

CHUGACH ELECTRIC MEMBER SURVEY

September 8th to 13th, 2009

Sample size = 268 margin of error \pm 5.99%

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INTRODUCTION AND METHODOLOGY

This report presents an analysis of a survey of Chugach Electric residential customers, aged 18 or older. The survey measured properties of Chugach Electric adults' demographics, behaviors, attitudes, and policy issues concerning Chugach Electric and other utilities.

Research typically involves estimating the characteristics of a designated population. Because of the costs of conducting a census of all items in a population and the adequacy of sample results, sample statistics were used to make statistical inferences concerning population parameters.

Two hundred and sixty-eight (268) Chugach Electric adults, aged 18 or older, were interviewed between September 8th and 13th, 2009. Interviewing was conducted by telephone on a random basis. That is, computerized random numbers were generated by Chugach Electric from its residential customer base. All Chugach Electric customers who provided a contact telephone number (cellular or land line) had an equal chance of being interviewed.

Of the 268 interviews, 60 (22.5%) were conducted on cellular phones and 208 (77.5%) on land-lines. Cellular phone households were interviewed only during the weekends to avoid requiring those being interviewed to use cell phone minutes. All land-line households were called at least five times: during the evening (5:00 to 9:00 pm), day (11:00 am to 5:00 pm), and weekend (2:00 pm to 9:00 pm).

Margin of error

At a 95% confidence level, the empirical proportions reported in the general population survey can be projected, within plus or minus 5.99%, to the entire Chugach Electric residential customer adult population, aged 18 and over. This means one can be 95% sure that the frequencies reported in the general population survey are within \pm 5.99% of the true Chugach Electric adult population proportions.

The 2008/09 questionnaire with results follows.

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Hello, my name is _____ from Hellenthal & Associates. We are conducting an Anchorage area public opinion research survey.

S1. I need to speak with the person in your household who is responsible for paying **residential** utility bills. Who would that be?

IF IT'S THEM, THEN PROCEED TO QUESTION #S2

IF NOT, THEN ASK....

When will that person be home?

Your telephone number was randomly selected. The questions I need to ask will take about 5 to 8 minutes. Be assured that all of your responses will be completely and absolutely confidential. (PAUSE AND PROCEED)

S2. Is this telephone number _____? (IF NO, TERMINATE WITH, "I'm sorry, I dialed the wrong number.")

S3. Do you pay your **residential** electric bills to **Chugach Electric** or to Municipal Light and Power?

IF **CHUGACH**, THEN PROCEED TO QUESTION #1...

IF ML&P, THEN TERMINATE...

IF THEY DON'T PAY UTILITY BILLS/LANDLORD PAYS, THEN TERMINATE...

For this survey, please **only** provide information about your **residence**.

1. Are you an Enstar customer at your residence where you live?

ENSTAR CUSTOMER	FREQUENCY	PERCENT
Yes.....	258.....	96.2%
No.....	10.....	3.8%

2. What fuel heats your home? Is it gas, electricity, oil, wood, propane, or something else?

WHAT FUEL HEATS HOME	FREQUENCY	PERCENT
Gas.....	255.....	95.0%
Electricity.....	12.....	4.5%
Propane.....	1.....	0.5%

3. (IF "GAS", ASK.....) Is your residence heated with a gas forced air furnace or a gas hot water baseboard heater?

GAS HEATED WITH	FREQUENCY	TOTAL PERCENT
Hot water baseboard heater.....	132.....	49.3%
Forced air furnace.....	120.....	44.8%
Other.....	1.....	0.5%
Don't know.....	2.....	0.9%
Don't heat with gas.....	12.....	4.6%

4. Does your residence have a gas or electric hot water heater?

WATER HEATER	FREQUENCY	PERCENT
Gas hot water heater.....	241.....	90.1%
Electric hot water heater.....	25.....	9.2%
Don't know.....	2.....	0.7%

5. Does your residence have a gas or electric stove?

STOVE	FREQUENCY	PERCENT
Gas stove.....	119.....	44.3%
Electric stove.....	147.....	55.0%
Other/Don't have stove.....	2.....	0.7%

6. Does your residence have a gas or an electric clothes dryer?

CLOTHES DRYER	FREQUENCY	PERCENT
Gas dryer.....	80.....	29.7%
Electric dryer.....	183.....	68.2%
Don't know.....	1.....	0.4%
Don't own a dryer.....	4.....	1.6%

7. How many freezers does your residence have? Please count a refrigerator with a built in freezer as one.

FREEZERS	FREQUENCY	PERCENT
None.....	0.....	0.0%
One.....	81.....	30.2%
Two.....	133.....	49.7%
Three.....	50.....	18.6%
Four.....	4.....	1.5%

(Mean = 1.913 FREEZERS)

8. Have you heard about a possible natural gas delivery problem to Southcentral Alaska residents?

HEARD ABOUT GAS PROBLEM	FREQUENCY	PERCENT
Yes.....	181.....	67.5%
No.....	87.....	32.5%

If you were asked during a possible energy emergency to do various actions to reduce your residence's use of natural gas and electricity -- which of the following actions would be acceptable and would you actually do?

9. During a **developing situation but not yet an emergency**, would you (FILL IN THE ACTIONS)?

ACTIONS	FREQUENCY	% YES
Set your thermostat to 65 degrees?.....	223.....	83.3%
Lower your water heater setting to "warm"?.....	212.....	78.9%
Minimize use of your natural gas stove.....	115.....	43.0%
Postpone doing laundry and dishes.....	192.....	71.7%
Turn off unnecessary lights and electronics.....	261.....	97.5%

10. During an **emergency** would you (FILL IN THE ACTIONS)?

ACTIONS	FREQUENCY	% YES
Set your thermostat to 60 degrees?.....	208.....	77.7%
Lower your water heater setting to "pilot"?.....	134.....	50.1%
Not use natural gas fireplaces, decorative heaters, or gas grills?.....	178.....	66.3%
Consolidate household activities into as few rooms as possible?.....	252.....	93.9%
Use your microwave for cooking?.....	201.....	75.1%

The following questions are for statistical purposes only.

11. In what year were you born? (COMPUTED TO AGE BY SUBTRACTING FROM 109)

AGE OF RESPONDENT	FREQUENCY	PERCENT
18 to 30.....	14.....	5.4%
31 to 40.....	39.....	14.6%
41 to 50.....	69.....	25.8%
51 to 60.....	66.....	24.7%
61 or older.....	79.....	29.6%
(Mean = 52.903 years)		

12. What is your Zip Code?

ZIP CODE	FREQUENCY	PERCENT
Downtown 99501.....	5.....	1.9%
Sand Lake 99502.....	44.....	16.5%
North Midtown 99503.....	10.....	3.9%
Northeast Anchorage 99504.....	37.....	13.7%
Fort Richardson 99505.....	0.....	0.0%
Elmendorf AFB 99506.....	0.....	0.0%
Lake Otis 99507.....	56.....	21.0%
Russian Jack 99508.....	1.....	0.5%
Spenard P.O. Box 99509.....	2.....	0.9%
Downtown P.O. Box 99510.....	0.....	0.0%
Huffman P.O. Box 99511.....	2.....	0.8%
Russian Jack P.O. Box 99514.....	0.....	0.0%
Southwest Anchorage 99515.....	42.....	15.8%
Southeast Anchorage 99516.....	27.....	10.2%
Turnagain/Spenard 99517.....	21.....	7.8%
South Midtown 99518.....	13.....	4.9%
Downtown P.O. Box 99519.....	0.....	0.0%
Muldoon P.O. Box 99521.....	0.....	0.0%
Sand Lake 99522.....	0.....	0.0%
Lake Otis P.O. Box 99523.....	0.....	0.0%
Downtown P.O. Box 99524.....	0.....	0.0%
Bird/Indian 99540.....	1.....	0.4%
Chugiak 99567.....	0.....	0.0%
Eagle River 99577.....	0.....	0.0%
Girdwood 99587.....	5.....	1.7%

13. Do you own or rent your residence?

HOUSING TYPE	FREQUENCY	PERCENT
OWN.....	238.....	88.6%
RENT.....	30.....	11.4%

14. Is your residence a single family detached house, a duplex, triplex, fourplex, or a multi-plex with five or more units?

HOUSING TYPE	FREQUENCY	PERCENT
SINGLE FAMILY DETACHED.....	209.....	78.2%
DUPLEX.....	34.....	12.6%
TRIPLEX.....	2.....	0.7%
FOURPLEX.....	3.....	1.1%
MULTIPLEX (5 OR MORE).....	20.....	7.5%

15. Are you married or single?

MARITAL STATUS	FREQUENCY	PERCENT
Married.....	178.....	66.4%
Single.....	90.....	33.6%

16. Am I talking to you on a cell phone?

TALKING ON CELL PHONE	FREQUENCY	PERCENT
Cell phone interview.....	60.....	22.5%
Land-line interview.....	208.....	77.5%

17. Do you have a wired land-line at your residence?

RESIDENTIAL LAND-LINE	FREQUENCY	PERCENT
Land-line at residence.....	237.....	88.2%
Cell phone only at residence.....	31.....	11.8%

18. GENDER (USUALLY DO NOT NEED TO ASK).....

GENDER	FREQUENCY	PERCENT
Male.....	134.....	50.0%
Female.....	134.....	50.0%

THE FOLLOWING VARIABLE IS CALCULATED FROM
THE MARITAL AND GENDER VARIABLES

MARITAL BY GENDER	FREQUENCY	PERCENT
Married Males.....	89.....	33.2%
Married Females.....	89.....	33.2%
Single Males.....	45.....	16.8%
Single Females.....	45.....	16.8%

This completes the survey. Thank you for helping us -- goodbye.