

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.

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- 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.

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- 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.
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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.....12.....34.....56.....78.....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...

Generally a waste of time	An extremely valuable experience	Don't know
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