



2012 Electric Utility Residential Customer Satisfaction StudySM

STUDY OVERVIEW

July 2012

Energy Practice

Background

The *J.D. Power and Associates 2012 Electric Utility Residential Customer Satisfaction Study* measures customers' satisfaction with their electric utility company. This is the 14th year this study has been conducted.

For the fourth year, surveys have been conducted in four fielding periods:

- July 2011 – August 2011
- October 2011 – November 2011
- January 2012 – February 2012
- April 2012 – May 2012

Key Study Objectives

The 2012 Electric Utility Residential Customer Satisfaction Study consists of five main objectives:

- To quantify the factors that drive overall satisfaction for residential customers.
- To analyze the relative performance of the major electric utility companies in the U.S. in terms of how well they satisfy their residential customers.
- To capture a nationwide footprint of electric utility performance by including as many utilities as possible.
- To provide actionable information by developing insights about the needs of consumers.
- To compare previous results to this year's performance.

As consumer demand within the marketplace evolves, this study will capture and report the most important and useful information to the electric industry.

Study Methodology Overview

This year's study ranks 126 Large and Midsize electric utilities in the United States based on the brand name promoted to the customer. All utilities that report having more than 125,000 residential customers are included in the study.

Four different online panels were used to provide sample for the interviews. The panel vendors include Opinionology, Research Now, Survey Sampling International and USamp.

The overall customer satisfaction experience of residential customers is measured using 40 satisfaction attributes within six factors. The six factors are: Power Quality & Reliability; Price; Billing & Payment; Corporate Citizenship; Communications; and Customer Service.

A total of 104,237 online interviews with electric utility residential customers were conducted, with a median length of the interviews at approximately 16 minutes.

Respondents are weighted to reflect the experiences of over 93 million residential customers served by the 126 electric utilities ranked in the study.

The results for the industry are reported in eight segments based on size and geography.

- The Large utility segment includes brands which serve 500,000 or more residential customers.
- Midsize utilities serve between 125,000 and 499,999 residential customers.
- The four geographic regions remain the same as in prior years: East, Midwest, South and West.

CSI Methodology

INDEX

While this study covers many areas of consumers' experiences with their electric utility companies, an overall index of critical satisfaction factors is constructed to simplify the review of the information. This Customer Satisfaction Index (CSI) provides a single objective measure by which electric utility companies can analyze their residential customers' satisfaction relative to the competition.

A total of 40 attributes are used to obtain the overall index and factors for residential electric service. The grouping of these attributes into six factors is confirmed using factor analysis. The relative importance associated with each of the 40 attributes and six factors is determined using regression analysis. Together they represent a balanced synthesis of the overall residential customer experience.

The *2012 Electric Utility Residential Customer Satisfaction Index* is comprised of six related factors: These factors are as follows:

- Power Quality & Reliability
- Price
- Billing & Payment
- Corporate Citizenship
- Communications
- Customer Service

RESPONSE WEIGHTING: The traditional research approach of assigning values to individual responses within a question is used in the initial weighting stage of the index. Rating scales are assigned positive values for each point. This study employs a ten-point scale ranging from Unacceptable to Outstanding with the following values:



RELATIVE QUESTION WEIGHTING: Once values are assigned to responses within a question, the relative correlation of each question is determined using factor analysis. Due to the hierarchical structure of the questionnaire, the factor analysis is used to simply confirm that the grouping of the original attributes is appropriate.

Sometimes not all attributes are included in this type of analysis. Attributes may be excluded from the factor analysis procedure for one or more of the following reasons:

- The question yields a low level of responses. Thus, the sample size is not large enough to impact customer satisfaction.
- The question shows no significant variation across utilities.
- The question bears little or no relationship to the other attributes.

No attributes are dropped and, as mentioned above, the *2012 Electric Utility Residential Customer Satisfaction Study* includes 40 evaluation attributes in the index model.

FACTOR WEIGHTING: Since one factor may have a larger or smaller relationship to overall satisfaction than the other factors, weights for each of the six factors are calculated using regression analysis. This regression analysis uses the six sub-OSAT (questions 24, 38, 50, 88, 98, and 113) as independent variables and the overall satisfaction (question 114) as the dependent variable. The magnitude of the weights for each factor is as follows:

<u>Factors</u>	<u>Relative Impact</u>
Power Quality & Reliability	27%
Price	22%
Billing & Payment	19%
Corporate Citizenship	13%
Communications	13%
Customer Service	6%
	100%

The index score for each factor is calculated based on the weights for each attribute within each of the six factors, and the mean evaluation of each attribute. By using indexed data, priorities may be easily set to exploit positive areas and eliminate weaknesses relative to the competition.

As with last year's study, the implementation of the 50% or greater rule is applied with regard to missing data. That is, all respondents must provide responses for 50% or more of all applicable attributes to be included in the study.

VENDOR WEIGHTING: The sample for the Syndicated Residential Electric study is provided by using three well-respected online panels: Opinionology; Research Now; and Survey Sampling International. The sample from each panel is pulled to match state-level head of household Census. The panel mix within brand is managed during sampling to maintain a constant panel provider mix across brands. The sample is then weighted to ensure the panel mix across brands is constant and the brand market share is reflective of the markets services. The following are the weights by panel:

- Research Now 37%
- Opinionology 28%
- Survey Sampling International 22%
- USamp 13%

ATTRIBUTE WEIGHTING: Since one attribute may have a larger or smaller relationship to a factor than the other attributes, a second regression analysis is used to determine the relative impact of each attribute within the six factors. In this case, each attribute within a factor is defined as an independent variable, and the sub-OSAT question is the dependent variable.

Factors/Attributes	Relative Impact
Power Quality & Reliability	27%
PQRA6 Supply electricity during very hot/cold temperatures	22%
PQRA4 Promptly restore power after an outage	19%
PQRA2 Avoid brief interruptions of 5 minutes or less	17%
PQRA1 Provide quality electric power	17%
PQRA3 Avoid lengthy outages of more than 5 minutes	13%
PQRA5 Keep you informed about an outage	12%
Price	22%
PA5 Total monthly cost of your electric service	33%
PA4 Effort to help you manage your monthly usage	19%
PA2 Ease of understanding your pricing options	17%
PA3 Fairness of pricing	17%
PA1 Availability of pricing options that meet your needs	14%
Billing & Payment	29%
Q27 Amount of time given to pay your bill	26%
Q28 Variety of methods to pay your bill	26%
Q25 Usefulness of information on your bill	18%
Q26 Ease of finding the exact amount to pay	15%
Ease of finding the payment due date	15%
Corporate Citizenship	13%
CCA3 Involvement in local charities and civic organizations	31%
CCA2 Efforts to develop energy supply plans for the future	24%
CCA1 Actions to take care of the environment	23%
CCA5 Variety of energy efficiency programs offered	22%

Factors/Attributes (continued)		Relative Impact
Communications		13%
	Efforts to communicate changes that might affect your account/service	21%
COMA5	Keeping you informed about keeping costs low	21%
COMA1	Communicating how to be safe around electricity	20%
COMA4	Usefulness of suggestions on ways to reduce your monthly income	20%
COMA2	Creating messages that get your attention	18%
COMA3		
Customer Service		6%
ATRS Only		
CSA4	Timeliness of resolving problem, question, or request	38%
CSA2	Ease of understanding the phone menu instructions	21%
CSA1	Ease of navigating the phone menu prompts	21%
CSA3	Clarity of the information provided	20%
ATRS & Rep		
CSA7	Courtesy of the representative	22%
CSA10	Timeliness of resolving problem/question/request	22%
CSA6	Promptness in speaking to a person	18%
CSA9	Representative's concern for your needs	14%
CSA5	Ease of navigating through the phone system	12%
CSA8	Knowledge of the representative	12%
Web Only		
CSA15	Timeliness of resolving your problem/question/request	35%
CSA12	Appearance of the website	23%
CSA13	Clarity of information provided	19%
CSA14	Ease of navigating the website	19%
CSA16	Helpfulness of email representative	4%

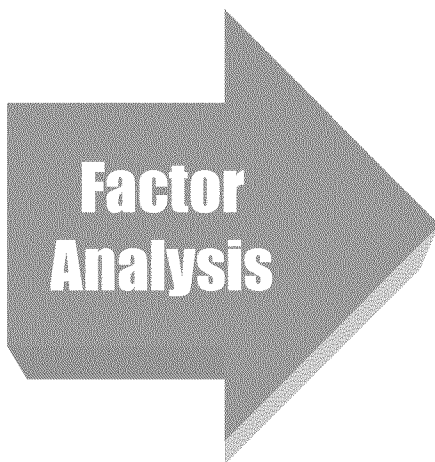
CUSTOMER SERVICE: Three modes of customer service contacts are included in this model. A unique set of attributes applies to each mode. Respondents are allowed to rate both call and online modes of contact this year, based on their customer service interactions with their utility. Respondents are asked to rate only one mode of call contact based on how their most recent call contact was handled.

J.D. Power and Associates utilizes a three-step process to measure customer satisfaction.



Step One

Factor Analysis: Confirms that the groupings of attributes within the questionnaire are appropriate.



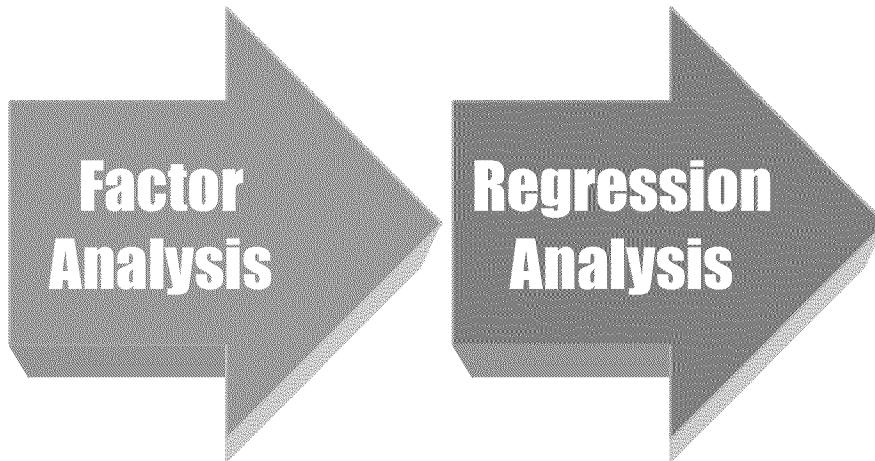
Attributes (questions) are asked in a hierarchical structure, with each group of related attributes anchored by an overall satisfaction question (sub-OSAT) for the factor.

Factor analysis is used to confirm that all of the attributes group together as expected. The results of the factor analysis are completely in line with the initial groupings.

Identifies unique satisfaction attributes and eliminates non-discriminating attributes

Step Two

Regression Analysis: Identifies the strength of the relationships between attributes and the sub-OSAT question of each factor.



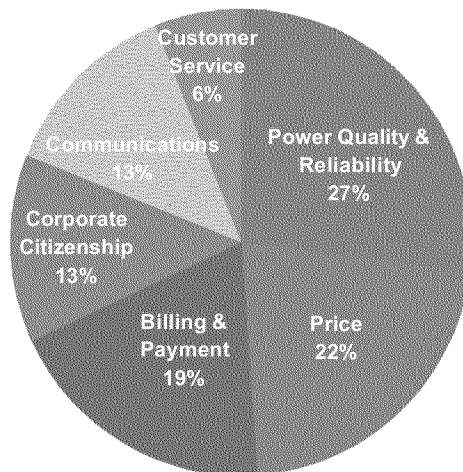
Identifies unique satisfaction attributes and eliminates non-discriminating attributes

Identifies implied importance based on regression weights of each unique attribute

The 2012 *Electric Utility Residential Customer Satisfaction Study* uses the same index model as 2009. Power Quality & Reliability, Price, and Billing & Payment have the most impact on the overall satisfaction of residential customers.

Residential Customer Satisfaction Component Weights

Index Model



Step Three

Index Scores: Satisfaction index scores for each utility are derived using the weights established in the regression analysis and the mean ratings from customers.



Identifies unique satisfaction attributes and eliminates non-discriminating

Identifies implied importance based on regression weights of each unique attribute

Index scores are based on customers' mean ratings and regression weights

Questionnaire

INTRODUCTION

S1. What is your zip code at your primary residence? DO NOT ALLOW ZIP + 4
CAPTURE 5 DIGIT ZIP CODE _____

S2. Just to confirm, your zip code is [RESPONDENT ZIP CODE], correct?

- 01 Yes
- 00 No

S3. Is your electric utility...

INSERT ICON(S) HERE BASED ON 5 DIGIT ZIP

S4. ON BOTTOM HALF OF SCREEN *Or is it...*

INSERT NAMES HERE BASED ON 3 DIGIT ZIP | IF UTILITY IS INCLUDED IN THE STUDY, ALPHA ORDER ON TOP OF LIST | ADD "OTHER" PUNCH TO BOTTOM OF LIST

IF RESPONDENT SELECTS A UTILITY NOT INCLUDED IN THE STUDY, OR "OTHER", THANK AND TERMINATE

S5. Do you or someone in your immediate family work for an electric utility?

- 01 Yes THANK AND TERMINATE
- 00 No
- 99 Don't know

S6. Do you own or rent your home?

- 01 Own SKIP TO NEXT SECTION
- 02 Rent
- 03 Neither SKIP TO NEXT SECTION

S7. Is your electric bill included in the rent?

- 01 Yes THANK AND TERMINATE
- 00 No

[RANDOMIZE SECTIONS 1-6]

SECTION 1: BILLING AND PAYMENT

BP1. How do you usually pay your monthly electric bill?

- 01 By mail
- 02 By telephone
- 03 Automatically deducted from checking / savings account
- 04 At [S3/S4 RESPONSE]'s website
- 05 Through your bank's online bill payment
- 06 Recurring credit card payment
- 07 ATM / Pay station
- 08 Pay in person
- 09 Pre-paid program (establish a balance with the utility before using electricity)
- 97 Other
- 99 Don't know

IF BP1=4 OR 6, ASK BP2. ALL OTHERS SKIP TO BP3.

BP2. Are you charged a fee to process your payment with this method?

- 01 Yes
- 00 No

BP3. Which bill payment option would you prefer to use to pay your electric utility bill?

- 01 By mail
- 02 By telephone
- 03 Automatically deducted from checking / savings account
- 04 At [S3/S4 RESPONSE]'s website
- 05 Through your bank's online bill payment
- 06 Recurring credit card payment
- 07 ATM / Pay station
- 08 Pay in person
- 09 Pre-paid program (establish a balance with the utility before using electricity)
- 97 Other
- 99 Don't know

BP4. What type of bill statement do you receive from [S3/S4 RESPONSE]?

- 01 Paper statement by mail
- 02 Emailed electronic statement
- 03 Both paper by mail and emailed electronically
- 04 Go online to review or download statement
- 99 Don't know

BP5. Do you have an online account set up on [S3/S4 RESPONSE]'s website?

- 01 Yes
- 00 No

BP6. Are you on a Budget Billing plan? (On a Budget Billing plan you pay the same amount every month regardless of usage with the difference settled at the end of the year.)

- 01 Yes
- 00 No
- 99 Don't know

BP7. Have you chosen your own date for when your monthly electric bill is due?

- 01 Yes
- 00 No

BP8. In the past 3 months, how many of your bill statements have been based on an estimated meter reading?

RECORD Min / Max Accepted 1-3

- 00 None
- 99 Don't know

BP9. In the past 3 months, how many billing statements have contained errors?

RECORD Min / Max Accepted 1-3

- 00 None

IF QBP9=0, SKIP TO QBP12

BP10. What errors did you encounter? MARK ALL THAT APPLY

- 0-1 Charged wrong amount
- 0-1 Bill statement arrived late / Did not get bill statement
- 0-1 Name misspelled
- 0-1 Address incorrect
- 0-1 Wrong price plan
- 0-1 Kilowatt-hour usage wrong
- 0-1 Other (Specify) _____

BP11. Were the billing problems resolved in a timely manner?

- 01 Yes
- 00 No

BP12. How is your meter read?

- 01 In person
- 02 Remotely
- 03 Self-reported
- 99 Don't know

BP13. Does your bill contain graphs or pictures that illustrate your electric consumption over time?

- 01 Yes
- 00 No
- 99 Don't know

Thinking about the bill statement you receive from [S3/S4 RESPONSE], how would you rate the... RANDOMIZE

BPA1-BPA5

- | | |
|--|-----------------------------|
| BPA1. Ease of finding the exact amount to pay | 1-10 (CAPTURE NUMBER) 99 NA |
| BPA2. Amount of time given to pay your bill | 1-10 (CAPTURE NUMBER) 99 NA |
| BPA3. Variety of methods to pay your bill | 1-10 (CAPTURE NUMBER) 99 NA |
| BPA4. Ease of finding the payment due date | 1-10 (CAPTURE NUMBER) 99 NA |
| BPA5. Usefulness of information on your bill
(e.g., usage, demand, energy charges) | 1-10 (CAPTURE NUMBER) 99 NA |

BPA6. Overall billing and payment experience

- 1-10 (CAPTURE NUMBER)

SECTION 2: PRICE

P1. Have you recently heard or read anything about potential rate INCREASES by [S3/S4 RESPONSE]?

- 01 Yes
- 00 No

P2. Have you recently heard or read anything about potential rate DECREASES by [S3/S4 RESPONSE]?

- 01 Yes
- 00 No

P3. Does the bill statement you receive from [S3/S4 RESPONSE] include electricity only, or does it also include other services such as gas or water?

- 01 Electricity only
- 02 Electricity plus other services
- 99 Don't know

IF S3/S4=CENTRAL HUDSON, LADWP, LIPA, SEATTLE CITY LIGHT, SNOHOMISH OR TACOMA POWER, ASK P4. ALL OTHERS AUTO-POPULATE P4 WITH PUNCH 01.

P4. How often do you receive a bill statement from [S3/S4 RESPONSE]?

- 01 Every month
- 02 Every other month
- 99 Don't know

P5. Thinking only about the amount you pay for your electricity, how much was your most recent electric bill? (Round to the nearest whole dollar)

[IF P4 2, SHOW THIS RANGE]

RECORD \$__(0001-1000)_____ example: \$.00

9999 Don't know

[IF P4=2, SHOW THIS RANGE]

RECORD \$__(0001-2000)_____ example: \$.00

9999 Don't know

STORE VARIABLE IN DATA: IF P4=1 or 99, KEEP ENTERED VALUE | IF P4=2, DIVIDE VALUE BY 2

P6. What electric rate plan do you have?

- 01 General service rate
- 02 Time of day rate
- 03 Electric heat or heat pump rate
- 04 Real-time (hourly) rate
- 05 Fixed / guaranteed bill amount
- 06 Green rate (wind, solar, etc.)
- 97 Other rate program
- 99 Don't know

IF P6=6 ASK P7 | ALL OTHERS SKIP TO P8

P7. What type of green rate do you have?

- 01 100% Green
- 02 A blend of green and conventional electricity
- 03 We purchase incremental blocks of green power **SKIP TO P9**

IF P7=3, AUTO-POPULATE P8=1 | IF P7=1 OR 2, ASK P8

P8. As an option, have you purchased any incremental blocks of green power from [S3/S4 RESPONSE]?

- 01 Yes
- 00 No
- 99 Don't know

P9. Does your plan include a Load Cycling / Interruptible rate? (e.g. air conditioning cycling)

- 01 Yes
- 00 No
- 99 Don't know

Thinking of your electric service only, how would you rate the ... RANDOMIZE PA1-PA5

- | | |
|--|-----------------------------|
| PA1. Availability of pricing options that meet your needs | 1-10 (CAPTURE NUMBER) 99 NA |
| PA2. Ease of understanding your pricing options | 1-10 (CAPTURE NUMBER) 99 NA |
| PA3. Fairness of pricing | 1-10 (CAPTURE NUMBER) 99 NA |
| PA4. Effort of your utility company to help you manage your monthly usage | 1-10 (CAPTURE NUMBER) 99 NA |
| PA5. Total monthly cost of your electric service | 1-10 (CAPTURE NUMBER) 99 NA |

PA6. Overall price paid for the electric service you receive

1-10 (CAPTURE NUMBER)

SECTION 3: POWER QUALITY AND RELIABILITY

PQR1. In the past 3 months, how many brief interruptions of 5 minutes or less have you experienced at your home?

RECORD Min / Max Accepted 0-98
999 Don't know

PQR2. In the past 3 months, how many lengthy outages of more than 5 minutes have you experienced at your home?

RECORD Min / Max Accepted 0-98
999 Don't know

IF RESPONDENT ANSWERS "0" OR "999" TO PQR1 AND PQR2, SKIP TO PQRA1 | IF PQR2=1+, PQR3>5 MINUTES | IF PQR2=0 OR 999 AND PQR1=1+, PQR3≤5 MINUTES

PQR3. In the past 3 months, what was the longest time the power to your home was out? Please express the outage duration in total minutes or total hours or total days.

RECORD Min / Max Accepted 1-60 Minutes, 1-24 Hours, 1-30 Days Minutes Hours Days
99999 Don't know

PQR4. What was the cause of this longest outage?

- 01 Hurricane
- 02 Ice or snow storm
- 03 Thunderstorm
- 04 Other weather related
- 05 Household equipment failure
- 06 Scheduled utility work
- 07 Utility equipment failure
- 08 Auto accident
- 97 Other
- 99 Don't know

PQR5. Which sources did you rely on to get information about your most recent outage? MARK ALL THAT APPLY

- 0-1 Radio / TV
- 0-1 Online at utility website
- 0-1 Called the utility
- 0-1 Nearby neighbor
- 0-1 Utility work crew
- 0-1 Utility's own social media site (e.g. Facebook, Twitter, etc.)
- 0-1 Mobile / Smartphone application
- 0-1 Utility communicated via email / text
- 0-1 Other
- 0-1 None – we did not get any outage information SR
- 0-1 Don't know SR

PQR6. Did [S3/S4 RESPONSE] ever inform you that they have outage maps, which display outage locations, available on their website?

- 01 Yes
- 00 No

PQR7. In the past 3 months, have you viewed an outage map on [S3/S4 RESPONSE]'s website?

- 01 Yes
- 00 No SKIP TO PQRA1

PQR8. How would you rate the outage map on the effectiveness of displaying outage information?

1-10 (CAPTURE NUMBER) 99 NA

How would you rate the effectiveness of [S3/S4 RESPONSE] to... RANDOMIZE PQRA1-PQRA6

- | | |
|---|-----------------------------|
| PQRA1. Provide quality electric power in terms of being free from spikes, drops, or surges | 1-10 (CAPTURE NUMBER) 99 NA |
| PQRA2. Avoid brief interruptions of 5 minutes or less | 1-10 (CAPTURE NUMBER) 99 NA |
| PQRA3. Avoid lengthy outages of more than 5 minutes | 1-10 (CAPTURE NUMBER) 99 NA |
| PQRA4. Promptly restore power after an outage | 1-10 (CAPTURE NUMBER) 99 NA |
| PQRA5. Keep you informed about an outage | 1-10 (CAPTURE NUMBER) 99 NA |
| PQRA6. Supply electricity during very hot or very cold temperatures | 1-10 (CAPTURE NUMBER) 99 NA |

PQRA7. Overall power quality and reliability

1-10 (CAPTURE NUMBER)

SECTION 4: CUSTOMER SERVICE

In the past 3 months, how many times, if any, did you contact [S3/S4 RESPONSE] using the methods below?

CS1. RECORD Max/Min Accepted 1-98 Phone

00 None

CS2. RECORD Max/Min Accepted 1-98 Online (visit website / email)

00 None

IF CS1 AND CS2=0, SKIP TO NEXT SECTION | IF CS1=0 AND CS2=1 OR MORE, SKIP TO CS15

CS3. What type of phone did you use to contact your utility on this most-recent call?

- 01 Traditional landline telephone
- 02 Traditional mobile (cell) phone
- 03 Smartphone or PDA

CS4. What was the primary reason for your most recent call?

- 01 Report or follow-up on an outage
- 02 Report utility damage (wire down, street light out, etc.)
- 03 General billing question (verify payment received, due date, balance due)
- 04 High bill complaint
- 05 Pay your bill
- 06 Account management (turn on / turn off service, change contact information)
- 07 Meter reading error or other meter questions / issues
- 08 Make extended payment arrangements
- 09 Energy efficiency and conservation (rebates, financing, tips to use less electricity)
- 97 Other
- 99 Don't know

CS5. Did you first attempt to resolve your question/answer your problem by visiting [S3/S4 RESPONSE]'s website before calling customer service?

- 01 Yes
- 00 No
- 99 Don't know

CS6. How was this most recent call handled?

- 01 Completely handled using the automated telephone system
- 02 Used the phone system first, then talked to a representative
- 03 Spoke directly to a representative SKIP TO CS8
- 99 Don't know IF CS2=1 OR MORE, SKIP TO CS15 | IF CS2=0, SKIP TO NEXT SECTION

CS7. How many menu choices did you have to utilize to get the information you needed (to answer your question or to solve your problem)?

RECORD Max/Min Accepted 1-25

99 Don't know

IF CS6=1, SKIP TO CS13

CS8. On your most recent telephone call to [S3/S4 RESPONSE], approximately how long were you on hold waiting to speak with someone?

RECORD Max/Min accepted 1-60 Seconds or 1-60 Minutes Seconds Minutes

- 00 Never had to wait on hold SKIP TO CS11
- 9999 Don't know

CS9. Were you provided an estimated hold time?

- 01 Yes
- 00 No
- 99 Don't know

IF CS9=0 OR 99, SKIP TO CS11

CS10. Was your hold time shorter, longer, or on time as promised by [S3/S4 RESPONSE]?

- 01 Shorter
- 02 On time
- 03 Longer

CS11. During this most recent contact, how many times were you transferred or referred to another person?

- RECORD Max/Min accepted 0-10
- 99 Don't know

CS12. Did the representative have all of your account information available?

- 01 Yes
- 00 No
- 99 Don't know

CS13. From the time you started your call, how long did it take to complete the call?

- RECORD Max/Min Accepted 1-60 Minutes or 1-24 Hours Minutes Hours
- 9999 Don't know

CS14. Regarding your most recent phone customer service experience, how many contacts did it take to answer your question or resolve your problem?

- 01 Answered / resolved on first contact
- 02 Answered / resolved on second contact
- 03 Required three or four contacts
- 04 Required five or more contacts
- 05 Still unresolved
- 99 Don't know

IF CS6=2 SKIP TO CSA5 | IF CS6=3 SKIP TO CSA6

How would you rate the automated telephone response system on the... RANDOMIZE CSA1-CSA4

- CSA1.** Ease of navigating the phone menu prompts 1-10 (CAPTURE NUMBER) 99 NA
- CSA2.** Ease of understanding the phone menu instructions 1-10 (CAPTURE NUMBER) 99 NA
- CSA3.** Clarity of the information provided 1-10 (CAPTURE NUMBER) 99 NA
- CSA4.** Timeliness of resolving your problem, question, or request 1-10 (CAPTURE NUMBER) 99 NA

AFTER CSA4 SKIP TO CSA11

How would you rate the representative on... RANDOMIZE CSA5-CSA10

ONLY ASK CSA5 IF CS6=2. IF CS6=2, ANCHOR CSA5 AT TOP AND RANDOMIZE CSA6-CSA10

- CSA5.** Ease of navigating through the phone system 1-10 (CAPTURE NUMBER) 99 NA
- CSA6.** Promptness in speaking to a person 1-10 (CAPTURE NUMBER) 99 NA
- CSA7.** Courtesy of the representative 1-10 (CAPTURE NUMBER) 99 NA
- CSA8.** Knowledge of the representative 1-10 (CAPTURE NUMBER) 99 NA
- CSA9.** Representative's concern for your needs 1-10 (CAPTURE NUMBER) 99 NA
- CSA10.** Timeliness of resolving your problem, question, or request 1-10 (CAPTURE NUMBER) 99 NA

CSA11. Overall phone customer service experience

1-10 (CAPTURE NUMBER)

IF CS2=0 AUTO-POPULATE CSA18 WITH CSA11 RESPONSE, THEN SKIP TO NEXT SECTION

The following section asks about your most recent online customer contact experience with [S3/S4 RESPONSE].

CS15. What type of device did you use to visit your utility's website or send an e-mail?

- 01 Computer (Desktop or laptop)
- 02 Smartphone or PDA
- 03 Tablet (e.g. iPad, Xoom, Nook, etc.)

CS16. On your most recent online contact with [S3/S4 RESPONSE], did you...

- 01 Visit [S3/S4 RESPONSE]'s website
- 02 Email [S3/S4 RESPONSE] without going to their website
- 03 Visit [S3/S4 RESPONSE]'s website to send an email

ONLY ASK CS17 IF CS1=1 OR MORE AND CS16=1 OR 3

CS17. Were you referred to [S3/S4 RESPONSE]'s website by a phone customer care representative for further information to resolve your problem or answer your question?

- 01 Yes
- 00 No
- 99 Don't know

CS18. What was the primary reason for your most recent online contact?

- 01 Report or follow-up on an outage
- 02 Report utility damage (wire down, street light out, etc.)
- 03 General billing question (verify payment received, due date, balance due)
- 04 High bill complaint
- 05 Pay your bill
- 06 Account management (turn on / turn off service, change contact information)
- 07 Meter reading error or other meter questions / issues
- 08 Make extended payment arrangements
- 09 Energy efficiency and conservation (rebates, financing, tips to use less electricity)
- 10 General information about utility
- 11 View account information
- 12 Setup online account
- 97 Other
- 99 Don't know

IF CS18=5 ASK CS19

CS19. How did you pay your bill online?

- 01 Within the utility website
- 02 Redirected to a 3rd party payment website
- 99 Don't know

IF CS16=2, SKIP TO CS22

CS20. How many Web pages did you need to access in order to find your desired information?

RECORD Max/Min Accepted 1-30

- 99 Don't know

IF CS16=3, SKIP TO CS22

CS21. From the time you started your online interaction, how long did it take to complete your online interaction?

RECORD Max/Min Accepted 1-60 Minutes or 1-72 Hours Minutes Hours
9999 Don't know

IF CS16=1, SKIP TO CS26

CS22. Did you receive a confirmation email that your email was received?

01 Yes
00 No
99 Don't know

CS23. After emailing your utility, was your question answered or problem resolved?

01 Yes
00 No
99 Don't know

CS24. Regarding your most recent email contact, how many emails did you send and receive before your question was answered or your problem resolved?

RECORD Max/Min Accepted 1-20 Number of outgoing emails

RECORD Max/Min Accepted 0-20 Number of incoming emails

CS25. Did you eventually have to call customer service to answer the question or resolve the problem you emailed about?

01 Yes
00 No
99 Don't know

CS26. Regarding your most recent online customer service experience, how many contacts did it take to answer your question or resolve your problem?

01 Answered / resolved on first contact
02 Answered / resolved on second contact
03 Required three or four contacts
04 Required five or more contacts
05 Still unresolved
99 Don't know

Thinking of your most recent online contact with [S3/S4 RESPONSE], how would you rate the... RANDOMIZE

CSA12-CSA16

ASK CSA12-CSA15 IF CS16=1 | ASK CSA13, CSA15, CSA16 IF CS16=2 | ASK CSA12-CSA16 IF CS16=3

CSA12. Appearance of the website 1-10 (CAPTURE NUMBER) 99 NA

CSA13. Clarity of information provided 1-10 (CAPTURE NUMBER) 99 NA

CSA14. Ease of navigating the website 1-10 (CAPTURE NUMBER) 99 NA

CSA15. Timeliness of resolving your problem, question, or request 1-10 (CAPTURE NUMBER) 99 NA

CSA16. Helpfulness of email representative 1-10 (CAPTURE NUMBER) 99 NA

CSA17. Overall online customer service experience

1-10 (CAPTURE NUMBER)

IF RESPONDENT ANSWERED CSA11 AND DID NOT ANSWER CSA17, AUTO-POPULATE CSA18 WITH CSA11 RESPONSE | IF RESPONDENT DID NOT ANSWER CSA11 AND DID ANSWER CSA17, OR DID ANSWER CSA17 AND CS6=99, AUTO-POPULATE CSA18 WITH CSA17 RESPONSE

CSA18. Taking into consideration all aspects of your customer care experience, including both your phone and online experience, how would you rate your overall customer contact experience?

1-10 (CAPTURE NUMBER)

SECTION 5: CORPORATE CITIZENSHIP

CC1. Are you aware of any efforts your utility has made to improve their impact on the environment?

- 01 Yes
- 00 No

CC2. How familiar are you with energy efficiency or conservation programs from [S3/S4 RESPONSE] to help you with ways to use less electricity?

- 01 Not at all familiar
- 02 Not very familiar
- 03 Somewhat familiar
- 04 Very familiar

CC3. Are you aware of any donations or sponsorships your utility has made to support civic and charitable organizations in your area?

- 01 Yes
- 00 No

CC4. Have you seen any [S3/S4 RESPONSE] employees volunteering at events or working with organizations in your community?

- 01 Yes
- 00 No

How would you rate [S3/S4 RESPONSE] on... RANDOMIZE CCA1-CCA5

- | | |
|---|-----------------------------|
| CCA1. Actions to take care of the environment | 1-10 (CAPTURE NUMBER) 99 NA |
| CCA2. Efforts to develop energy supply plans for the future | 1-10 (CAPTURE NUMBER) 99 NA |
| CCA3. Involvement in local charities and civic organizations | 1-10 (CAPTURE NUMBER) 99 NA |
| CCA4. Business leadership in local communities | 1-10 (CAPTURE NUMBER) 99 NA |
| CCA5. Variety of energy efficiency programs offered | 1-10 (CAPTURE NUMBER) 99 NA |

CCA6. Overall corporate citizenship

1-10 (CAPTURE NUMBER)

SECTION 6: COMMUNICATIONS

RANDOMLY ROTATE THE UTILITY COMMUNICATION SECTION (COM1-COM4) AND THE MEDIA NEWS SECTION (COM5-COM9)

IF UTILITY COMMUNICATION SECTION IS ASKED FIRST:

The following section asks about communications from [S3/S4 RESPONSE]. Please keep in mind that this section only deals with communications from your utility, and not communications you may recall from other sources (e.g., media news stories).

IF UTILITY COMMUNICATION SECTION IS ASKED SECOND:

This next section asks about communications from [S3/S4 RESPONSE]. Please keep in mind that this section only deals with communications from your utility, and not communications you may recall from other sources (e.g., media news stories).

COM1. In the past 3 months, do you recall seeing, reading, or hearing any communications (e.g. bill insert, advertisement, email, direct mail, online, etc.) from [S3/S4 RESPONSE]?

- 01 Yes
- 00 No
- 99 Don't know

IF COM1=0 OR 99 AND COM1 ASKED BEFORE COM5, SKIP TO COM5. OTHERWISE, IF COM1=0 OR 99, SKIP TO COMA1.

COM2. How many times in the past 3 months?

RECORD Max/Min Accepted 1-98

COM3. Thinking about the communication(s) you recall from [S3/S4 RESPONSE], what was/were the message(s) about? MARK ALL THAT APPLY RANDOMIZE

- 0-1 Consumer safety around electricity
- 0-1 Energy conservation tips
- 0-1 Natural gas prices
- 0-1 Product or service offers
- 0-1 Reliability of electric delivery (always on)
- 0-1 Price or rate change (increase / decrease)
- 0-1 Company Image (our promise, what we stand for)
- 0-1 Energy efficiency rebates / financing
- 0-1 Power supply (plenty available)
- 0-1 Corporate citizenship (involvement in communities / sponsorships)
- 0-1 Customer service (telephone #s, payment options, etc.)
- 0-1 Deregulation / customer choice
- 0-1 Company information / news
- 0-1 Emergency preparedness
- 0-1 Environmental issues
- 0-1 Smart grid / smart meter technology
- 0-1 Renewable energy (wind, solar, etc.)
- 0-1 Electric system improvements
- 0-1 Other ANCHOR ON BOTTOM
- 0-1 Don't know SR, ANCHOR ON BOTTOM

COM4. Where did you see or hear this/these communication(s)? MARK ALL THAT APPLY RANDOMIZE

- 0-1 Television
- 0-1 Radio
- 0-1 Newspaper
- 0-1 Billboard
- 0-1 Magazine
- 0-1 Bill insert (non-newsletter)
- 0-1 Bill newsletter
- 0-1 Direct mail
- 0-1 Utility website
- 0-1 E-mail
- 0-1 Utility's own blog
- 0-1 Utility's own social media site (e.g., Facebook, Twitter, YouTube)
- 97 Other ANCHOR ON BOTTOM
- 99 Don't know SR, ANCHOR ON BOTTOM

IF MEDIA NEWS SECTION IS ASKED FIRST:

The following section deals with communications about your utility from the media. Please keep in mind that this section does not deal with communications you may recall from your utility.

IF MEDIA NEWS SECTION IS ASKED SECOND:

This next section deals with communications about your utility from the media. Please keep in mind that this section does not deal with communications you may recall from your utility.

COM5. In the past 3 months, do you recall seeing, reading, or hearing any news stories in the MEDIA about [S3/S4 RESPONSE]?

- 01 Yes
- 00 No
- 99 Don't know

IF COM5=0 or 99 AND COM5 ASKED BEFORE COM1, SKIP TO COM1.
OTHERWISE, IF COM5=0 OR 99, SKIP TO COMA1.

COM6. How many times in the past 3 months?

RECORD Max/Min Accepted 1-98

COM7. Overall, would you say the news story/stories was/were...

- 01 Mostly negative toward utility
- 02 Neutral
- 03 Mostly positive toward utility
- 99 Don't know

COM8. What was/were the topic(s) of the news story/stories? MARK ALL THAT APPLY RANDOMIZE

- 0-1 Electric rate or price change
- 0-1 Natural gas prices
- 0-1 Power reliability or outages
- 0-1 Environmental or pollution issue
- 0-1 Power generation supply
- 0-1 Transmission lines
- 0-1 Financial results
- 0-1 Energy conservation or efficiency
- 0-1 Community or charity event
- 0-1 Deregulation / customer choice
- 0-1 Emergency preparedness

- 0-1 Smart grid/smart meter technology
- 0-1 Local accident or emergency
- 0-1 Executive salaries / other executive news
- 0-1 Company news (merger, new facilities, etc.)
- 0-1 Other ANCHOR ON BOTTOM
- 0-1 Don't know SR, ANCHOR ON BOTTOM

COM9. Where did you see or hear this/these news story/stories? MARK ALL THAT APPLY RANDOMIZE

- 0-1 Television
- 0-1 Radio
- 0-1 Newspaper
- 0-1 Magazine
- 0-1 Online (e.g news websites, web portals – My Yahoo, igoogole etc)
- 0-1 Blog
- 0-1 Social media site (e.g., Facebook, Twitter)
- 0-1 Email
- 0-1 Other ANCHOR ON BOTTOM
- 0-1 Don't know SR, ANCHOR ON BOTTOM

How would you rate [S3/S4 RESPONSE] on... RANDOMIZE COMA1-COMA5

- COMA1.** Keeping you informed about what the utility is doing to keep overall energy costs low 1-10 (CAPTURE NUMBER) 99 NA
- COMA2.** Usefulness of suggestions on ways you can reduce your energy usage and lower your monthly bills 1-10 (CAPTURE NUMBER) 99 NA
- COMA3.** Creating messages that get your attention 1-10 (CAPTURE NUMBER) 99 NA
- COMA4.** Communicating how to be safe around electricity 1-10 (CAPTURE NUMBER) 99 NA
- COMA5.** Efforts to communicate changes that might affect your account or service 1-10 (CAPTURE NUMBER) 99 NA

COMA6. Overall communications

1-10 (CAPTURE NUMBER)

SECTION 7: OVERALL SATISFACTION

OS1. Taking into consideration all aspects of your utility service experience, please rate [S3/S4 RESPONSE] overall.

1-10 (CAPTURE NUMBER)

RUN 50% RULE, TERMINATE IF ≥50% OF ATTRIBUTE QUESTIONS ASKED HAVE "NA" RESPONSES

ASK OS2 IF RESPONSE TO OS1 IS 7 OR HIGHER

OS2. What does [S3/S4 RESPONSE] do well to earn your satisfaction?

00 No Comment

ASK OS3 IF RESPONSE TO OS1 IS 6 OR LOWER

OS3. What does [S3/S4 RESPONSE] need to improve most – besides price – to earn your satisfaction?

00 No Comment

SECTION 8: OUTAGE REPORTING

IF PQR4=1-99, OR CS4=1, OR CS18=1, ASK OR1 | ALL OTHERS SKIP TO NEXT SECTION

IF CS4=1 AND CS18 =1, AUTO-POPULATE OR1=2 | IF CS18=1 AND CS4 =1 AND CS16=1 OR 3, AUTO-POPULATE OR1=4 | IF CS18=1 AND CS4 =1 AND CS16=2, AUTO-POPULATE OR1=3 | IF CS4=1 AND CS18=1, ASK OR1 | ALL OTHER QUALIFYING RESPONDENTS CONTINUE TO OR1

Earlier you mentioned that you had experienced an outage in the past 3 months. Now we would like to find out more about your outage experience.

OR1. How did you make initial contact with [S3/S4 RESPONSE] about your most-recent outage?

- 01 We did not attempt to contact utility / utility did not contact us SKIP TO NEXT SECTION
- 02 We called the utility first
- 03 We emailed the utility first
- 04 We went to the utility website first
- 08 We used a mobile / smartphone application
- 05 Utility called us first
- 06 Utility emailed us first
- 07 Utility sent a text message first
- 99 Don't know SKIP TO OR10

OR2. What initial information did you receive about your outage? Did [S3/S4 RESPONSE] tell you... MARK ALL THAT APPLY

- 0-1 The time the interruption began
- 0-1 The cause of the outage
- 0-1 The number of customers impacted or area affected
- 0-1 How long it would be before my power was back on
- 0-1 That work crews had been dispatched to my area
- 0-1 When to call to get an update on your power restoration time
- 0-1 Other
- 0-1 None of the above SR
- 0-1 Don't know SR

OR3. What type of follow-up contact regarding updated outage information took place?

- 01 We did not attempt to re-contact the utility / utility did not re-contact us
- 02 We called the utility
- 03 We emailed the utility
- 04 We went to the utility website
- 08 We used a mobile / smartphone application
- 05 Utility called us
- 06 Utility emailed us
- 07 Utility sent us a text message
- 99 Don't know

IF OR3=1 OR 99 AND OR2_4=1, SKIP TO OR7 | IF OR3=1 OR 99 AND OR2_4=0, SKIP TO OR10

OR4. What additional information did you receive about your outage on this re-contact? Did [S3/S4 RESPONSE] tell you... MARK ALL THAT APPLY

- 0-1 Same information provided / no change in information SR
- 0-1 Update on the time the interruption began
- 0-1 Update on the cause of the outage
- 0-1 Update on the number of customers impacted or area affected
- 0-1 Update on how long it would be before our power was back on

- 0-1 Update on work crews, have been dispatched to our area
- 0-1 Update on when to call for power restoration time
- 0-1 Other
- 0-1 None of the above SR
- 0-1 Don't know SR

OR5. How long was it from the first contact you had regarding your outage, to the time you received a follow-up contact?

- RECORD Min / Max Accepted 1-60 Minutes, 1-24 Hours, 1-30 Days Minutes Hours Days
99999 Don't know

OR6. In total, how many contacts were made (either by you or your utility) regarding your recent outage?

- RECORD Max/Min Accepted 1-98
999 Don't know

ASK OR7-OR8 IF OR2_4=1 OR OR4_5=1

OR7. Was your power restored before, after, or on time as promised by [S3/S4 RESPONSE]?

- 01 Before
- 02 On time SKIP TO OR9
- 03 After

OR8. How close was the actual restoration compared to the provided estimation?

- RECORD Max/Min Accepted 1-60 Minutes or 1-48 Hours Minutes Hours
999 Don't know

OR9. Did you request a callback after power was restored to confirm if your power was back on?

- 01 Yes
- 00 No
- 99 Don't know

OR10. Did [S3/S4 RESPONSE] contact you after power was restored to confirm if your power was back on?

- 01 Yes
- 00 No SKIP TO NEXT SECTION
- 99 Don't know SKIP TO NEXT SECTION

OR11. How soon after your power was restored did you receive the follow-up phone call?

- RECORD Max/Min Accepted 1-60 Minutes or 1-48 Hours Minutes Hours
9999 Don't know

SECTION 9: ECONOMY

E1. Compared to a year ago, would you say you're financially...

- 01 Better off
- 02 About the same
- 03 Worse off
- 98 Prefer not to answer

E2. During the past 12 months, did you attempt to make special arrangements with [S3/S4 RESPONSE] to pay an overdue balance on your account?

- 01 Yes - we called them first
- 02 Yes - they called us first
- 03 No - but we do have an overdue balance with [S3/S4 RESPONSE] SKIP TO NEXT SECTION
- 04 No - we do not have an overdue balance with [S3/S4 RESPONSE] SKIP TO NEXT SECTION

E3. What did [S3/S4 RESPONSE] offer to do?

- 01 Nothing
- 02 Waive late payment fee
- 03 Set-up payment plan
- 04 Allow deferred payment (extended payment due date)
- 05 Reduce amount due
- 97 Other

SECTION 10: SMART GRID

ENV11. Please mark if you have participated in any of the following programs that [S3/S4 RESPONSE] may offer. MARK ALL THAT APPLY

- 0-1 Rebates for the purchase of new energy efficient major appliances
- 0-1 Old appliance recycling
- 0-1 Programmable thermostat installation
- 0-1 Home energy audit – conducted at your home
- 0-1 Home energy audit – conducted by mail or online
- 0-1 Compact fluorescent light bulbs – discounts, rebates or give-aways
- 0-1 Special discounted rate for electric-only vehicles (EV cars)
- 0-1 Other program (Specify) _____
- 0-1 Have not participated in any programs SR, ANCHOR ON BOTTOM

RANDOMLY ROTATE SG1-SG2

SG1. How familiar are you with the term “Smart Grid”?

- 01 Not at all familiar
- 02 Not very familiar
- 03 Somewhat familiar
- 04 Very familiar

SG2. How familiar are you with the term “Smart Meter”?

- 01 Not at all familiar
- 02 Not very familiar
- 03 Somewhat familiar
- 04 Very familiar

SG3. Are you aware of any efforts [S3/S4 RESPONSE] has made to implement Smart Grid or Smart Meter technologies?

- 01 Yes – Smart Grid
- 02 Yes – Smart Meters
- 03 Yes – Both Smart Grid and Smart Meters
- 04 Not aware of any efforts

IF SG3=4, AUTO-POPULATE SG4=0

SG4. Do you have a smart meter installed in your home?

- 01 Yes
- 00 No
- 99 Don't Know

IF SG4=0 OR 99, ASK SG5

SG5. Do you want a smart meter installed at your home?

- 01 Yes
- 00 No
- 99 Don't Know

IF SG4=1, ASK SG6

SG6. Did you want to have a smart meter installed at your home?

- 01 Yes
- 00 No
- 99 Don't Know

SECTION 11: CUSTOMER SERVICE PREFERENCES – ONLY ASKED IN WAVE 4

CP1. How would you prefer to contact your electric utility for BILLING, PRICE, PRODUCT, and OTHER GENERAL INFORMATION topics or issues? Please rank your preference from 1 to 6, where 1 is your most preferred and 6 is your least preferred method of contact.

- 01 Speak with a customer service representative
- 02 Have my question answered using the automated telephone response system
- 03 Chat online with a customer service representative
- 04 Use social media (such as Twitter or Facebook)
- 05 Utilize the utility website for information
- 06 Correspond via e-mail

CP2. How would you prefer to contact your electric utility for OUTAGE or OTHER EMERGENCY topics or issues? Please rank your preference from 1 to 6, where 1 is your most preferred and 6 is your least preferred method of contact.

- 01 Speak with a customer service representative
- 02 Have my question answered using the automated telephone response system
- 03 Chat online with a customer service representative
- 04 Use social media (such as Twitter or Facebook)
- 05 Utilize the utility website for information
- 06 Correspond via e-mail

CP3. In your opinion, should your electric utility's Customer Service representatives recommend utility products and services based upon the reason for your call?

- 01 Yes
- 00 No

CP4. Please mark the services you would like to use from an online account with your electric utility. MARK ALL THAT APPLY. ROTATE

- 0-1 Access my actual bills
- 0-1 Pay my bill
- 0-1 Free energy audits to suggest ways for you to use less energy
- 0-1 Apply for rebates or financing on new appliances
- 0-1 Access a list of utility approved contractors
- 0-1 Outage map in the event of an outage
- 0-1 E-mail utility representatives
- 0-1 Information, graphs, and past bills on my energy usage history
- 0-1 Local events and information in my community
- 0-1 Ability to calculate my carbon footprint
- 0-1 Online chat with a representative on service issues or other information
- 0-1 Sign-up to volunteer for local community sponsored or charity events
- 0-1 Access information on important energy topics (such as national trends, how gas is priced, etc.)

SECTION 13: IMAGE

The image and reputation of utility providers differ widely. We are interested in understanding what you **THINK** about [S3/S4 RESPONSE]. Please take a look at the pairs of statements below and select the button that best represents the degree to which one of the statements better describes that provider.

RANDOMLY ROTATE QUESTIONS IM1 THROUGH IM7. USE A 7 POINT SCALE (Example: Rude Friendly). DO NOT SHOW ANY SCALE TEXT.

- IM1. Rigid vs. Flexible
- IM2. Environmentally unconcerned vs. Environmentally responsible
- IM3. Conventional vs. Innovative
- IM4. Bottom line focused vs. Customer focused
- IM5. Rude vs. Friendly
- IM6. Expensive vs. Affordable
- IM7. Bad reputation vs. Good reputation ANCHOR ON BOTTOM

IM8. In the past 3 months, how many positive mentions have you made about [S3/S4 RESPONSE]?

RECORD Max/Min Accepted 0-98

999 Don't know

IM9. In the past 3 months, how many negative mentions have you made about [S3/S4 RESPONSE]?

RECORD Max/Min Accepted 0-98

999 Don't know

SECTION 14: DEMOGRAPHICS

D1. Which social media websites, if any, do you **CURRENTLY** use? MARK ALL THAT APPLY RANDOMIZE RESPONSES

- 0-1 Facebook
- 0-1 Myspace
- 0-1 Twitter
- 0-1 LinkedIn
- 0-1 Classmates
- 0-1 Flickr
- 0-1 YouTube
- 0-1 Other (Specify) _____ ANCHOR ON BOTTOM
- 0-1 None SR, ANCHOR ON BOTTOM

D2. What was the last year of school you completed?

- 01 8th grade or less
- 02 Some high school
- 03 High school graduate
- 04 Trade / technical school
- 05 Some college
- 06 4-year college degree
- 07 Some graduate courses
- 08 Advanced degree
- 98 Prefer not to answer

D3. In what year were you born?

Max/Min Accepted 1911-1993

9998 Prefer not to answer

D4. Which one of the following best describes your household's total annual income before taxes in 2011?

- 01 Under \$25,000
- 02 \$25,000-29,999
- 03 \$30,000-39,999
- 04 \$40,000-49,999
- 05 \$50,000-59,999
- 06 \$60,000-69,999
- 07 \$70,000-79,999
- 08 \$80,000-89,999
- 09 \$90,000-99,999
- 10 \$100,000-124,999
- 11 \$125,000-149,999
- 12 \$150,000-174,999
- 13 \$175,000-199,999
- 14 \$200,000-249,999
- 15 \$250,000-499,999
- 16 \$500,000 or more
- 98 Prefer not to answer

D5. Is your home a...

- 01 Single family home-attached/detached
- 02 Duplex, triplex, or townhouse
- 03 Condominium
- 04 Apartment
- 05 Mobile home
- 06 Boat, RV, van, etc
- 07 Co-op
- 97 Other (Specify): _____

IF D5=1 OR 2, ASK D10. ALL OTHERS SKIP TO D6

D10. Did you purchase your home from a new homebuilder within the last 12 months?

- 01 Yes
- 00 No

D6. Are you...MARK ALL THAT APPLY

- 0-1 White / Caucasian
- 0-1 Black / African American
- 0-1 Asian / Asian American
- 0-1 Latino / Hispanic
- 0-1 Native American
- 0-1 Other
- 0-1 Prefer not to answer

D7. Other than English, what languages are spoken in your household? MARK ALL THAT APPLY

- 0-1 None
- 0-1 Spanish
- 0-1 Other

D8. Are you...

- 01 Male
- 00 Female
- 98 Prefer not to answer

D9. Please enter the last four digits of your home phone number

RECORD Max/Min Accepted 0000-9999

CLOSING

That concludes our survey. J.D. Power and Associates thanks you for participating.

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