't know

\*

Question Q29A

Qtext How valuable was participating in group discussions?

Response 1 Little or no value

Response 2 Somewhat valuable

Response 3 Very valuable

Response 4 Don't know

\*

Question Q29B

Qtext How valuable was meeting and talking to other delegates outside of the group discussion?

Response 1 Little or no value

Response 2 Somewhat valuable

Response 3 Very valuable

Response 4 Don't know

\*

Question Q29C

Qtext How valuable was the session with the PUC Commissioners?

Response 1 Little or no value

Response 2 Somewhat valuable

Response 3 Very valuable

Response 4 Don't know

\*

Question Q30A

Qtext The group leader provided the opportunity for everyone to participate in the discussion.

Response 1 Agree strongly

Response 2 Agree mildly

Response 3 Neither a nor d

Response 4 Disagree mildly

Response 5 Disagree strongly

Response 6 Don't know

\*

Question Q30B

Qtext The group leader often tried to influence the group with his or her own views.

Response 1 Agree strongly

Response 2 Agree mildly

Response 3 Neither a nor d

Response 4 Disagree mildly

Response 5 Disagree strongly

Response 6 Don't know

\*

Question Q30C

Qtext I discovered that people with views very different from mine often had very good reasons for their views.

Response 1 Agree strongly

Response 2 Agree mildly

Response 3 Neither a nor d

Response 4 Disagree mildly

Response 5 Disagree strongly

Response 6 Don't know

\*

Question Q31

Qtext About how much time did you spend reading the discussion materials that were delivered to you before the

Qtext Planning Meeting?

Response 1 Just glanced

Response 2 Less than half

Response 3 About half

Response 4 More than half

Response 5 Most or all

Response 6 No answer

\*

Question Q32

Qtext Did you think the discussion materials were mostly balanced, or that they clearly favored some positions over

Qtext others?

Response 1 Mostly balanced

Response 2 Favored some positions

Response 3 Don't know

\*

Question Q33

Qtext Thinking about the Planning Meeting as a whole, do you believe that there was a fair discussion of the issues or do

Qtext you think some positions were favored over others?

Response 1 Fair discussion

Response 2 Some positions favored

Response 3 Don't know

\*

Question RENTOWN

Qtext Do you own or rent your home?

Response 1 Own

Response 2 Rent

Response 3 Refused

\*

Question HOMETYPE

Qtext Which of the following best describes your home?

Response 1 Single-family house

Response 2 Apartment complex

Response 3 Multi-family dwelling

Response 4 Mobile home

Response 5 Condominium

Response 6 Other

Response 7 Refused

\*

Question INCLUDED

Qtext Is your electric bill included as a part of your rent or lease agreement?

Missing\_Response 0 N/A

Response 1 Yes

Response 2 No

Response 3 Don't know

\*

Question WHOPAYS

Qtext Who, in your household, pays the electric bill?

Missing\_Response 0 N/A

Response 1 Respondent

Response 2 Someone else

Response 3 Refused

\*

Question SCHOOL

Qtext Education.

Response 1 Less than H.S.  
Response 2 Some H.S.  
Response 3 H.S. grad.  
Response 4 Some college  
Response 5 College grad.  
Response 6 Grad. school  
Response 7 Trade or tech.  
Response 8 Refused

\*

#### Question AGE

Qtext Age.

Response 1 18-35  
Missing\_Response 2 26-35  
Response 3 36-45  
Response 4 46-55  
Response 5 56-65  
Response 6 Over 65  
Response 7 Refused

\*

#### Question WORKOUT

Qtext Employed outside of the home?

Response 1 Yes  
Response 2 No  
Response 3 Refused

\*

#### Question INCOME

Qtext Income.

Response 1 < \$15,000  
Response 2 \$15 - 25,000  
Response 3 \$25 - 50,000  
Missing\_Response 4 \$35 - 50,000  
Response 5 \$50 - 100,000  
Missing\_Response 6 \$75 - 100,000  
Response 7 > \$100,000  
Response 8 Refused

\*

#### Question PEOPLE

Qtext How many people live in your household?

Response 1 1  
Response 2 2  
Response 3 3  
Response 4 4  
Response 5 5  
Response 6 More than 5  
Response 7 Refused

\*

#### Question ETHNIC

Qtext Ethnicity.

Response 1 Hispanic  
Response 2 African American  
Response 3 Asian  
Response 4 Non-Hispanic White  
Response 5 Native American  
Response 6 Other  
Response 7 Refused

\*

#### Question GENDER

Qtext Gender.

Response 1 Male  
Response 2 Female

\*

#### Question REGION

Qtext Region.

Response 1 Sugarland

Response 2 Wharton  
Response 3 Spring Branch  
Response 4 South Houston  
Response 5 Rosharon  
Response 6 Mag Park  
Response 7 Katy  
Response 8 Humble  
Response 9 H.O. Clarke  
Response 10 Greens Point  
Response 11 Galveston  
Response 12 Fort Bend  
Response 13 Cypress  
Response 14 Channelview  
Response 15 Berry  
Response 16 Brazosport  
Response 17 Bellaire  
Response 18 Baytown

## SPS PRE AND POST EVENT DATA FORMAT

The following is a list of items relating to energy. Please rate how important each statement is to you, using a 0 to 10 scale, where 0 stands for not at all important, 10 stands for extremely important, and 5 stands for average importance.

Q1A: To receive electricity at the lowest cost.

Q1B: To protect people and the environment from pollution created by electric generation.

Q1C: To be sure that there is enough electricity to meet needs now and in the future.

Q1D: To see to it that all households have enough electricity to meet their basic needs.

Q1E: To see to it that there are as few electric outages as possible.

- 
- 1 To receive electricity at the lowest cost.
  - 2 To protect people and the environment from pollution created by electric generation.
  - 3 To be sure that there is enough electricity to meet needs now and in the future.
  - 4 To see to it that all households have enough electricity to meet their basic needs.
  - 5 To see to it that there are as few electric outages as possible.
  - 6 Don't know

Q1F: Which of these do you think is **most** important? \_\_\_\_\_

Q1G: Which do you think is **second most** important? \_\_\_\_\_

Q1H: Which do you think is **third most** important? \_\_\_\_\_

---

Q2: Some people might be concerned about how their electricity is produced, while others are only concerned that it be produced by the least expensive way possible. Which of these is closer to your view? (Circle only one.)

- |   |   |
|---|---|
| Concerned about how electricity is produced .....                               | 1 |
| Concerned that electricity be produced by the least expensive way possible..... | 2 |
| Don't know .....  | 3 |

---

Below are some specific options SPS will consider in planning to meet the area's future need for electricity. For each of these please tell us how important you think it will be for SPS to focus on in the future, using a 0 to 10 scale, where 0 stands for not at all important, 10 stands for extremely important, and 5 stands for average importance.

Q3A: Providing customers with electricity using natural gas.

Q3B: Providing customers with electricity using renewable technologies such as wind and solar power.

Q3C: Providing customers with ways to save energy and thereby reduce the need for additional electric generation.

Q3D: Providing customers with electricity using coal.

- 
- 1 Providing customers with electricity using natural gas.
  - 2 Providing customers with electricity using renewable technologies such as wind and solar power.
  - 3 Providing customers with ways to save energy and thereby reduce the need for additional electric generation.
  - 4 Providing customers with electricity using coal.
  - 5 Don't know

Q3E: If the cost to the consumer is the same, which of these do you think SPS should pursue **first**? \_\_\_\_\_

Q3F: Which do you think SPS should pursue **second**? \_\_\_\_\_

Q3G: Which do you think SPS should pursue **third**? \_\_\_\_\_

---

Q4A: About how much do you pay for electricity in an average month in the **winter**?     \$ \_\_\_\_\_ Per month

Q4B: How much do you pay in an average month in the **summer**?     \$ \_\_\_\_\_ Per month

---

Below are four options for supplying electricity. Some of the options might be more expensive while others might be less expensive. As a way of determining how much value you place on each option, please tell us how much more, if anything, you would be willing to pay above your current monthly electric bill to have SPS pursue each option. If you are unwilling to pay anymore, just say 0. Please answer in terms of dollars per monthly bill.

Q5A: Electric generation from facilities that use natural gas. \$ \_\_\_\_\_ Per month

Q5B: Providing customers with ways to save energy and thereby reduce the need for additional electric generation. \$ \_\_\_\_\_ Per month

Q5C: Electric generation using renewable technologies such as wind and solar power. \$ \_\_\_\_\_ Per month

Q5D: Electric generation from facilities that use coal. \$ \_\_\_\_\_ Per month

---

Q6: Currently SPS energy efficiency programs provide benefits to less than 1% of low-income customers per year. How much more, if anything, would you be willing to pay per month to provide these programs to more SPS low-income customers? If you are unwilling to pay anymore, just say 0. \$ \_\_\_\_\_ Per month

---

Q7: SPS could invest in newer technologies to reduce emissions from its plants. As a way of determining how much value you place on this, please tell us how much more, if anything, you would be willing to pay above your current monthly electric bill to have SPS invest in newer technologies to reduce plant emissions. If you are unwilling to pay any more, just say 0. \$ \_\_\_\_\_ Per month

---

Q8: Thinking about all of the possible actions SPS could take including resource options, efficiency programs for low income customers, and improved practices to reduce emissions, what is the greatest total amount you would be willing to pay per month above your current bill to have SPS pursue those actions you desire? If you are unwilling to pay any more, just say 0. \$ \_\_\_\_\_ Per month

---

Q9: How much more, if anything, would you be willing to pay above your current monthly electric bill, to have at least 10% of SPS's electricity produced from renewable resources? If you are unwilling to pay any more, just say 0. \$ \_\_\_\_\_ Per month

---

Q10: How important do you think it is for SPS's customers to invest in new transmission lines so that customers can have access to more low cost electricity? Use a 0 to 10 scale, where 0 stands for not at all important, 10 stands for extremely important, and 5 stands for average importance?

---

Q11: Which of the following best describes how far into the future you would like to see SPS plan?

- For the next 5 years, ..... 1
- 10 years, ..... 2
- 20 years, ..... 3
- 30 years and beyond. .... 4
- Don't know..... 5

---

Q12: Money for the energy efficiency programs offered by SPS comes from the rates all customers pay. Using a 0 to 10 scale, where 0 stands for not at all important and 10 stands for extremely important, how important to you believe it is for SPS to offer low income customers as many opportunities to take advantage of energy efficiency programs as all other customers?

---

Q13: In the future, electric providers will offer new products and services. Suppose SPS offered you a voluntary choice to purchase electricity generated from renewable resources, such as solar and wind. If this choice were offered to you tomorrow, how likely would you be to purchase electricity from renewable resources? Use a 0 to 10 scale, where 0 stands for not at all likely and 10 stands for very likely.

---

Q13A: How much more, if anything, would you be willing to pay above your current monthly electric bill to have at least 25% of the electricity you use produced from renewable resources? If you are unwilling to pay any more, just say 0. \$ \_\_\_\_\_ Per month

---

Q13B: How likely would you be to sign a one year agreement in order to participate in a program that offered electricity generated from renewable resources, using the same 0 to 10 scale, where 0 is not at all likely and

10 is very likely.

---

Q14: One way that SPS could invest in renewable resources, such as wind and solar, would be to spread the cost of such projects among all customers. Another way is to offer renewable energy programs that allow just those customers who want these resources to pay more for renewable energy. How do you feel SPS should invest in renewable energy?

- By spreading the cost to all customers, ..... 1
- By offering programs which only charge those who want renewable energy, ..... 2
- By both methods, ..... 3
- SPS should not invest in renewable energy? ..... 4
- Don't know ..... 5

---

Q15: When it comes to what you pay for electricity, which is more important to you, the rate you are charged per kilowatt hour of electricity or the total amount of your electric bill each month?

- Rate charged per kilowatt hour of electricity ..... 1
- Total amount of electric bill ..... 2
- Don't know ..... 3

---

Q16: The following is a brief statement about competition in the electric industry. In the near future customers, such as you, may have the option to purchase electric service from SPS, other utilities or other companies, either from nearby or around the country. Whoever you choose would use the existing local electric utility lines to get the electricity to your home. Do you think you would be much better off, a little better off, about the same, a little worse off, or much worse off if you could choose your electric supplier?

- Much better ..... 1
- Little better ..... 2
- Same ..... 3
- Little worse ..... 4
- Much worse ..... 5
- Don't know ..... 6

---

The following is a list of potential reasons customers might favor retail competition (customer choice) in the electric industry. Please rate each statement in terms of how good an argument you think it is for retail competition, using a 0 to 10 scale, where 0 stands for a not at all effective argument, 10 stands for a very effective argument, and 5 stands for a moderately effective argument.

- Q17A: Consumers will be offered lower prices for electricity.
- Q17B: Consumers will be able to choose their electric provider.
- Q17C: There will be new technology arising from competition.
- Q17D: Consumers will be able to choose from a greater range of products, services and rates.
- Q17E: Consumers will be able to purchase renewable forms of energy.
- Q17F: Competition will force SPS to be more responsive to customers.

---

Below is a list of potential reasons why customers might oppose retail competition in the electric industry. Please rate each statement in terms of how good an argument you think it is **against** retail competition, using the same 0 to 10 scale, where 0 stands for a not at all effective argument, 10 stands for a very effective argument, and 5 stands for a moderately effective argument.

- Q18A: No one will want to serve my residence.
  - Q18B: It will encourage the production of electricity in ways that are harmful to the environment.
  - Q18C: Competitors will use deceptive trade practices such as charging for services you didn't order.
  - Q18D: Power suppliers will not actively pursue low income customers.
  - Q18E: Consumers will be bombarded with telemarketing calls.
  - Q18F: Consumers will have to deal with complex and confusing information in order to make a choice.
  - Q18G: Under competition electricity may not be there when consumers need it.
-

Q19: Suppose that you were able to choose between different electric providers. How much money would you need to save each month on your electric bill in order to change to a different electric provider?

\$ \_\_\_\_\_ Per month

Q20: Overall, what group of SPS customers do you think consume the most kilowatt hours of electricity; residential, business, industrial, or agricultural?

- Residential..... 1
- Business..... 2
- Industrial..... 3
- Agricultural ..... 4
- Don't know ..... 5

Q21: Overall, which of the following do you think accounts for the largest portion of your electric bill; generation of

electricity, transmission of electricity, or distribution of electricity?

- Generation of electricity..... 1
- Transmission of electricity ..... 2
- Distribution of electricity ..... 3
- Don't know ..... 4

Please tell us in your opinion, how serious are each of the following issues. For each one please tell us how serious you think it is, using a 0 to 10 scale, where 0 is not at all serious and 10 is very serious.

Q22A: The potential threat of global warming.

Q22B: The amount of water in this area.

Q22C: Area air quality.

Q22D: Area water quality.

Now we would like to ask you how much you think each of the following contributes to air pollution in your area. For each item please use a 0 to 10 scale, where 0 stands for not at all and 10 stands for a great deal.

Q23A: Electric generation.

Q23B: Automobiles.

Q23C: Industrial plants.

Q23D: Agriculture.

Q23E: Small businesses.

Q23F: Residences

Q24: As you have seen and heard in this town meeting coal, gas, efficiency (saving energy), and renewables all have

different characteristics. As SPS invests in resources to meet the future energy needs of this area how would you like them to spread their investment among these resources? To indicate how you would like the company to spread its investment, take one hundred points and divide them among the options. If you think SPS should only invest in one source you might assign all 100 points to that source. If you think SPS should invest in all equally you might divide your points evenly among the resources.

Coal \_\_\_\_\_ points  
Renewables \_\_\_\_\_ points  
Gas \_\_\_\_\_ points  
Efficiency \_\_\_\_\_ points

Q25: Different sources of renewable energy such as solar, wind and biomass, geothermal and landfill gas also have different characteristics. If SPS were to invest in renewable energy how would you like them to spread their investment among these renewable resources? To indicate how you would like the company to spread its investment, take one hundred points and divide them among the options. If you think SPS should only invest in one source you might assign all 100 points to that source. If you think SPS should invest in all equally you might divide your points evenly among the resources.

Wind \_\_\_\_\_ points  
 Solar \_\_\_\_\_ points  
 Biomass \_\_\_\_\_ points  
 Landfill Gas \_\_\_\_\_ points  
 Geothermal \_\_\_\_\_ points

Q26: Which of the following statements best describes your feelings about how you would like SPS to meet future needs for electricity?

- An option which is more expensive to put in place but has steady operating costs in the future? ..... 1
- An option which is less expensive to put in place but has uncertain operating costs in the future?..... 2
- Don't know ..... 3

In addition to adding new resources to meet future needs, SPS could phase out older, less efficient plants with higher emissions and replace them with newer, more efficient resources, which have reduced emissions. Doing so would likely increase consumers' bills in the near term. For each of the following statements please tell us whether you agree or disagree. [Agree = 1, Disagree = 2, Don't know = 3]

- Q27A: SPS should still invest in new resources if doing so would reduce customer electric bills in the long run.
- Q27B: SPS should begin phasing out less efficient higher emission plants and replacing them with more efficient, lower emission resources, even if this would result in higher bills for customers (in the short and long run).

Q28: Suppose SPS offered you "time of use pricing." Customers who choose this option would pay less for the electricity used during nights, between 8 pm and 8 am, and weekends, when it might be 4 cents a kilowatt hour, and would pay more for electricity used during peak hours of the day, Monday through Friday, when it might cost 15 cents a kilowatt hour. By using less electricity during high rate times, these customers could control their electric bill. If this choice were offered to you tomorrow, how likely would you be to choose this option?

**Not at all** **Very** **Don't**  
**likely** **likely** **know**  
 0.....1 .... 2.....3 .... 4.....5 .... 6.....7 .... 8.....9 ... 10..... 11

Q29: Suppose SPS offered a "smart" meter. This meter could tell you how much you have spent for electricity at any point during the month and how much electricity different appliances are using. The meter could also be programmed to control when and how much various appliances run. Since this meter is much more expensive than the one you use now, your electric provider might charge a fee of \$6 to \$8 a month for using it. If this service were offered to you tomorrow, how likely would you be to use it?

**Not at all** **Very** **Don't**  
**likely** **likely** **know**  
 0.....1 .... 2.....3 .... 4.....5 .... 6.....7 .... 8.....9 ... 10..... 11

Q30: Suppose SPS offered an interruptible or load limiting program where you would specify which major appliances would be controlled and turned off, by SPS, when demand is high and you would receive a reduced rate for the electricity used by those appliances of approximately 10-15% when demand is not high. During the summer brief interruptions might occur daily. If this service were offered to you today, how likely would you be to use it?

**Not at all** **Very** **Don't**  
**likely** **likely** **know**  
 0.....1 ....2.....3 ....4.....5 ....6.....7 ....8.....9 ...10..... 11

Q31: Thinking about energy efficiency programs, would you say that SPS is currently offering about the right amount of programs now, needs to offer a lot fewer programs, somewhat fewer programs, needs to offer somewhat more programs, or needs to offer a lot more programs?

- Offers the right amount ..... 1
- Needs to offer a lot fewer programs..... 2
- Needs to offer somewhat fewer programs..... 3
- Needs to offer somewhat more programs..... 4
- Needs to offer a lot more programs..... 5
- Don't know ..... 6

Q32: Thinking about renewable energy, such as solar or wind power, would you say that SPS currently uses about the right amount, needs to use a lot less renewable energy, needs to use somewhat less, needs to use somewhat more, or needs to use a lot more renewable energy?

- Uses about the right amount..... 1
- Needs to use a lot less renewable energy ..... 2
- Needs to use somewhat less renewable energy ..... 3
- Needs to use somewhat more renewable energy..... 4
- Needs to use a lot more renewable energy ..... 5
- Don't know ..... 6

Q33: Thinking about low-income customers, would you say that SPS is offering the right amount of programs to make electricity more affordable for low-income customers, needs to offer a lot fewer programs, offer somewhat fewer programs, offer somewhat more programs, or offer a lot more programs?

- Offers the right amount ..... 1
- Needs to offer a lot fewer programs..... 2
- Needs to offer somewhat fewer programs..... 3
- Needs to offer somewhat more programs..... 4
- Needs to offer a lot more programs..... 5
- Don't know ..... 6

Q34. Which of the following is closer to your view? Under competition it is important that customers be able to directly compare competitors offers for service, or competitors should be free to offer whatever they think the market wants, even if that makes direct comparisons difficult for consumers.

- Customers should be able to directly compare competitors offers for service. .... 1
- Competitors should be free to offer whatever they think the market wants ..... 2
- Don't know..... 3

If competition comes customers might want new information to help them make decisions about which provider to use. Please rate the following types of information as to how important it would be for you, using 0 to 10 scale, where 0 stands for not at all important and 10 stands for extremely important.

Q35A: Breakdown showing you your cost for electricity, the cost of delivering the electricity to your home, and the

cost of related services such as billing and responding to inquiries.

Q35B: Information, like a nutrition label which describes the environmental characteristics of your power supply.

Q35C: A description of the types of energy sources used to produce your electricity.

Q35D: Information about how you use electricity including when you use it and how much is used by your different appliances.

Q35E: Information about suppliers such as number of years in business, customer service record and registration or licensing information.

---

To prepare for retail competition in the electric industry customers may feel they need more education about issues related to electricity and electric competition. Please rate how important you think it would be to receive information on each of the following topics using a 0 to 10 scale, where 0 stands for not at all important, 10 stands for extremely important, and 5 stands for average importance.

Q36A: Questions to ask when selecting a supplier for residential customers.

Q36B: Trade-offs between options.

Q36C: How to read your electric bill.

Q36D: How electricity is produced.

Q36E: The pollution effects of different sources of electricity.

Q36F: Pricing options, terms and conditions of competitive offers.

Q36G: Services that might be offered under competition.

In this final section we would like you to give your evaluation of SPS's Town Meeting. Please answer the following questions about your experience at the Town Meeting by circling a number on the response scale following each item.

Q37: Overall, the Town Meeting was...

<b>Generally a waste of time</b>	<b>An extremely valuable experience</b>	<b>Don't know</b>
0.....1 .... 2.....3 .... 4.....5 .... 6.....7 .... 8.....9 ... 10..... 11		

---

How valuable in helping you clarify your positions on the issues were each of the different parts of the Town Meeting listed below?

	Little or no value	Somewhat valuable	Very valuable	Don't know
Q38A: Participating in the (small) group discussions.....	1	2	3	4
Q38B: Meeting and talking to other delegates outside of the group..... discussion.	1	2	3	4
Q38C: The session with the PUC Commissioners.....	1	2	3	4

---

Please indicate whether you agree or disagree with each of the following statements about the discussion groups.

	Agree strongly	Agree mildly	Neither agree nor disagree	Disagree mildly	Disagree strongly	Don't know
Q39A: The group leader provided the opportunity for .. everyone to participate in the discussion.	1	2	3	4	5	6
Q39B: The group leader often tried to influence the ..... group with his or her own views.	1	2	3	4	5	6
Q39C: I discovered that people with views very ..... different from mine often had very good reasons for their views.	1	2	3	4	5	6

---

Q40: Now think back to the time after you were interviewed by phone but before you came to the Town Meeting. During that time period, about how much time did you spend reading the discussion materials that were delivered to you?

Just glanced at the materials.....	1
Read less than half of the materials.....	2
Read about half of the materials.....	3

Read more than half of the materials ..... 4  
Read most or all of the materials ..... 5

---

Q41: Did you think the discussion materials were mostly balanced, or they clearly favored some positions over others?

Mostly balanced ..... 1  
Favored some positions over others ..... 2

---

Q42: Thinking about the Town Meeting as a whole, do you believe there was a fair discussion of the issues or do you think some positions were favored over others?

Fair discussion ..... 1  
Some positions favored over others ..... 2

---

RENTOWN: Do you own or rent your home?

- 1 Own
  - 2 Rent
- 

HOMETYPE: Which of the following best describes your home?

- 1 Single-family house
  - 2 Apartment complex
  - 3 Multi-family dwelling (duplex, triplex, quadraplex)
  - 4 Mobile home
  - 5 Condominium
  - 6 Other
  - 7 Refused
- 

INCLUDE: [IF 2, 3, OR 5 ON #36] Is your electric bill included as a part of your rent or lease agreement?

- 1 Yes
  - 2 No
- 

WHOPAYS: Who, in your household, pays the electric bill?

- 1 Respondent
  - 2 Someone else
  - 3 Refused
- 

SCHOOL:

- 1 Less than high school
  - 2 Some high school
  - 3 High school graduate
  - 4 Some college
  - 5 College graduate
  - 6 Graduate school
  - 7 Trade or technical school
  - 8 Refused
- 

AGE:

- 1 18-25
- 2 26-35
- 3 36-45
- 4 46-55
- 5 56-65
- 6 Over 65

7 Refused

---

JOB: Are you employed outside of the home?

1 Yes	61%	61%
2 No	38%	39%
3 Refused	1%	0%

---

INCOME:

- 1 Less than \$15,000
- 2 \$15,000 to about 25,000
- 3 \$25,000 to about 35,000
- 4 \$35,000 to about 50,000
- 5 \$50,000 to about 75,000
- 6 \$75,000 to about 100,000
- 7 More than \$100,000
- 8 Refused

---

PEOPLE: How many people live in your household?

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 More than 5
- 7 Refused

---

ETHNICITY:

- 1 Hispanic
- 2 African American
- 3 Asian
- 4 Non-Hispanic White
- 5 Native American
- 6 Other
- 7 Refused

---

GENDER:

- Male
- Female

## TU DELIBERATIVE POLL DATA FORMAT

### SURVEY STUDY

Q1: First of all, could you please tell me how you would rate TU Electric's overall service, using a 0 to 10 scale, where 0 stands for very poor, 10 stands for excellent, and 5 stands for average. Please feel free to tell me if you don't have an opinion about TU Electric's performance.

Very poor					Average					Excellent		Don't know
0	1	2	3	4	5	6	7	8	9	10		11

I would like to read you a list of items relating to energy. Please tell me how important you think each statement is to you, using a 0 to 10 scale, where 0 stands for not at all important, 10 stands for extremely important, and 5 stands for average importance.

Not at all important											Extremely important	Don't know
0	1	2	3	4	5	6	7	8	9	10		11

Q2A: To receive electricity at the lowest cost.

Q2B: To protect the people and the environment from pollution created by producing electricity.

Q2C: To be sure that there is enough electricity to meet needs now and in the future.

Q2D: To see to it that all households have enough electricity to meet their basic needs.

Q2E: That there be as few electric outages as possible.

Q2F: Of the statements I just read, which do you think is most important?

- 1 Receiving electricity at the lowest cost
- 2 Protecting people and the environment from pollution
- 3 Making sure there's enough electricity now and in future
- 4 Making sure all households' electricity needs are met
- 5 Making sure there are as few elect. outages as possible
- 6 Don't know [SKIP TO Q3]

Q2G: Which do you think is second most important?

Q2H: Which do you think is third most important?

Q3: Some people might be concerned about how their electricity is produced, while others are only concerned that it be produced by the least expensive way possible. Which of these is closer to your view?

- 1 Concerned about how electricity is produced OR
- 2 Concerned that electricity be produced by the least expensive way possible
- 3 Don't know

Now I would like to ask you about some specific options TU Electric will consider in planning to meet the area's future need for electricity. For each of these please tell me how important you think it will be for TU Electric to focus on in the future. Use a 0 to 10 scale, where 0 stands for not at all important, 10 stands for extremely important, and 5 stands for average importance.

Not at all important											Extremely important	Don't know
0	1	2	3	4	5	6	7	8	9	10		11

Q4A: Providing customers with electricity using coal.

Q4B: Providing customers with electricity using renewable technologies such as wind and solar power.

Q4C: Providing customers with ways to save energy and thereby reduce the need for additional electric generation.

Q4D: Providing customers with electricity using natural gas.





Q17: The following is a brief statement about competition in the electric industry. In the near future customers, such as you, may have the option to purchase electricity from TU Electric, other utilities, or other companies, either from nearby or around the country. Whoever you choose would use the existing local electric lines to get the electricity to your home. Do you think you would be much better off, a little better off, about the same, a little worse off, or much worse off if you could choose your electric company?

- 1 Much better
- 2 Little better
- 3 Same
- 4 Little worse
- 5 Much worse
- 6 Don't know

Now I will read a list of potential reasons customers might favor retail competition (customer choice) in the electric industry. For each statement please tell me how good an argument you think it is for retail competition, using a 0 to 10 scale, where 0 stands for a not at all effective argument, 10 stands for a very effective argument, and 5 stands for a moderately effective argument.

Not at all effective	Moderately Effective	Very Effective	Don't know
0 1 2 3	4 5 6 7 8	9 10	11

Q18A: Consumers will be offered lower prices for electricity.

Q18B: Consumers will be able to choose from a number of companies that provide electricity.

Q18C: There will be new technology arising from competition.

Q18D: Consumers will be able to choose from a greater range of products, services, and rates.

Q18E: Competition will force the current utility to be more responsive to customers.

Q18F: Which do you think is the best argument for retail competition?

Next is a list of potential reasons why customers might oppose retail competition in the electric industry. Please rate each statement in terms of how good an argument you think it is against retail competition. Again, use a 0 to 10 scale, where 0 stands for a not at all effective argument, 10 stands for a very effective argument, and 5 stands for a moderately effective argument.

Not at all effective	Moderately Effective	Very Effective	Don't know
0 1 2 3	4 5 6 7 8	9 10	11

Q19A: Prices will go down for large customers but up for residential customers.

Q19B: It will encourage the production of electricity in ways that are harmful to the environment.

Q19C: Competitors will use deceptive trade practices such as charging for services you didn't order.

Q19D: Power suppliers will not actively seek the business of low-income customers.

Q19E: Consumers will be bombarded with telemarketing calls.

Q19F: Consumers will have to deal with complex and confusing information in order to make a choice.

Q19G: Under competition electricity may not be there when consumers need it.

Q20: In your opinion, how serious is the threat of global warming; would you say it is not at all serious, not very serious, neither serious nor not serious, somewhat serious, or very serious?

- 1 Not at all serious
- 2 Not very serious
- 3 Neither serious nor not serious
- 4 Somewhat serious
- 5 Very serious
- 6 Don't know

Q21: How serious is air pollution in your area; not at all serious, not very serious, neither serious nor not serious, somewhat serious, or very serious?

- 1 Not at all serious
- 2 Not very serious
- 3 Neither serious nor not serious
- 4 Somewhat serious
- 5 Very serious
- 6 Don't know

Q22: Most of TU Electric's generating plants are powered by which of the following; coal, natural gas, nuclear fuel, or hydro?

- 1 Coal
- 2 Natural gas
- 3 Nuclear fuel
- 4 Hydro
- 5 Don't know

Q23: Overall, what group of TU Electric customers do you think consume the most kilowatt hours of electricity; residential, business, or industrial?

- 1 Residential
- 2 Business
- 3 Industrial
- 4 Don't know

Q24: Overall, which of the following do you think accounts for the largest portion of your electric bill; power plants, transmission of electricity, or distribution of electricity?

- 1 Power plants
- 2 Transmission of electricity
- 3 Distribution of electricity
- 4 Don't know

Q25: Which of the following statements best describes your feelings about how you would like your utility to meet future needs for electricity?

- 1 An option which is more expensive for customers to put in place initially, but has steady operating costs in the future?
- 2 An option which is less expensive for customers to put in place initially, but has uncertain operating costs in the future?
- 3 Don't know

Q26: Do you think TU Electric should invest in renewable technology?

- 1 Yes
- 2 No
- 3 Don't know

**[IF YES]** People have different objectives they want fulfilled through wanting TU Electric to invest in renewable technology. Three possible objectives are: to benefit the environment, to ensure adequate energy for future generations, and to promote investment in research and development of new technologies. Please indicate how you view the importance of these three by taking 100 points and dividing them among the objectives in terms of how important they are for you. If you think there is only one important objective you might assign it all 100 points. If you think all three objectives are equally important you might divide the points evenly. **[POINTS MUST ADD TO 100.]**

- Q26A: To benefit the environment \_\_\_\_\_ points
- Q26B: To ensure adequate energy for future generations \_\_\_\_\_ points
- Q26C: To promote investment in the research and development of new technologies \_\_\_\_\_ points

In addition to adding new resources to meet future needs, TU Electric could phase out older, inefficient plants with higher emissions and replace them with more efficient resources which have reduced emissions. Doing so would likely increase bills in the near term, but could reduce bills in the long run. For each of the following statements please tell us whether you agree or disagree.

	<b>Agree</b>	<b>Disagree</b>	<b>Don't Know</b>
Q27A: TU should invest in new resources if doing so would reduce customer electric bills in the long run.	1 .....	2.....	3
Q27B: TU should begin phasing out higher emission resources and replacing them with resources with lower emissions, even if this would result in higher bills for customers in the long run.	1 .....	2.....	3

Q28: Thinking about energy efficiency programs, would you say that TU Electric is currently offering about the right amount of programs now, needs to offer a lot fewer programs, somewhat fewer programs, needs to offer somewhat more programs, or needs to offer a lot more programs?

- 1 Offers the right amount
- 2 Needs to offer a lot fewer programs
- 3 Needs to offer somewhat fewer programs
- 4 Needs to offer somewhat more programs
- 5 Needs to offer a lot more programs
- 6 Don't know

Q29: Thinking about renewable energy, such as wind or solar power, would you say that TU Electric currently uses about the right amount, needs to use a lot less renewable energy, needs to use somewhat less, needs to use somewhat more, or needs to use a lot more renewable energy?

- 1 Uses about the right amount
- 2 Needs to use a lot less renewable energy
- 3 Needs to use somewhat less renewable energy
- 4 Needs to use somewhat more renewable energy
- 5 Needs to use a lot more renewable energy
- 6 Don't know

Q30: Thinking about low-income customers, would you say that TU Electric is offering the right amount of programs to make electricity more affordable for low-income customers, needs to offer a lot fewer programs, offer somewhat fewer programs, offer somewhat more programs, or offer a lot more programs?

- 1 Offers the right amount
- 2 Needs to offer a lot fewer programs
- 3 Needs to offer somewhat fewer programs
- 4 Needs to offer somewhat more programs
- 5 Needs to offer a lot more programs
- 6 Don't know

Q31: Conservation programs can be provided directly by your utility, by a selected group of contractors working through the utility, or by any contractor working directly with customers for work shown to result in effective conservation. Which method of providing conservation services do you prefer?

- 1 Provided by utility
- 2 Provided by selected contractors working through the utility
- 3 Provided by any contractor working directly with customers for work shown to result in effective conservation
- 4 Don't know

To prepare for retail competition in the electric industry customers may feel they need more education about issues related to electricity and electric competition. Please rate how important you think it would be to receive information on each of the following topics using a 0 to 10 scale, where 0 stands for not at all important, 10 stands for extremely important, and 5 stands for average importance.

	<b>Not at all important</b>	<b>Average</b>	<b>Extremely important</b>	<b>Don't know</b>								
Q32A: Questions to ask when selecting a supplier. for residential customers.	0	1	2	3	4	5	6	7	8	9	10	11
Q32B: Trade-offs between options.	0	1	2	3	4	5	6	7	8	9	10	11
Q32C: How to read your electric bill.	0	1	2	3	4	5	6	7	8	9	10	11
Q32D: How electricity is produced.	0	1	2	3	4	5	6	7	8	9	10	11
Q32E: The pollution effects of different sources of electricity.	0	1	2	3	4	5	6	7	8	9	10	11
Q32F: Pricing options, terms and conditions of competitive offers.	0	1	2	3	4	5	6	7	8	9	10	11
Q32G: Services that might be offered under competition.	0	1	2	3	4	5	6	7	8	9	10	11

With competition customers might want new information to help them make decisions about which provider to use. Please rate the following types of information as to how important it would be for you, using 0 to 10 scale, where 0 stands for not at all important and 10 stands for extremely important.

	<b>Not at all important</b>	<b>Average</b>	<b>Extremely important</b>	<b>Don't know</b>								
Q33A: Breakdown showing you your cost for electricity, the cost of delivering the electricity to your home, and the cost of related services such as billing and responding to inquiries.	0	1	2	3	4	5	6	7	8	9	10	11
Q33B: Information, like a nutrition label which describes the environmental characteristics of your power supply.	0	1	2	3	4	5	6	7	8	9	10	11
Q33C: A description of the types of energy sources used to produce your electricity.	0	1	2	3	4	5	6	7	8	9	10	11
Q33D: Information about how you use electricity including when you use it and how much is used by your different appliances.	0	1	2	3	4	5	6	7	8	9	10	11
Q33E: Information about suppliers such as number of years in business, customer service record and registration or licensing information.	0	1	2	3	4	5	6	7	8	9	10	11

Q34: Which of the following would be the best way to get this information to you?

- 1 On your bill
- 2 Bill insert
- 3 Newspaper advertising
- 4 Television advertising
- 5 Web Page on the internet
- 6 Government agency publications
- 7 Don't know

Under competition, would you expect each of the following aspects of your electric service to get better, stay the same, or get worse than it is today. Feel free to tell us if you don't have an opinion in response to these questions.

	<b>Get better</b>	<b>Stay the same</b>	<b>Get worse</b>	<b>Don't know</b>
Q35A: The length of time it takes to restore power when there is an outage.	1	2	3	4
Q35B: The frequency of outages.	1	2	3	4
Q35C: Having enough electricity for the hottest days.	1	2	3	4
	<b>Get better</b>	<b>Stay the same</b>	<b>Get worse</b>	<b>Don't know</b>
Q35D: The amount you pay for your electricity.	1	2	3	4
Q35E: Receiving helpful and courteous assistance when you contact the electric provider.	1	2	3	4
Q35F: The amount of pollution produced by providers of electricity.	1	2	3	4
Q35G: The availability of optional services like renewable energy, time of use pricing, and extra stable electricity for computers and sensitive electronic equipment.	1	2	3	4

Three things you might want TU Electric to consider if you were advising them about what they could do to improve the environment are: increasing energy efficiency programs, using more renewable resources, and either retiring or improving those plants that were built to meet an earlier and less strict emission standard. Please indicate how much emphasis they should give to each of these three by taking 100 points and dividing them among the options. If you think TU Electric should give all of its emphasis to one you might give it all 100 points. If you think all three should be given equal emphasis you might divide the points evenly. **[POINTS MUST ADD TO 100.]**

- Q36A: Increase energy efficiency programs \_\_\_\_\_ points
- Q36B: Use renewable resources \_\_\_\_\_ points
- Q36C: Either retire or improve those plants that were built to meet an earlier and less strict emission standard \_\_\_\_\_ points

Q37: How many personal computers do you have in your home?

- 1 0
- 2 1
- 3 2
- 4 More than 2
- 5 Don't know

The following statements are about personal habits or lifestyle. Using a 1 to 7 scale, where 1 is strongly agree and 7 is strongly disagree, please indicate how much you agree or disagree with each statement. Please answer each statement thinking about your entire household.

	<b>Strongly agree</b>	<b>Strongly disagree</b>	<b>Don't know</b>					
Q38A: I need to find ways to control spending. ....	1	2	3	4	5	6	7	8
Q38B: I feel comfortable using the internet. ....	1	2	3	4	5	6	7	8
Q38C: I try to keep my utility bills as low as I can. ....	1	2	3	4	5	6	7	8
Q38D: The computer is a source of entertainment in our home. ..	1	2	3	4	5	6	7	8
Q38E: Taking care of my home is like a hobby to me. ....	1	2	3	4	5	6	7	8
Q38F: I like being one of the first to have up-to-date features on my personal computer. ....	1	2	3	4	5	6	7	8
Q38G: Our family is too heavily in debt today. ....	1	2	3	4	5	6	7	8

	<b>Strongly agree</b>	<b>Strongly Don't disagree know</b>
Q38H: I am environmentally conscious in my home. ....	1 ..... 2 ..... 3 ..... 4 ..... 5..... 6..... 7 ..... 8	
Q38I: We recycle regularly. ....	1 ..... 2 ..... 3 ..... 4 ..... 5..... 6..... 7 ..... 8	
Q38J: I feel comfortable using a personal computer. ....	1 ..... 2 ..... 3 ..... 4 ..... 5..... 6..... 7 ..... 8	
Q38K: No matter how fast our income goes up we never seem .. to get ahead.	1 ..... 2 ..... 3 ..... 4 ..... 5..... 6..... 7 ..... 8	
Q38L: If choice were available and another company offered me electric service comparable to what I currently receive and at the same price, I'd switch.	1 ..... 2 ..... 3 ..... 4 ..... 5..... 6..... 7 ..... 8	
Q38M: We use energy and water more wisely today than five ... years ago.	1 ..... 2 ..... 3 ..... 4 ..... 5..... 6..... 7 ..... 8	

In this final section we would like you to give your evaluation of TU Electric's Customer Meeting. Please answer the following questions about your experience at the Customer Meeting by circling a number on the response scale following each item.

Q39 Verall, the Customer Meeting was...

<b>Generally a waste of time know</b>	<b>An extremely valuable Don't experience</b>
0 .... 1 .... 2..... 3 .... 4 .... 5..... 6 .... 7 .... 8..... 9 ... 10 ..... 11	

How valuable in helping you clarify your positions on the issues were each of the different parts of the Customer Meeting listed below?

	<b>Little or no value</b>	<b>Somewhat valuable</b>	<b>Very valuable</b>	<b>Don't know</b>
Q40A: Participating in the (small) group discussions. ....	1 ..... 2..... 3..... 4			
Q40B: Meeting and talking to other delegates outside of the group discussion. ....	1 ..... 2..... 3..... 4			
Q40C: The session with the PUC Commissioners. ....	1 ..... 2..... 3..... 4			
Q40D: The written materials. ....	1 ..... 2..... 3..... 4			
Q40E: The video materials. ....	1 ..... 2..... 3..... 4			

Please indicate whether you agree or disagree with each of the following statements about the discussion groups.

	<b>Agree strongly</b>	<b>Agree mildly</b>	<b>Neither agree nor disagree</b>	<b>Disagree mildly</b>	<b>Disagree strongly</b>	<b>Don't know</b>
Q41A: The group leader provided the opportunity for everyone to participate in the discussion. ....	1 ..... 2..... 3 ..... 4..... 5..... 6					
Q41B: The group leader often tried to influence the group with his or her own views. ....	1 ..... 2..... 3 ..... 4..... 5 ..... 6					
Q41C: I discovered that people with views very different from mine often had very good reasons for their views. ....	1 ..... 2..... 3 ..... 4..... 5..... 6					

Q42: Now think back to the time after you were interviewed by phone but before you came to the Customer Meeting. During that time period, about how much time did you spend reading the discussion materials that were delivered to you?

- 1 Just glanced at the materials
- 2 Read less than half of the materials
- 3 Read about half of the materials
- 4 Read more than half of the materials
- 5 Read most or all of the materials

Q43: Did you think the discussion materials were mostly balanced, or they clearly favored some positions over others?

- 1 Mostly balanced
- 2 Favored some positions over other2

Q44: Thinking about the Town Meeting as a whole, do you believe there was a fair discussion of the issues or do you think some positions were favored over others?

- Fair discussion  
Some positions favored over others

RENTOWN: Do you own or rent your home?

- 1 Own
- 2 Rent
- 3 Refused

HOMETYPE: Which of the following best describes your home?

- 1 Single-family house
- 2 Apartment complex
- 3 Multi-family dwelling (duplex, triplex, quadraplex)
- 4 Mobile home
- 5 Condominium
- 6 Other
- 7 Refused

IF (HOMETYPE = 1, 4, 6, or 7) SKIPTO WHOPAYS

INCLUDED: Is your electric bill included as a part of your rent or lease agreement?

- 1 Yes
- 2 No
- 3 Don't know

IF (INCLUDED = 1 or 3) SKIPTO SCHOOL

WHOPAYS: Who, in your household, pays the electric bill?

- 1 Respondent
- 2 Someone else
- 3 Refused

SCHOOL: What is the highest grade of school you have had the opportunity to complete?

- 1 Less than high school
- 2 Some high school
- 3 High school graduate

- 4 Some college
- 5 College graduate
- 6 Graduate school
- 7 Trade or technical school
- 8 Refused

AGE: Which of the following categories best represents your age?

- 1 18-25
- 2 26-35
- 3 36-45
- 4 46-55
- 5 56-65
- 6 Over 65
- 7 Refused

WORKOUT: Are you employed outside of the home?

- 1 Yes
- 2 No
- 3 Refused

INCOME: For statistical purposes only, could you tell me which of the following categories best represents your total family income last year?

- 1 Less than \$15,000
- 2 \$15,000 to about 25,000
- 3 \$25,000 to about 35,000
- 4 \$35,000 to about 50,000
- 5 \$50,000 to about 75,000
- 6 \$75,000 to about 100,000
- 7 More than \$100,000
- 8 Refused

PEOPLE: How many people live in your household?

- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 More than 5 [SPECIFY]
- 7 Refused

ETHNIC: In order to make sure that all ethnic groups are represented in our sample, could you tell me if you are Hispanic, African American, Asian, Non-Hispanic White, Native American, or part of some other ethnic group?

- 1 Hispanic
- 2 African American
- 3 Asian
- 4 Non-Hispanic White
- 5 Native American
- 6 Other
- 7 Refused

GENDER: Record respondent's gender.

- 1 Male
- 2 Female



## TU DELIBERATIVE POLL DATA FORMAT

### SURVEY STUDY

Q1: First of all, could you please tell me how you would rate TU Electric's overall service, using a 0 to 10 scale, where 0 stands for very poor, 10 stands for excellent, and 5 stands for average. Please feel free to tell me if you don't have an opinion about TU Electric's performance.

Very poor					Average					Excellent		Don't know
0	1	2	3	4	5	6	7	8	9	10		11

I would like to read you a list of items relating to energy. Please tell me how important you think each statement is to you, using a 0 to 10 scale, where 0 stands for not at all important, 10 stands for extremely important, and 5 stands for average importance.

Not at all important											Extremely important	Don't know
0	1	2	3	4	5	6	7	8	9	10		11

Q2A: To receive electricity at the lowest cost.

Q2B: To protect the people and the environment from pollution created by producing electricity.

Q2C: To be sure that there is enough electricity to meet needs now and in the future.

Q2D: To see to it that all households have enough electricity to meet their basic needs.

Q2E: That there be as few electric outages as possible.

Q2F: Of the statements I just read, which do you think is most important?

- 1 Receiving electricity at the lowest cost
- 2 Protecting people and the environment from pollution
- 3 Making sure there's enough electricity now and in future
- 4 Making sure all households' electricity needs are met
- 5 Making sure there are as few elect. outages as possible
- 6 Don't know [SKIP TO Q3]

Q2G: Which do you think is second most important?

Q2H: Which do you think is third most important?

Q3: Some people might be concerned about how their electricity is produced, while others are only concerned that it be produced by the least expensive way possible. Which of these is closer to your view?

- 1 Concerned about how electricity is produced OR
- 2 Concerned that electricity be produced by the least expensive way possible
- 3 Don't know

Now I would like to ask you about some specific options TU Electric will consider in planning to meet the area's future need for electricity. For each of these please tell me how important you think it will be for TU Electric to focus on in the future. Use a 0 to 10 scale, where 0 stands for not at all important, 10 stands for extremely important, and 5 stands for average importance.

Not at all important											Extremely important	Don't know
0	1	2	3	4	5	6	7	8	9	10		11

Q4A: Providing customers with electricity using coal.

Q4B: Providing customers with electricity using renewable technologies such as wind and solar power.

Q4C: Providing customers with ways to save energy and thereby reduce the need for additional electric generation.

Q4D: Providing customers with electricity using natural gas.





Q17: The following is a brief statement about competition in the electric industry. In the near future customers, such as you, may have the option to purchase electricity from TU Electric, other utilities, or other companies, either from nearby or around the country. Whoever you choose would use the existing local electric lines to get the electricity to your home. Do you think you would be much better off, a little better off, about the same, a little worse off, or much worse off if you could choose your electric company?

- 1 Much better
- 2 Little better
- 3 Same
- 4 Little worse
- 5 Much worse
- 6 Don't know

Now I will read a list of potential reasons customers might favor retail competition (customer choice) in the electric industry. For each statement please tell me how good an argument you think it is for retail competition, using a 0 to 10 scale, where 0 stands for a not at all effective argument, 10 stands for a very effective argument, and 5 stands for a moderately effective argument.

Not at all effective	Moderately Effective	Very Effective	Don't know
0 1 2 3	4 5 6 7 8	9 10	11

Q18A: Consumers will be offered lower prices for electricity.

Q18B: Consumers will be able to choose from a number of companies that provide electricity.

Q18C: There will be new technology arising from competition.

Q18D: Consumers will be able to choose from a greater range of products, services, and rates.

Q18E: Competition will force the current utility to be more responsive to customers.

Q18F: Which do you think is the best argument for retail competition?

Next is a list of potential reasons why customers might oppose retail competition in the electric industry. Please rate each statement in terms of how good an argument you think it is against retail competition. Again, use a 0 to 10 scale, where 0 stands for a not at all effective argument, 10 stands for a very effective argument, and 5 stands for a moderately effective argument.

Not at all effective	Moderately Effective	Very Effective	Don't know
0 1 2 3	4 5 6 7 8	9 10	11

Q19A: Prices will go down for large customers but up for residential customers.

Q19B: It will encourage the production of electricity in ways that are harmful to the environment.

Q19C: Competitors will use deceptive trade practices such as charging for services you didn't order.

Q19D: Power suppliers will not actively seek the business of low-income customers.

Q19E: Consumers will be bombarded with telemarketing calls.

Q19F: Consumers will have to deal with complex and confusing information in order to make a choice.

Q19G: Under competition electricity may not be there when consumers need it.

Q20: In your opinion, how serious is the threat of global warming; would you say it is not at all serious, not very serious, neither serious nor not serious, somewhat serious, or very serious?

- 1 Not at all serious
- 2 Not very serious
- 3 Neither serious nor not serious
- 4 Somewhat serious
- 5 Very serious
- 6 Don't know

Q21: How serious is air pollution in your area; not at all serious, not very serious, neither serious nor not serious, somewhat serious, or very serious?

- 1 Not at all serious
- 2 Not very serious
- 3 Neither serious nor not serious
- 4 Somewhat serious
- 5 Very serious
- 6 Don't know

Q22: Most of TU Electric's generating plants are powered by which of the following; coal, natural gas, nuclear fuel, or hydro?

- 1 Coal
- 2 Natural gas
- 3 Nuclear fuel
- 4 Hydro
- 5 Don't know

Q23: Overall, which of the following do you think accounts for the largest portion of your electric bill; power plants, transmission of electricity, or distribution of electricity?

- 1 Power plants
- 2 Transmission of electricity
- 3 Distribution of electricity
- 4 Don't know

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