

Questar Gas Energy Conservation Questionnaire with Results

Field dates: June 8-10, 2006
Universe: Questar Gas service area
Sample size: 415
Tolerated error: \pm 5.0%
Screener: Person who deals with utilities
Objective: Determine public interest in Questar Gas providing energy conservation tips

Hello. I'm _____ with Dan Jones & Associates, an independent public opinion research firm in Salt Lake City. We are conducting a quick survey for Questar Gas regarding energy conservation. May I please speak with the person who deals with utilities in your home?

1. How important do you feel energy conservation is in your area? Please use a 1-5 scale, where one means *not at all important* and five means *very important*.

1 / Not at all important	1%
2	3%
3	9%
4	30%
5 / Very important	55%
Don't know / refuse	2%
<i>Mean score</i>	<i>4.37</i>

2. Would you like Questar Gas to provide energy-conservation tips and programs to help reduce energy consumption in your home?

Yes	73%
No (SKIP NEXT)	23%
Don't know (VOL)	4%

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3. [IF YES OR DON'T KNOW] If Questar Gas were to provide energy conservation tips and programs, how could they best get that information to you? (UNAIDED)

<i>Number responding</i>	<i>320</i>
Don't know	4%
Gas bill / monthly statement	32%
Mail	46%
E-mail	4%
Newspaper	1%
TV / media	4%
Newsletter	2%
Letter / postcard	3%
Flyers	1%
Miscellaneous	3%

Finally, we just have a few questions to help us categorize your responses.

4. Gender: (DO NOT ASK – CODE FROM CONSERVATION)

Male	49%
Female	51%

5. Is your age category . . . ?

18-24	3%
25-34	15%
35-44	19%
45-54	18%
55-64	16%
65 or over	26%
Refuse (VOL)	4%

6. Is your annual household income . . . ?

Less than \$20,000	12%
\$20,000 to \$29,999	10%
\$30,000 to \$39,999	9%
\$40,000 to \$49,999	11%
\$50,000 to \$59,999	10%
\$60,000 to \$69,999	8%
\$70,000 to \$79,999	3%
\$80,000 to \$99,999	7%
\$100,000 or more	13%
Don't know / refuse (vol)	16%

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7. Do you own or rent your place of residence?

Own	87%
Rent	9%
Other (Specify _____)	0%
Refuse (vol)	4%

8. County: (DO NOT ASK – CODE FROM SAMPLE)

Beaver	<1%
Box Elder	2%
Cache	4%
Carbon	1%
Daggett	<1%
Davis	11%
Duchesne	1%
Emery	1%
Garfield	<1%
Grand	<1%
Iron	1%
Juab	<1%
Kane	<1%
Millard	1%
Morgan	<1%
Piute	<1%
Rich	<1%
Salt Lake	39%
San Juan	1%
Sanpete	1%
Sevier	1%
Summit	1%
Tooele	2%
Uintah	1%
Utah	16%
Wasatch	<1%
Washington	4%
Wayne	<1%
Weber	9%

9. Service Area: (DO NOT ASK – CODE FROM SAMPLE)

Central	59%
Eastern	6%
Northern	26%
Southern	10%
Wyoming	<1%

We know your time is valuable and thank you very much for taking the time to complete this survey conducted by Dan Jones & Associates.