

## 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.

	Get better	Stay the same	Get worse	Don't know
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
	Get better	Stay the same	Get worse	Don't know
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.

	Strongly agree	Strongly disagree	Don't know					
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

