



2017 Residential Study



1025

Total Responses

Date Created: March 12, 2017

Complete Responses: 1025

Methodology

- **Method:** Interviews were conducted online, by telephone and by paper.
- **Sample:** The sample is comprised of 422 online responses, 6 written responses and 597 telephone responses from residential customers of Columbia River People's Utility District for a total of 1,025 responses.
- **Interviewing:** Data collection was conducted from March 27th through May 12th for the online link, and from April 17th through May 10th for the telephone and written data collection.

Benchmark Changes

A change was made to the benchmark collection questions, eliminating the "Don't Know" option. This change was made to accommodate an online collection format. The elimination of the don't know option required the respondent to choose a rating between one and ten based on what they knew or had heard on the benchmark questions. This change produced several results:

- It had the effect of **resetting the benchmarks slightly lower based on additional "5" and "6" ratings from the actual "Don't Know" respondents.**
- **Combining data collection methods from three sources; online, over the phone and on paper, resulted in a sample that was greatly increased to slightly more than two and a half times previous samples.**
- **It gave the survey a greater degree of accuracy.**

Due to the change in methodology, the statistical significance of changes in scores should not be considered.

Qualifying Questions

Answered: 1,025 Skipped: 0

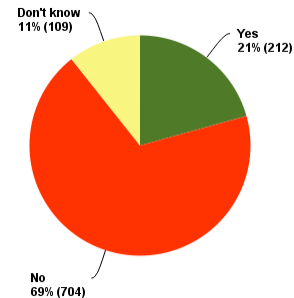
Q1: Are you currently a residential customer of Columbia River PUD?

Q2: Are you a person responsible for your household's utility usage?

Q3: Do you or does anyone in your immediate family currently work for the CRPUD or currently have a seat on the Board of Directors?

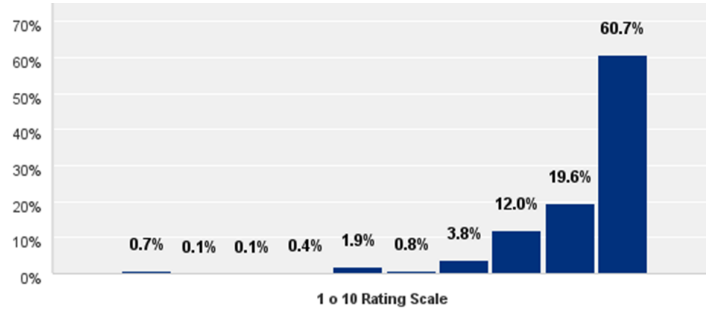
Do you know anyone who is an employee of the PUD?

Answered: 1,025 Skipped: 0



Overall performance in serving your electric utility needs?

Answered: 1,025 Skipped: 0



Year	2017	2011	2006	2002	1998	1996	1992
Sample	1025	408	440	396	408	399	401
Mean	9.23	9.07	9.11	8.66	8.93	8.47	8.46

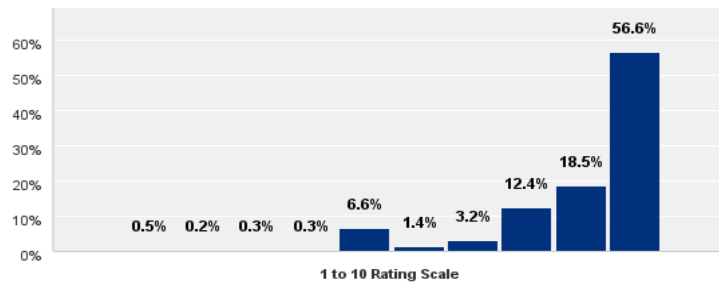
What would you say is the number one factor that contributes to your overall impression of the PUD?

Reliability	201
Good Service	196
No Complaints/Satisfied	158
Prompt Response	115
Miscellaneous General Statements	109
Have Problems/Board Issues	98
Low Rates	90
Good Communication	56
Good Staff Experiences	50
Community Outreach	34
High Rates	20
Poor Service	16
Good Programs & Rebates	12

Positive	79%
Neutral	10%
Negative	11%

Prompt and effective response to power outages?

Answered: 1,025 Skipped: 0

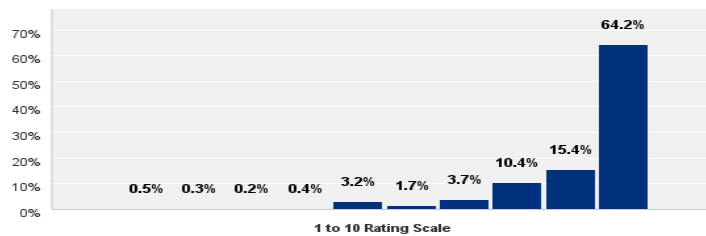


Year	2017	2011	2006	2002	1998	1996	1992
Sample	1025	351	313	297	334	348	314
Mean	8.99	8.77	8.80	8.67	8.56	7.89	8.40

*Change in collection methodology – see slide 4

Clear and easily understandable monthly bills?

Answered: 1,025 Skipped: 0

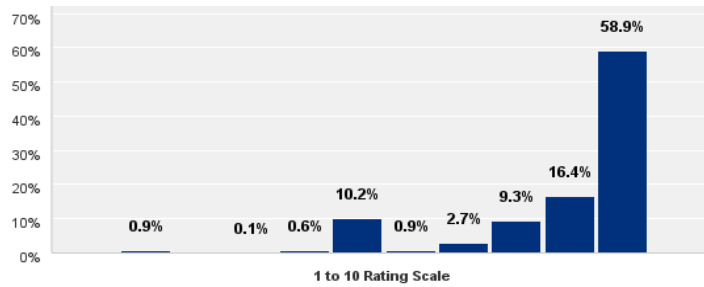


Year	2017	2011	2006	2002	1998	1996	1992
Sample	1025	403	426	390	411	390	393
Mean	9.19	9.16	9.09	8.83	9.21	8.96	8.84

*Change in collection methodology – see slide 4

Prompt, courteous, and knowledgeable employees?

Answered: 1,025 Skipped: 0

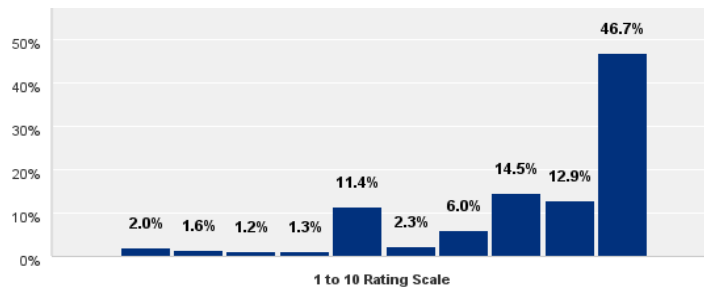


Year	2017	2011	2006	2002	1998	1996
Sample	1025	385	378	328	317	319
Mean	8.90	9.14	9.09	8.81	9.19	8.92

*Change in collection methodology – see slide 4

The PUD is a believable source of information.

Answered: 1,025 Skipped: 0

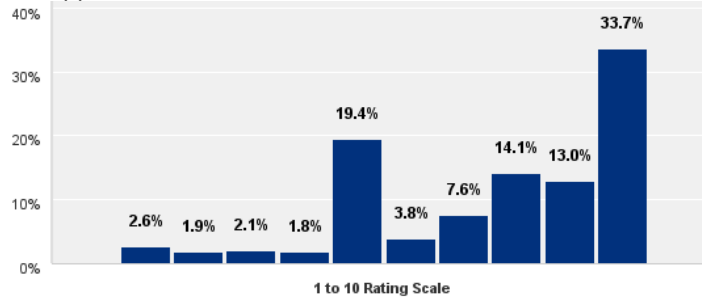


Year	2017	2011	2006	2002	1998	1996	1992
Sample	1025	395	412	321	344	308	276
Mean	8.27	8.46	8.25	8.17	8.50	8.31	7.66

*Change in collection methodology – see slide 4

The PUD operates in a financially responsible manner.

Answered: 1,025 Skipped: 0

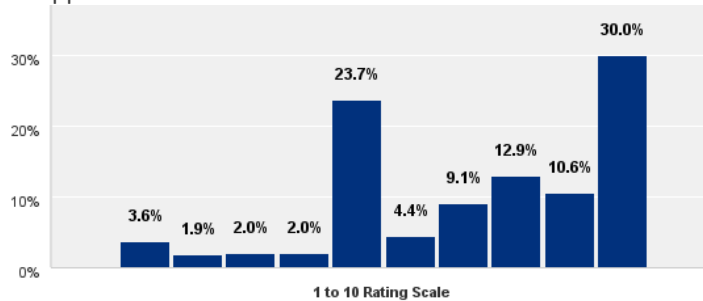


Year	2017	2011	2006	2002	1998
Sample	1025	362	350	293	296
Mean	7.60	8.17	8.05	7.82	8.64

*Change in collection methodology – see slide 4

The PUD seeks input from the community on important issues.

Answered: 1,025 Skipped: 0



Year	2017	2011	2006	2002	1998
Sample	1025	352	352	281	297
Mean	7.28	7.46	7.42	7.37	8.09

*Change in collection methodology – see slide 4

BPA Energy Efficiency Study

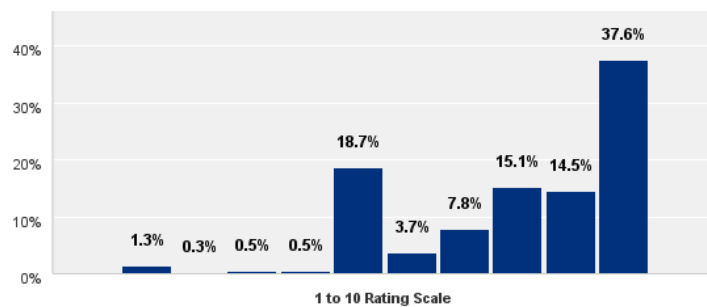
The next three statements were first introduced in 2011. These statements mirrored those used in a 2008 BPA Energy Efficiency Study designed to better understand regional residential customer needs

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The PUD is an environmentally responsible company.

Answered: 1,025 Skipped: 0

Year	2017	2011
Sample	1025	350
Mean	8.03	8.30

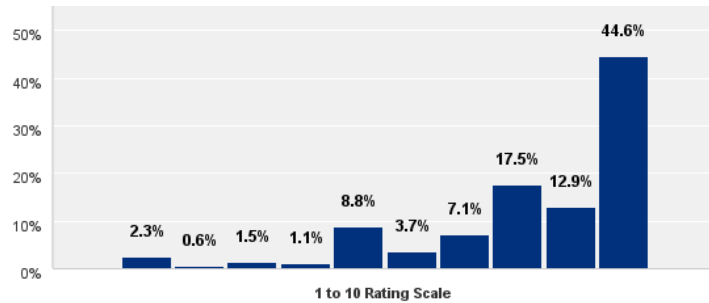


*Change in collection methodology – see slide 4

The PUD is a company that understands and cares about the needs of the local community.

Answered: 1,025 Skipped: 0

Year	2017	2011
Sample	1025	392
Mean	8.30	8.48

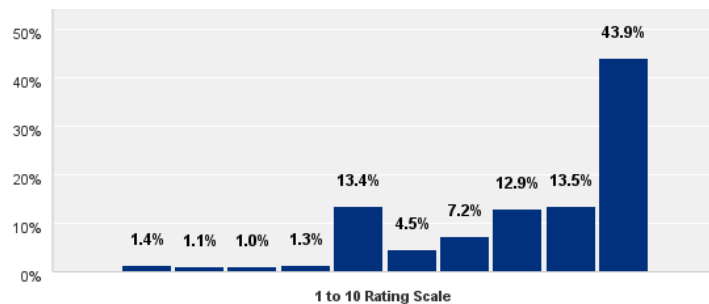


*Change in collection methodology – see slide 4

The PUD is a company that actively promotes programs to help its customers save money.

Answered: 1,025 Skipped: 0

Year	2017	2011
Sample	1025	389
Mean	8.19	8.46

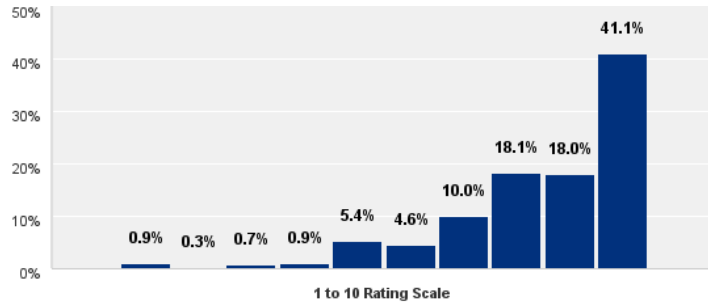


*Change in collection methodology – see slide 4

How would you rate your PUD for providing a good value for its services, on a scale of 1 to 10. With 10 meaning a great value and a 1 meaning a poor value.

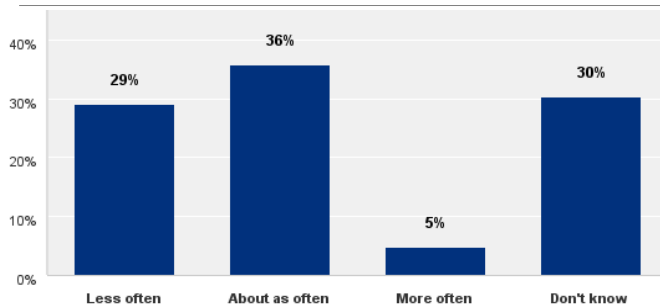
Answered: 1,025 Skipped: 0

Year	2017	2011
Sample	1025	408
Mean	8.50	8.28



*Change in collection methodology – see slide 4

Relative to your other household expenses (gas, water, oil), would you say the PUD raises electric rates:



Year	2017	2011
Less often	29	41
About as often	36	43
More often	5	5
Don't know	30	11

The “Don’t Know” category went up from 10.8% to 30.3% showing a decrease in awareness of utility rates and changes to those rates. If we only look at the people who are aware of rate changes the numbers become very similar; 51% thought that the rates were raised as often as other household expenses, compared to 48% percent when the question was first asked in 2011. The response “Less often” was 42%, compared to 46% in 2011 and “More often” was 7%, compared to 6% in the same 2011 study.

Communication

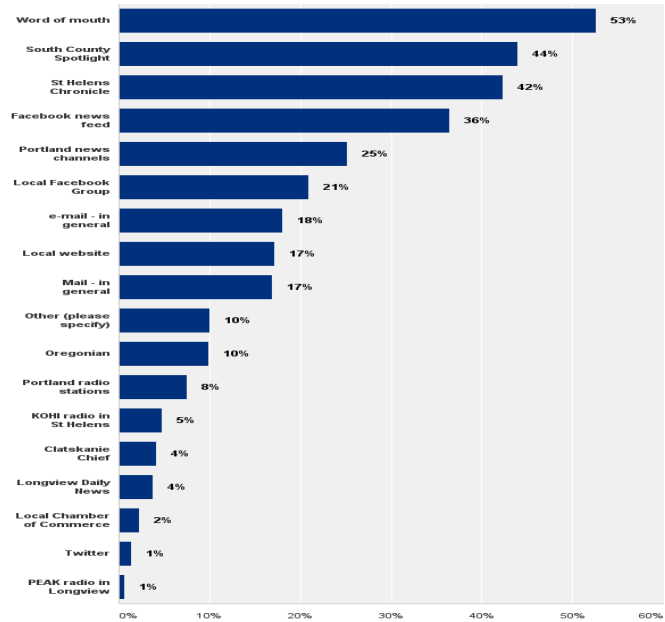
What do you feel is the best way to receive information from Columbia River PUD?

Newsletter/Billing inserts	290	28%
Mail	274	27%
E-mail	250	24%
Website/Online	81	8%
Phone	73	7%
Facebook/Twitter	21	2%
Other	16	2%
Newspaper	12	1%
Don't know / Refused	8	1%
Total	1025	100%

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Which of the following do you use when looking for information about news and events in our local, Columbia County community?
(Multiple responses allowed)

Answered: 1,025 Skipped: 0



*Which of those is your primary source of information about local Columbia County news and events?
(multiple responses allowed)*

Facebook News Feed	216	Longview Daily News	8
South County Spotlight	207	Portland Radio Station	7
St. Helens Chronicle & Advertiser	193	Clatskanie Chief	6
Word of Mouth	171	Power Lines	2
Portland TV stations	66	Columbia River Reader	2
Internet	60	Billing insert	1
Oregonian/OregonLive	14	City of Scappoose website	1
KOHI radio in St Helens	14	Community Action Team	1
Mail, general	14	Other	86
Papers (Unspecific)	14		

6/20/17

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If an average monthly bill was \$80, how many dollars, if any, should the PUD set aside to support local community events and programs?

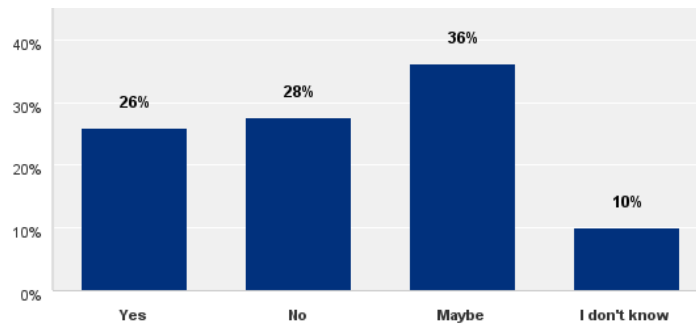
\$5.46	Average
\$4.00	Median

Over 82% of respondents were in favor of funding community events and programs. The average amount was \$5.46.

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Is community solar a program in which you would consider participating?

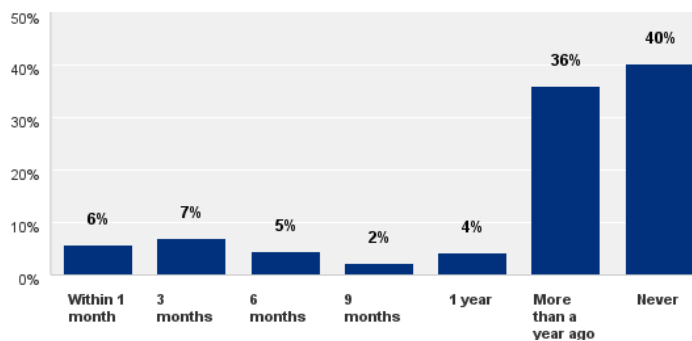
Answered: 1,025 Skipped: 0



Comments indicated an interest in the amount of time to the break-even point where they would recoup their original investment.

When was the last time you visited the CRPUD office in Deer Island?

Answered: 1,025 Skipped: 0

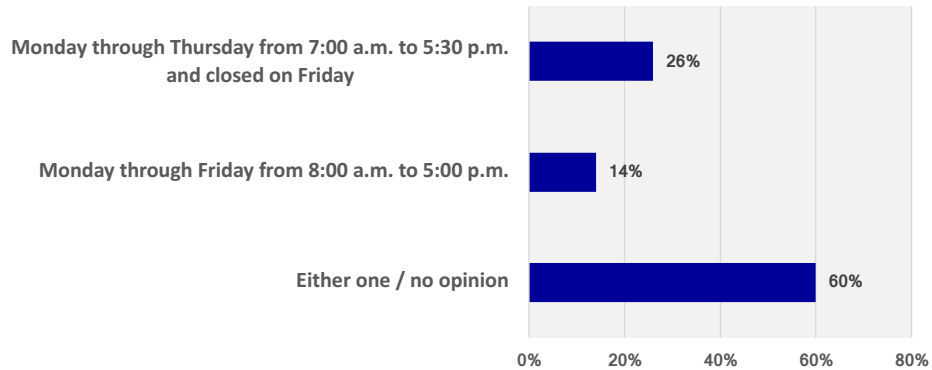


On average, how many times per year do you visit the PUD office in Deer Island?

Of the 612 respondents who have visited, the average number of visits per year was two.

What office hours would best meet your needs?

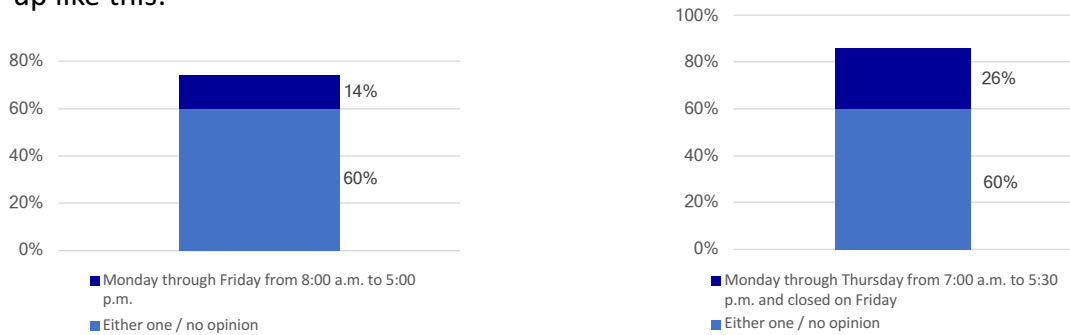
Answered: 1,025 Skipped: 0



What office hours would best meet your needs?

Answered: 1,025 Skipped: 0

“Either one / no opinion” combined with each of the other two options stacks up like this:



Thank you.

Presented by

