



[PHONE] Hello, may I please speak with (NAME ON LIST)? My name is _____ from _____, a public opinion polling firm. We are conducting a short survey about some issues people have been talking about lately. We're not selling anything and I will not ask for a donation at any time. It will take only a few minutes and all responses will be anonymous and used only for research purposes.

[WEB]¹ Chelan PUD is conducting a scientific research study of Chelan County residents. All responses are confidential and for research purposes only. We are NOT selling anything, and we will NOT ask you for money. To participate, please click the link.

These first few questions are just to make sure we are surveying a representative sample of the entire community.

1. Which of the following best describes your age?

| | |
|-----------------------|-----------|
| 18-34 | 28% |
| 35-49 | 22 |
| 50-64 | 27 |
| 65+ | 23 |
| -- | |
| Younger than 18 | TERMINATE |
| DK/REF | TERMINATE |

2. INTERVIEWER TO CODE GENDER BASED ON OBSERVATION

| | |
|--------------|-----------|
| Male..... | 50% |
| Female | 50 |
| -- | |
| DK/REF | TERMINATE |

3. How would you describe your race?

| | |
|--|-----|
| White or Caucasian..... | 68% |
| Hispanic or Latino | 27 |
| Mixed race or multi-racial | 3 |
| Black or African American | * |
| Native American or Alaska Native | * |
| Asian or Pacific Islander..... | * |
| -- | |
| DK/NA/REFUSED..... | 2 |

4. Do you speak a language other than English at home?

| | |
|--------------------|-----|
| Yes | 29% |
| No..... | 70 |
| -- | |
| DK/NA/REFUSED..... | 1 |

5. Do you or does anyone in your household work in any of the following industries? **(ALLOW MULTIPLE SELECTIONS)**

| | |
|---|-----------|
| None of these | 55% |
| Small business..... | 19 |
| Agriculture | 17 |
| Education..... | 8 |
| Large industry | 8 |
| County government..... | 3 |
| -- | |
| Politics | TERMINATE |
| Media..... | TERMINATE |
| The electric utility industry | TERMINATE |
| Local internet service provider companies | TERMINATE |

¹ For clarity, only the phone version of the question language is displayed in the topline data.

OVERALL SATISFACTION

6. Overall, how satisfied are you with Chelan County PUD? Please use a scale of one to five, where one is “very unsatisfied” and five is “very satisfied.”

| | |
|----------------------------|------------|
| SATISFIED | 86% |
| UNSATISFIED | 5% |
| 5 – very satisfied | 63% |
| 4 | 23 |
| 3 | 6 |
| 2 | 3 |
| 1 – very unsatisfied | 2 |
| Mean | 4.47 |
| -- | |
| DK/NA/REFUSED | 3 |

7. Briefly and in your own words, can you please explain for what reasons you rated your satisfaction as a [1 / 2 / 3 / 4 / 5]?

POSITIVES

| | |
|--|-----|
| Generally satisfied | 36% |
| Good rates | 25 |
| Consistent/reliable service | 22 |
| Quick response to outages/problems | 11 |
| Good customer service | 6 |
| Involved in the community | 3 |
| Good communication | 3 |
| Involvement with parks | 3 |
| Fiber optics installation | 2 |
| Environmental impact/policies | 1 |
| Approve of dam ownership | 1 |
| Good stewards of funds | * |

NEGATIVES

| | |
|--|---|
| Rate increases | 3 |
| Could be more efficient | 3 |
| Need better online payment system | 2 |
| Don't always respond | 1 |
| Too political | 1 |
| Disproportionate service to different parts of community | 1 |
| Shouldn't pay for publicly owned power | * |
| -- | |
| Other | 6 |
| Don't know | 3 |
| No/nothing | 2 |
| Refuse | - |



RELIABILITY

8. How satisfied are you with the overall reliability of electric service from Chelan County PUD? Please use a scale of one to five, where one is "very unsatisfied" and five is "very satisfied."

| | |
|----------------------------|------------|
| SATISFIED | 93% |
| UNSATISFIED | 2% |
| 5 – very satisfied | 78% |
| 4 | 15 |
| 3 | 4 |
| 2 | 1 |
| 1 – very unsatisfied | 2 |
| Mean | 4.69 |
| -- | |
| DK/NA/REFUSED | 1 |

COMMUNICATION

9. And how satisfied are you with the overall quality of communication you receive from Chelan County PUD? Please use a scale of one to five, where one is "very unsatisfied" and five is "very satisfied."

| | |
|----------------------------|------------|
| SATISFIED | 91% |
| UNSATISFIED | 2% |
| 5 – very satisfied | 73% |
| 4 | 18 |
| 3 | 5 |
| 2 | * |
| 1 – very unsatisfied | 2 |
| Mean | 4.61 |
| -- | |
| DK/NA/REFUSED | 1 |

Switching gears, please rate how well Chelan County PUD communicates with customers on several topics. Please use a scale of one to five, where one is "poor" and five is "excellent." How well does the PUD communicate with customers on...

| ROTATE ALL | TOTAL WELL | TOTAL NOT | 5 Exc | 4 | 3 | 2 | 1 Poor | DK/REF | Mean |
|---|------------|-----------|----------|----|----|---|-----------|--------|------|
| 10. Offering way to manage your account | 81% | 3% | 59 | 21 | 8 | 1 | 2 | 8 | 4.47 |
| 11. Providing ways to save money on electric bills and become more energy efficient | 81% | 4% | 58 | 23 | 9 | 2 | 2 | 6 | 4.43 |
| 12. Outages | 70% | 7% | 56 | 14 | 10 | 3 | 3 | 14 | 4.35 |
| 13. PUD finances | 68% | 6% | 46 | 21 | 12 | 3 | 2 | 14 | 4.24 |



CHELAN PUD IMAGE

Next, please choose whether you agree or disagree with the following statements about the PUD. Please use a scale of one to five, where one is "strongly disagree" and five is "strongly agree."

| ROTATE ALL | | TOTAL AGREE | TOTAL DISAG | 5 Str Agree | 4 | 3 | 2 | 1 Str Dis | DK/REF | Mean |
|------------|--|-------------|-------------|----------------|----|---|---|--------------|--------|------|
| 14. | Chelan PUD is a utility you can trust | 91% | 1% | 72 | 19 | 5 | 1 | * | 2 | 4.66 |
| 15. | Chelan PUD is a good corporate citizen | 84% | 2% | 65 | 19 | 6 | 1 | 1 | 8 | 4.60 |
| 16. | Chelan PUD is a good environmental steward of the county's natural resources | 81% | 2% | 61 | 19 | 8 | 1 | 1 | 10 | 4.54 |
| 17. | Chelan PUD is well managed | 78% | 2% | 56 | 22 | 9 | 1 | 1 | 12 | 4.48 |

CHELAN PUD & ITS CUSTOMERS

Please evaluate the following statements about Chelan County PUD using a scale of one to five, where one means "falls short of your expectations" and five means "exceeds your expectations."

| ROTATE ALL | | TOTAL EXCEEDS/ MEETS | TOTAL FALLS SHORT | 5 Exceeds | 4 | 3 | 2 | 1 Short | DK/REF | Mean |
|------------|--|----------------------|-------------------|--------------|----|---|---|------------|--------|------|
| 18. | Chelan PUD treats me as an individual and with respect | 88% | 1% | 67 | 20 | 7 | 1 | - | 4 | 4.62 |
| 19. | Chelan PUD is responsive to customer needs | 87% | 2% | 66 | 21 | 6 | 2 | * | 5 | 4.58 |
| 20. | Chelan PUD employees are experienced, knowledgeable, and proactive | 84% | 1% | 59 | 25 | 7 | 1 | * | 7 | 4.53 |

INTERACTING WITH THE PUD

21. In the coming years, Chelan PUD will be able to offer more ways for customers to access their PUD accounts and interact with the utility, either by PC or mobile device. Which of the following tools and resources would you be most likely to use?

| | |
|--|-----|
| Online bill payment | 71% |
| Text, email, and voicemail alerts for due bills, outages, planned maintenance, and emergencies..... | 66 |
| Charts and dashboards showing your consumption history, weather, and other energy data (online and/or through a PUD app) | 57 |
| Online outage center and map | 54 |
| Online access to conservation programs and tips based on your home's energy usage..... | 49 |
| -- | |
| DK/NA/REFUSED..... | 8 |



22. Finally, briefly and in your own words, please let us know if there's anything else on your mind that you would like to communicate to Chelan PUD staff.

| | |
|---|-----|
| Satisfied with service | 22% |
| Need to keep rates low | 3 |
| Expand fiber optics | 2 |
| Need help making necessary home improvements for power..... | 2 |
| Prefer non-digital communications | 1 |
| Need convenient payment center..... | 1 |
| Share more data with customers..... | 1 |
| Address outages | 1 |
| More diverse hiring | 1 |
| Improve website..... | * |
| -- | |
| No/nothing | 59 |
| Other | 5 |
| Don't know..... | 2 |
| Refuse | 1 |

DEMOGRAPHICS

There are just a few questions left for statistical purposes.

23. What is the highest level of education you have fully completed?

| | |
|--|-----|
| Some high school or less | 14% |
| High school graduate or GED | 26 |
| Some college or an Associates degree | 31 |
| Bachelors degree..... | 16 |
| Postgraduate or advanced degree | 11 |
| -- | |
| DK/NA/REFUSED..... | 2 |

24. Do you rent or own your home in Chelan County?

| | |
|--------------------|-----|
| Rent..... | 29% |
| Own..... | 68 |
| -- | |
| DK/NA/REFUSED..... | 3 |

25. Are you a full-time resident of Chelan County or do you only live in Chelan County for part of the year? **(IF PART-TIME)** On average, how many months per year do you live in Chelan County?

| | |
|--|-----|
| Full time..... | 76% |
| Part time (more than 6 months per year)..... | 5 |
| Part time (4-6 months per year) | 7 |
| Part time (1-3 months per year) | 7 |
| Part time (less than one month per year) | 3 |
| -- | |
| DK/NA/REFUSED..... | 3 |

26. How long have you lived in Chelan County? **(IF PART-TIME RESIDENT)** How long have you owned a home in Chelan County?

| | |
|------------------------|----|
| Less than a year | 3% |
| 1-4 years..... | 12 |
| 5-9 years..... | 11 |
| 10-19 years..... | 19 |
| 20-29 years..... | 19 |
| 30 years or more..... | 32 |
| -- | |
| DK/NA/REFUSED..... | 3 |

That completes our survey. Thank you VERY MUCH for your time.



| | | |
|-----|-------------------|-----|
| 27. | CITY | |
| | Wenatchee | 47% |
| | Chelan | 9 |
| | Cashmere | 8 |
| | Leavenworth | 7 |
| | Manson | 6 |
| | Malaga | 2 |
| | Entiat | 2 |
| | Peshastin | 3 |
| 28. | AVERAGE BILL | |
| | <\$50 | 41% |
| | \$50-\$74 | 33 |
| | \$75+ | 58 |
| 29. | MODE | |
| | Landline | 24% |
| | Cell | 58 |
| | Web | 19 |