

**Rocky Mountain Power**  
***Utah Residential Rate Survey***  
*Final results*

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**Sample Size: 405 randomly selected Utah residential customers**  
**Tolerated error: ±4.9%**  
**Conducted: September 10-19, 2007**

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**RECORDS**

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Append customer list with the following fields:

- R1 Average bill amount for last 12 months (kWh only)
  - R2 Average bill amount for May – September (kWh only)
  - R3 Average bill amount for October – April (kWh only)
  - R4 Average kWh for last 12 months
  - R5 Average kWh for May - September
  - R6 Average kWh for October – April
  - R7 Code as urban vs. rural based on zip code and/or city (no quotas)
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**INTRODUCTION**

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Hello, I'm \_\_\_\_\_ from Dan Jones & Associates calling on behalf of Rocky Mountain Power. Rocky Mountain Power has asked us to contact some of their customers to ascertain how well you are being served. Is this the person who regularly works with the electric bill?

(IF NECESSARY: This is only a research study - not telemarketing. Your name and the answers you give will be completely confidential and your participation will never result in any attempt to sell you anything.)

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**SCREENING**

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**S1 RECORD GENDER.**

Male ..... 40%  
Female..... 60%

**S2 Just to confirm our records, is Rocky Mountain Power your electric utility company?**

Yes → CONTINUE..... 100%  
No → THANK AND END INTERVIEW..... 0%  
Don't know → THANK AND END INTERVIEW ..... 0%

**S3 Are you the person in your household who is most likely to review and pay your Rocky Mountain Power electric bill?**

Yes → CONTINUE..... 100%  
No → ASK FOR REFERRAL ..... 0%  
Don't know → THANK AND END INTERVIEW ..... 0%

S4 Do you or does anyone in your household work for a newspaper, television or radio station, advertising agency or market research company?

Yes → CONTINUE ..... 3%  
No → CONTINUE ..... 97%  
Don't know → CONTINUE ..... 0%

S5 Do you or does anyone in your household work for an electric utility, gas utility, cable or telephone company?

Yes → CONTINUE ..... 2%  
No → CONTINUE ..... 98%  
Don't know → CONTINUE ..... 0%

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### PERCEPTIONS OF CURRENT PRICING

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First, I'd like to ask you a couple of questions about the electric service you receive from Rocky Mountain Power. Please rate the following items using a 1 to 10 scale where 1 means you are "very dissatisfied" and 10 means you are "very satisfied". You may use any number from "one" to "ten."

**RECORD RATING FOR EACH ITEM. ROTATE ITEMS.**

Q1A Total monthly cost of your electric service

1 Very dissatisfied ..... 2%  
2 ..... 1%  
3 ..... 4%  
4 ..... 2%  
5 ..... 20%  
6 ..... 13%  
7 ..... 21%  
8 ..... 17%  
9 ..... 8%  
10 Very satisfied ..... 9%  
Don't know (vol) ..... 1%  
Mean score ..... 6.62

Q1B Ease of understanding your electric rates

1 Very dissatisfied ..... 2%  
2 ..... 2%  
3 ..... 2%  
4 ..... 2%  
5 ..... 11%  
6 ..... 7%  
7 ..... 16%  
8 ..... 23%  
9 ..... 13%  
10 Very satisfied ..... 19%  
Don't know (vol) ..... 3%  
Mean score ..... 7.42

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## ELECTRICITY USAGE

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Q2 Are you aware that electric utilities, including Rocky Mountain Power, charge customers based on how many kilowatt-hours of electricity are used each month?

Yes ..... 96%  
No..... 4%  
Don't know (vol)..... 1%

Q3 Do you typically keep track of how many kilowatt-hours of electricity your household uses each month?

Yes → CONTINUE ..... 33%  
No → SKIP TO Q7 ..... 67%  
Don't know → SKIP TO Q7 ..... 0%

**ASK Q4 ONLY IF “YES” TO Q3.**

Q4 Do you keep track of your monthly kilowatt-hour usage of electricity by reviewing your electric bill, by reading your electric meter, or both?

(Number responding – 132)  
Review bill → SKIP TO Q7 ..... 77%  
Read meter → CONTINUE ..... 1%  
Both → CONTINUE ..... 17%  
Don't know (vol)..... 5%

**ASK Q5 AND Q6 ONLY IF “READ METER” OR “BOTH” TO Q4.**

Q5 On average, how many times a month do you read your electric meter?

(Number responding – 24)  
Once ..... 79%  
Two times..... 0%  
Three times..... 4%  
Four times ..... 4%  
Five times..... 0%  
Six times..... 0%  
Seven times ..... 0%  
Eight or more times..... 0%  
Don't know (vol)..... 13%

Q6 At what time of the month do you read your electric meter?

(Number responding – 24)  
Beginning of month ..... 13%  
Middle of month ..... 17%  
End of month..... 21%  
Other ..... 25%  
Don't know (vol)..... 4%  
When I receive the bill..... 21%

Q7 Do you know when your monthly Rocky Mountain Power billing cycle begins and ends?

Yes ..... 31%  
No..... 67%  
Don't know (vol)..... 2%

Q8 Do you know about what day of the month Rocky Mountain Power typically reads your electric meter?

Yes ..... 13%  
No..... 85%  
Don't know (vol)..... 3%

Q9 About how many kilowatt-hours of electricity have you used since Rocky Mountain Power last read your electric meter?

Less than 400 ..... 4%  
401-1000 ..... 2%  
Greater than 1000..... 1%  
Don't know (vol)..... 93%

Q10 On average, how many kilowatt-hours of electricity do you use in a typical month during the year?

Less than 400 ..... 6%  
401-1000 ..... 4%  
Greater than 1000..... 3%  
Don't know (vol)..... 86%

Q11 Which one of the following statements best describes how you typically review and pay your electric bill? **READ LIST. RECORD ONE ANSWER.**

You review the detailed items on your bill including how many kilowatt-hours of electricity you have used ..... 41%

You just look for the amount due and due date and don't look at the detailed items..... 40%

Your bill is paid automatically and you never even look at your bill ..... 5%

You only look at the graph on the bill ..... 12%

Don't know (vol)..... 1%

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**AWARENESS AND OPINIONS ABOUT TIERED RATES**

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Q12A Are you aware of any seasonal differences in how Rocky Mountain Power charges customers for electricity usage?

Yes ..... 42%  
No..... 54%  
Don't know ..... 4%

**ASK Q12B ONLY IF "YES" TO Q12A.**

Q12B How would you describe the differences in how customers are charged for electricity usage at different times of the year?

(Number responding – 170)

Don't know (vol)..... 10%  
We pay more in the summer ..... 21%  
We pay more in the winter..... 9%  
Pay more if we use more Kwh..... 18%  
Charged more for peak hours..... 5%  
Plan is averaged/equal pay..... 3%  
Rates changed seasonally..... 16%  
Seems to be fair/understandable ..... 5%  
Miscellaneous ..... 13%

Please tell me if you are very aware, somewhat aware, not very aware, or not at all aware of the following electric rates charged by Rocky Mountain Power.

Q13A During the months of October through April, Rocky Mountain Power charges a flat rate to residential customers where you pay the same amount for each kilowatt-hour of electricity you use. The amount per kilowatt-hour stays the same no matter how much electricity you use.

Very aware ..... 12%  
Somewhat aware ..... 27%  
Not very aware ..... 19%  
Not at all aware ..... 41%  
Don't know (vol)..... 1%

Q13B During the months of May through September, Rocky Mountain Power charges residential customers a tiered rate where you pay a higher amount per kilowatt-hour as you use more electricity.

Very aware ..... 20%  
Somewhat aware ..... 30%  
Not very aware ..... 14%  
Not at all aware ..... 36%  
Don't know (vol)..... 1%

Now I'm going to give you more information about Rocky Mountain Power's tiered rate that is in effect from May through September. During these five months, customers pay an increasing amount per kilowatt-hour of electricity used, and there are three levels or tiers.

- The first level or tier charges customers about 7 ½ cents per kilowatt-hour for each of the first 400 kilowatt-hours of electricity used per month.
- The second level or tier charges customers about 8 ½ cents per kilowatt-hour from 401 to 1,000 kilowatt-hours of electricity used per month. Customers still pay about 7 ½ cents for each of their first 400 kilowatt-hours.
- The third tier charges customers about 10 cents per kilowatt-hour for over 1,000 kilowatt-hours of electricity used per month and everything else remains the same as the first and second tier changes.

Q14 Before now, were you aware of these levels or tiers and the different amounts charged depending on how much electricity you use?

Yes ..... 23%  
 No..... 75%  
 Don't know ..... 2%

Q15 Do you think the tiered rate structure I just described is very easy to understand, somewhat easy to understand, somewhat difficult to understand, or very difficult to understand?

Very easy ..... 27%  
 Somewhat easy..... 41%  
 Somewhat difficult..... 20%  
 Very difficult..... 8%  
 Don't know (vol)..... 4%

Q16 Which of the following rate structures would you rather have from Rocky Mountain Power – assuming that your total monthly cost of electric service is the same for each option? **READ LIST.**

You have a flat rate for each kilowatt-hour of electricity used in the winter and summer, or..... 54%

You have a flat rate in the winter and the tiered rate in the summer..... 30%

Don't know ..... 16%

Now I'm going to read some statements and would like you to tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement. **ROTATE STATEMENTS.**

Q17A The tiered rate structure from May through September is a fair way to charge customers

Strongly agree ..... 18%  
 Somewhat agree ..... 41%  
 Somewhat disagree ..... 16%  
 Strongly disagree ..... 16%  
 Don't know (vol)..... 9%

Q17B I would rather pay the same rate for each kilowatt-hour than have the tiered rate structure

Strongly agree .....	35%
Somewhat agree .....	28%
Somewhat disagree .....	16%
Strongly disagree .....	12%
Don't know (vol).....	9%

Q17C The tiered rate structure encourages me to use less electricity from May through September

Strongly agree .....	25%
Somewhat agree .....	33%
Somewhat disagree .....	18%
Strongly disagree .....	17%
Don't know (vol).....	8%

Q17D Rocky Mountain Power should use the tiered rate structure all year instead of just the summer months

Strongly agree .....	12%
Somewhat agree .....	25%
Somewhat disagree .....	23%
Strongly disagree .....	27%
Don't know (vol).....	13%

Q17E Electricity rates would be lower if customers used less electricity

Strongly agree .....	45%
Somewhat agree .....	28%
Somewhat disagree .....	11%
Strongly disagree .....	11%
Don't know (vol).....	4%

Q17F Rocky Mountain Power does a good job of telling customers how to use less electricity

Strongly agree .....	30%
Somewhat agree .....	45%
Somewhat disagree .....	12%
Strongly disagree .....	8%
Don't know (vol).....	5%

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## ENERGY CONSERVATION ISSUES

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Q18 Now I'm going to ask a few questions about energy efficiency and energy conservation. Have you taken any actions at home or changed anything in your household in order to save electricity during the summer months?

Yes .....	77%
No.....	22%
Don't know .....	1%

**ASK Q19 ONLY IF “YES” TO Q18.**

Q19 What types of things have you done in your home in order to save electricity?

(Number responding – 313)

Don't know (vol).....	0%
Changed light bulbs .....	20%
Adjusted thermostat .....	17%
Turned off lights .....	8%
Energy efficient appliances.....	11%
Installed new windows/doors.....	9%
Closed blinds/drapes .....	5%
Open the windows.....	2%
Put in ceiling fans.....	3%
Added insulation .....	3%
Less usage of air conditioner .....	9%
More efficient furnace.....	<1%
Less usage of everything.....	2%
Miscellaneous .....	6%
Roof fans/turbine fans.....	1%
Don't use stove/oven in summer.....	1%
Appliances run at certain time .....	1%
We are on the “Cool Program” .....	1%

Q20 How important is it for Rocky Mountain Power to offer customers programs to help conserve electricity? Would you say it is very important, somewhat important, not very important, or not at all important?

Very important.....	61%
Somewhat important.....	33%
Not very important.....	4%
Not at all important .....	2%
Don't know (vol).....	0%

Q21 Rocky Mountain Power has several energy efficiency programs for residential customers including Cool Keeper, See Ya Later Refrigerator, Home Energy Analysis, Home Energy Savings, and Time of Day. Before now, were you aware that Rocky Mountain Power offers these types of energy efficiency programs to residential customers?

Yes .....	69%
No → SKIP TO D1.....	30%
Don't know → SKIP TO D1 .....	1%

Q22 Have you ever participated in any of these energy efficiency programs?

(Number responding – 281)

Yes .....	40%
No.....	59%
Don't know .....	1%



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## DEMOGRAPHICS

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I have a few more questions for classification purposes only.

D1 How much do you pay for an average monthly electric bill during the summer? (pick mid-point if range given)

\$50 or less .....	22%
\$51 - \$100 .....	34%
\$101-\$200 .....	31%
Greater than \$200.....	5%
Don't know (vol).....	8%

D2 And how much do you pay for an average monthly electric bill during the winter? (pick mid-point if range given)

\$50 or less .....	38%
\$51 - \$100 .....	34%
\$101-\$200 .....	11%
Greater than \$200.....	2%
Don't know (vol).....	15%

D3 Including yourself and any children, how many people currently live in your household?

One .....	14%
Two .....	29%
Three .....	18%
Four .....	17%
Five .....	10%
Six .....	8%
Seven.....	3%
Eight.....	1%
Nine or more .....	<1%
Refuse(vol).....	1%

D4 How many are under the age of 18?

(Number responding – 345)

One .....	15%
Two .....	17%
Three .....	11%
Four .....	6%
Five .....	3%
Six .....	1%
Seven.....	<1%
Eight.....	0%
Nine or more .....	<1%
None.....	46%
Refuse(vol).....	0%

D5 What is the highest level of school that you have completed?

High School or less .....	24%
Some College/University .....	26%
College/University Graduate .....	32%
Advanced/Post Graduate.....	15%
Trade/Technology/vocational .....	3%
Refused (vol).....	1%

D6 Do you rent or own your current residence?

Rent.....	13%
Own.....	87%
Not Sure .....	0%

D7 In which of the following categories is your total annual household income?

Under \$25,000.....	11%
\$25,000 to \$50,000 .....	25%
\$50,001 to \$75,000 .....	23%
\$75,001 to \$100,000 .....	13%
More than \$100,000 .....	14%
Refused/no answer (vol) .....	15%

D8 Age category:

18-25 .....	6%
26-35 .....	21%
36-45 .....	18%
46-55 .....	18%
56-65 .....	14%
Over 65.....	21%
Refuse (vol).....	2%

Thank you for participating in our research project.  
Your opinions and comments are very important to Rocky Mountain Power.