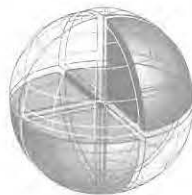


THE CENTER
FOR RESEARCH



&
PUBLIC POLICY

2003
CUSTOMER SATISFACTION STUDY

Conducted on behalf of

**West Boylston
Municipal Lighting Plant**

November 2003

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All of the analyses, findings, data, and recommendations contained within this report are the exclusive property of West Boylston Municipal Lighting Plant with offices located in West Boylston, Massachusetts.

As required by the Code of Ethics of the National Council on Public Polls and the United States Privacy Act of 1974, The Center for Research & Public Policy maintains the anonymity of respondents to surveys the firm conducts. No information will be released that might, in any way, reveal the identity of the respondent.

Moreover, no information regarding these findings will be released without the express written consent of an authorized representative of West Boylston Municipal Lighting Plant.

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INTRODUCTION

The Center for Research & Public Policy (CRPP) is pleased to present the results to a 2003 Customer Satisfaction Study designed to assist West Boylston Municipal Lighting Plant (WBMLP) in understanding the levels of service satisfaction among clients in its service area.

The study included a telephone survey among customers who live in West Boylston, Massachusetts.

This report summarizes statistics collected from a telephone survey administered during November 6 and November 10, 2003.

WBMLP commissioned this study to independently and objectively collect views on service provided to clients by WBMLP and also to measure awareness on a number of key issues.

Areas for investigation within this report include:

- Rating Area Organizations
- Rating West Boylston Municipal Lighting Plant
- Information and Awareness on Key Issues
- Competitive Choice, and
- Demographics.

Section II of this report discusses the methodology used in the study while Section III includes highlights based on an analysis of the findings. Section IV is a summary of findings while Section V is an appendix containing the survey instrument and composite aggregate data.

METHODOLOGY

Using a quantitative research design, CRPP completed 401 interviews with WBMLP customers.

The interviews were conducted November 6 – 10, 2003 among WBMLP customers living in West Boylston, Massachusetts.

The telephone sample was provided by West Boylston Municipal Lighting Plant staff. CRPP utilized an Nth name stratified sample procedure on the sample provided, to ensure randomness.

Training of the researchers and a pre-test both occurred during the first night of fielding.

All telephone interviews were conducted from CRPP headquarters, located in Trumbull, Connecticut. Research was conducted primarily during the hours of 5:00 p.m. and 9:00 p.m. weekdays and 10:00 am to 4:00 p.m. on weekends.

CRPP researchers and senior staff completed all facets of this Customer Satisfaction Study. These aspects included: survey design, sample stratification, pre-test, fielding, editing, coding, computer programming, analysis and report preparation.

Statistically, a sample of 401 completed telephone interviews represents an accuracy level of $\pm 5\%$ at the midpoint of a 95% confidence level.

In theory, a sample survey of WBMLP customers would differ no more than $\pm 5\%$ than if all customers were contacted and included in the survey.

That is, if random probability sampling procedures were reiterated over and over again, sample results may be expected to approximate larger population values within $\pm 5\%$.

HIGHLIGHTS

ON RATING AREA ORGANIZATIONS...

- Impressively, customers provided their "Electric Utility" with an overall positive rating of 99.3%. Of the 6 organizations rated - phone, cable TV, Internet provider, and gas – their "Electric Utility" was rated first in overall satisfaction.

ON RATING WEST BOYLSTON MUNICIPAL LIGHTING PLANT...

- When presented with eight different company characteristics, an average of 84.6% of all respondents suggested West Boylston Municipal Lighting Plant was doing a very good or a good job. When "don't know" responses were removed from the data, the average overall positive rating increased to 96.8%.
- WBMLP had the highest percentage of respondents indicating they were doing a "very good" or "good" job in the area of "Reliable service" (98.0%), while the lowest percentage was recorded for "Community Service" (62.6%)
- When "don't know" responses were removed from the data, WBMLP received it's highest overall positive rating in the area of "Community Service" (99.6%), while receiving lower percentages of positive ratings in the area of "Rates" (89.9%).
- Respondents offering unfavorable responses to any of the 8 organizational characteristics were asked why they provided such a rating. "Higher bill than other towns" (64.4%), "No suggestions on how to save energy" (27.1%) and "Turn off 1968 transformer" (3.4%) were listed as the top 3 reasons for dissatisfaction.
- Those respondents who indicated having had contact with WBMLP over the past year (52.1%) provided an overall positive rating of 93.4% for the customer service employee that handled their call or visit.
- Impressively, respondents recorded strong satisfaction levels for WBMLP field representatives. The overall positive rating for field reps was 96.4% in 2003.

ON INFORMATION AND AWARENESS...

- A large majority of respondents, 80.8%, report WBMLP is a "Community Owned Municipal Utility", while another 6.7% believe it is a "Business or Private Investor Owned Company".
- In addition, a majority of respondents, 86.0%, report it is either "very important" or "somewhat important" their electric company is locally owned and operated.

- When asked how important it was for WBMLP to offer three additional products and services, West Boylston area residents reported the following:
 - ✓ Rebates on energy efficient appliances – 85.5%
 - ✓ Lighting rebates – 83.3%
 - ✓ Educations programs on energy conservation – 80.5%
- Respondents report the top 5 places they look for information on WBMLP as being: “Direct contact” (37.4%), “Utility bill inserts” (20.4%), “Utility’s newspaper brochures” (12.2%), “Newspaper stories” (10.0%), and “Newspaper ads” (8.0%)”.
- Among customers who recall receiving the year-end newsletter (71.6%), more the majority. 91.6%, report reading “all” or “at least some” of the newsletter.
- Among those reading “all” or at least “some”, the clear majority, 97.7%, suggest the newsletter is either “very good” or “good” on being informative.

ON COMPETITIVE CHOICE...

- While more than two fifths of residents interviewed, 42.9%, have read, heard, or seen something about competition or deregulation in Massachusetts, one half (50.6%) have not.
- While 50.9% of respondents suggested having a strong or moderate understanding of electric supply deregulation, only 38.4% noted being “very” or “somewhat aware” that residents outside of West Boylston may shop for their supply and not a new local distribution.
- Less than half of residents interviewed, 43.6% indicated having a positive view towards electric competition in Massachusetts.
- Nearly three quarters of respondents, 69.1%, report being very or somewhat interested in using “Green Power” or “Renewable Energy” if it were available to them.
- More than half of respondents interested or unsure about “Green Power” or “Renewable Energy”, 58.1% report being “very” or “somewhat willing” to pay a \$2 - \$5 surcharge if WBMLP could provide this type of electricity to them.

SUMMARY OF FINDINGS

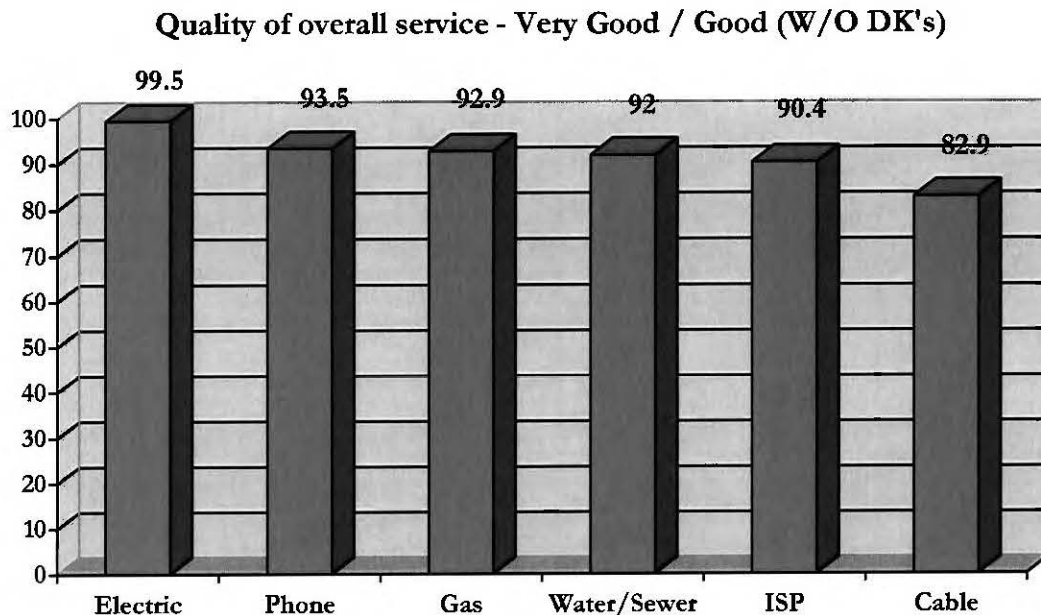
All respondents interviewed reported to researchers that they were at least eighteen years of age, one of the heads of the household, and currently a customer of and receive a regular monthly electric bill from WBMLP.

RATING AREA ORGANIZATIONS

Respondents were asked: *"Please think for a moment about the overall quality of customer service you receive from area organizations. As I read a list of area organizations and companies providing services to you, please tell us if you think the quality of their overall service is very good, good, poor or very poor."*

The following table presents the cumulative totals for those responding "very good" or "good". Since high levels of "don't know" responses were recorded for various organizations, a column has been added with the "don't know" respondents removed from the data.

| <i>Service Organizations</i> | <i>Very Good & Good (With DK's)</i> | <i>Very Good & Good (W/O DK)</i> |
|------------------------------|---|--|
| Your electric utility | 99.3% | 99.5% |
| Your phone company | 92.8 | 93.5 |
| Your gas company | 29.4 | 92.9 |
| Water and sewer | 74.8 | 92.0 |
| Your Internet provider | 56.1 | 90.4 |
| Your cable TV company | 77.3 | 82.9 |



RATING WEST BOYLSTON MUNICIPAL LIGHTING PLANT

Researchers read a list of “different organizational characteristics” and asked those surveyed to describe if the job WBMLP is doing in each one of those areas is very good, good, poor, or very poor. For purpose of observation, “don’t know” respondents have been removed from the data in the third and final columns of the table below to illustrate the effect this group has in lowering overall results.

| <i>Organizational Characteristics</i> | <i>Very Good & Good (With DK's)</i> | <i>Very Good & Good (W/O DK's)</i> |
|--|--|---|
| Community Service | 62.6% | 99.6% |
| Responsiveness to customers | 91.0 | 99.2 |
| Helpful and knowledgeable staff | 85.0 | 99.1 |
| Reliable service | 98.0 | 99.0 |
| Honesty / Integrity | 95.5 | 99.0 |
| Communicating with customers | 90.0 | 98.1 |
| Helping customers conserve electricity | 68.3 | 90.7 |
| Rates | 86.5 | 89.9 |
| Average | 84.6 | 96.8 |

In an open-end format, those providing an unfavorable responses of “poor” and “very poor” to any of the organizational characteristics above were asked why they provided poor ratings. A total of 14.7% (or 59 customers) provided negative ratings.

The table below presents all of the responses provided by customers.

| <i>Why poor ratings? (N=59)</i> | <i>2003</i> |
|--|--------------------|
| Higher bill than other towns | 64.4% |
| No suggestions on how to save energy | 27.1 |
| Turn off 1968 transformer | 3.4 |
| Attitude of the staff is rude | 1.7 |
| Bad customer service | 1.7 |
| Miscommunication | 1.7 |

Researchers continued and asked each respondent: *“Please think back to the last time you called or visited an office of WBMLP for any reason”*.

Slightly more than half, 52.1% indicated having “had contact with WBMLP in the past year”, while 33.7% stated they “had no contact with WBMLP”. The remaining 12.0% reported “had contact over one year ago”.

| <i>Contact with WBMLP</i> | <i>2003</i> |
|----------------------------------|--------------------|
| Less than 6 months ago | 43.9% |
| 6 months to 1 year ago | 8.2 |
| Over one year ago | 12.0 |
| Did not call or visit | 33.7 |
| Don't Know/Unsure | 2.2 |

For those who indicated having had contact with WBMLP in the past (64.1%), researchers asked, overall, how satisfied they were with the customer service employee that handled their call or visit. The table below indicates a large majority, 93.4%, were either “very satisfied” or “somewhat satisfied” with the experience.

| <i>Customer Service Satisfaction (N=257)</i> | <i>2003</i> |
|---|--------------------|
| Very satisfied | 86.4% |
| Somewhat satisfied | 7.0 |
| Somewhat dissatisfied | 3.5 |
| Very dissatisfied | 2.3 |
| Don't know/Unsure | 0.8 |
| Total satisfied | 93.4 |
| Total dissatisfied | 5.8 |

Again, researchers probed those respondents (5.8%) who indicated some level of dissatisfaction with the customer service employee who handled their call or visit by asking why they were dissatisfied. A total of 15 customers provided negative ratings.

| <i>Reason for Dissatisfaction (N=15)</i> | <i>2003</i> |
|---|--------------------|
| High rates | 40.0% |
| Do not follow through with repairs | 20.0 |
| Not responsive | 20.0 |
| Long walk for the handicapped | 20.0 |

Those who report having had contact with WBMLP (64.1%) were asked the purpose of their call or visit. The table below identifies the reasons provided by respondents.

| <i>Purpose for contact (N=257)</i> | <i>2003</i> |
|---|--------------------|
| Pay the bill | 56.8% |
| Service call | 9.3 |
| Question on bill (no complaint) | 8.2 |
| Outage | 3.5 |
| High bill question | 3.1 |
| Install service | 1.6 |
| Request for meter check | 1.6 |
| Address change | 0.8 |
| Other | 10.9 |
| Unsure | 4.3 |

Similar to the question posed for contact with *customer service employees*, researchers asked each respondent when the last time a field service employee from WBMLP visited their home for any reason.

A small number of respondents, 11.0%, reported a visit from a West Boylston field representative in the past year, while 73.3% stated a field representative had not visited their home. The remaining 10.0% reported a field representative had visited them “over one year ago”.

| <i>Contact with West Boylston Field Representative</i> | <i>2003</i> |
|---|--------------------|
| Less than 6 months ago | 7.7% |
| 6 months to 1 year ago | 3.2 |
| Over one year ago | 10.0 |
| Did not call or visit | 73.3 |
| Don't know/Unsure | 5.7 |

Those who stated a field service employee had visited them (20.9%) were then asked how satisfied they were with the way the employee handled the visit. The clear majority of respondents, 96.4%, indicated being either “very satisfied” or “somewhat satisfied” with the field representative that visited their home. There no cases reported of customers dissatisfied with the field rep’s visit.

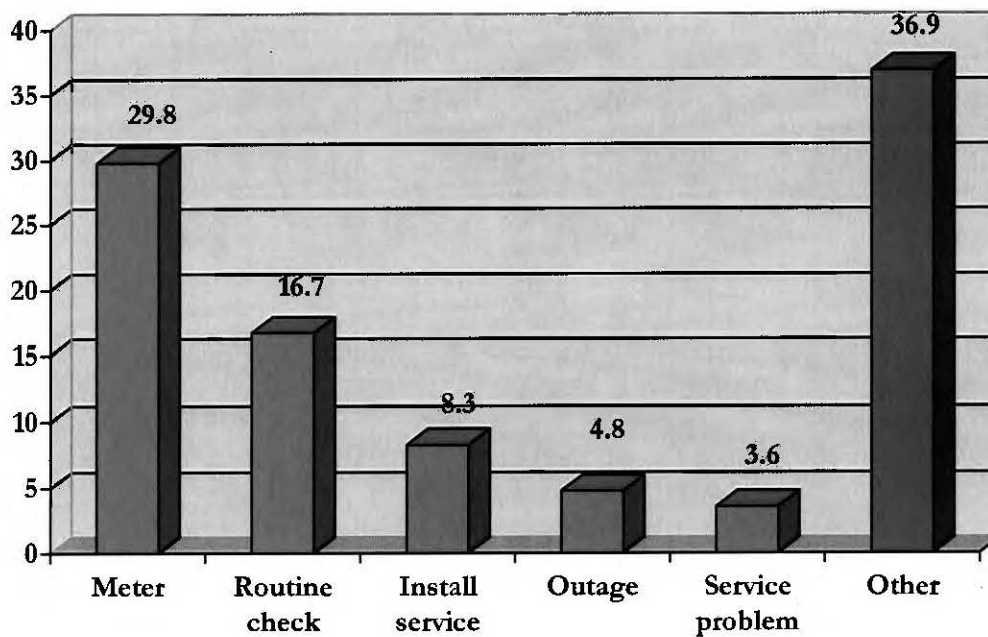
| <i>Field Representative Satisfaction (N=84)</i> | <i>2003</i> |
|--|--------------------|
| Very satisfied | 89.3% |
| Somewhat satisfied | 7.1 |
| Somewhat dissatisfied | --- |
| Very dissatisfied | --- |
| Don't know/Unsure | 3.6 |
| Total satisfied | 96.4 |
| Total dissatisfied | --- |

Those reporting a visit from a field representative (20.9%) were asked to provide researchers with the purpose for the visit.

Reported reasons for the visit are listed in the table below.

| <i>Reason for visit from field representative (N=84)</i> | <i>2003</i> |
|---|--------------------|
| Meter | 29.8% |
| Routine check | 16.7 |
| Install service | 8.3 |
| Outage | 4.8 |
| Service problem | 3.6 |
| Other | 36.9 |

Reasons for visit from field rep - 2003

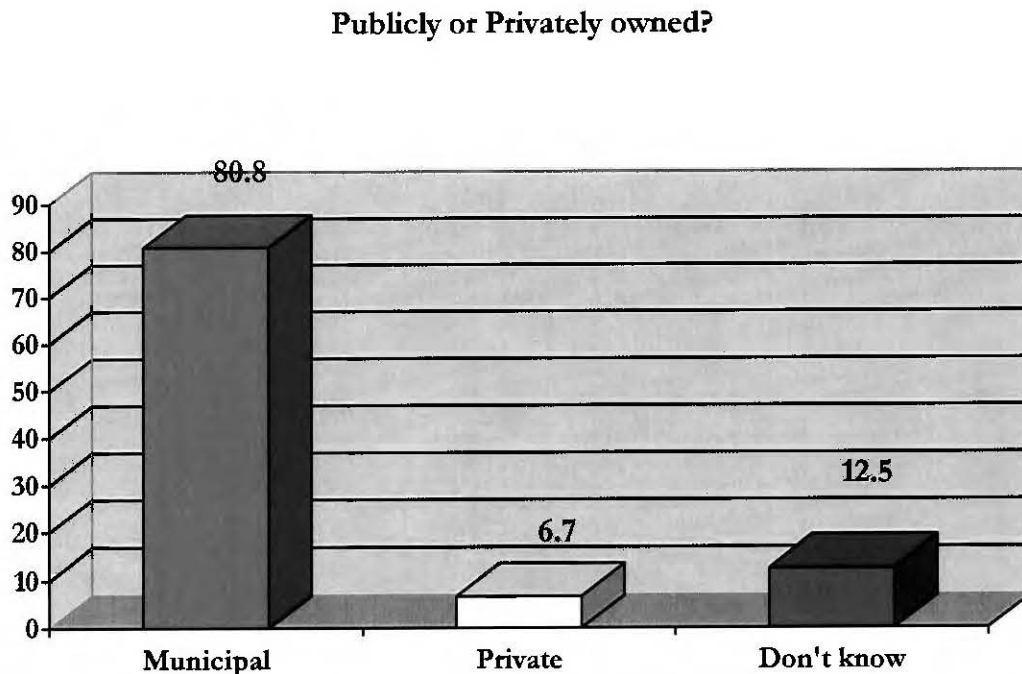


INFORMATION & AWARENESS

All respondents were asked by researchers to indicate if their electric company was a “Community Owned Municipal Utility” or a “Business Owned or Private Investor Owned Company”.

The majority of all respondents, 80.8%, report WBMLP is a “Community Owned Municipal Utility”, while another 6.7% believe it is a “Business or Private Investor Owned Company”. Remaining respondents, 12.5%, suggest they are “Unsure”.

Results are best depicted in the graph below.



When asked how important it is that their electric company be locally owned and operated, the clear majority of respondents, 86.0%, suggest it is either “very important” (65.3%) or “somewhat important” (20.7%) to them.

Another 11.0% report it is only “somewhat important” (3.5%) or “not at all important” (7.5%) that their electric company be locally owned and operated.

All respondents were read a short list of products and services and asked for each if it is very important, somewhat important, somewhat unimportant, or not at all important for West Boylston Municipal Lighting Plant to offer.

A detailed list of results is presented in the table below.

| <i>Importance</i> | <i>Rebates on energy efficient appliances</i> | <i>Lighting rebates</i> | <i>Education programs on energy conservation</i> |
|--------------------------|--|------------------------------------|---|
| Very important | 60.8% | 61.8% | 49.1% |
| Somewhat important | 24.7 | 21.4 | 31.4 |
| Somewhat unimportant | 2.2 | 1.7 | 5.5 |
| Not at all important | 7.7 | 8.5 | 8.5 |
| Don't know/Unsure | 4.5 | 6.5 | 5.5 |
| Total important | 85.5 | 83.3 | 80.5 |
| Total unimportant | 9.9 | 10.2 | 14.0 |

All respondents were asked to indicate where they look for information about WBMLP. The largest number of respondents, 37.4% indicated looking for information in the "Utility's bill inserts".

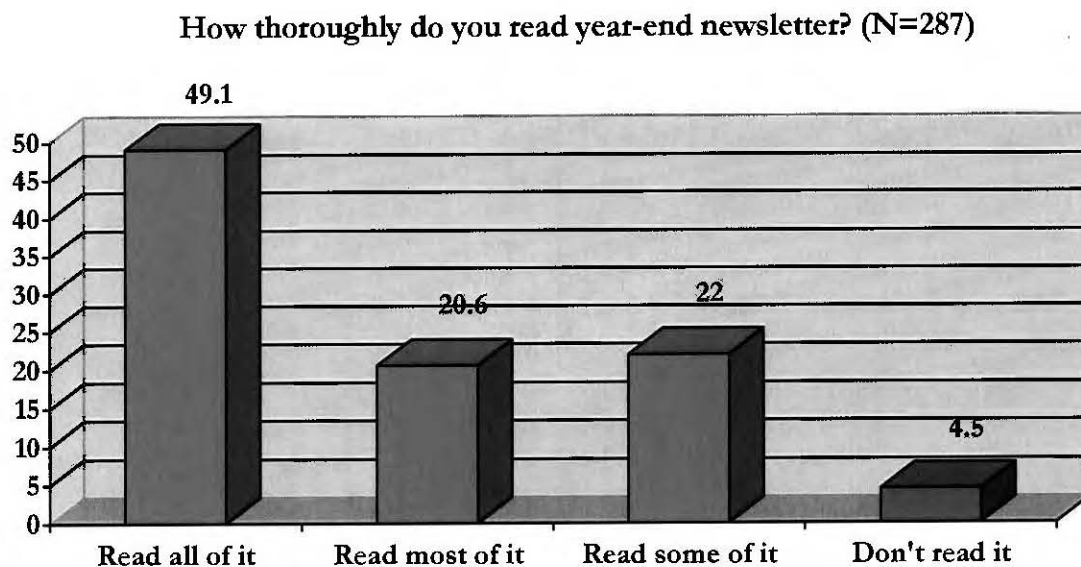
Multiple responses were recorded and are presented in the table below along with frequency of mention.

| <i>Where do you look for information on WBMLP?</i> | <i>2003</i> |
|---|--------------------|
| Direct contact | 37.4% |
| Utility's bill inserts | 20.4 |
| Utility's newsletter / brochures | 12.2 |
| Newspaper stories | 10.0 |
| Newspaper ads | 8.0 |
| TV ads | 4.5 |
| Community organizations | 4.0 |
| Friends & co-workers | 3.0 |
| Direct mail | 2.5 |
| TV stories | 1.0 |
| Employees of supplier | 0.2 |
| Other | 23.4 |

When asked, almost three quarters of all respondents, 71.6%, recall receiving the West Boylston Municipal Lighting Plant year-end newsletter.

Those recalling the newsletter (71.6%) were then asked to indicate how thoroughly they usually read the newsletter.

As presented in the chart below, the majority of respondents, 91.6% report reading either “all”, “most”, or “some” of the newsletter.



Those reading all or at least a portion of the newsletter (65.6%, cumulative) were then asked to rate the year-end newsletter on being informative.

The clear majority of respondents, 97.7%, suggest the year-end newsletter is either “very good” (54.8%) or “good” (43.0%) on being informative.

A small number, 0.8%, report to be “unsure” of how informative the newsletter was.

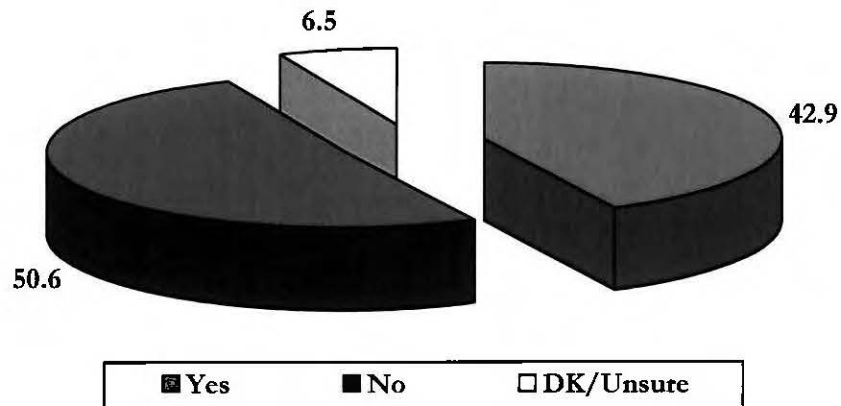
Further, a majority of respondents, 84.5%, suggested the amount of communication from West Boylston Municipal Lighting Plant is “about right”, while 8.2% indicated it was “too little”. A few, 2.5%, noted the amount of communication was “too much”. And 0.8% did not know or were unsure.

COMPETITIVE CHOICE

Researchers presented respondents with the following statement: *"The State of Massachusetts has restructured the electric utility industry in many areas throughout the State. This deregulation or competition allows some customers the ability to choose their electric supplier. This currently does not apply to West Boylston Municipal Lighting Plant customers."*

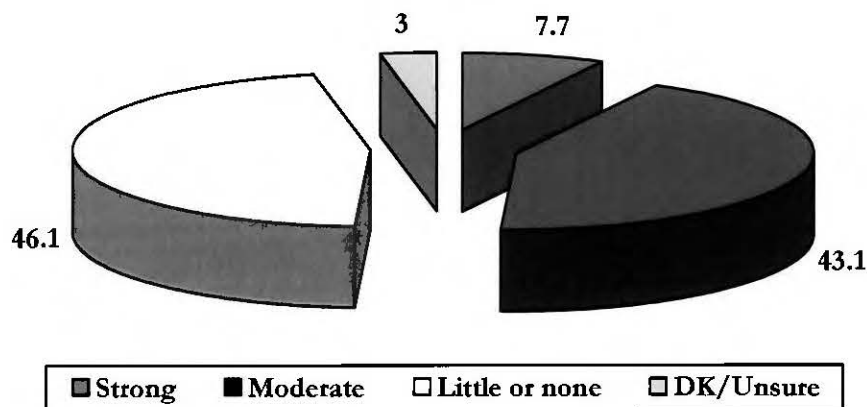
More than two fifths of all respondents, 42.9%, report having read, heard, or seen anything about competition or deregulation in Massachusetts, while 50.6% did not.

Read, heard, or seen anything about deregulation in MA



One half of all respondents, 50.9%, suggested having a "strong" (7.7%) or "moderate" (43.1%) understanding of electric supply deregulation. And, while 46.1% indicated having little or no understanding, a few, 3.0% were unsure.

Understanding of electric supply deregulation



All respondents were read the following statement: *“As electricity choice or competition comes to Massachusetts, some residents may shop for a new electric energy supplier, but that electricity will still be delivered to their homes or businesses by the local utility that now delivers it.”*

More than one third of all respondents, 38.4%, noted being “very” (14.7%), or “somewhat aware” (23.7%) that some residents outside of West Boylston may shop for their supply and not a new local distribution or delivery utility. More than half, 58.6%, said they were “somewhat unaware” (9.2%) or “not at all aware” (49.4%). And, a few, 3.0%, did not know or were unsure.

More than one quarter of residents interviewed, 27.7%, suggested being very (6.2%) or “somewhat aware” (21.4%) of the process to follow in selecting a new energy supplier, if the opportunity became available to them. Two thirds (65.8%) indicated being “somewhat unaware” (11.2%) or “not at all aware” (54.6%).

Further, more than two fifths, 43.6%, indicated having a “very” (14.5%) or “somewhat positive” (29.2%) view toward electric competition in Massachusetts. Almost one fifth, 18.9%, noted having a “somewhat negative” (10.7%) or “very negative” (8.2%) view. And 16.2% said they would describe their view as “Neutral”.

One fifth of all residents interviewed (20.0%), suggested being “very” (6.2%) or “somewhat interested” (13.7%) in receiving calls, mailings or visits from new competitive electric suppliers, interested in, and competing for their business. A majority, 79.3%, indicated being “somewhat uninterested” (10.7%) or “not at all interested” (68.6%).

Researchers presented respondents with the following statement: *“In some states, including Massachusetts, where deregulation or energy competition is becoming active, some new energy suppliers or marketers are no longer in business or have left.”*

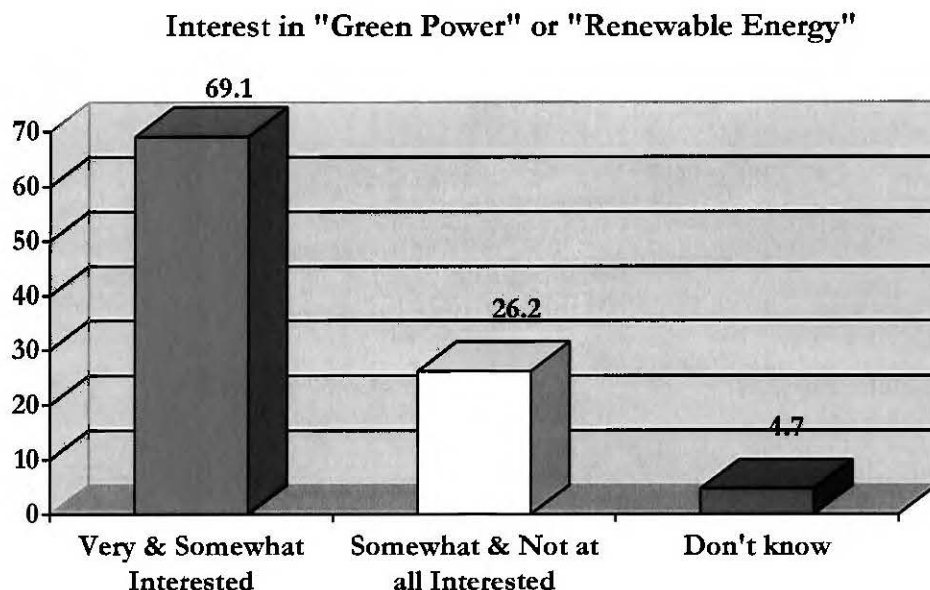
A majority of respondents, 57.4%, said deregulation creates a “great” (17.5%) or “some” (39.9%) risk, while 25.2% said it would create “little risk” (16.2%) or “no risk at all” (9.0%). Less than one fifth, 17.5%, did not know or were unsure.

Further, respondents were presented with the following statement: *“Some utilities, including the West Boylston Municipal Lighting Plant, use the power of water to generate some of its electricity. This “hydro generation” is non-polluting...”*

Three quarters of respondents (75.6%), suggested it was “very” (47.6%) or “somewhat important” (27.9%) that “hydro generation” was being used locally. Meanwhile, 15.7% said it was “somewhat unimportant” (4.0%) or “not at all important” (11.7%). Less than ten percent, 8.7%, did not know or were unsure.

All respondents were then asked how interested they might be in using "Green Power" or Renewable energy" if it were available to them.

More than two thirds of all respondents, 69.1% report being either "very interested" (33.9%) or "somewhat interested" (35.2%) in using "Green Power" or "Renewable energy" if it were available to them, while another 26.2% report to be only "somewhat interested" (5.0%) or "not at all interested" (21.5%). Remaining respondents, 4.7%, said "don't know".



In a follow-up question, those respondents (73.8%) previously reporting to be "very interested", "somewhat interested", or "unsure" about "Green Power" or "Renewable Energy" were then asked how willing they would be to pay a \$2 - \$5 surcharge each month for this type of electricity if West Boylston Municipal Lighting Plant was able to provide it.

More than half, 58.1%, report they would be either "very willing" (26.7%) or "somewhat willing" (31.4%) to pay the monthly surcharge if WBMLP could provide "Green or Renewable Power". Another 31.1% said they would be "somewhat unwilling" (8.8%) or "not at all willing" (22.3%) to pay the surcharge. Remaining respondents, 10.8%, reported to be "unsure" at the time.

Researchers presented respondents with two possible changes or developments as a result of deregulation and asked if they would be more likely, less likely or if it would not make a difference, in making them participate in electric choice.

The following table summarizes the results.

| Developments | More Likely | Less Likely | No Difference |
|--|-------------|-------------|---------------|
| New electric suppliers may not have a local office and many may be based in other regions of the state or country. | 5.7% | 59.6% | 20.2% |
| Some customers may automatically be assigned to a new competitive electric supplier – known as “default tariff” in an effort to expand participation in competition. | 4.7 | 62.3 | 17.0 |

Finally, all respondents were asked if there were any other products and/or services that West Boylston Municipal Lighting Plant should offer to them in an effort to provide better service.

The following table presents the results as collected.

| <i>Any other products/services that should be offered by WBMLP</i> | <i>2003</i> |
|--|-------------|
| Nothing / Satisfied | 73.1 |
| Sell energy conserving products (i.e. light bulbs, etc.) | 6.2% |
| Cable TV | 4.2 |
| Lower rates | 4.0 |
| DSL, internet | 3.2 |
| Move to outskirts of town | 1.2 |
| Rebate program | 1.2 |
| Encourage people using energy saving products | 1.0 |
| Electrician for hire , from the company | 0.7 |
| Be able to pay over the phone | 0.7 |
| Info sent out on how to save energy | 0.7 |
| Discount light bulbs | 0.5 |
| Phone service | 0.5 |
| Solar/wind energy | 0.2 |
| Cut taxes from the bill | 0.2 |
| New, nicer bill format with inserts like calendars | 0.2 |
| Lower rates for low income population | 0.2 |
| Trouble for people who live alone | 0.2 |
| Sell and install electric water heaters | 0.2 |
| Cut down the tree on Edgewood Ave. | 0.2 |
| Lighted thermostat | 0.2 |

DEMOGRAPHICS

Type of Dwelling

| | |
|--------------------------------------|--------|
| Single family home | 87.3 % |
| Townhouse or Multi-family house..... | 5.2 % |
| Apartment Building..... | 5.7 % |
| Other | 1.2 % |

Internet Access

| | |
|--------------------------------------|--------|
| Yes, at home..... | 29.7 % |
| Yes, at work..... | 6.2 % |
| Yes, both home and work..... | 33.4 % |
| No, but plan on having access..... | 2.2 % |
| No, don't plan on having access..... | 27.7 % |

Method Used To Heat Home

| | |
|-------------------|--------|
| Oil | 8.2 % |
| Gas..... | 68.3 % |
| Electricity | 22.4 % |
| Wood..... | 0.5 % |

Rent or Own

| | |
|--------------|--------|
| Rent..... | 10.2 % |
| Own..... | 88.8 % |
| Refused..... | 0.5 % |

Are You Person Who Pays Electric Bill

| | |
|----------------|--------|
| Yes | 81.8 % |
| No..... | 14.7 % |
| Sometimes..... | 2.5 % |

Living in West Boylston

| | |
|--------------------------|--------|
| 1 to 5 years..... | 7.5 % |
| 6 to 10 years..... | 13.2 % |
| 11 to 15 years..... | 7.0 % |
| 16 to 20 years..... | 18.2 % |
| 21 to 30 years..... | 10.0 % |
| More than 30 years | 9.5 % |
| Don't know..... | 39.9 % |

Gender

| | |
|--------------|--------|
| Male | 43.1 % |
| Female | 56.9 % |

APPENDIX

INTERPRETATION OF AGGREGATE RESULTS

The computer-processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

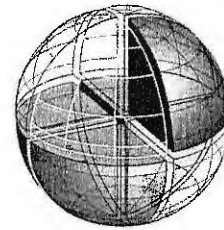
The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the "Other" code.

The "NA" category label refers to "No Answer" or "Not Applicable". This code is also used to classify ambiguous responses. In addition, the "DK/RF" category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as "Missing" – occasionally, certain individual's responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The careful analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.

THE
CENTER
FOR RESEARCH



& PUBLIC POLICY

WEST BOYLSTON MUNICIPAL LIGHTING PLANT

Customer Satisfaction Research Study
September 2003

| | |
|-------------|-------------|
| Researcher: | Date: |
| Time start: | CB: |
| Time end: | Supervisor: |

Hello, my name is _____. I am a research assistant at The Center for Research & Public Policy. We are conducting an opinion survey for West Boylston Municipal Lighting Plant. All information collected is strictly confidential. This is not a sales call. We have nothing to sell.

- A. Are you currently one of the heads of your household and eighteen years of age or older?
- 01 Yes (Continue)
 - 02 No (Thank, ask for qualified respondent or terminate)
- B. Are you currently a customer of and receive a regular monthly electric bill from West Boylston Municipal Lighting Plant?
- 01 Yes (Continue)
 - 02 No (Thank and terminate)
-

RATING AREA ORGANIZATIONS

Please think for a moment about the overall quality of customer service you receive from area organizations. As I read a list of area organizations and companies providing services to you, please tell us if you think the quality of their overall service is very good, good, poor or very poor. **(RESEARCHERS: Read and rotate)**

| Area Organization | Very Good | Good | Poor | Very Poor | DK/NA |
|---------------------------|------------------|-------------|-------------|------------------|--------------|
| 1. Your phone company | 01 | 02 | 03 | 04 | 05 |
| 2. Your cable TV company | 01 | 02 | 03 | 04 | 05 |
| 3. Your Internet provider | 01 | 02 | 03 | 04 | 05 |
| 4. Your electric utility | 01 | 02 | 03 | 04 | 05 |
| 5. Your gas company | 01 | 02 | 03 | 04 | 05 |
| 6. Water and Sewer | 01 | 02 | 03 | 04 | 05 |

RATING THE ELECTRIC UTILITY

Now, I will read you a list of different organizational characteristics. For each one please tell us if you think West Boylston Municipal Lighting Plant is doing a very good, good, poor, or very poor job. **(RESEARCHERS: Read and Rotate)**

| Utility Service Characteristics | Very Good | Good | Poor | Very Poor | DK |
|---|------------------|-------------|-------------|------------------|-----------|
| 7. Communicating with customers | 01 | 02 | 03 | 04 | 05 |
| 8. Responsiveness to customers | 01 | 02 | 03 | 04 | 05 |
| 9. Helping customers conserve electricity | 01 | 02 | 03 | 04 | 05 |
| 10. Honesty / Integrity | 01 | 02 | 03 | 04 | 05 |
| 11. Reliable service | 01 | 02 | 03 | 04 | 05 |
| 12. Rates | 01 | 02 | 03 | 04 | 05 |
| 13. Community Service | 01 | 02 | 03 | 04 | 05 |
| 14. Helpful and knowledgeable staff | 01 | 02 | 03 | 04 | 05 |

15. **(RESEARCHERS: If "Poor" or "Very Poor" are recorded for questions 7-14 ask:)**
Please tell me why you provided poor ratings for West Boylston Municipal Lighting Plant:

16. Please think back to the last time you called or visited the office of West Boylston Municipal Lighting Plant for any reason. Would you say that visit or call was...?

- 01 Less than 6 months ago, (Continue)
- 02 6 months to one year ago, (Continue)
- 03 Over one year ago, or (Continue)
- 04 You did not call or visit (Go to Q20)
- 05 DK/Unsure (Go to Q20)

17. Overall, how satisfied were you with the way the West Boylston Municipal Lighting Plant customer service employee handled the call or visit? Would you say you were...?

- 01 Very Satisfied (Go to Q19)
- 02 Somewhat Satisfied (Go to Q19)
- 03 Somewhat Dissatisfied or (Continue)
- 04 Very Dissatisfied (Continue)
- 05 DK (Go to Q19)

18. Please tell me why you were somewhat or very dissatisfied?

19. Please tell me the purpose of the call or visit? **(RESEARCHERS: Do not read list)**

- 01 Install service
- 02 High bill question
- 03 Disconnect service
- 04 Address change
- 05 Question on bill (not complaint)
- 06 Service call
- 07 Request meter check
- 08 Outage
- 09 Other: _____
- 10 DK/Unsure

20. Please think back to the last time a field representative from West Boylston Municipal Lighting Plant visited your home for any reason. Would you say that visit was...?

- 01 Less than 6 months ago, (Continue)
- 02 6 months to one year ago, (Continue)
- 03 Over one year ago, or (Continue)
- 04 A field representative has not visited your home (Go to Q24)
- 05 DK/Unsure (Go to Q24)

21. Overall, how satisfied were you with the way the Lighting Plant field service employee handled the call or visit? Would you say you were...?

- 01 Very Satisfied (Go to Q23)
- 02 Somewhat Satisfied (Go to Q23)
- 03 Somewhat Dissatisfied (Continue)
- 04 Very Dissatisfied (Continue)
- 05 DK (Go to Q23)

22. Please tell me why you were somewhat or very dissatisfied?

23. Please tell me the purpose of the visit? (RESEARCHERS: Do not read list)

- 01 Install service
- 02 Disconnect service
- 03 Meter
- 04 Service problem
- 05 Routine check
- 06 Outage
- 07 Other: _____
- 08 DK/Unsure

INFORMATION/AWARENESS

24. Please think for a moment about who owns your electric company. In some cases, electric companies are owned by a town. We will call these "Community Owned Municipal Utilities".

In other cases, electric companies are owned by investor owned companies. We will call these "Business Owned or Private Investor Owned Companies".

Would you say that West Boylston Municipal Lighting Plant is a "Community Owned Municipal Utility" or a "Privately Owned Investor Company"?

- 01 Community Owned Municipal Utility
- 02 Business Owned or Private Investor Owned Company
- 03 DK/Unsure

25. And, how important is it to you that your electric company be locally owned and operated? Would you say it is...?

- 01 Very important
- 02 Somewhat important
- 03 Somewhat unimportant
- 04 Not at all important
- 05 DK/Unsure

Now, I will read you a short list of products and services, for each product or service please tell me if it is very important, somewhat important, somewhat unimportant, or not at all important for West Boylston Municipal Lighting Plant to offer (**RESEARCHERS: Read and rotate**)

| Product or service | VI | SI | SU | NAAI | DK |
|---|----|----|----|------|----|
| 26. Education programs on energy conservation | 01 | 02 | 03 | 04 | 05 |
| 27. Rebates on energy efficient appliances | 01 | 02 | 03 | 04 | 05 |
| 28. Lighting rebates | 01 | 02 | 03 | 04 | 05 |

29. And, please tell me where you look for information about West Boylston Municipal Lighting Plant? (**RESEARCHERS: Do not read list and circle all that apply**)

- | | |
|----------------------|-----------------------------------|
| 01 TV ads | 08 Friends and co-workers |
| 02 Radio ads | 09 Utility's newsletter/brochures |
| 03 Newspaper ads | 10 Utility's bill inserts |
| 04 TV stories | 11 Community organizations |
| 05 Radio stories | 12 Direct contact |
| 06 Newspaper stories | 13 Employees of supplier |
| 07 Direct mail | 14 Other (Specify: _____) |

30. The West Boylston Municipal Lighting Plant produces a year-end newsletter. Do you recall receiving this year-end news letter?

- 01 Recall receiving
- 02 Do not recall (Go to Q33)

31. Now, please think about the year-end news letter. How thoroughly do you usually read the year-end newsletter -- do you read or scan all of it, most of it, some of it, or none of it?

- 01 Read all
- 02 Read most
- 03 Read some
- 04 None (Go to Q33)
- 05 Don't read it at all (Go to Q33)
- 06 Not sure (Go to Q33)

32. How would you rate the year end newsletter on being informative -- Very Good, Good, Poor, Very Poor?

- 01 Very good
- 02 Good
- 03 Poor
- 04 Very poor
- 05 DK/Unsure

33. Would you say the amount of communication from the utility is...?

- 01 Too much
- 02 About right
- 03 Too little

DO NOT READ

- 04 DK/Unsure

COMPETITIVE CHOICE

34. The State of Massachusetts has restructured the electric utility industry in many areas throughout the State. This deregulation or competition allows some customers the ability to choose their electric supplier. This currently does not apply to West Boylston Municipal Lighting Plant customers.

Prior to my call today, have you read, heard or seen anything about competition or deregulation in Massachusetts?

- 01 Yes
- 02 No
- 03 DK/Unsure

35. Which of the following best describes your personal understanding of electric supply deregulation? Would you say you have a...

- 01 Strong understanding
- 02 Moderate understanding
- 03 Little or no understanding
- 04 DK/Unsure

36. As electricity choice or competition comes to Massachusetts, some residents may shop for a new electric energy supplier, but that electricity will still be delivered to their homes or businesses by the local utility that now delivers it.

Prior to my call today, how aware were you that some residents outside of West Boylston may shop for their supply and not a new local distribution or delivery utility?

- 01 Very aware
- 02 Somewhat aware
- 03 Somewhat unaware
- 04 Not at all aware
- 05 DK/Unsure

37. How aware would you say you are of the process to follow in selecting a new energy supplier if this opportunity became available to you? Would you say...?

- 01 Very aware
- 02 Somewhat aware
- 03 Somewhat unaware
- 04 Not at all aware
- 05 DK/Unsure

38. How would you describe your view toward electric competition in Massachusetts?
Would you say your view is...?

- 01 Very positive
- 02 Somewhat positive
- 03 Somewhat negative
- 04 Very negative
- DO NOT READ
- 05 Neutral
- 06 DK/Unsure

39. How interested are you in receiving calls, mailings or visits from new competitive electric suppliers interested in and competing for your business?

- 01 Very interested
- 02 Somewhat interested
- 03 Somewhat uninterested
- 04 Not at all interested
- 05 DK/Unsure

40. In some states, including Massachusetts, where deregulation or energy competition is becoming active, some new energy suppliers or marketers are no longer in business or have left. For energy customers, would you say this creates...

- 01 Great risk
- 02 Some risk
- 03 Little risk
- 04 No risk at all
- 05 DK/Unsure

41. Some utilities, including the West Boylston Municipal Lighting Plant, use the power of water to generate some of its electricity. This "hydro generation" is non-polluting. How important is it to you that "hydro generation" is being used locally? Would you say...?

- 01 Very important
- 02 Somewhat important
- 03 Somewhat unimportant
- 04 Not at all important
- 05 DK/Unsure

42. "Green Power" or "Renewable energy" is produced by using renewable resources such as wind or solar energy. All are cleaner than burning fossil fuels to generate electricity.

How interested would you be in using "Green Power" or "Renewable energy" if it were available to you? Would you say...?

- 01 Very interested (Continue)
- 02 Somewhat interested (Continue)
- 03 Somewhat uninterested (Go to Q44)
- 04 Not at all interested (Go to Q44)
- 05 DK / Unsure (Continue)

43. And, how willing would you be to pay a \$2 - \$5 surcharge each month for "Green or Renewable Power" if West Boylston Municipal Lighting Plant was able to provide it? Would you say...?

- 01 Very willing
- 02 Somewhat willing
- 03 Somewhat unwilling
- 04 Nothing at all willing
- 05 DK/Unsure

The following are a number of possible changes or developments as a result of deregulation. As I read each, please tell me if you would be more likely, less likely to want to participate in electric choice, or would it not make a difference.

| Developments | More Likely | Less Likely | No Difference | DK/Unsure |
|--|-------------|-------------|---------------|-----------|
| 44. New electric suppliers may not have a local office and many may be based in other regions of the state or country. | 01 | 02 | 03 | 04 |
| 45. Some customers may automatically be assigned to a new competitive electric supplier – known as "default tariff" in an effort to expand participation in competition. | 01 | 02 | 03 | 04 |

DEMOGRAPHICS

The following questions will be used for statistical purposes only.

46. What type of dwelling is your home? Would you say it is a...

- 01 Single family home
- 02 Town house or multi-family house
- 03 Apartment building
- 04 Mobile home
- 05 Other (specify) _____
- 06 DK/Unsure

47. Do you have Internet access either at home or work?

- 01 Yes, at home
- 02 Yes, at work
- 03 Yes, at both home and work
- 04 No, but plan to have access in future
- 05 No, and don't plan on having it
- 06 DK/Unsure

48. Please tell me the current method used to heat your home.

- 01 Electricity
- 02 Oil
- 03 Gas
- 04 Wood
- 05 Other: _____
- 06 DK/Unsure

49. Do you currently rent or own?

- 01 Rent
- 02 Own
- 03 DK/Unsure

50. Are you person in your household that pays the electric bill?

- 01 Yes
- 02 No
- 03 Sometimes
- 04 DK/Unsure

51. How long have you lived in West Boylston?

_____ Years

52. Are there any other products and/or services that West Boylston Municipal Lighting Plant should offer to you in an effort to provide better service?

Thank you very much for your time and participation.

53. Gender? (By observation)

- 01 Male
- 02 Female

Frequencies

West Boylston Composite Data 11.03

1.Overall quality of your phone company

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 142 | 35.4 | 35.4 | 35.4 |
| | 2.Good | 230 | 57.4 | 57.4 | 92.8 |
| | 3.Poor | 23 | 5.7 | 5.7 | 98.5 |
| | 4.Very poor | 3 | .7 | .7 | 99.3 |
| | 5.DK/NA | 3 | .7 | .7 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

2.Describe the quality of your cable TV company

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 116 | 28.9 | 28.9 | 28.9 |
| | 2.Good | 194 | 48.4 | 48.4 | 77.3 |
| | 3.Poor | 53 | 13.2 | 13.2 | 90.5 |
| | 4.Very poor | 11 | 2.7 | 2.7 | 93.3 |
| | 5.DK/NA | 27 | 6.7 | 6.7 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

3.Describe the quality of your Internet provider

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 81 | 20.2 | 20.2 | 20.2 |
| | 2.Good | 144 | 35.9 | 35.9 | 56.1 |
| | 3.Poor | 19 | 4.7 | 4.7 | 60.8 |
| | 4.Very poor | 5 | 1.2 | 1.2 | 62.1 |
| | 5.DK/NA | 152 | 37.9 | 37.9 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

4.Describe the quality of your electric utility

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 291 | 72.6 | 72.6 | 72.6 |
| | 2.Good | 107 | 26.7 | 26.7 | 99.3 |
| | 3.Poor | 2 | .5 | .5 | 99.8 |
| | 5.DK/NA | 1 | .2 | .2 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

5.Describe the quality of your gas company

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 57 | 14.2 | 14.2 | 14.2 |
| | 2.Good | 61 | 15.2 | 15.2 | 29.4 |
| | 3.Poor | 4 | 1.0 | 1.0 | 30.4 |
| | 4.Very poor | 5 | 1.2 | 1.2 | 31.7 |
| | 5.DK/NA | 274 | 68.3 | 68.3 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

6.Describe the quality of your water and sewer

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 132 | 32.9 | 32.9 | 32.9 |
| | 2.Good | 168 | 41.9 | 41.9 | 74.8 |
| | 3.Poor | 12 | 3.0 | 3.0 | 77.8 |
| | 4.Very poor | 14 | 3.5 | 3.5 | 81.3 |
| | 5.DK/NA | 75 | 18.7 | 18.7 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

7.How is WB communication with customers?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 233 | 58.1 | 58.1 | 58.1 |
| | 2.Good | 128 | 31.9 | 31.9 | 90.0 |
| | 3.Poor | 6 | 1.5 | 1.5 | 91.5 |
| | 4.Very poor | 1 | .2 | .2 | 91.8 |
| | 5.DK/NA | 33 | 8.2 | 8.2 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

8.How is WB responsiveness to the customers?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 240 | 59.9 | 59.9 | 59.9 |
| | 2.Good | 125 | 31.2 | 31.2 | 91.0 |
| | 3.Poor | 3 | .7 | .7 | 91.8 |
| | 5.DK/NA | 33 | 8.2 | 8.2 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

9.How is WB helping customers conserve electricity?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 145 | 36.2 | 36.2 | 36.2 |
| | 2.Good | 129 | 32.2 | 32.2 | 68.3 |
| | 3.Poor | 27 | 6.7 | 6.7 | 75.1 |
| | 4.Very poor | 1 | .2 | .2 | 75.3 |
| | 5.DK/NA | 99 | 24.7 | 24.7 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

10.How is WB honesty / integrity?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 222 | 55.4 | 55.4 | 55.4 |
| | 2.Good | 161 | 40.1 | 40.1 | 95.5 |
| | 3.Poor | 4 | 1.0 | 1.0 | 96.5 |
| | 5.DK/NA | 14 | 3.5 | 3.5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

11.How reliable is WB service?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 255 | 63.6 | 63.6 | 63.6 |
| | 2.Good | 138 | 34.4 | 34.4 | 98.0 |
| | 3.Poor | 4 | 1.0 | 1.0 | 99.0 |
| | 5.DK/NA | 4 | 1.0 | 1.0 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

12.How are WB rates?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 125 | 31.2 | 31.2 | 31.2 |
| | 2.Good | 222 | 55.4 | 55.4 | 86.5 |
| | 3.Poor | 35 | 8.7 | 8.7 | 95.3 |
| | 4.Very poor | 4 | 1.0 | 1.0 | 96.3 |
| | 5.DK/NA | 15 | 3.7 | 3.7 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

13.How is WB community service?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 128 | 31.9 | 31.9 | 31.9 |
| | 2.Good | 123 | 30.7 | 30.7 | 62.6 |
| | 3.Poor | 1 | .2 | .2 | 62.8 |
| | 5.DK/NA | 149 | 37.2 | 37.2 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

14.Is WB staff helpful and knowledgeable?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 184 | 45.9 | 45.9 | 45.9 |
| | 2.Good | 157 | 39.2 | 39.2 | 85.0 |
| | 3.Poor | 3 | .7 | .7 | 85.8 |
| | 5.DK/NA | 57 | 14.2 | 14.2 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

15. Why you provided poor ratings for WBLP?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---|-----------|---------|---------------|--------------------|
| Valid | 1. Higher bill than other towns | 38 | 9.5 | 64.4 | 64.4 |
| | 2. No suggestions on how to save energy | 16 | 4.0 | 27.1 | 91.5 |
| | 3. Turn off 1968 transform | 2 | .5 | 3.4 | 94.9 |
| | 4. Attitude of the staff is rude | 1 | .2 | 1.7 | 96.6 |
| | 5. Bad customer service | 1 | .2 | 1.7 | 98.3 |
| | 6. Miscommunication | 1 | .2 | 1.7 | 100.0 |
| | Total | 59 | 14.7 | 100.0 | |
| Missing | System Missing | 342 | 85.3 | | |
| | Total | 342 | 85.3 | | |
| Total | | 401 | 100.0 | | |

16. When was your last visit to WBLP?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1. Less than 6 months ago | 176 | 43.9 | 43.9 | 43.9 |
| | 2. 6 months to one year ago | 33 | 8.2 | 8.2 | 52.1 |
| | 3. Over one year ago | 48 | 12.0 | 12.0 | 64.1 |
| | 4. You did not call or visit | 135 | 33.7 | 33.7 | 97.8 |
| | 5. DK/Unsure | 9 | 2.2 | 2.2 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

17. How satisfied were you with your call or visit?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------------|-----------|---------|---------------|--------------------|
| Valid | 1. Very satisfied | 222 | 55.4 | 86.4 | 86.4 |
| | 2. Somewhat satisfied | 18 | 4.5 | 7.0 | 93.4 |
| | 3. Somewhat dissatisfied | 9 | 2.2 | 3.5 | 96.9 |
| | 4. Very dissatisfied | 6 | 1.5 | 2.3 | 99.2 |
| | 5. DK | 2 | .5 | .8 | 100.0 |
| | Total | 257 | 64.1 | 100.0 | |
| Missing | System Missing | 144 | 35.9 | | |
| | Total | 144 | 35.9 | | |
| Total | | 401 | 100.0 | | |

18.Please tell me why you were somewhat or very dissatisfied

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.High rates | 6 | 1.5 | 40.0 | 40.0 |
| | 2.Do not follow through with repairs | 3 | .7 | 20.0 | 60.0 |
| | 3.Not responsive | 3 | .7 | 20.0 | 80.0 |
| | 4.Long walk for the handicapped | 3 | .7 | 20.0 | 100.0 |
| | Total | 15 | 3.7 | 100.0 | |
| Missing | System Missing | 386 | 96.3 | | |
| | Total | 386 | 96.3 | | |
| Total | | 401 | 100.0 | | |

19.What was your purpose for the visit?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Install service | 4 | 1.0 | 1.6 | 1.6 |
| | 2.High bill question | 8 | 2.0 | 3.1 | 4.7 |
| | 4.Address change | 2 | .5 | .8 | 5.4 |
| | 5.Question on bill (not complaint) | 21 | 5.2 | 8.2 | 13.6 |
| | 6.Service call | 24 | 6.0 | 9.3 | 23.0 |
| | 7.Request meter check | 4 | 1.0 | 1.6 | 24.5 |
| | 8.Outage | 9 | 2.2 | 3.5 | 28.0 |
| | 9.Other | 28 | 7.0 | 10.9 | 38.9 |
| | 10.Unsure | 11 | 2.7 | 4.3 | 43.2 |
| | 11.Pay the bill | 146 | 36.4 | 56.8 | 100.0 |
| | Total | 257 | 64.1 | 100.0 | |
| Missing | System Missing | 144 | 35.9 | | |
| | Total | 144 | 35.9 | | |
| Total | | 401 | 100.0 | | |

20. When did the field representative last visit you?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1. Less than 6 months ago | 31 | 7.7 | 7.7 | 7.7 |
| | 2. 6 months to one year ago | 13 | 3.2 | 3.2 | 11.0 |
| | 3. Over one year ago | 40 | 10.0 | 10.0 | 20.9 |
| | 4. A field representative has not visited your home | 294 | 73.3 | 73.3 | 94.3 |
| | 5. DK/Unsure | 23 | 5.7 | 5.7 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

21. How satisfied were you with the field rep's visit?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------------------|-----------|---------|---------------|--------------------|
| Valid | 1. Very satisfied | 75 | 18.7 | 89.3 | 89.3 |
| | 2. Somewhat satisfied | 6 | 1.5 | 7.1 | 96.4 |
| | 5. DK | 3 | .7 | 3.6 | 100.0 |
| | Total | 84 | 20.9 | 100.0 | |
| Missing | System Missing | 317 | 79.1 | | |
| | Total | 317 | 79.1 | | |
| Total | | 401 | 100.0 | | |

22. Why were you dissatisfied with the visit?

| | | Frequency | Percent |
|---------|----------------|-----------|---------|
| Missing | System Missing | 401 | 100.0 |
| | Total | 401 | 100.0 |
| Total | | 401 | 100.0 |

23.What was the purpose of the visit?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Install service | 7 | 1.7 | 8.3 | 8.3 |
| | 3.Meter | 25 | 6.2 | 29.8 | 38.1 |
| | 4.Service problem | 3 | .7 | 3.6 | 41.7 |
| | 5.Routine check | 14 | 3.5 | 16.7 | 58.3 |
| | 6.Outage | 4 | 1.0 | 4.8 | 63.1 |
| | 7.Other | 31 | 7.7 | 36.9 | 100.0 |
| | Total | 84 | 20.9 | 100.0 | |
| Missing | System Missing | 317 | 79.1 | | |
| | Total | 317 | 79.1 | | |
| Total | | 401 | 100.0 | | |

24.Is WB community owned or privately owned company?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--|-----------|---------|---------------|--------------------|
| Valid | 1.Community owned municipal utility | 324 | 80.8 | 80.8 | 80.8 |
| | 2.Business owned or private investor owned company | 27 | 6.7 | 6.7 | 87.5 |
| | 3.DK/Unsure | 50 | 12.5 | 12.5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

25.How important to you is locally owned electric company?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very important | 262 | 65.3 | 65.3 | 65.3 |
| | 2.Somewhat important | 83 | 20.7 | 20.7 | 86.0 |
| | 3.Somewhat unimportant | 14 | 3.5 | 3.5 | 89.5 |
| | 4.Not at all important | 30 | 7.5 | 7.5 | 97.0 |
| | 5.DK/Unsure | 12 | 3.0 | 3.0 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

26.Importance of education or energy conservation programs?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very important | 197 | 49.1 | 49.1 | 49.1 |
| | 2.Somewhat important | 126 | 31.4 | 31.4 | 80.5 |
| | 3.Somewhat unimportant | 22 | 5.5 | 5.5 | 86.0 |
| | 4.Not at all important | 34 | 8.5 | 8.5 | 94.5 |
| | 5.DK/Unsure | 22 | 5.5 | 5.5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

27.Importance of energy efficient appliances

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very important | 244 | 60.8 | 60.8 | 60.8 |
| | 2.Somewhat important | 99 | 24.7 | 24.7 | 85.5 |
| | 3.Somewhat unimportant | 9 | 2.2 | 2.2 | 87.8 |
| | 4.Not at all important | 31 | 7.7 | 7.7 | 95.5 |
| | 5.DK/Unsure | 18 | 4.5 | 4.5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

28.Importance of lighting rebates

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very important | 248 | 61.8 | 61.8 | 61.8 |
| | 2.Somewhat important | 86 | 21.4 | 21.4 | 83.3 |
| | 3.Somewhat unimportant | 7 | 1.7 | 1.7 | 85.0 |
| | 4.Not at all important | 34 | 8.5 | 8.5 | 93.5 |
| | 5.DK/Unsure | 26 | 6.5 | 6.5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

29.Where do you look for info on WBLP?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.TV ads | 3 | .7 | .8 | .8 |
| | 3.Newspaper ads | 26 | 6.5 | 6.5 | 7.3 |
| | 4.TV stories | 2 | .5 | .5 | 7.8 |
| | 6.Newspaper stories | 22 | 5.5 | 5.5 | 13.3 |
| | 7.Direct mail | 5 | 1.2 | 1.3 | 14.5 |
| | 8.Friends and co-workers | 12 | 3.0 | 3.0 | 17.5 |
| | 9.Utility's newsletter/brochures | 43 | 10.7 | 10.8 | 28.3 |
| | 10.Utility's bill inserts | 48 | 12.0 | 12.0 | 40.3 |
| | 11.Community organizations | 9 | 2.2 | 2.3 | 42.5 |
| | 12.Direct contact | 144 | 35.9 | 36.0 | 78.5 |
| | 13.Employees of supplier | 1 | .2 | .3 | 78.8 |
| | 14.Other | 85 | 21.2 | 21.3 | 100.0 |
| | Total | 400 | 99.8 | 100.0 | |
| Missing | System Missing | 1 | .2 | | |
| | Total | 1 | .2 | | |
| Total | | 401 | 100.0 | | |

29.Where do you look for info on WBLP?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.TV ads | 10 | 2.5 | 11.0 | 11.0 |
| | 3.Newspaper ads | 4 | 1.0 | 4.4 | 15.4 |
| | 4.TV stories | 2 | .5 | 2.2 | 17.6 |
| | 6.Newspaper stories | 14 | 3.5 | 15.4 | 33.0 |
| | 7.Direct mail | 3 | .7 | 3.3 | 36.3 |
| | 9.Utility's newsletter/brochures | 6 | 1.5 | 6.6 | 42.9 |
| | 10.Utility's bill inserts | 33 | 8.2 | 36.3 | 79.1 |
| | 11.Community organizations | 7 | 1.7 | 7.7 | 86.8 |
| | 12.Direct contact | 4 | 1.0 | 4.4 | 91.2 |
| | 14.Other | 8 | 2.0 | 8.8 | 100.0 |
| | Total | 91 | 22.7 | 100.0 | |
| Missing | System Missing | 310 | 77.3 | | |
| | Total | 310 | 77.3 | | |
| Total | | 401 | 100.0 | | |

29.Where do you look for info on WBLP?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.TV ads | 5 | 1.2 | 29.4 | 29.4 |
| | 3.Newspaper ads | 2 | .5 | 11.8 | 41.2 |
| | 6.Newspaper stories | 4 | 1.0 | 23.5 | 64.7 |
| | 7.Direct mail | 2 | .5 | 11.8 | 76.5 |
| | 10.Utility's bill inserts | 1 | .2 | 5.9 | 82.4 |
| | 12.Direct contact | 2 | .5 | 11.8 | 94.1 |
| | 14.Other | 1 | .2 | 5.9 | 100.0 |
| | Total | 17 | 4.2 | 100.0 | |
| Missing | System Missing | 384 | 95.8 | | |
| | Total | 384 | 95.8 | | |
| Total | | 401 | 100.0 | | |

30.Do you recall receiving the end of the year newsletter?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Recall receiving | 287 | 71.6 | 71.6 | 71.6 |
| | 2.Do not recall | 114 | 28.4 | 28.4 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

31.Do you read the end of the year newsletter?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Read all | 141 | 35.2 | 49.1 | 49.1 |
| | 2.Read most | 59 | 14.7 | 20.6 | 69.7 |
| | 3.Read some | 63 | 15.7 | 22.0 | 91.6 |
| | 4.None | 10 | 2.5 | 3.5 | 95.1 |
| | 5.Don't read it at all | 13 | 3.2 | 4.5 | 99.7 |
| | 6.Not sure | 1 | .2 | .3 | 100.0 |
| | Total | 287 | 71.6 | 100.0 | |
| Missing | System Missing | 114 | 28.4 | | |
| | Total | 114 | 28.4 | | |
| Total | | 401 | 100.0 | | |

32.How informative is the year-end newsletter?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very good | 144 | 35.9 | 54.8 | 54.8 |
| | 2.Good | 113 | 28.2 | 43.0 | 97.7 |
| | 3.Poor | 3 | .7 | 1.1 | 98.9 |
| | 4.Very poor | 1 | .2 | .4 | 99.2 |
| | 5.DK/Unsure | 2 | .5 | .8 | 100.0 |
| | Total | 263 | 65.6 | 100.0 | |
| Missing | System Missing | 138 | 34.4 | | |
| | Total | 138 | 34.4 | | |
| Total | | 401 | 100.0 | | |

33.The amount of communication from the utility is...

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | 1.Too much | 10 | 2.5 | 2.5 | 2.5 |
| | 2.About right | 329 | 82.0 | 82.0 | 84.5 |
| | 3.Too little | 33 | 8.2 | 8.2 | 92.8 |
| | 4.DK/Unsure | 29 | 7.2 | 7.2 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

34.Have you heard about competition or deregulation in Mass?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Yes | 172 | 42.9 | 42.9 | 42.9 |
| | 2.No | 203 | 50.6 | 50.6 | 93.5 |
| | 3.DK/Unsure | 26 | 6.5 | 6.5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

35.Your understanding of electric supply deregulation

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Strong understanding | 31 | 7.7 | 7.7 | 7.7 |
| | 2.Moderate understanding | 173 | 43.1 | 43.1 | 50.9 |
| | 3.Little or no understanding | 185 | 46.1 | 46.1 | 97.0 |
| | 4.DK/Unsure | 12 | 3.0 | 3.0 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

36.Awareness of electricity choice

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very aware | 59 | 14.7 | 14.7 | 14.7 |
| | 2.Somewhat aware | 95 | 23.7 | 23.7 | 38.4 |
| | 3.Somewhat unaware | 37 | 9.2 | 9.2 | 47.6 |
| | 4.Not at all aware | 198 | 49.4 | 49.4 | 97.0 |
| | 5.DK/Unsure | 12 | 3.0 | 3.0 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

37.Awareness of the process of selecting new energy supplier

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very aware | 25 | 6.2 | 6.2 | 6.2 |
| | 2.Somewhat aware | 86 | 21.4 | 21.4 | 27.7 |
| | 3.Somewhat unaware | 45 | 11.2 | 11.2 | 38.9 |
| | 4.Not at all aware | 219 | 54.6 | 54.6 | 93.5 |
| | 5.DK/Unsure | 26 | 6.5 | 6.5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

38.Your view of electric competition in Mass?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very positive | 58 | 14.5 | 14.5 | 14.5 |
| | 2.Somewhat positive | 117 | 29.2 | 29.2 | 43.6 |
| | 3.Somewhat negative | 43 | 10.7 | 10.7 | 54.4 |
| | 4.Very negative | 33 | 8.2 | 8.2 | 62.6 |
| | 5.Neutral | 65 | 16.2 | 16.2 | 78.8 |
| | 6.DK/Unsure | 85 | 21.2 | 21.2 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

39.How interested are you receiving info from competitors?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very interested | 25 | 6.2 | 6.2 | 6.2 |
| | 2.Somewhat interested | 55 | 13.7 | 13.7 | 20.0 |
| | 3.Somewhat uninterested | 43 | 10.7 | 10.7 | 30.7 |
| | 4.Not at all interested | 275 | 68.6 | 68.6 | 99.3 |
| | 5.DK/Unsure | 3 | .7 | .7 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

40.New energy suppliers having left create for customers...

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Great risk | 70 | 17.5 | 17.5 | 17.5 |
| | 2.Some risk | 160 | 39.9 | 39.9 | 57.4 |
| | 3.Little risk | 65 | 16.2 | 16.2 | 73.6 |
| | 4.No risk at all | 36 | 9.0 | 9.0 | 82.5 |
| | 5.DK/Unsure | 70 | 17.5 | 17.5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

41.Importance of using non-polluting "hydro generation"

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very important | 191 | 47.6 | 47.6 | 47.6 |
| | 2.Somewhat important | 112 | 27.9 | 27.9 | 75.6 |
| | 3.Somewhat unimportant | 16 | 4.0 | 4.0 | 79.6 |
| | 4.Not at all important | 47 | 11.7 | 11.7 | 91.3 |
| | 5.DK/Unsure | 35 | 8.7 | 8.7 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

42.Your interest in using "Green Power" "Renewable Energy"

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very interested | 136 | 33.9 | 33.9 | 33.9 |
| | 2.Somewhat interested | 141 | 35.2 | 35.2 | 69.1 |
| | 3.Somewhat uninterested | 20 | 5.0 | 5.0 | 74.1 |
| | 4.Not at all interested | 85 | 21.2 | 21.2 | 95.3 |
| | 5.DK/Unsure | 19 | 4.7 | 4.7 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

43.How willingly would you pay \$2-\$5 monthly for green power

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------------|-----------|---------|---------------|--------------------|
| Valid | 1.Very willing | 79 | 19.7 | 26.7 | 26.7 |
| | 2.Somewhat willing | 93 | 23.2 | 31.4 | 58.1 |
| | 3.Somewhat unwilling | 26 | 6.5 | 8.8 | 66.9 |
| | 4.Not at all willing | 66 | 16.5 | 22.3 | 89.2 |
| | 5.DK/Unsure | 32 | 8.0 | 10.8 | 100.0 |
| | Total | 296 | 73.8 | 100.0 | |
| Missing | System Missing | 105 | 26.2 | | |
| | Total | 105 | 26.2 | | |
| Total | | 401 | 100.0 | | |

44.Your participation in electric choice w/out local office

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | 1.More likely | 23 | 5.7 | 5.7 | 5.7 |
| | 2.Less likely | 239 | 59.6 | 59.6 | 65.3 |
| | 3.No difference | 81 | 20.2 | 20.2 | 85.5 |
| | 4.DK/Unsure | 58 | 14.5 | 14.5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

45. Interested in electric choice with "default tariff?"

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | 1. More likely | 19 | 4.7 | 4.7 | 4.7 |
| | 2. Less likely | 250 | 62.3 | 62.3 | 67.1 |
| | 3. No difference | 68 | 17.0 | 17.0 | 84.0 |
| | 4. DK/Unsure | 64 | 16.0 | 16.0 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

46. What type of dwelling is your home?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------------------------|-----------|---------|---------------|--------------------|
| Valid | 1. Single family home | 350 | 87.3 | 87.3 | 87.3 |
| | 2. Town house or multi-family house | 21 | 5.2 | 5.2 | 92.5 |
| | 3. Apartment building | 23 | 5.7 | 5.7 | 98.3 |
| | 5. Other | 5 | 1.2 | 1.2 | 99.5 |
| | 7. RF | 2 | .5 | .5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

47. Do you internet access at home or work?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--|-----------|---------|---------------|--------------------|
| Valid | 1. Yes, at home | 119 | 29.7 | 29.7 | 29.7 |
| | 2. Yes, at work | 25 | 6.2 | 6.2 | 35.9 |
| | 3. Yes, at both home and work | 134 | 33.4 | 33.4 | 69.3 |
| | 4. No, but plan to have access in future | 9 | 2.2 | 2.2 | 71.6 |
| | 5. No, and don't plan on having it | 111 | 27.7 | 27.7 | 99.3 |
| | 6. DK/Unsure | 1 | .2 | .2 | 99.5 |
| | 7. RF | 2 | .5 | .5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

48.What is the current method used to heat your home?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | 1.Electricity | 33 | 8.2 | 8.2 | 8.2 |
| | 2.Oil | 274 | 68.3 | 68.3 | 76.6 |
| | 3.Gas | 90 | 22.4 | 22.4 | 99.0 |
| | 4.Wood | 2 | .5 | .5 | 99.5 |
| | 7.RF | 2 | .5 | .5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

49.Do you currently rent or own?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Rent | 41 | 10.2 | 10.2 | 10.2 |
| | 2.Own | 356 | 88.8 | 88.8 | 99.0 |
| | 3.DK/Unsure | 2 | .5 | .5 | 99.5 |
| | 4.RF | 2 | .5 | .5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

50.Do you in your household pay the electric bill?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | 1.Yes | 328 | 81.8 | 81.8 | 81.8 |
| | 2.No | 59 | 14.7 | 14.7 | 96.5 |
| | 3.Sometimes | 10 | 2.5 | 2.5 | 99.0 |
| | 4.Unsure | 2 | .5 | .5 | 99.5 |
| | 5.RF | 2 | .5 | .5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

51.How long have you lived in West Boylston?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----|-----------|---------|---------------|--------------------|
| Valid | 1 | 12 | 3.0 | 3.0 | 3.0 |
| | 2 | 1 | .2 | .2 | 3.2 |
| | 4 | 2 | .5 | .5 | 3.7 |
| | 5 | 15 | 3.7 | 3.7 | 7.5 |
| | 6 | 12 | 3.0 | 3.0 | 10.5 |
| | 7 | 21 | 5.2 | 5.2 | 15.7 |
| | 8 | 8 | 2.0 | 2.0 | 17.7 |
| | 9 | 10 | 2.5 | 2.5 | 20.2 |
| | 10 | 6 | 1.5 | 1.5 | 21.7 |
| | 11 | 5 | 1.2 | 1.2 | 22.9 |
| | 12 | 6 | 1.5 | 1.5 | 24.4 |
| | 13 | 1 | .2 | .2 | 24.7 |
| | 14 | 5 | 1.2 | 1.2 | 25.9 |
| | 15 | 11 | 2.7 | 2.7 | 28.7 |
| | 16 | 2 | .5 | .5 | 29.2 |

51.How long have you lived in West Boylston?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 17 | 12 | 3.0 | 3.0 | 32.2 |
| | 18 | 9 | 2.2 | 2.2 | 34.4 |
| | 19 | 1 | .2 | .2 | 34.7 |
| | 20 | 21 | 5.2 | 5.2 | 39.9 |
| | 21 | 2 | .5 | .5 | 40.4 |
| | 22 | 1 | .2 | .2 | 40.6 |
| | 23 | 11 | 2.7 | 2.7 | 43.4 |
| | 24 | 4 | 1.0 | 1.0 | 44.4 |
| | 25 | 22 | 5.5 | 5.5 | 49.9 |
| | 26 | 4 | 1.0 | 1.0 | 50.9 |
| | 27 | 3 | .7 | .7 | 51.6 |
| | 28 | 5 | 1.2 | 1.2 | 52.9 |
| | 29 | 6 | 1.5 | 1.5 | 54.4 |
| | 30 | 20 | 5.0 | 5.0 | 59.4 |
| | 31 | 1 | .2 | .2 | 59.6 |
| | 32 | 8 | 2.0 | 2.0 | 61.6 |
| | 33 | 1 | .2 | .2 | 61.8 |
| | 34 | 4 | 1.0 | 1.0 | 62.8 |
| | 35 | 7 | 1.7 | 1.7 | 64.6 |
| | 36 | 1 | .2 | .2 | 64.8 |
| | 37 | 3 | .7 | .7 | 65.6 |
| | 38 | 6 | 1.5 | 1.5 | 67.1 |
| | 39 | 1 | .2 | .2 | 67.3 |
| | 40 | 9 | 2.2 | 2.2 | 69.6 |
| | 42 | 7 | 1.7 | 1.7 | 71.3 |
| | 43 | 6 | 1.5 | 1.5 | 72.8 |
| | 44 | 2 | .5 | .5 | 73.3 |
| | 45 | 16 | 4.0 | 4.0 | 77.3 |
| | 46 | 7 | 1.7 | 1.7 | 79.1 |
| | 47 | 3 | .7 | .7 | 79.8 |
| | 49 | 4 | 1.0 | 1.0 | 80.8 |
| | 50 | 22 | 5.5 | 5.5 | 86.3 |
| | 51 | 1 | .2 | .2 | 86.5 |
| | 52 | 1 | .2 | .2 | 86.8 |
| | 53 | 7 | 1.7 | 1.7 | 88.5 |
| | 54 | 5 | 1.2 | 1.2 | 89.8 |
| | 55 | 1 | .2 | .2 | 90.0 |
| | 56 | 8 | 2.0 | 2.0 | 92.0 |
| | 58 | 1 | .2 | .2 | 92.3 |
| | 59 | 1 | .2 | .2 | 92.5 |
| | 60 | 2 | .5 | .5 | 93.0 |
| | 61 | 5 | 1.2 | 1.2 | 94.3 |
| | 62 | 2 | .5 | .5 | 94.8 |
| | 63 | 1 | .2 | .2 | 95.0 |
| | 65 | 1 | .2 | .2 | 95.3 |
| | 68 | 3 | .7 | .7 | 96.0 |
| | 70 | 1 | .2 | .2 | 96.3 |
| | 79 | 1 | .2 | .2 | 96.5 |
| | 84 | 8 | 2.0 | 2.0 | 98.5 |
| | 90 | 3 | .7 | .7 | 99.3 |
| | 99.RF | 3 | .7 | .7 | 100.0 |

51.How long have you lived in West Boylston?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

52.Any other products/services that should be offered by WB

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--|-----------|---------|---------------|--------------------|
| Valid | 1.Move to outskirts of town | 5 | 1.2 | 1.2 | 1.2 |
| | 2.Sell energy conserving products, light bulbs | 25 | 6.2 | 6.2 | 7.5 |
| | 3.Lower rates | 16 | 4.0 | 4.0 | 11.5 |
| | 4.Electrician for hire from the company | 3 | .7 | .7 | 12.2 |
| | 5.None | 293 | 73.1 | 73.1 | 85.3 |
| | 6.Cable TV | 17 | 4.2 | 4.2 | 89.5 |
| | 7.Be able to pay over the phone | 3 | .7 | .7 | 90.3 |
| | 8.Rebate program | 5 | 1.2 | 1.2 | 91.5 |
| | 9.DSL, internet | 13 | 3.2 | 3.2 | 94.8 |
| | 10.Discount light bulbs | 2 | .5 | .5 | 95.3 |
| | 11.Info sent out on how to save energy | 3 | .7 | .7 | 96.0 |
| | 12.Phone service | 2 | .5 | .5 | 96.5 |
| | 13.Encourage people using energy saving products | 4 | 1.0 | 1.0 | 97.5 |
| | 14.Solar/wind energy | 1 | .2 | .2 | 97.8 |
| | 15.Cut taxes from the bill | 1 | .2 | .2 | 98.0 |
| | 16.New nicer bill format with inserts like calendars | 1 | .2 | .2 | 98.3 |
| | 17.Lower rates for low income population | 1 | .2 | .2 | 98.5 |
| | 18.Trouble shooter for people who live alone | 1 | .2 | .2 | 98.8 |

52.Any other products/services that should be offered by WB

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--|-----------|---------|---------------|--------------------|
| Valid | 19.Sell and install electric water heaters | 1 | .2 | .2 | 99.0 |
| | 20.Cut down the tree on Edgewood Ave | 1 | .2 | .2 | 99.3 |
| | 21.Lighted thermostat | 1 | .2 | .2 | 99.5 |
| | 77.DK | 2 | .5 | .5 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

53.Gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------|-----------|---------|---------------|--------------------|
| Valid | 1.Male | 173 | 43.1 | 43.1 | 43.1 |
| | 2.Female | 228 | 56.9 | 56.9 | 100.0 |
| | Total | 401 | 100.0 | 100.0 | |
| Total | | 401 | 100.0 | | |

Multiple Response

Group \$V29

| Category label | Code | Count | Pct of Responses | Pct of Cases |
|----------------------------------|------|-------|------------------|--------------|
| 1.TV ads | 1 | 18 | 3.5 | 4.5 |
| 3.Newspaper ads | 3 | 32 | 6.3 | 8.0 |
| 4.TV stories | 4 | 4 | .8 | 1.0 |
| 6.Newspaper stories | 6 | 40 | 7.9 | 10.0 |
| 7.Direct mail | 7 | 10 | 2.0 | 2.5 |
| 8.Friends and co-workers | 8 | 12 | 2.4 | 3.0 |
| 9.Utility's newsletter/brochures | 9 | 49 | 9.6 | 12.2 |
| 10.Utility's bill inserts | 10 | 82 | 16.1 | 20.4 |
| 11.Community organizations | 11 | 16 | 3.1 | 4.0 |
| 12.Direct contact | 12 | 150 | 29.5 | 37.4 |
| 13.Employees of supplier | 13 | 1 | .2 | .2 |
| 14.Other | 14 | 94 | 18.5 | 23.4 |
| Total responses | | 508 | 100.0 | 126.7 |

0 missing cases; 401 valid cases