

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

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