Report to TRAVERSE CITY LIGHT & POWER

2016 Market Research – Customer Survey

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EXECUTIVE SUMMARY

Objective: The purpose of this research is to determine views and opinions of Traverse City Light & Power (TCL&P) customers on services received. Customers' first rate overall satisfaction with the services provided by TCL&P, and then provide importance and effectiveness ratings on cost, reliability, and responsiveness characteristics specifically. Additionally, survey items address customer and field representative service, sources of information, interest in Smart Phone based services, web-based information, and interest in upgrade to metering infrastructure, as well as awareness and participation in energy efficiency programs.

Methodology: A telephone survey was conducted with random samples of TCL&P residential and commercial customers. The final overall sample includes 674 respondents, consisting of 365 residential and 309 commercial customers. Margin of error by customer type is +/- 5.0%.[1]

Key Findings:

98% Overall Satisfaction with Services

Very Important:
Responsiveness (95%)
Reliability (94%)
Cost (91%)

Excellent:
Reliability (54%)
Responsiveness (46%)
Cost (25%)

91% Overall Satisfaction - Customer Service Rep
96% Overall Satisfaction -Field Rep

Energy Efficiency Program
Residential - 17% participation
Commercial - 23% participation

- The majority of respondents reported a high level of overall satisfaction with the services provided by TCL&P, with 65% indicating they are "Very Satisfied;" additionally, 33% indicated they are "Satisfied."

- Of three specific service characteristics assessed, respondents most often reported responsiveness to restoring power after outages as "Very Important," followed closely by providing reliable electric service[2], and cost. The service characteristic with the greatest percent of "Excellent" ratings, with regard to TCL&P's performance, is providing reliable electric service, followed by restoring power after outages. Additional analysis identifies *providing electricity at low cost* as the characteristic with the largest negative gap between importance and effectiveness for both residential and commercial customers.

[1] Based on an unduplicated residential customer population of 7,386 and commercial/industrial customer population of 1,575
[2] Commercial respondents assigned "Very Important" ratings of 96.4% to both responsiveness and reliability

- The majority of respondents (68%) indicated they had not had contact with a TCL&P customer service representative within the past year. Of those indicating they had contact with a customer service representative within the past year, the majority indicated they were "Very Satisfied" with the outcome.

- Similarly, the majority of respondents (86%) indicated they had not had contact with a TCL&P field representative within the past year. Of those indicating they had contact with a field representative within the past year, the majority indicated they were "Very Satisfied" with the outcome.

- The single largest group of respondents (39%) indicated their primary source of local news is television, while 28% indicated their primary source is the Internet. Additional questions regarding media use addressed readership of local newspapers/magazines, television channels watched most often, radio stations listened to most often, and websites visited most often. This detail is outlined in the full report, with any significant variation between residential and commercial respondent feedback noted.

- The single largest group of respondents (42%) indicated "Email" is the best way for TCL&P to successfully communicate information to them, with an additional 22% citing "Direct Mail."

- The majority of respondents (83%) reported they use a Smart Phone. Approximately 43% of this group indicated they would be interested in utilizing a Smart Phone Application that would provide pertinent utility information, and 69% indicated they would be interested in receiving text message notifications of outages, phone scams, and inclement weather.

- The single largest group of respondents (37%) indicated they "Occasionally" read TCL&P bill inserts; additionally, 37% indicated they read inserts "Always" or "Often." Respondents indicating they "Never" read bill inserts most frequently cited "Not interested" and "No time" as primary reason why.

- Approximately 27% of respondents reported they have visited the TCL&P web site, with the largest percent of this group indicating they visit the site for bill payment information.

- When asked to rate interest in various types of information that could be made available on the TCL&P website, respondents expressed the highest level of interest in on-line reporting of service problems, followed by information on ways to improve energy efficiency, rate information and information on renewable energy.

- When asked to rate interest in TCL&P upgrading its metering infrastructure to assist customers with real-time monitoring of energy consumption, the majority (60%) expressed some level of interest, with 23% indicating they are "Very Interested" and 36% indicating they are "Somewhat Interested;" 33% indicated "Not interested at all."

- Approximately 84% of respondents indicated they think it is a benefit to Traverse City and its citizens to have a municipal electric utility provider.

- The majority of *residential* respondents reported they are aware TCL&P offers an energy efficiency program which provides rebates for recycling older refrigerators, as well as incentives for buying energy efficient appliances and lighting (61% and 58%, respectively). Approximately 17% of residential respondents indicated they had participated in the energy efficiency program.

- The majority of *commercial* respondents (66%) reported they are aware TCL&P has an energy efficiency program which provides financial incentives for installing more energy efficient lighting and equipment at their business; approximately 23% of commercial respondents indicated they had participated in the energy efficiency program.

- Regarding energy efficiency upgrades, 37% of respondents indicated they would be interested in the utility offering On-Bill Financing for those types of improvements, while 46% indicated they would not be interested.

1.0 OVERVIEW

1.1 Objective

The purpose of this research is to determine views and opinions of Traverse City Light & Power (TCL&P) customers on services received. Customers' first rate overall satisfaction with the services provided by TCL&P, and then provide importance and effectiveness ratings on cost, reliability, and responsiveness characteristics specifically. Additionally, survey items address customer and field representative service, sources of information, interest in Smart Phone based services, web-based information, and interest in upgrade to metering infrastructure, as well as awareness and participation in energy efficiency programs.

1.2 Methodology

A telephone survey was conducted with randomly selected samples of Traverse City Light & Power residential and commercial customers. A list of customer names and telephone numbers was provided by TCL&P representatives and sample identification was conducted by CS Research & Consulting. Based upon an unduplicated residential customer population of 7,386 and commercial/industrial customer population of 1,575, a sample of 365 residential and 309 commercial respondents is required for a 95% confidence level and +/- 5% margin of error by customer type; the final sample includes 674 customers, consisting of 365 residential and 309 commercial respondents. Margin of error for each customer type is +/- 5.0%.

Surveys were conducted from June 29 to July 20, 2016. An average of 2.43 attempts per number were made to contact randomly selected customers; time of day (9:00 am to 12:00 pm, 1:00 pm to 4:00 pm, and 6:00 pm to 9:00 pm) and day of week (Monday through Saturday) varied. Survey administration was conducted by Barnes Research with direction from CS Research & Consulting.

Survey data were analyzed using SPSS for Windows. Analyses include frequencies for each survey item by customer type and overall[3], and a series of cross-tabulations by customer type to assess significant relationships. Tables and graphs[4] throughout the report illustrate results. Frequently cited "Other" responses are highlighted as appropriate, with a complete capture included in Section 4: Additional Comments. The survey instrument is included in Appendix A.

[3] Data is not weighted by customer type
[4] It should be noted that X-axis scales vary due to range of response on individual variables.

2.0 SURVEY RESULTS

2.1 Demographics

Demographic information collected includes length of time as a Traverse City Light & Power customer and age. In addition, respondent gender was recorded. The following tables display results.

Table 1. How long have you been a TCL&P customer?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Less than 1 year	9.0% (33)	6.8% (21)	8.0% (54)
1 to 5 years	44.1% (161)	20.7% (64)	33.4% (225)
6 to 10 years	19.7% (72)	16.8% (52)	18.4% (124)
Over 10 years	27.1% (99)	55.7% (172)	40.2% (271)

Table 2. Age (What year were you born?)

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
18-24 years	1.2% (4)	0.0% (0)	0.7% (4)
25-34 years	21.3% (73)	13.4% (36)	17.8% (109)
35-44 years	17.2% (59)	15.7% (42)	16.5% (101)
45-54 years	13.4% (46)	31.0% (83)	21.1% (129)
55-64 years	19.8% (68)	28.7% (77)	23.7% (145)
65 years and older	27.1% (93)	11.2% (30)	20.1% (123)

Table 3. Gender

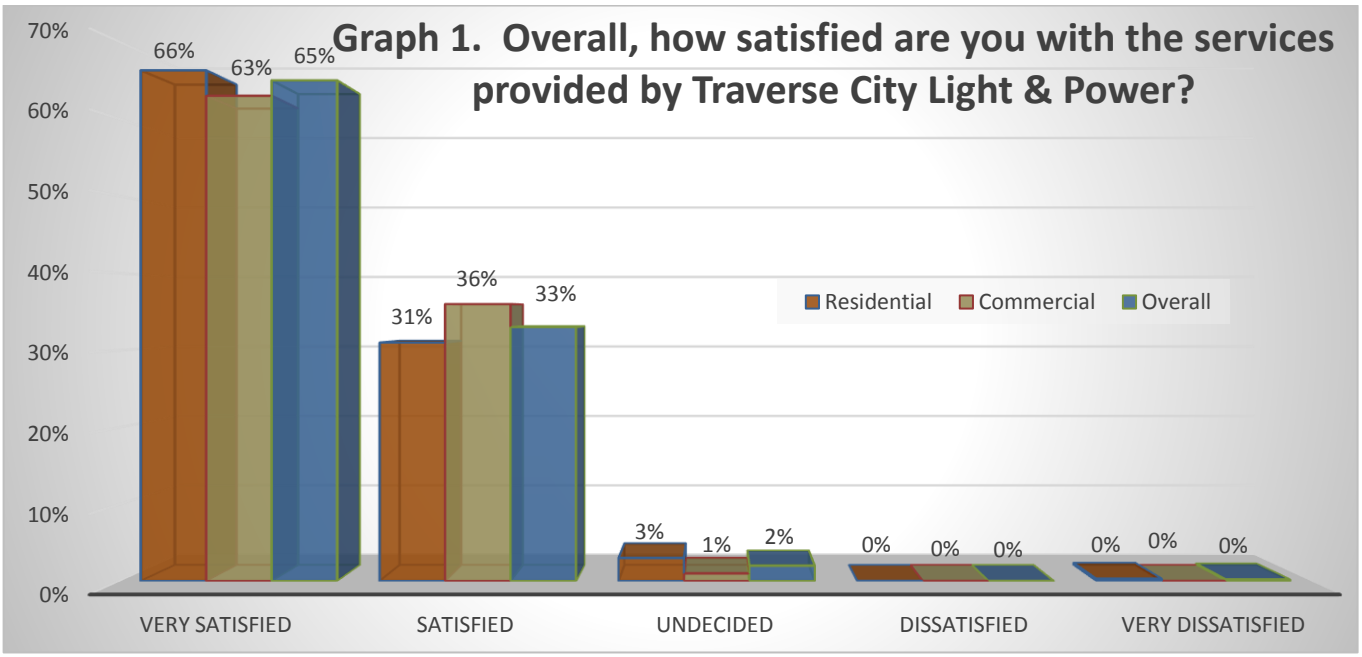
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Male	47.9% (175)	49.2% (152)	48.5% (327)
Female	52.1% (190)	50.8% (157)	51.5% (347)

2.2 Overall Satisfaction

Respondents were first asked to indicate, overall, how satisfied they are with services provided by Traverse City Light & Power. The following table and graph display results.

Table 4. Overall, how satisfied are you with the services provided by TCL&P?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Very Satisfied	66.3% (242)	62.5% (193)	64.5% (435)
Satisfied	31.0% (113)	36.2% (112)	33.4% (225)
Undecided	2.5% (9)	0.6% (2)	1.6% (11)
Dissatisfied	0.3% (1)	0.3% (1)	0.3% (2)
Very Dissatisfied	0.0% (0)	0.3% (1)	0.1% (1)



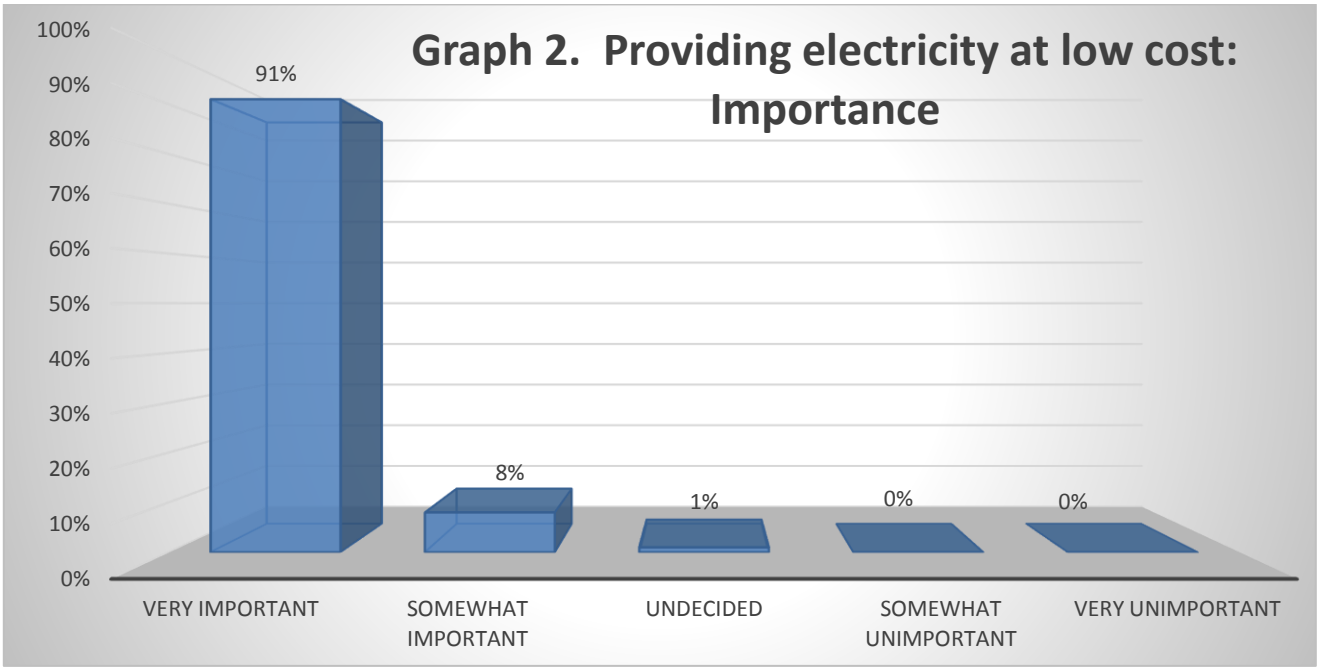
The majority of respondents reported a high level of overall satisfaction with the services provided by TCL&P, with 65% indicating they are "Very Satisfied;" additionally, 33% indicated they are "Satisfied." Further analysis indicates there is no statistically significant interaction between satisfaction and customer type.

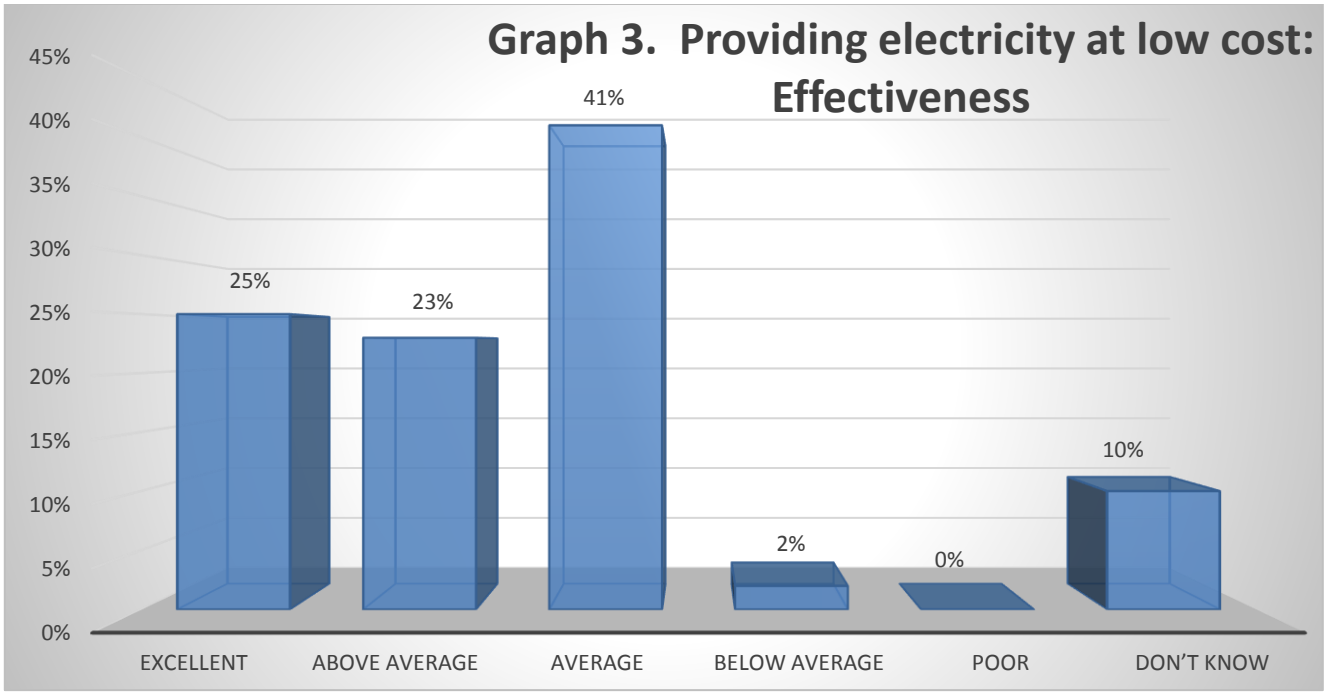
2.3 Service Evaluation

In the first series of items, respondents rated the importance of three service characteristics and TCL&P's effectiveness with regard to each characteristic. The following tables and graphs display results.

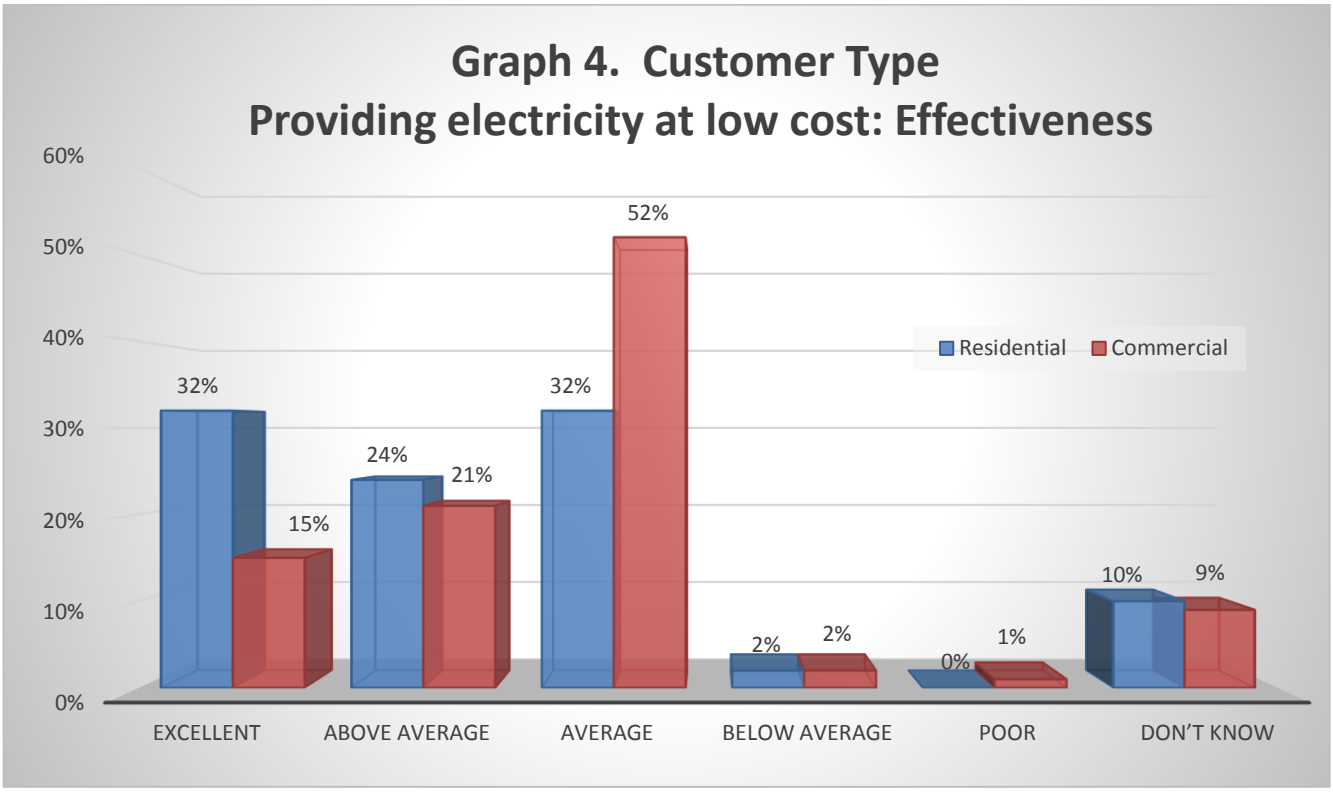
Table 5. How important would you say providing electricity at low cost is to you? How would you rate Traverse City Light & Power on providing electricity at low cost?

		Residential	Commercial	Overall
		% (count)	% (count)	% (count)
Importance	**Very Important**	89.0% (325)	92.2% (285)	90.5% (610)
	Somewhat Important	9.3% (34)	7.1% (22)	8.3% (56)
	Undecided	1.1% (4)	0.3% (1)	0.7% (5)
	Somewhat Unimportant	0.0% (0)	0.0% (0)	0.0% (0)
	Very Unimportant	0.5% (2)	0.3% (1)	0.4% (3)
Effectiveness Rating	**Excellent**	32.3% (118)	15.2% (47)	24.5% (165)
	Above Average	24.1% (88)	21.0% (65)	22.7% (153)
	Average	32.1% (117)	51.8% (160)	41.1% (277)
	Below Average	1.6% (6)	2.3% (7)	1.9% (13)
	Poor	0.0% (0)	0.6% (2)	0.3% (2)
	Don't Know	9.9% (36)	9.1% (28)	9.5% (64)





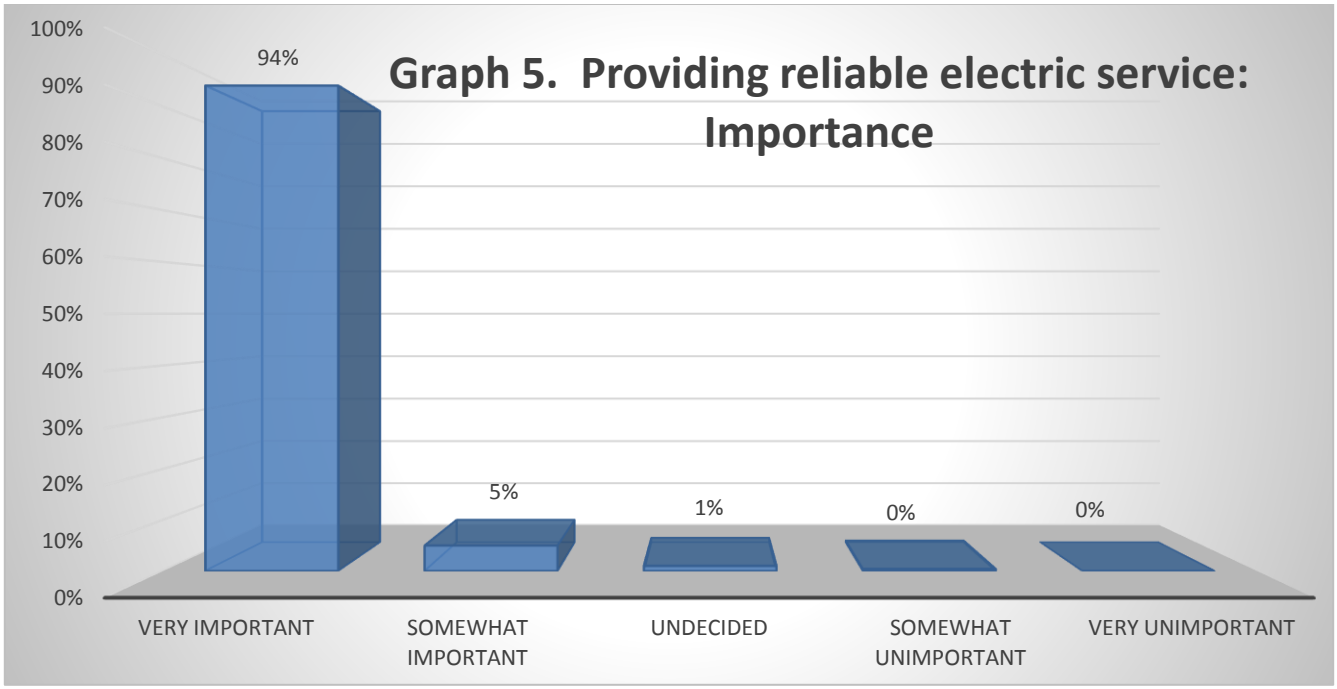
Cost effectiveness ratings do vary significantly by customer type. Specifically, residential respondents were more likely to rate TCL&P "Excellent" or "Above Average" on this characteristic, while commercial respondents were more likely to assign TCL&P an "Average" rating. The following graph illustrates this interaction.

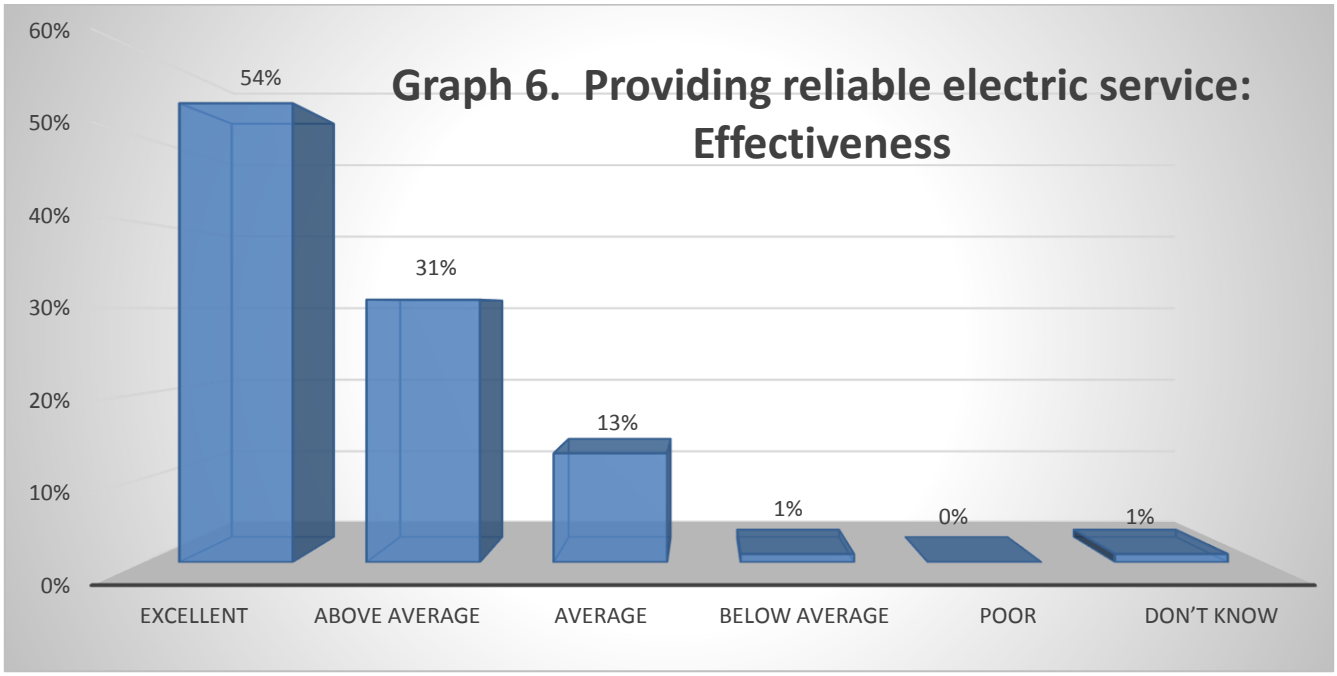


Additional service characteristics assessed include providing reliable electric service and responsiveness to power outages. Importance of both reliability and responsiveness, as well as effectiveness regarding reliability, significantly vary by customer type (see Section 3: Residential and Commercial Customer Comparisons). The following tables and graphs highlight results.

Table 6. How important would you say <u>providing reliable electric service with fewer outages and surges</u> is to you? How would you rate Traverse City Light & Power on providing reliable electric service?

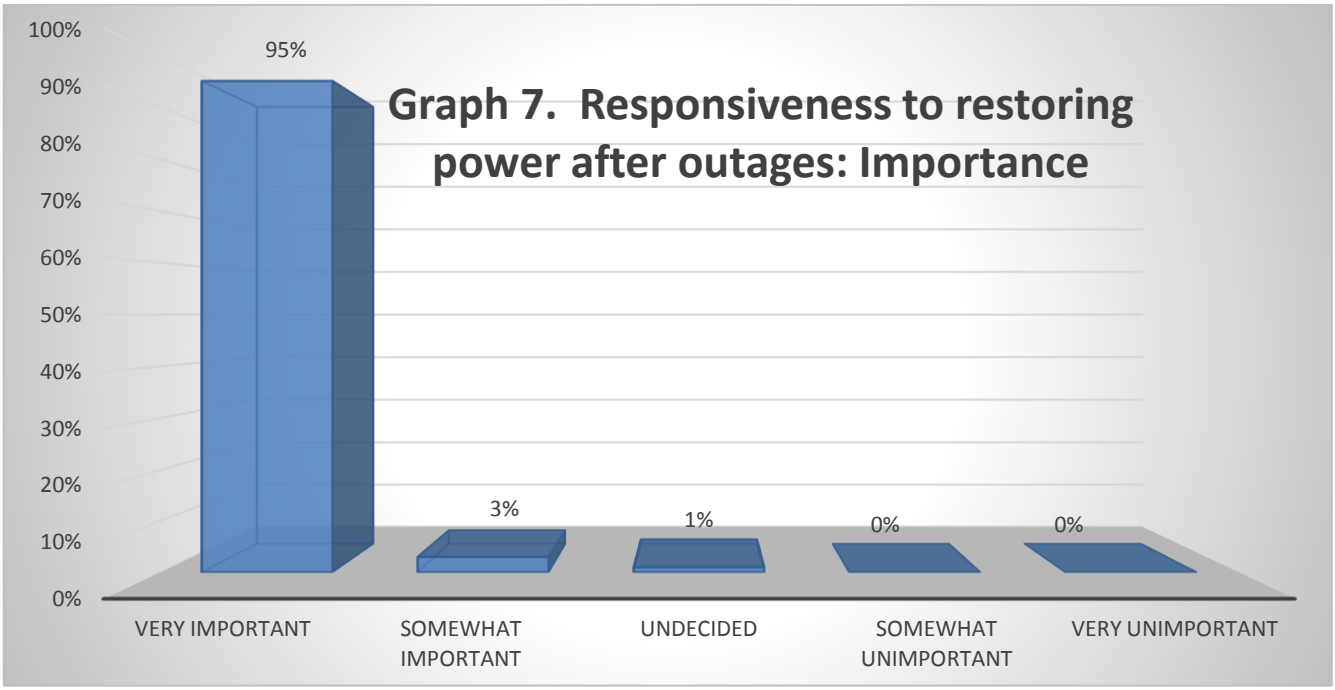
		Residential	Commercial	Overall
		% (count)	% (count)	% (count)
Importance	**Very Important**	92.3% (337)	96.4% (298)	94.2% (635)
	Somewhat Important	6.6% (24)	3.6% (11)	5.2% (35)
	Undecided	1.1% (4)	0.0% (0)	0.6% (4)
	Somewhat Unimportant	0.0% (0)	0.0% (0)	0.0% (0)
	Very Unimportant	0.0% (0)	0.0% (0)	0.0% (0)
Effectiveness	**Excellent**	57.8% (211)	48.9% (151)	53.7% (362)
	Above Average	27.4% (100)	35.3% (109)	31.0% (209)
	Average	12.9% (47)	13.3% (41)	13.1% (88)
	Below Average	1.4% (5)	0.3% (1)	0.9% (6)
	Poor	0.0% (0)	0.3% (1)	0.1% (1)
	Don't Know	0.5% (2)	1.9% (6)	1.2% (8)

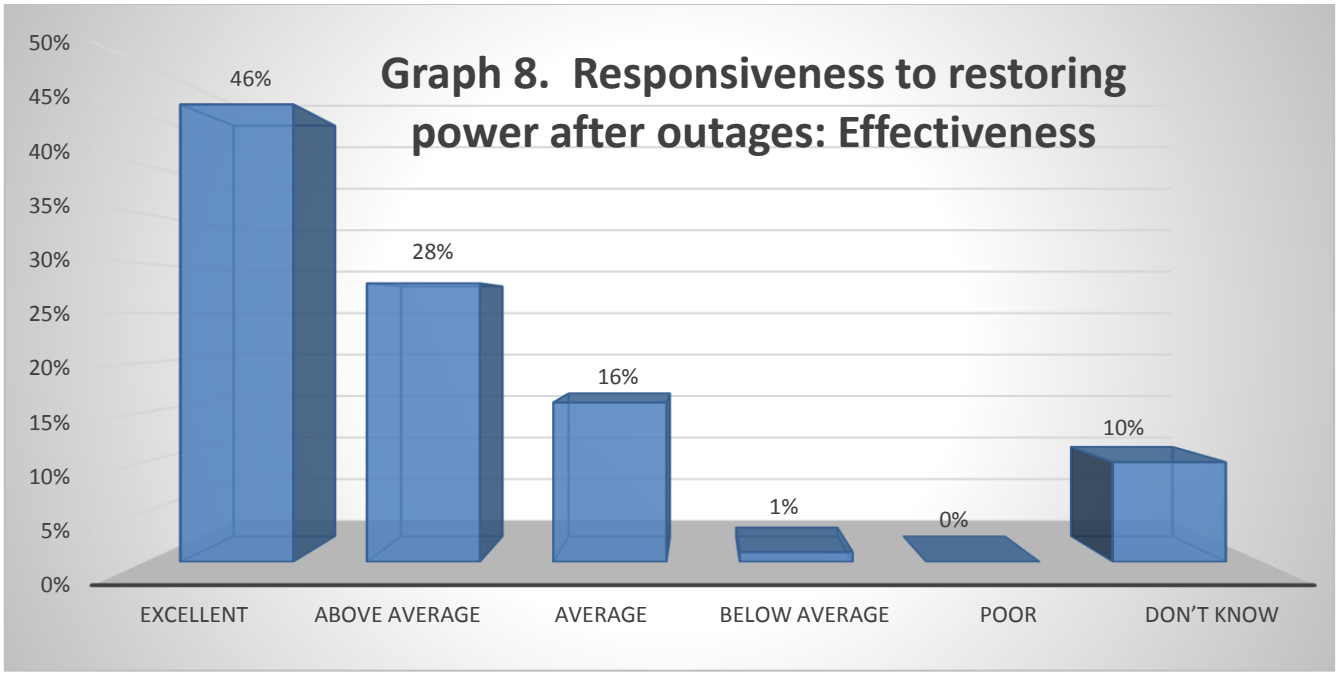




Ratings of reliability importance and TCL&P's effectiveness with regard to providing reliable electric service significantly vary by customer type. Specifically, commercial respondents were more likely to indicate reliability is "Very Important," while residential respondents were more likely to indicate it is "Somewhat Important." Additionally, residential respondents were more likely to then rate TCL&P "Excellent" with regard to providing reliable electric service, while commercial respondents were more likely to assign an "Above Average" rating.

Table 7. How important would you say responsiveness to restoring power after outages is to you? How would you rate Traverse City Light & Power on responsiveness to restoring power after outages?				
		Residential	Commercial	Overall
		% (count)	% (count)	% (count)
Importance	Very Important	94.5% (345)	96.4% (298)	95.4% (643)
	Somewhat Important	3.3% (12)	3.6% (11)	3.4% (23)
	Undecided	2.2% (8)	0.0% (0)	1.2% (8)
	Somewhat Unimportant	0.0% (0)	0.0% (0)	0.0% (0)
	Very Unimportant	0.0% (0)	0.0% (0)	0.0% (0)
Effectiveness	Excellent	49.0% (179)	41.4% (128)	45.5% (307)
	Above Average	25.5% (93)	31.1% (96)	28.0% (189)
	Average	13.7% (50)	19.1% (59)	16.2% (109)
	Below Average	0.5% (2)	0.6% (2)	0.6% (4)
	Poor	0.3% (1)	0.0% (0)	0.1% (1)
	Don't Know	11.0% (40)	7.8% (24)	9.5% (64)





Ratings of responsiveness importance significantly vary by customer type. Specifically, commercial respondents were more likely to indicate responsiveness is "Very Important," while residential respondents were more likely to indicate "Undecided;" effectiveness ratings did not significantly vary.

2.3.1 Gap Analysis[5]: Residential

Percent of residential respondents rating each characteristic "Very Important" are listed below:

1. Responsiveness to restoring power after outages (94.5%)
2. Providing reliable electric service (92.3%)
3. Providing electricity at low cost (89.0%)

Percent of residential respondents rating TCL&P "Excellent" on each characteristic are listed below:

1. Providing reliable electric service (57.8%)
2. Responsiveness to restoring power after outages (49.0%)
3. Providing electricity at low cost (32.3%)

It should be noted that some respondents felt unable to assign ratings on certain characteristics. For example, approximately 11% (n=40) of residential respondents indicated they did not know how to rate TCL&P on responsiveness to restoring power after outages.

[5] The gap is calculated by subtracting importance ratings from effectiveness ratings for each respondent. This results in a negative number if the effectiveness rating is less than the importance rating. Gaps reported are the result of an average across all respondents.

As noted above, TCL&P received the highest effectiveness rating from residential respondents on reliable electric service, which is the service rated second in terms of importance. A gap analysis was conducted to examine discrepancies between importance and effectiveness on each characteristic. The largest gap between importance and TCL&P's effectiveness concerned providing electricity at low cost.

Table 8. Residential: Gaps between importance and ratings of TCL&P effectiveness	
Providing electricity at a low cost	-0.92
Responsiveness to restoring power after outages	-0.58
Providing reliable electric service	-0.49

Concern over service level is not recommended until a gap approaches –1.5 to –2.0.

2.3.2 Gap Analysis: Commercial

Percent of commercial respondents rating each characteristic "Very Important" are listed below:

1. Providing reliable electric service (96.4%)
2. Responsiveness to restoring power after outages (96.4%)
3. Providing electricity at low cost (92.2%)

Percent of commercial respondents rating TCL&P "Excellent" on each characteristic are listed below:

1. Providing reliable electric service (48.9%)
2. Responsiveness to restoring power after outages (41.4%)
3. Providing electricity at low cost (15.2%)

It should be noted that some respondents felt unable to assign ratings on certain characteristics. For example, approximately 9% (n=28) of commercial respondents indicated they did not know how to rate TCL&P on providing electricity at low cost.

As noted above, TCL&P received the highest rating from commercial respondents on providing reliable electric service, which was also the characteristic rated first in terms of importance. A gap analysis was conducted to examine discrepancies between importance and effectiveness on each characteristic. The largest gap between importance and TCL&P's effectiveness concerned providing electricity at low cost.

Table 9. Commercial: Gaps between importance and ratings of TCL&P effectiveness	
Providing electricity at a low cost	-1.38
Responsiveness to restoring power after outages	-0.73
Providing reliable electric service	-0.62

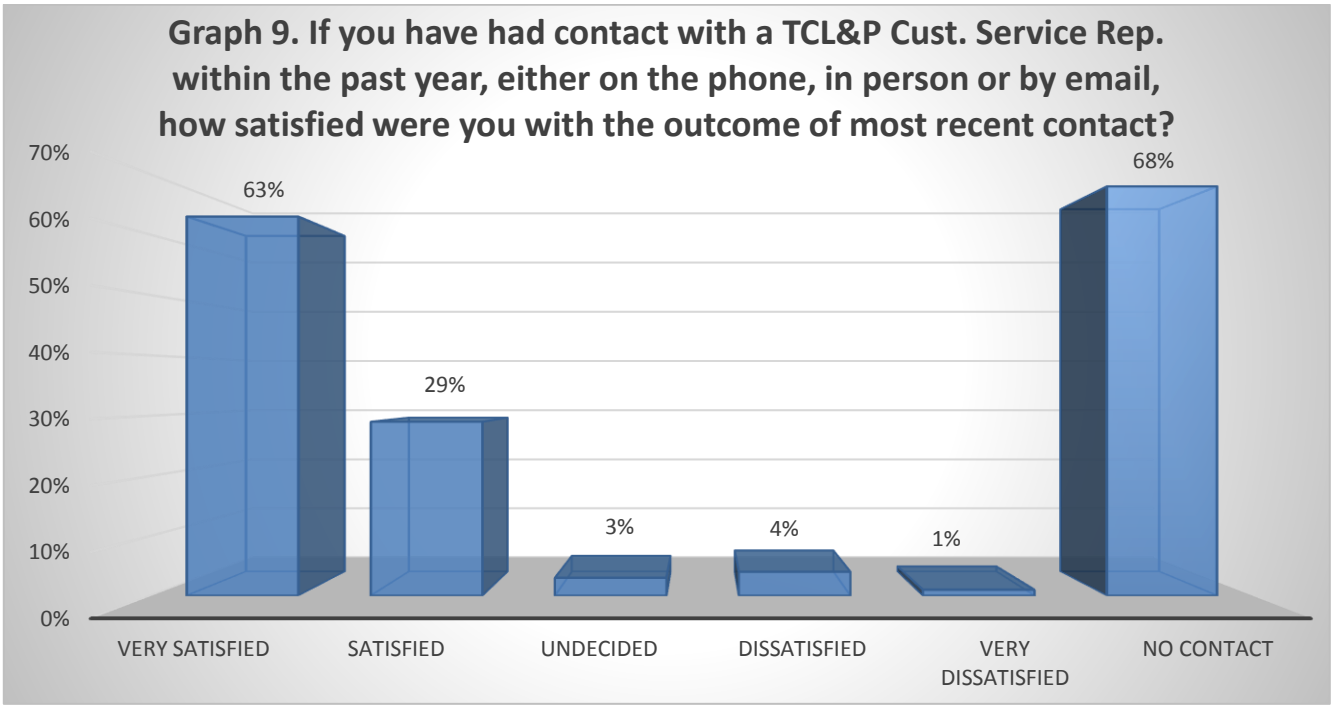
Concern over service level is not recommended until a gap approaches –1.5 to –2.0.

2.4 Customer Service Ratings[6]

The next series of items assessed recent experience with TCL&P customer service and field representatives. Respondents having contact within the past year were asked to rate their satisfaction with the outcome of the contact and identify reasons for any reported dissatisfaction; the following tables and graphs display results.

Table 10. If you have had contact with a TCL&P Customer Service Representative within the past year, either on the phone, in person or by email, how satisfied were you with the outcome of this most recent contact?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Very Satisfied	65.1% (84)	59.1% (52)	62.7% (136)
Satisfied	25.6% (33)	33.0% (29)	28.6% (62)
Undecided	4.7% (6)	1.1% (1)	3.2% (7)
Dissatisfied	2.3% (3)	6.8% (6)	4.1% (9)
Very Dissatisfied	2.3% (3)	0.0% (0)	1.4% (3)
No Contact	64.7% (236)	71.5% (221)	67.8% (457)

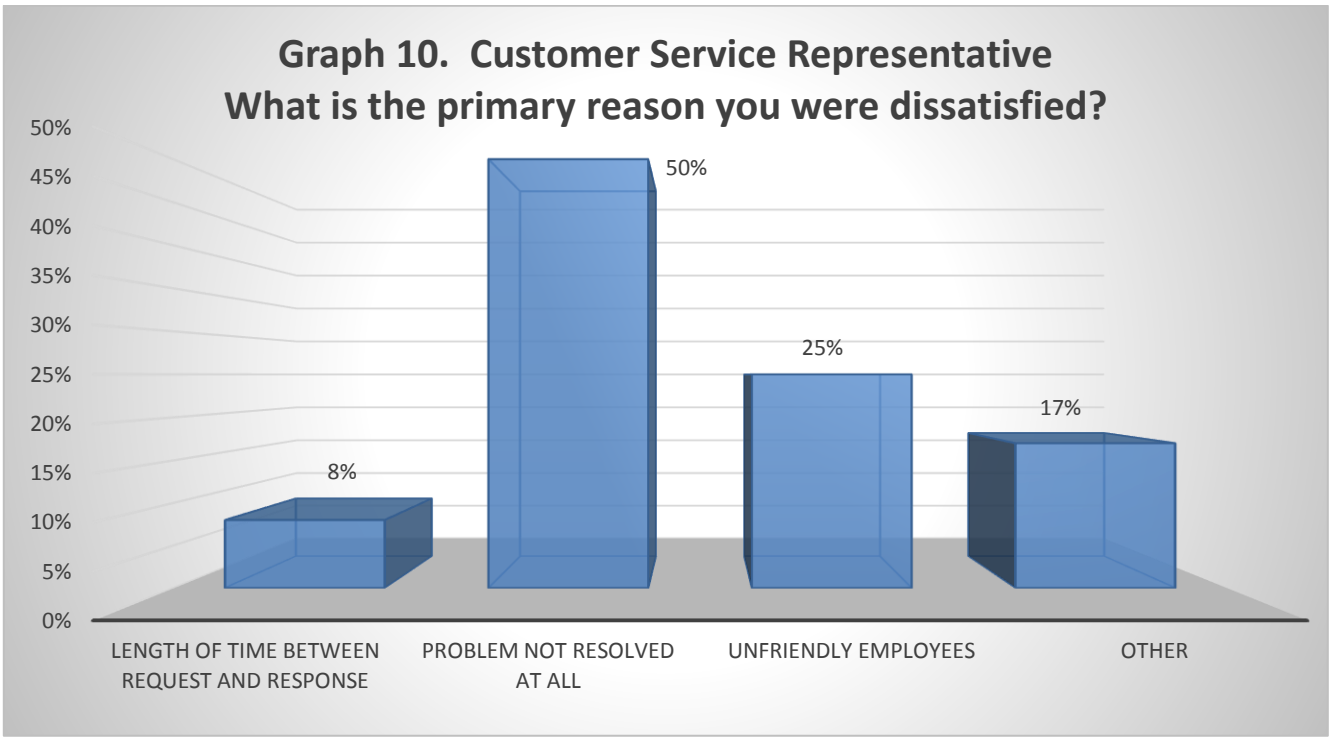


[6] Ratings are based only on those respondents reporting contact with a representative; "No Contact" percentage is based upon all respondents.

The majority of respondents (68%) indicated they had not had contact with a Customer Service Representative within the past year. Of those respondents indicating they had contact, approximately 63% indicated they were "Very Satisfied" with the outcome of that contact, while 29% indicated they were "Satisfied." Twelve respondents reporting a level of dissatisfaction with their contact outcome were asked to indicate the primary reason for their dissatisfaction.

Table 11. What is the primary reason you were dissatisfied?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Length of time between request/response	16.7% (1)	0.0% (0)	8.3% (1)
Problem/request not resolved at all	50.0% (3)	50.0% (3)	50.0% (6)
Unfriendly/discourteous employees	16.7% (1)	33.3% (2)	25.0% (3)
Other	16.7% (1)	16.7% (1)	16.7% (2)

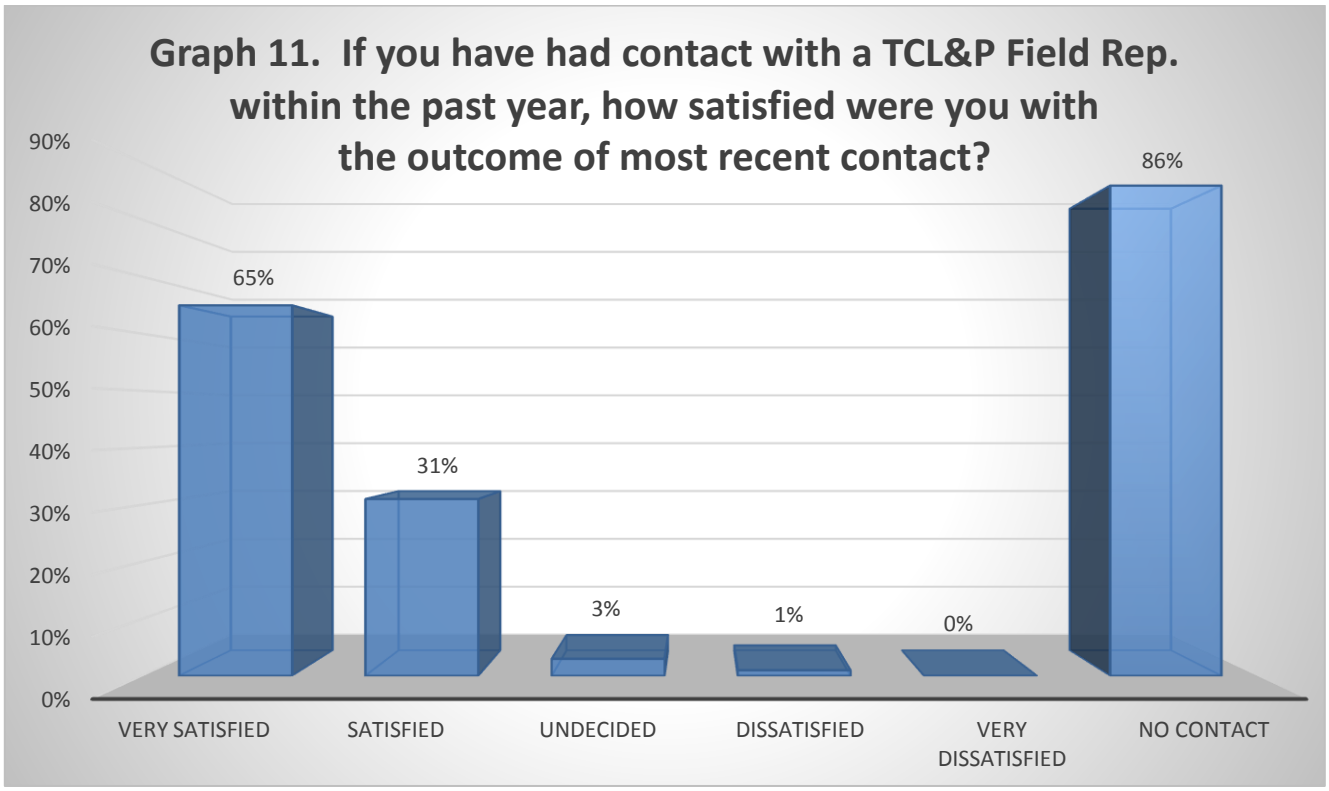


"Problem not resolved at all" was cited most frequently as the primary reason for dissatisfaction. Customers expressing dissatisfaction were also asked if they would like to be contacted by a TCL&P representative.

Respondents who had contact within the past year with a Field Representative (meter reader, tree trimmer or lineman) were asked to rate their satisfaction with the outcome of their most recent contact.

Table 12. If you have had contact with a TCL&P Field Rep. (meter reader, tree trimmer, lineman) within the past year, how satisfied were you with the outcome of this most recent contact?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Very Satisfied	75.0% (39)	52.3% (23)	64.6% (62)
Satisfied	17.3% (9)	47.7% (21)	31.3% (30)
Undecided	5.8% (3)	0.0% (0)	3.1% (3)
Dissatisfied	1.9% (1)	0.0% (0)	1.0% (1)
Very Dissatisfied	0.0% (0)	0.0% (0)	0.0% (0)
No Contact	85.8% (313)	85.8% (265)	85.8% (578)



The majority of respondents (86%) indicated they had not had contact with a Field Representative within the past year. Of those respondents indicating they had contact, 65% indicated they were "Very Satisfied" with the outcome and 31% indicated they were "Satisfied."[7] Results varied significantly by customer type, with residential respondents more likely reporting they were "Very Satisfied" and commercial respondents more likely reporting "Satisfied."

[7] One respondent reported dissatisfaction with a tree trimmer, citing "Unfriendly/Discourteous employee"

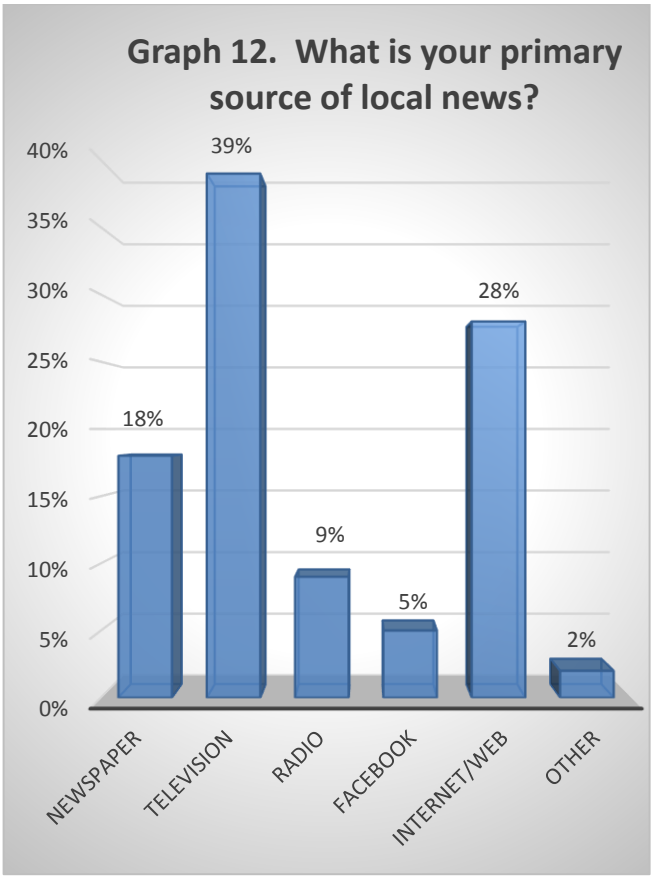
2.5 Communication

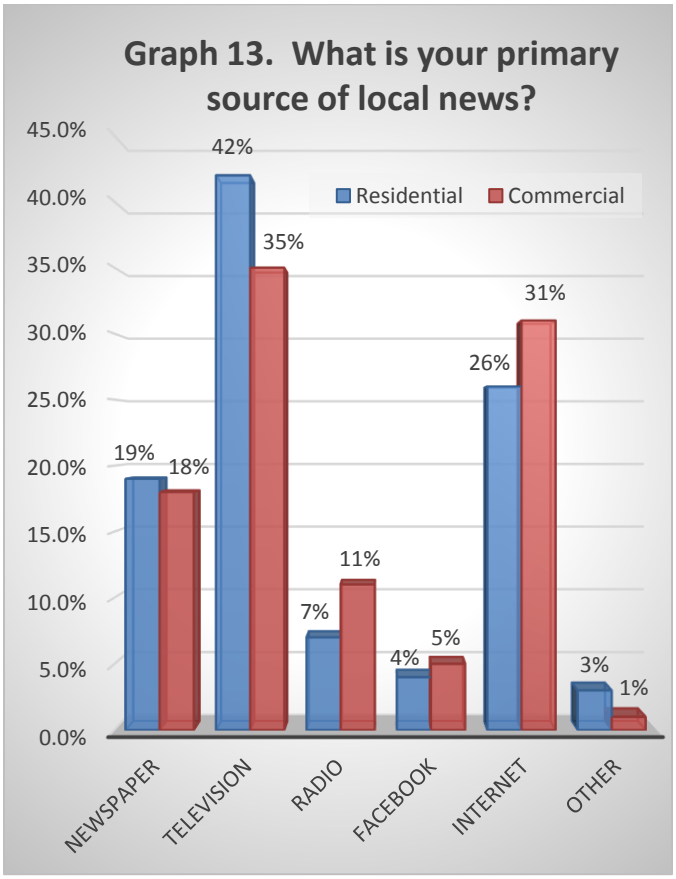
2.5.1 Media Sources

Respondents were next asked to indicate their primary source of local news. The following tables and graphs display results.

Table 13. What is your primary source of local news?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Newspaper	18.6% (68)	17.5% (54)	18.1% (122)
Television	41.9% (153)	34.6% (107)	38.6% (260)
Radio	6.6% (24)	10.7% (33)	8.5% (57)
Facebook*	4.1% (15)	4.9% (15)	4.5% (30)
Internet/Web	25.5% (93)	31.4% (97)	28.2% (190)
Other	3.3% (12)	1.0% (3)	2.2% (15)



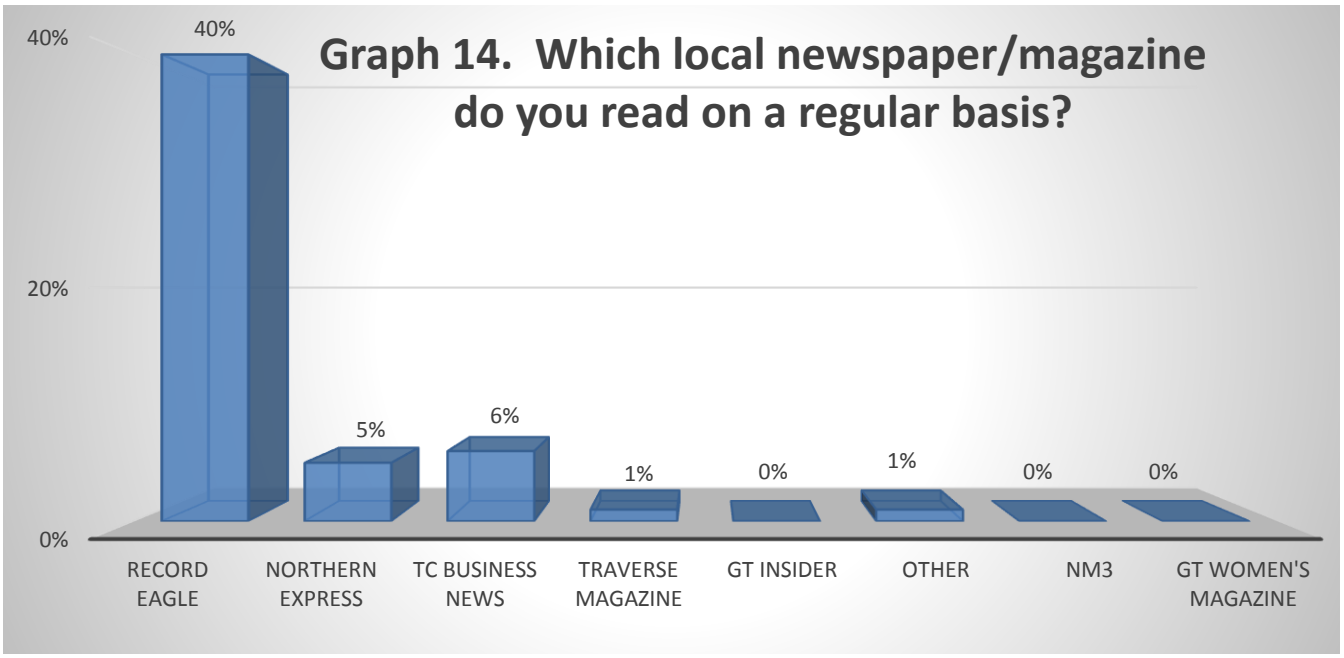


The single largest group of respondents (39%) indicated their primary source of local news is television, while 28% cited Internet/Web. Most frequently cited "Other" source of information was "None." Results varied significantly by customer type, with residential respondents more likely citing "Newspaper" and "Television" as primary sources, and commercial respondents more likely citing "Radio" and "Internet."

Next, respondents were asked a series of questions regarding media use. Respondents identified most frequently accessed newspapers or magazines, television channels, radio stations, and websites, as well as typical time of day accessed. With regard to newspapers and magazines, respondents were also asked if they read the paper or electronic version most often. The following table and graph display results.

Table 14. Which local newspapers or magazines do you read on a regular basis (choose all that apply)? Do you read the paper or electronic version most often?

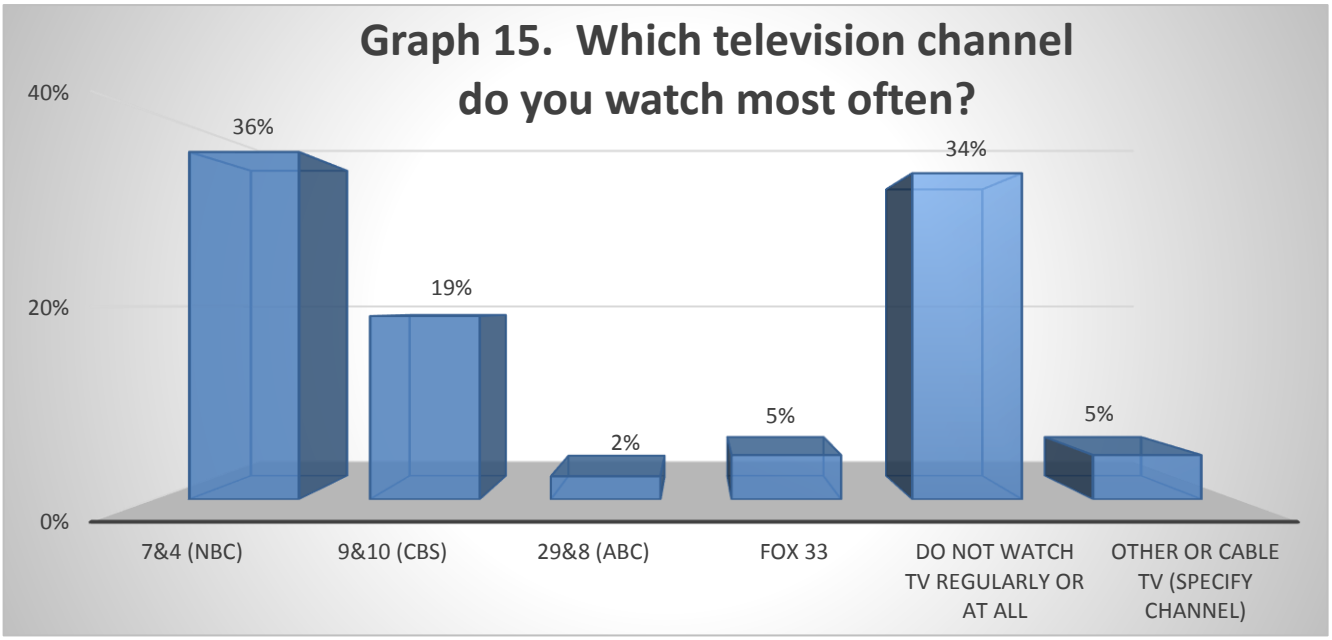
	Residential			Commercial			Overall		
	Paper	Electronic	Both	Paper	Electronic	Both	Paper	Electronic	Both
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Record Eagle	65.7% (88)	16.4% (22)	17.9% (24)	65.2% (86)	21.2% (28)	13.6% (18)	65.4 % (174)	18.8% (50)	15.8% (42)
Northern Express	96.9% (31)	3.1% (1)	0.0% (0)	73.9% (17)	17.4% (4)	8.7% (2)	87.3% (48)	9.1% (5)	3.6% (2)
TC Business News/Ticker	12.1% (4)	84.8% (28)	3.0 % (1)	22.9% (8)	68.6% (24)	8.6% (3)	17.6% (12)	76.5% (52)	5.9% (4)
GT Women's Magazine	100% (1)	0.0% (0)	0.0% (0)	100% (1)	0.0% (0)	0.0% (0)	100% (2)	0.0% (0)	0.0% (0)
Northern MI Men's Magazine (NM3)	0.0% (0)	0.0% (0)	25.0% (2)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Traverse Magazine	69.2% (9)	23.1% (3)	7.7% (1)	75.0% (3)	25.0% (1)	0.0% (0)	70.6% (12)	23.5% (4)	5.9% (1)
GT Insider	100% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	100% (1)	0.0% (0)	0.0% (0)
Other	80.0% (4)	20.0% (1)	0.0% (0)	75.0% (3)	25.0% (1)	0.0% (0)	77.8% (7)	11.1% (1)	11.1% (1)
Do Not read local newspaper/magazine	49.3% (180)`			46.0% (142)			47.8% (322)		



The majority of respondents (40%) cited *The Record Eagle* as local newspaper read most often, with an additional 5% citing *Northern Express*; 48% of all respondents reported they do not read a local newspaper or magazine at all.

Respondents were next asked which television channel they watch most often. The following table and graph display results.

Table 15. Which television channel do you watch most often?			
	Residential	**Commercial**	**Overall**
	% (count)	**% (count)**	**% (count)**
7&4 (NBC)	34.8% (127)	36.6% (113)	35.6% (240)
9&10 (CBS)	18.1% (66)	20.1% (62)	19.0% (128)
29&8 (ABC)	3.0% (11)	1.6% (5)	2.4% (16)
FOX 33	6.0% (22)	2.9% (9)	4.6% (31)
Do not Watch	31.8% (116)	36.2% (112)	33.8% (228)
Other/Cable TV	6.3% (23)	2.6% (8)	4.6% (31)



The single largest group of respondents (36%) cited 7&4 as the channel watched most often, followed by 9&10 (19%); 34% indicated they do not watch TV regularly or at all. Most frequently cited "Other" channels include ESPN, CNN, and PBS. Variations by customer type are statistically significant; specifically, commercial respondents were more likely to indicate they most often watch 7&4 and 9&10, or do not watch television regularly/at all; residential respondents were more likely to indicate they most often watch 29&8, Fox33, or another cable station.

Respondents reporting a most frequently watched station were asked if they watch local public access channels UpNorthTV and/or Government TV, and if so, what type of programming they watch on public access. The following tables highlight results.

Table 16. Do you watch either of the following local public access television stations? (Choose all that apply)

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
UpNorth TV	5.8% (21)	7.1% (22)	6.4% (43)
Government TV	3.3% (12)	3.2% (10)	3.3% (22)
Do not watch	61.4% (224)	55.3% (171)	58.6% (395)

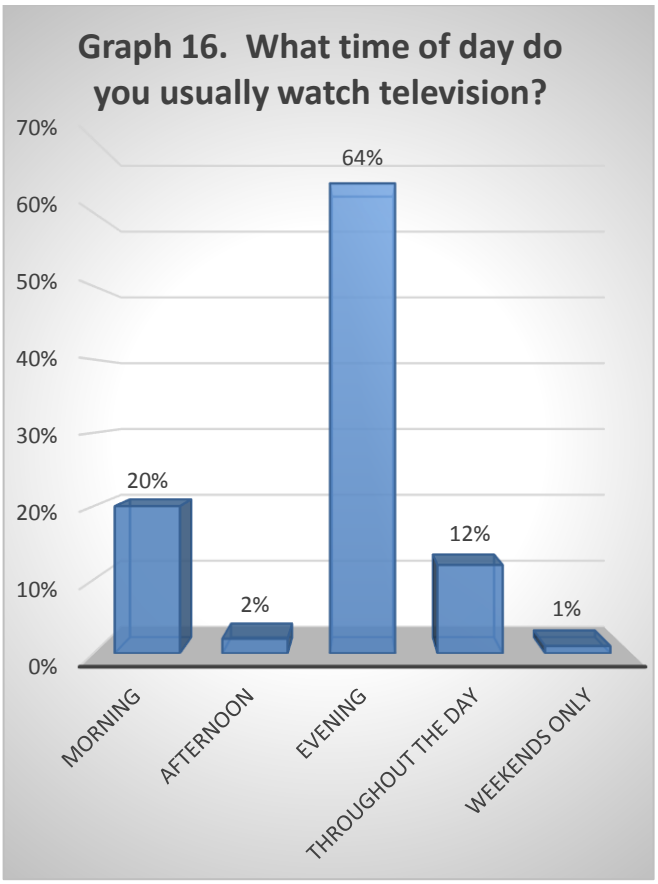
Table 17. What type of programming do you watch on Public Access television? (Choose all that apply)

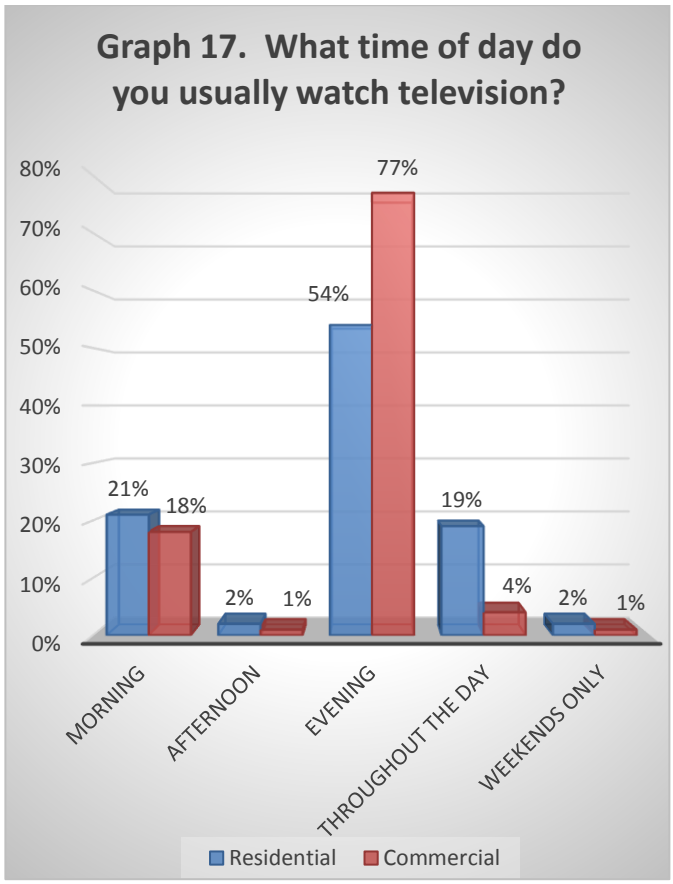
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
TCL&P Board Meetings	1.6% (6)	1.6% (5)	1.6% (11)
City Commission Meetings	3.3% (12)	3.6% (11)	3.4% (23)
County Commission Meetings	1.9% (7)	3.2% (10)	2.5% (17)
Other	2.5% (9)	3.6% (11)	3.0% (20)

Respondents reporting they watch television were also asked what time of day they typically watch, with the majority (64%) reporting they usually watch in the evening. The following table and graphs display results.

Table 18. What time of day do you usually watch television?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Morning	20.5% (51)	18.3% (36)	19.5% (87)
Afternoon	2.4% (6)	1.0% (2)	1.8% (8)
Evening	54.2% (135)	76.6% (151)	64.1% (286)
Throughout Day	19.3% (48)	3.6% (7)	12.3% (55)
Weekends Only	2.0% (5)	0.5% (1)	1.3% (6)
Other	1.6% (4)	0.0% (0)	0.9% (4)



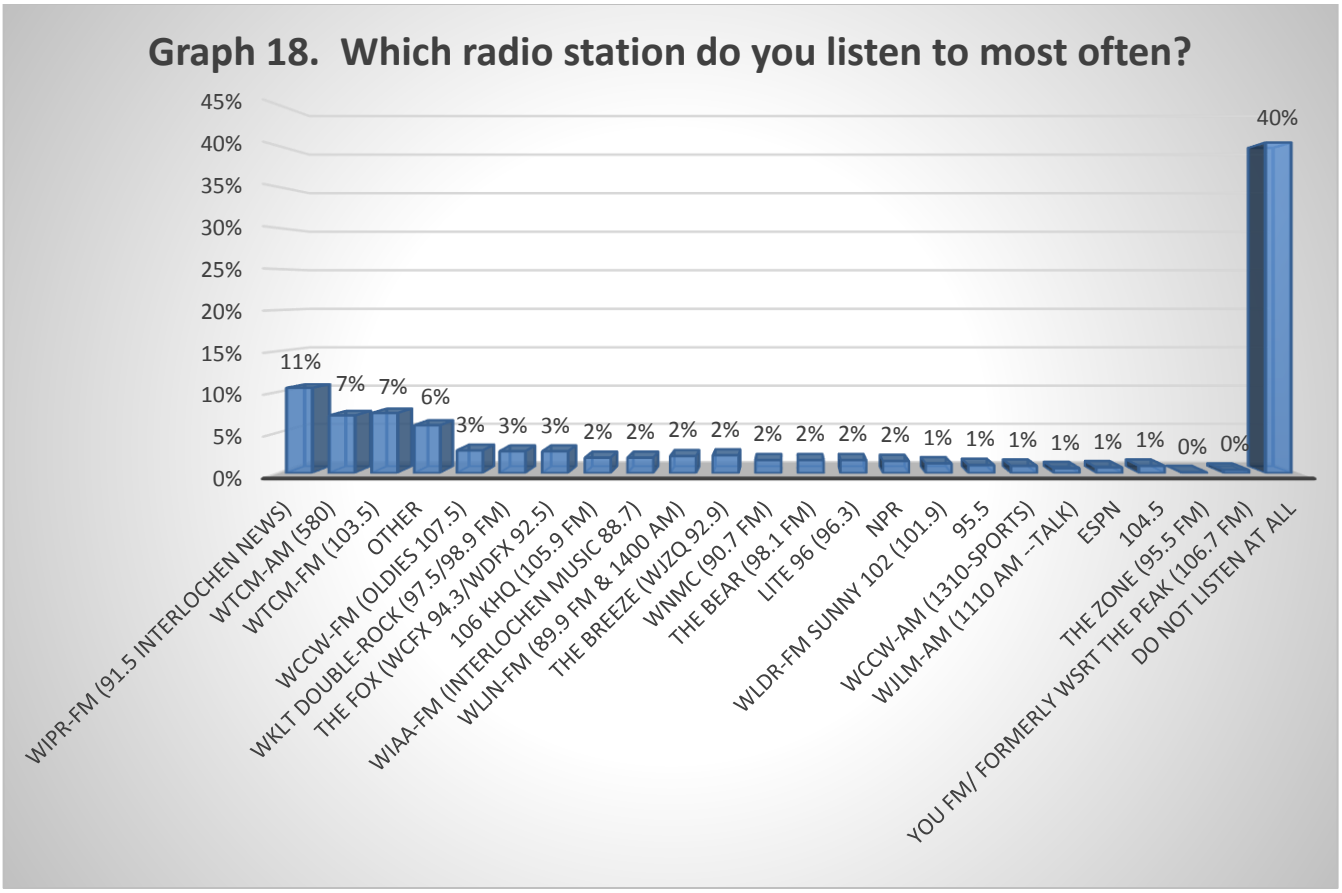


Variations by customer type are statistically significant; specifically, commercial respondents were more likely to indicate they usually watch in the evening, while residential respondents were more likely to indicate they usually watch in the morning or throughout the day.

Respondents were next asked which radio station they listen to most often, with the single largest group of listeners (11%) citing WIPR-FM (91.5 Interlochen Public Radio), and the second and third largest groups citing WTCM-FM and WTCM-AM, respectively; 40% indicated they do not listen to the radio at all. Approximately 6% of respondents cited a radio station other than those listed.

Table 19. Which radio station do you listen to most often?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
WTCM-AM (580)	6.0% (22)	8.4% (26)	7.1% (48)
WTCM-FM (103.5)	4.4% (16)	11.0% (34)	7.4% (50)
WCCW-FM (Oldies 107.5)	3.0% (11)	2.6% (8)	2.8% (19)
WCCW-AM (1310-Sports)_	0.8% (3)	1.0% (3)	0.9% (6)
WJLM-AM (1110 AM—Talk)	0.3% (1)	1.0% (3)	0.6% (4)
The Breeze (WJZQ 92.9 FM)	2.7% (10)	1.6% (5)	2.2% (15)
WKLT Double-Rock 97.5/98.9 FM)	2.7% (10)	2.6% (8)	2.7% (18)
The Zone (95.5 FM)	0.3% (1)	0.0% (0)	0.1% (1)
You-FM (formerly WSRT The Peak, 106.7 FM)	0.5% (2)	0.3% (1)	0.4% (3)
WLDR-FM Sunny 102 (101.9)	1.4% (5)	1.0% (3)	1.2% (8)
WLJN-FM (89.9 FM & 1400 AM)	1.4% (5)	2.9% (9)	2.1% (14)
WIAA-FM (Interlochen Music 88.7)	1.6% (6)	2.3% (7)	1.9% (13)
WIPR-FM (Interlochen News 91.5)	11.2% (41)	9.7% (30)	10.5% (71)
WNMC (90.7 FM)	2.2% (8)	1.0% (3)	1.6% (11)
The Bear (98.1 FM)	1.1% (4)	2.3% (7)	1.6% (11)
106 KHQ (105.9 FM)	1.9% (7)	1.9% (6)	1.9% (13)
The Fox (WCFX 94.3/WDFX 92.5)	1.9% (7)	3.6% (11)	2.7% (18)
Lite 96 (96.3 FM)	1.4% (5)	1.9% (6)	1.6% (11)
NPR	2.7% (10)	0.0% (0)	1.5% (10)
ESPN 105.5, 106.7	0.8% (3)	0.6% (2)	0.7% (5)
104.5 The Bob FM	1.1% (4)	0.6% (2)	0.9% (6)
WQEZ 95.5 FM	1.6% (6)	0.3% (1)	1.0% (7)
Do not listen to the radio	43.3% (158)	36.9% (114)	40.4% (272)
Other	5.5% (20)	6.5% (20)	5.9% (40)

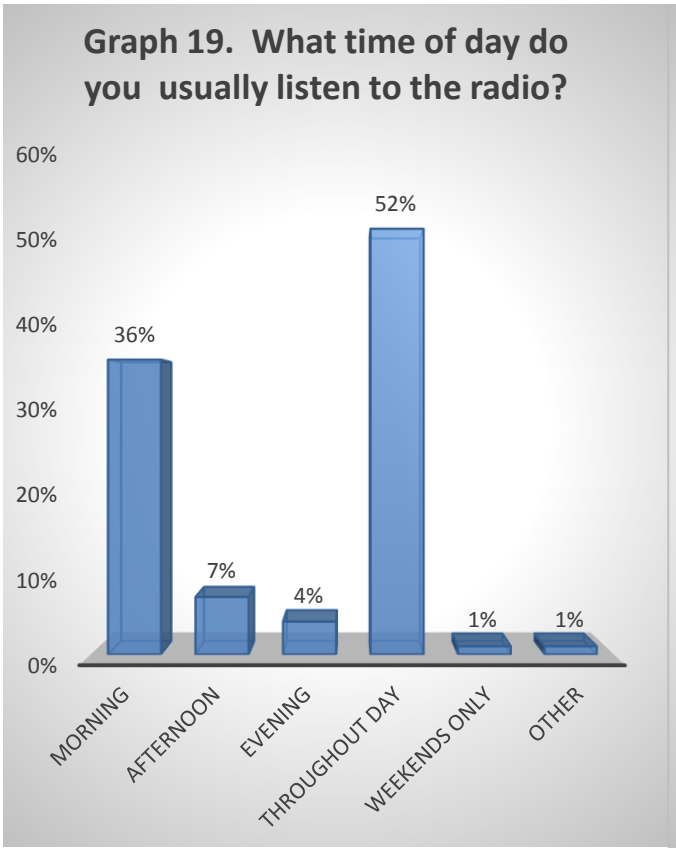


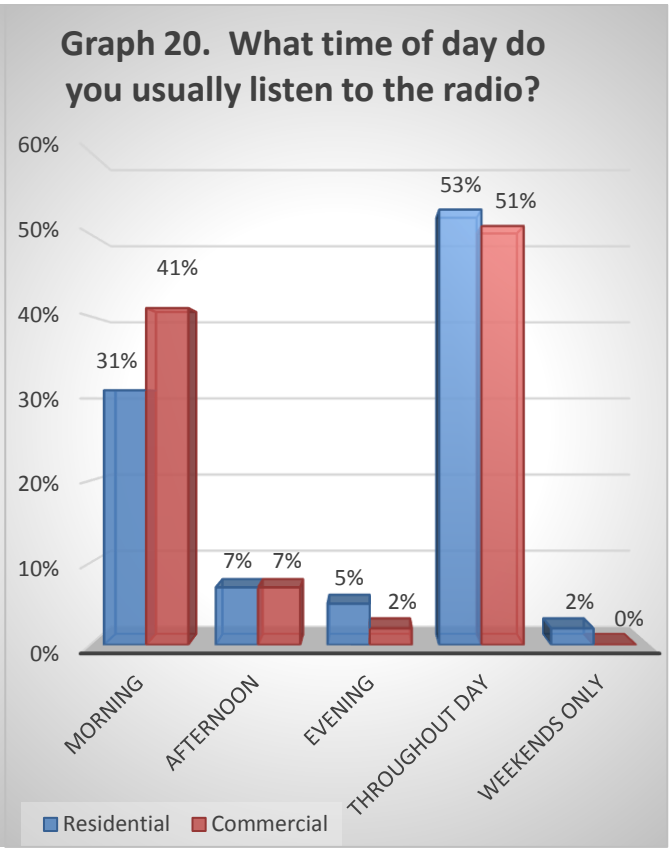
This variable did significantly interact with customer type. Specifically, residential respondents were more likely to cite The Breeze, BOB FM, or WIPR-FM/NPR as the radio station listened to most often, or indicate "Do not listen to the radio at all," while commercial respondents were more likely to cite WTCM-AM, WTCM-FM, WLJN-FM, The Bear, or The Fox.

Respondents indicating they listen to the radio were also asked what time of day they usually listen. The following table and graphs display results.

Table 20. What time of day do you usually listen to the radio?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Morning	31.4% (65)	40.5% (79)	35.8% (144)
Afternoon	6.8% (14)	7.2% (14)	7.0% (28)
Evening	5.3% (11)	1.5% (3)	3.5% (14)
Throughout Day	52.7% (109)	50.8% (99)	51.7% (208)
Weekends Only	1.9% (4)	0.0% (0)	1.0% (4)
Other	1.9% (4)	0.0% (0)	1.0% (4)



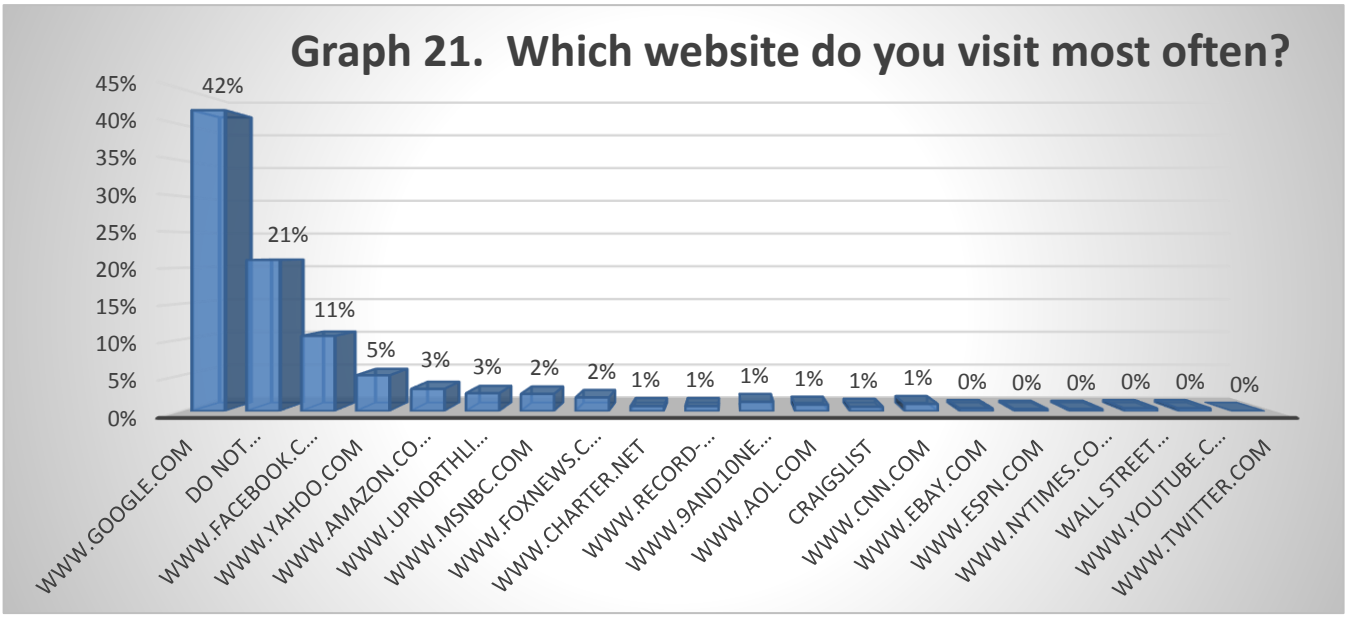


The majority of respondents (52%) indicated they usually listen to the radio throughout the day, while 36% indicated they usually listen during the morning. Variations by customer type are statistically significant; specifically, commercial respondents were more likely to indicate they usually listen in the "Morning;" residential respondents were more likely to indicate they usually listen in the "Evening" or "Throughout the day."

Respondents were next asked which website they visit most often. The following table and graph display results.

Table 21. Which website do you visit most often?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
google.com	34.2% (125)	51.1% (158)	42.0% (283)
amazon.com	2.2% (8)	4.2% (13)	3.1% (21)
msnbc.com	1.6% (6)	3.2% (10)	2.4% (16)
ebay.com	0.5% (2)	0.3% (1)	0.4% (3)
yahoo.com	3.6% (13)	6.8% (21)	5.0% (34)
charter.net	0.8% (3)	0.6% (2)	0.7% (5)
foxnews.com	1.6% (6)	2.3% (7)	1.9% (13)
record-eagle.com	1.1% (4)	0.3% (1)	0.7% (5)
upnorthlive.com	3.6% (13)	1.3% (4)	2.5% (17)
9and10news.com	2.2% (8)	0.3% (1)	1.3% (9)
facebook.com	12.6% (46)	8.1% (25)	10.5% (71)
twitter.com	0.0% (0)	0.0% (0)	0.0% (0)
youtube.com	0.5% (2)	0.3% (1)	0.4% (3)
cnn.com	1.6% (6)	0.3% (1)	1.0% (7)
aol.com	0.8% (3)	1.0% (3)	0.9% (6)
espn.com	0.5% (2)	0.0% (0)	0.3% (2)
nytimes.com	0.5% (2)	0.0% (0)	0.3% (2)
Craigslist	0.8% (3)	0.3% (1)	0.6% (4)
wsj.com (Wall Street Journal)	0.8% (3)	0.0% (0)	0.4% (3)
Do not regularly visit websites	24.9% (91)	15.7% (47)	21.1% (142)
Other	5.2% (19)	19.5% (58)	4.2% (28)

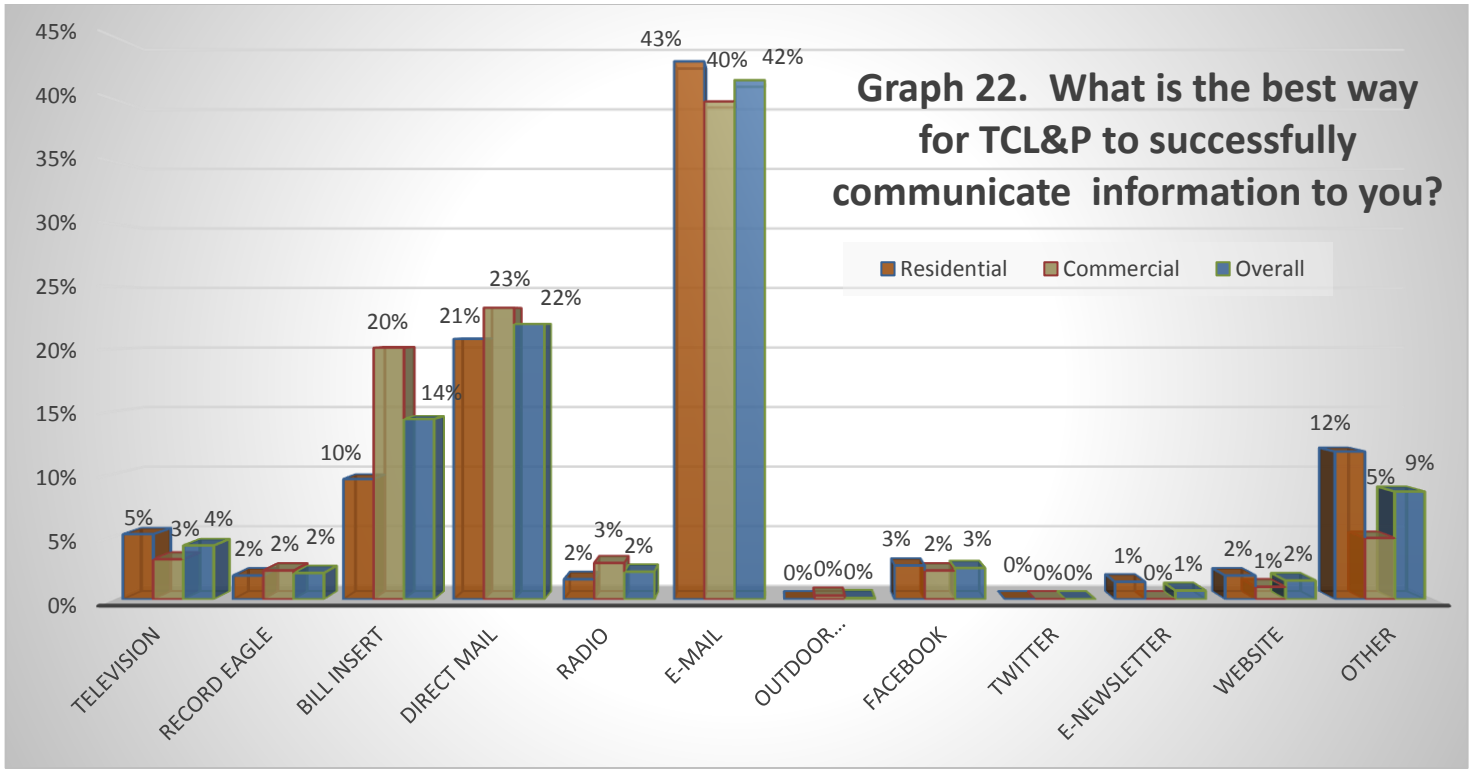


The single largest group of respondents (42%) reported they most often visit google.com, with the next largest group (21%) reporting "Do not regularly visit any website." This variable significantly interacts with customer type; specifically, residential respondents were more likely to indicate they most often visit upnorthlive, 9&10news, facebook, and "Other" or indicate they "Do not regularly visit websites/do not visit them at all," while commercial respondents were more likely to cite google, amazon, msnbc and yahoo.com as web site visited most often.

Next, respondents were asked to indicate the best way for TCL&P to successfully communicate information to them. The following table and graph display results.

Table 22. What is the best way for TCL&P to successfully communicate information to you?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Television	5.2% (19)	3.2% (10)	4.3% (29)
Record Eagle	1.9% (7)	2.3% (7)	2.1% (14)
Bill Insert	9.6% (35)	20.1% (62)	14.4% (97)
Direct Mail	20.8% (76)	23.3% (72)	22.0 % (148)
Radio	1.6% (6)	2.9% (9)	2.2% (15)
E-mail	43.0% (157)	39.8% (123)	41.5% (280)
Outdoor Advertising/ Billboard	0.0% (0)	0.3% (1)	0.1% (1)
Facebook	2.7% (10)	2.3% (7)	2.5% (17)
Twitter	0.0% (0)	0.0% (0)	0.0% (0)
E-Newsletter	1.4% (5)	0.0% (0)	0.7% (5)
Website	1.9% (7)	1.0% (3)	1.5% (10)
Other	11.8% (43)	4.9% (15)	8.6% (58)



The single largest group of respondents (42%) indicated "E-Mail" is the best way for TCL&P to successfully communicate information to them, with an additional 22% citing "Direct Mail," and 14% citing "Bill Inserts." Most frequently cited "Other" response is telephone. Variations by customer type are statistically significant; specifically, commercial respondents were more likely to indicate the best way to communicate information to them is via "Bill Insert" and "Direct Mail," while residential respondents were more likely to indicate the best way to communicate is "Television," "Email," and "Other." Respondents were next asked which social media sources they use, and of those used, which they use most often. The following table displays results.

Table 23. Which social media sources do you use? (Choose all that apply)

	Residential		Commercial		Overall	
	% (count)	Use most often % (count)	% (count)	Use most often % (count)	% (count)	Use most often % (count)
Facebook	63.3% (231)	93.4% (225)	62.5% (193)	97.4% (190)	62.9% (424)	95.2% (415)
Twitter	9.0% (33)	2.9% (7)	10.7% (33)	0.0% (0)	9.8% (66)	1.6% (7)
You Tube	7.7% (28)	2.5% (6)	10.4% (32)	2.1% (4)	8.9% (60)	2.3% (10)
Blogs	2.2% (8)	1.2% (3)	4.2% (13)	0.5% (1)	3.1% (21)	.9% (4)
Don't Use	34.0% (124)	NA	36.9% (114)	NA	35.3% (238)	NA
Other	2.5% (9)		1.9% (6)		2.2% (15)	

The majority of respondents (63%) indicated they use Facebook, while approximately 35% indicated they do not use social media. Of those respondents indicating they use social media, 95% indicated they use Facebook as a source most often.

2.5.2 Smart Phone Usage

Respondents were next asked a series of questions regarding Smart Phone usage and interest in use for access and receipt of TCL&P information. The following tables and graphs display results.

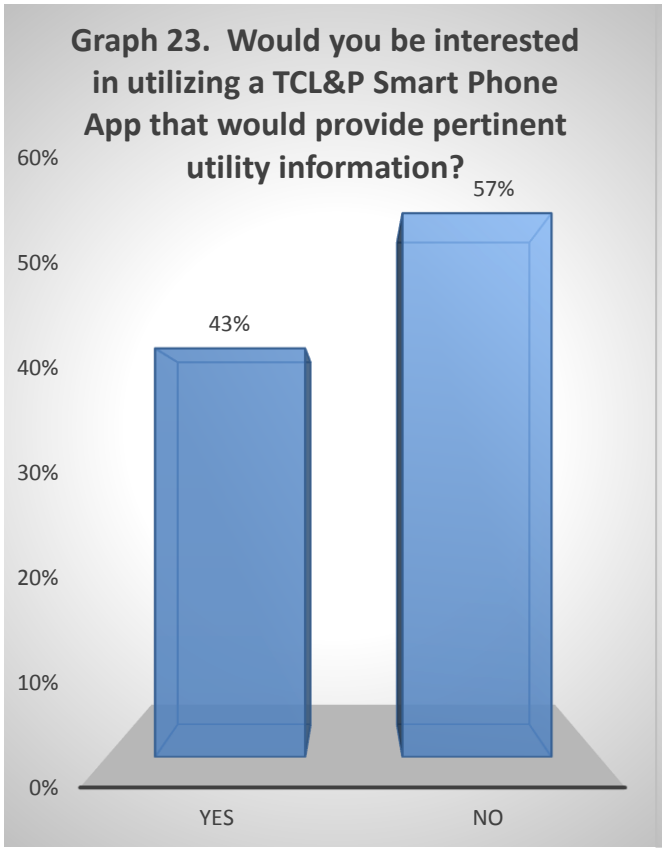
Table 24. Do you use a Smart Phone?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Yes	82.2% (300)	84.8% (262)	83.4% (562)
No	17.8% (65)	15.2% (47)	16.6% (112)

The majority of respondents (83%) reported they do use a Smart Phone. These respondents were then asked if they would be interested in a TCL&P Smart Phone application and/or if they would be interested in receiving text messages regarding outages, scams, or inclement weather.

Table 25. Would you be interested in utilizing a TCL&P Smart Phone Application that would provide pertinent utility information?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Yes	51.0% (153)	33.6% (88)	42.9% (241)
No	49.0% (147)	66.4% (174)	57.1% (321)



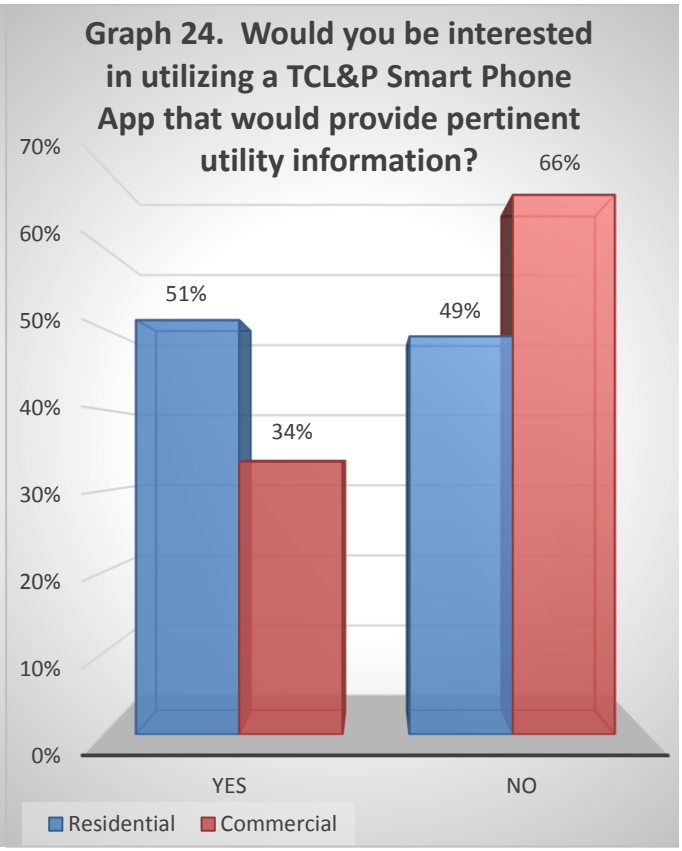
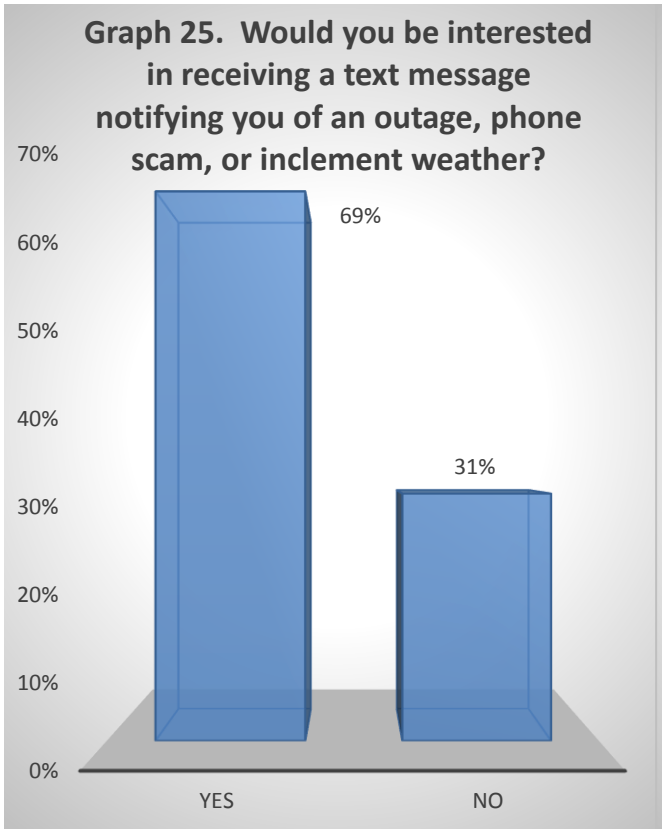
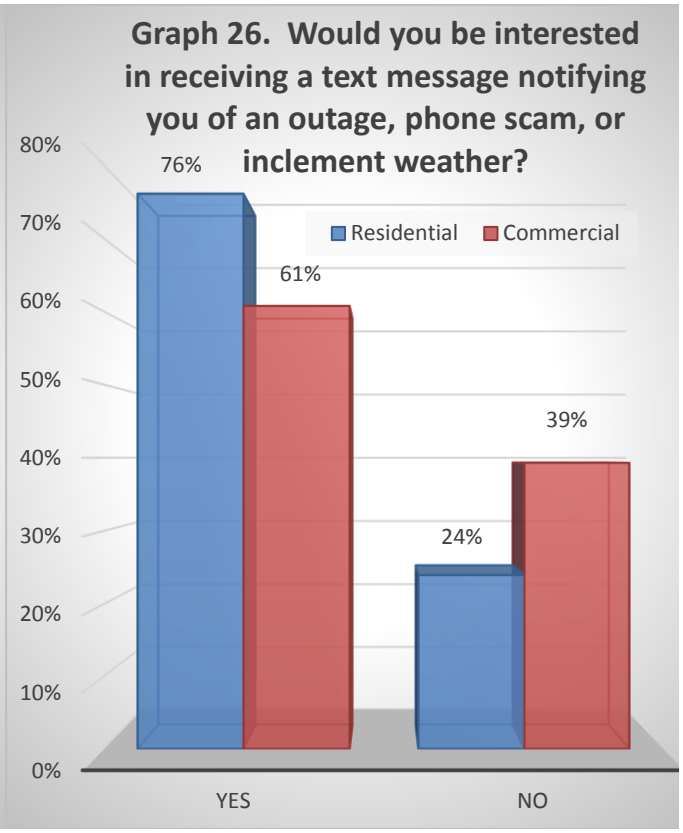


Table 26. Would you be interested in receiving a text message notifying you of an outage, phone scam, or inclement weather?			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Yes	76.0% (228)	60.7% (159)	68.9% (387)
No	24.0% (72)	39.3% (103)	31.1% (175)





Of those respondents reporting they use a Smart Phone, the majority (69%) indicated they would be interested in receiving a text message notifying them of various conditions, while 43% indicated they would be interested in utilizing a TCL&P Smart Phone App. Concerning both communication options, residential respondents were statistically more likely to express interest, indicating "Yes," while commercial respondents were more likely to indicate "No."

Additionally, respondents were asked how they pay their utility bill. The single largest group (44%) indicated they pay by mail, followed by equal numbers reporting they pay online or through automatic bank drafting.

Table 27. How do you pay your utility bill?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Online	27.4% (100)	16.8% (52)	22.6% (152)
Mail	29.6% (108)	61.2% (189)	44.1% (297)
Telephone	2.7% (10)	.6% (2)	1.8% (12)
In Person	14.0% (51)	3.2% (10)	9.1% (61)
Automatic Bank Drafting	26.3% (96)	18.1% (56)	22.6% (152)

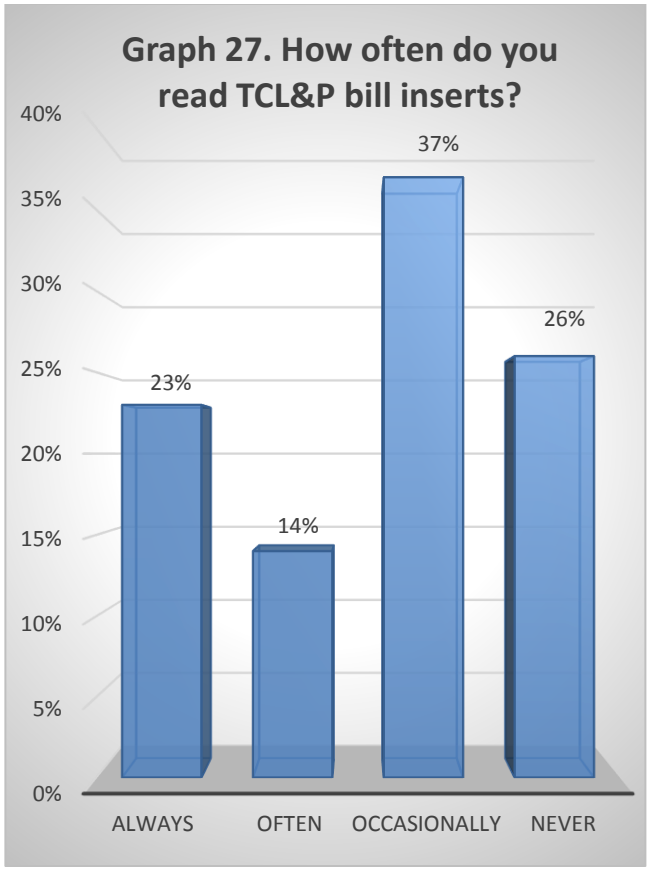
Variations by customer type are statistically significant; specifically, commercial respondents were more likely to indicate they pay by "Mail," while residential respondents were more likely to indicate they pay "Online," "In-person," or with "Automatic Bank Drafting."

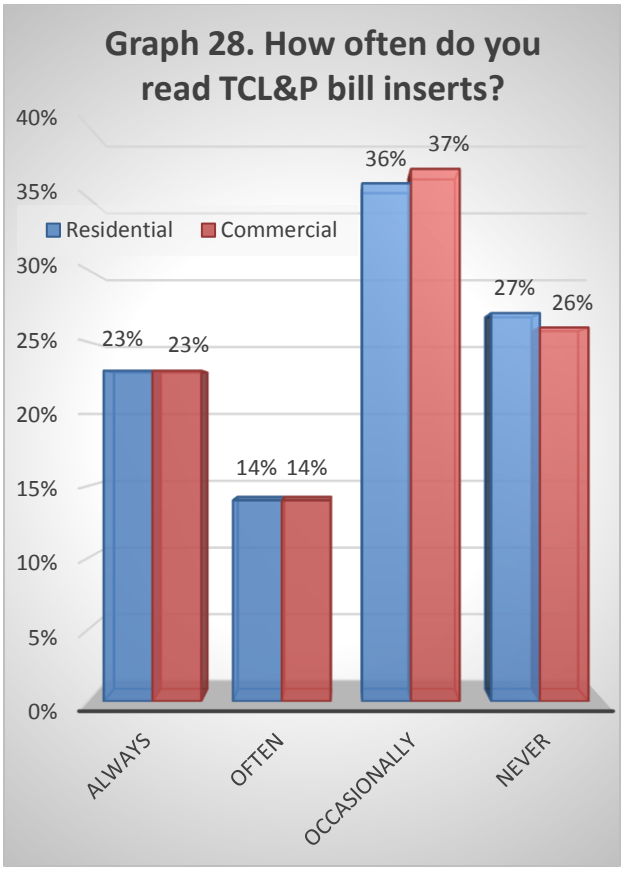
2.5.3 Bill Inserts

To further assess communication opportunities, respondents were asked how often they read TCL&P bill inserts; those indicating they never read the inserts also indicated why. The following tables and graphs display results.

Table 28. How often do you read TCL&P bill inserts?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Always	23.3% (85)	23.0% (71)	23.1% (156)
Often	14.0% (51)	13.9% (43)	13.9% (94)
Occasionally	35.9% (131)	37.2% (115)	36.5% (246)
Never	26.8% (98)	25.9% (80)	26.4% (178)





The single largest group of respondents (37%) reported they "Occasionally" read TCL&P bill inserts, with an additional 26% reporting they "Never" read inserts.

Respondents reporting they "Never" read TCL&P bill inserts were asked why; results displayed below.

Table 29. What is the primary reason you do not read bill inserts?

	Residential	Commercial	Overall
	2016	2016	2016
	% (count)	% (count)	% (count)
Not interested	44.9% (44)	35.0% (28)	40.4% (72)
No time	29.6% (29)	45.0% (36)	36.5% (65)
Not useful	7.1% (7)	13.8% (11)	10.1% (18)
Other	18.4% (18)	6.3% (5)	12.9% (23)

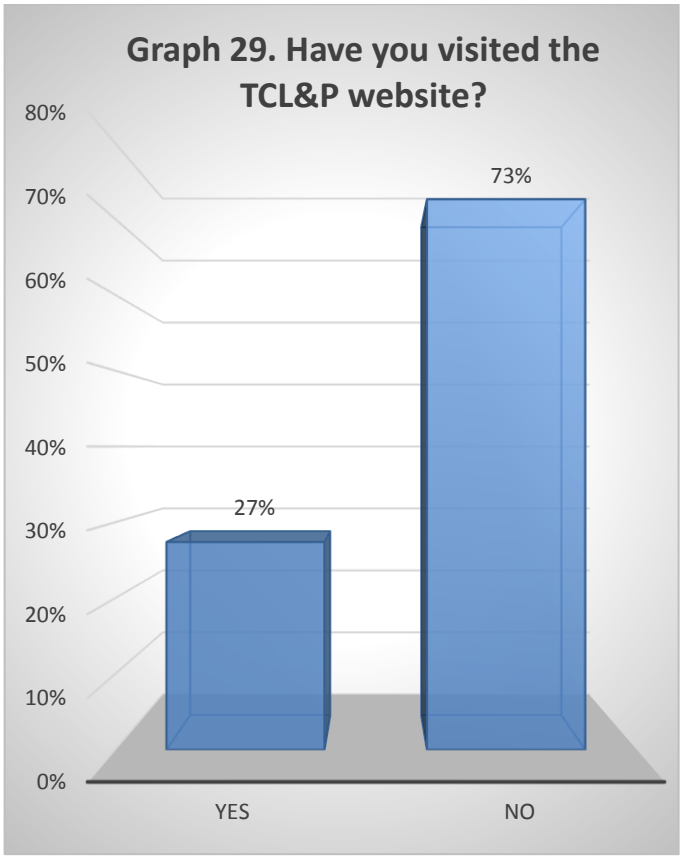
"Not interested" (40%) and "No Time" (37%) were cited most frequently as primary reasons for not reading bill inserts. The most common "Other" responses include "Don't see bill" and "Pay online." Variations by customer type are statistically significant; specifically, residential respondents were more likely to indicate "Not interested" and "Other" as the primary reason they do not read the bill insert, while commercial respondents were more likely to cite "No time" and "Not useful."

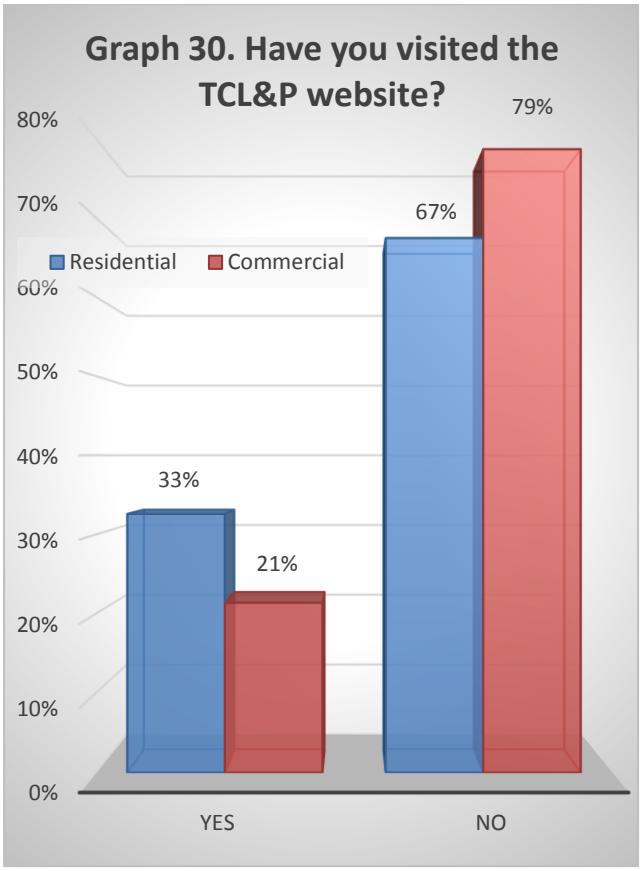
2.5.4 TCL&P Website

The next series of questions addressed the TCL&P website. Respondents were first asked if they had visited the website; those respondents indicating they had visited the site were then asked how often they visit and for what purpose. Respondents were also provided an opportunity to rate their interest in several types of information which could be made available on the site. The following tables and charts display results.

Table 30. Have you visited the TCL&P website?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Yes	32.6% (119)	21.4% (66)	27.4% (185)
No	67.4% (246)	78.6% (243)	72.6% (489)





Approximately 27% of respondents indicated they had visited the TCL&P website; variations by customer type are statistically significant. Specifically, residential respondents were more likely to indicate they had visited the website, while commercial respondents were more likely to indicate they had not.

Respondents who had visited the website then indicated how often they visit the site and for what purpose. The following tables display results.

Table 31. How often do you visit the website? (Choose only one)			
	Residential	**Commercial**	**Overall**
	% (count)	**% (count)**	**% (count)**
Daily	0.0% (0)	0.0% (0)	0.0% (0)
Weekly	0.0% (0)	0.0% (0)	0.0% (0)
Monthly	68.9% (82)	66.7% (44)	68.1% (126)
Other	31.1% (37)	33.3% (22)	31.9% (59)

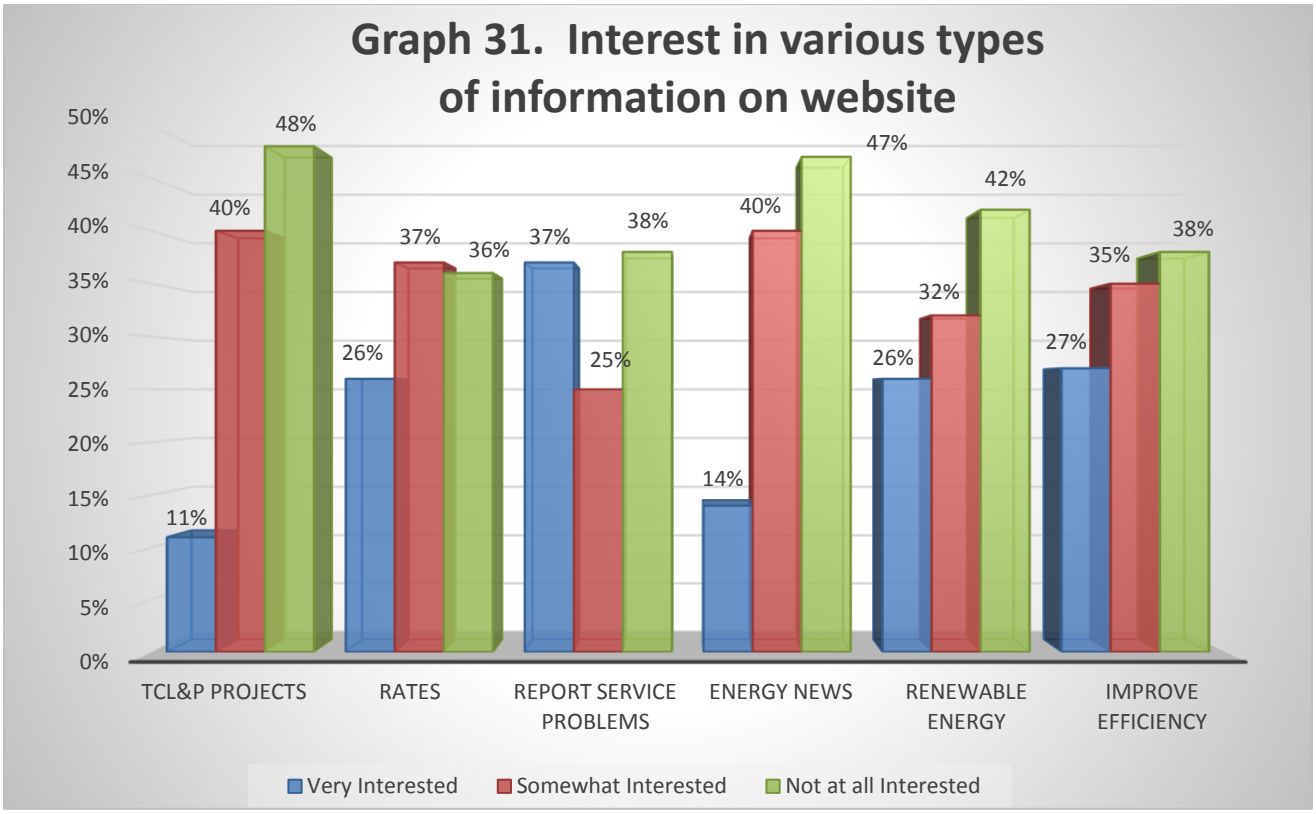
Table 32. For what purpose do you visit the TCL&P website? (Choose all that apply)			
	Residential	**Commercial**	**Overall**
	% (count)	**% (count)**	**% (count)**
Bill Payment Info.	23.8% (87)	12.6% (39)	18.7% (126)
Board Information	1.6% (6)	1.9% (6)	1.8% (12)
News Updates	3.3% (12)	3.6% (11)	3.4% (23)
Electric Rate Info.	2.2% (8)	1.0% (3)	1.6% (11)
Info. on Energy Efficiency Rebates	2.2% (8)	2.3% (7)	2.2% (15)
Utility Outage Map	0.0% (0)	0.0% (0)	0.0% (0)
Other	4.9% (18)	4.9% (15)	4.9% (33)

The majority (68%) indicated they visit "Monthly." Most often cited "Other" responses include "Once" and "Once or twice a year." With regard to purpose, respondents most frequently indicated they visit the site for "Bill Payment Information."

Respondents were next presented with a series of items designed to gauge interest in various types of information which could be made available on the TCL&P website. The following table and graph display results.

Table 33. How would you rate your interest level in each of the following types of information that could be made available on the website?

		Residential	Commercial	Overall
		% (count)	% (count)	% (count)
Information on TCL&P Projects	**Very Interested**	14.5% (53)	7.8% (24)	11.4% (77)
	Somewhat Interested	44.9% (164)	34.6% (107)	40.2% (271)
	Not Interested At All	40.5% (148)	57.6% (178)	48.4% (326)
Information on Rates	**Very Interested**	28.5% (104)	23.9% (74)	26.4% (178)
	Somewhat Interested	42.2% (154)	31.7% (98)	37.4% (252)
	Not Interested At All	29.3% (107)	44.3% (137)	36.2% (244)
Online Reporting of Service Problems	**Very Interested**	40.5% (148)	33.0% (102)	37.1% (250)
	Somewhat Interested	25.8% (94)	23.3% (72)	24.6% (166)
	Not Interested At All	33.7% (123)	43.7% (135)	38.3% (258)
Information on Energy News and Issues	**Very Interested**	17.3% (63)	10.0% (31)	13.9% (94)
	Somewhat Interested	43.8% (160)	34.3% (106)	39.5% (266)
	Not Interested At All	38.9% (142)	55.7% (172)	46.6% (314)
Information on Renewable Energy	**Very Interested**	34.5% (126)	16.2% (50)	26.1% (176)
	Somewhat Interested	31.8% (116)	32.7% (101)	32.2% (217)
	Not Interested At All	33.7% (123)	51.1% (158)	41.7% (281)
Information on ways to Improve Efficiency in Homes and Businesses	**Very Interested**	30.7% (112)	23.6% (73)	27.4% (185)
	Somewhat Interested	38.6% (141)	30.1% (93)	34.7% (234)
	Not Interested At All	30.7% (112)	46.3% (143)	37.8% (255)



The majority of respondents reported some level of interest in availability of all assessed types of information, with "Online reporting of service problems"[8] receiving the highest percent of "Very Interested" ratings (37%) and "Information on Rates" receiving the highest overall interest rating (64% "Somewhat…" or "Very Interested"). When asked, "Is there any other type of information you would like to have included on the website?" responses included additional information on rates/rate comparisons, outages/maps, and renewable energy interest points. This variable significantly interacts with customer type; specifically, commercial respondents were more likely to indicate "Not at all Interested" with regard to each assessed type of information.

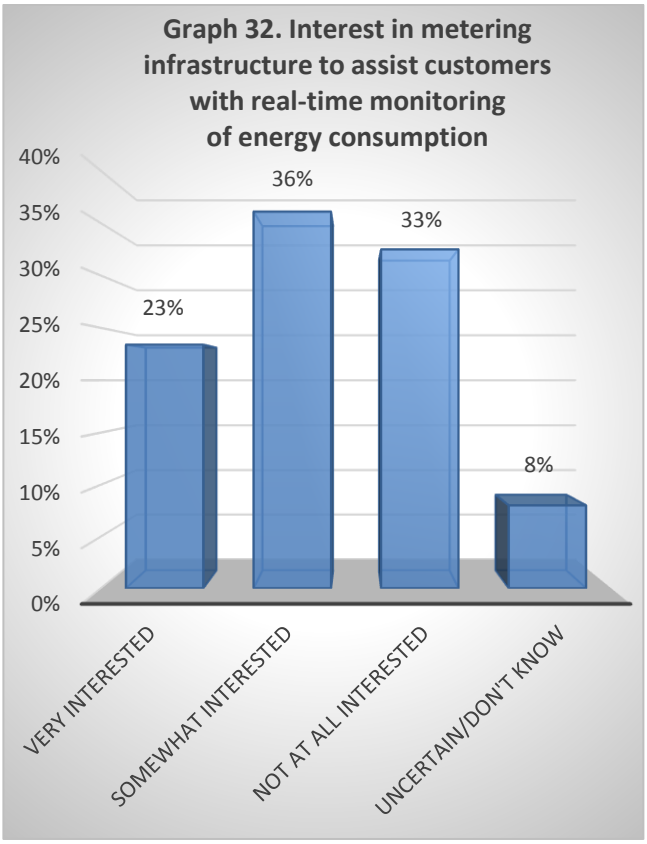
[8] 38% of respondents indicated "Not Interested At All" in online reporting of service problems

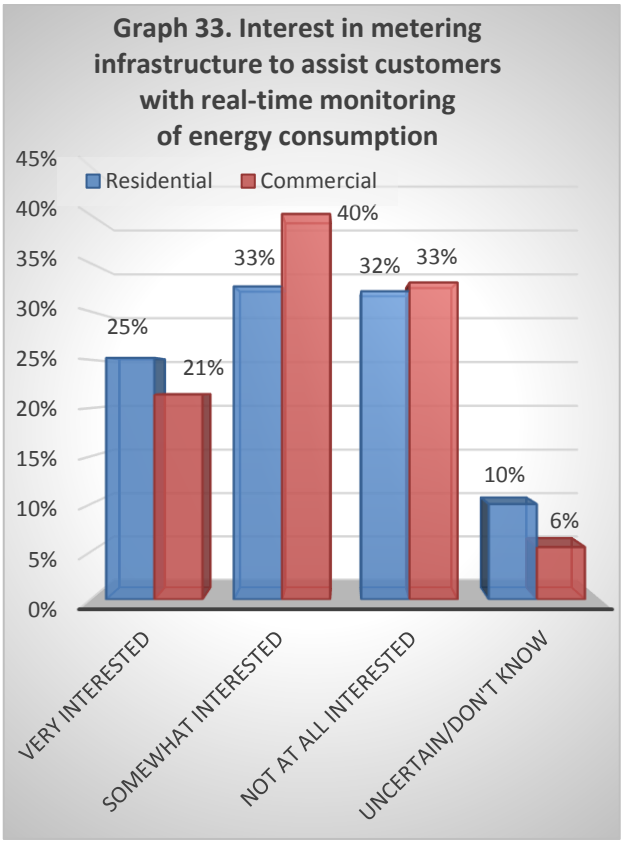
2.6 Metering Infrastructure Upgrade

Respondents were next asked how interested they would be in TCL&P upgrading its metering infrastructure to assist customers with real-time monitoring of energy consumption. The following table and graphs display results.

Table 34. How interested would you be in Traverse City Light & Power upgrading its metering infrastructure to assist customers with real-time monitoring of energy consumption?

		Residential	Commercial	Overall
		% (count)	% (count)	% (count)
Real-Time Monitoring	Very Interested	25.2% (92)	21.4% (66)	23.4% (158)
	Somewhat Interested	32.6% (119)	40.1% (124)	36.1% (243)
	Not At All Interested	32.1% (117)	33.0% (102)	32.5% (219)
	Uncertain/Don't Know	10.1% (37)	5.5% (17)	8.0% (54)





The majority of respondents (60%) reported some level of interest in the upgrade, with 23% indicating "Very Interested;" 33% indicated they are "Not At All Interested." This variable significantly interacts with customer type; specifically, residential respondents were more likely to indicate "Very Interested" or "Uncertain," while commercial respondents were more likely to indicate "Somewhat Interested."

2.7 Perceived Benefit of Municipal Electric Utility Provider

Respondents were asked if they felt it is a benefit to Traverse City and its citizens to have a municipal electric utility provider. The following table displays results.

Table 35. Traverse City Light and Power is a municipal electric utility, governed by the citizens of Traverse City. Do you think it is a benefit to Traverse City and its citizens to have a municipal electric utility provider?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Yes	84.7% (309)	81.9% (253)	83.4% (562)
No	4.1% (15)	3.2% (10)	3.7% (25)
Uncertain/Don't Know	11.2% (41)	14.9% (46)	12.9% (87)

The majority of respondents (83%) indicated they do feel it is a benefit to Traverse City and its citizens to have a municipal electric utility provider.

2.8 Energy Efficiency Program

The next series of items assessed awareness of, and participation in, TCL&P's energy efficiency program. Because the program offers incentives specific to residential and commercial customers independently, questions were routed based upon customer type. The following tables display results.

Table 36. (Residential Customers Only) Are you aware that TCL&P…

	Yes	No
	% (count)	% (count)
…has an energy efficiency program which provides rebates for recycling older refrigerators?	60.8% (222)	39.2% (143)
…has incentives for buying energy efficient appliances and lighting?	57.5% (210)	42.5% (155)

Table 37. (Commercial Customers Only) Are you aware that Light and Power…

	Yes	No
	% (count)	% (count)
…has an energy efficiency program which provides financial incentives for installing more energy efficient lighting and equipment at your business?	66.3% (205)	33.7% (104)

Table 38. (Both Residential and Commercial) Have you participated in the energy efficiency program?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Yes	16.7% (61)	22.7% (70)	19.4% (131)
No	83.3% (304)	77.3% (239)	80.6% (543)

Regarding residential respondents, the majority reported awareness of both program incentives, with 61% aware of the rebate for recycling refrigerators and 58% aware of the incentive for buying energy efficient items. In addition, approximately two-thirds of commercial respondents reported they are aware TCL&P has an energy efficiency program which provides financial incentives for their business with installation of energy efficient lighting and equipment. However, the majority of both residential (83%) and commercial (77%) respondents indicated they have not participated in the energy efficiency program. This result did significantly vary by customer type, with commercial respondents more likely to indicate they had participated in the program.

Next, both residential and commercial respondents were asked if they would be interested in on-bill financing for energy efficiency upgrades. The following table displays results.

Table 39. For energy efficiency upgrades, would you be interested in the utility offering On-Bill financing for those types of improvements?

	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Yes	36.7% (134)	37.2% (115)	36.9% (249)
No	43.6% (159)	48.2% (149)	45.7% (308)
Don't know/Uncertain	8.8% (32)	8.7% (27)	8.8% (59)
Would like more information	11.0% (40)	5.8% (18)	8.6% (58)

The single largest group of respondents, both residential and commercial, indicated they would not be interested (44% and 48%, respectively), while just over one-third indicated interest. Results did not vary significantly by customer type.

3.0 RESIDENTIAL AND COMMERCIAL CUSTOMER COMPARISONS

A series of cross-tabulation analyses was conducted for the purpose of further exploring the data. Chi-square analyses, which compare obtained frequencies with expected frequencies, identify significant findings. It should be noted that all references to "more likely" and "less likely" reference *statistical* likelihood in terms of what would be expected, not direct comparisons with other respondent group. Following are the significant results of these analyses by customer type:

Residential – Commercial

Residential customers, more likely to:

- Rate TCL&P "Excellent" and "Above Average" on providing electricity at low cost
- Indicate providing reliable electrical service is "Somewhat Important"
- Rate TCL&P "Excellent" on providing reliable electrical service
- Indicate "Undecided" with regard to importance of responsiveness to restoring power after outages
- Indicate "Very Satisfied" with outcome of most recent field representative contact
- Cite "Newspaper" and "Television" as primary source of local news
- Cite 29&8, Fox33 or Other Cable TV as television channel watched most often
- Indicate usually watch TV in the "Morning" or "Throughout the day"
- Cite The Breeze, BOB FM, or WIPR-FM/NPR as radio station listened to most often, or indicate "Do not listen to the radio at all"
- Indicate usually listen to radio in the "Evening" and "Throughout the day"
- Cite upnorthlive, 9&10news, facebook, and "Other" as website visited most often or indicate "Do not regularly visit websites/do not visit them at all"
- Cite "Television," "Email," or "Other" as best way for TCL&P to communicate information to them
- Indicate would be interested in utilizing a TCL&P Smart Phone Application that would provide pertinent utility information
- Indicate would be interested in receiving a text message notifying of an outage, phone scam, or inclement weather
- Indicate pay utility bill "Online," "In-person," or with "Automatic Bank Drafting"
- Cite "Not interested" or "Other" as primary reason they do not read bill insert
- Indicate have visited TCL&P website
- Indicate "Very Interested" in each of several types of information that could be made available on the TCL&P website
- Indicate "Very Interested" or "Uncertain" with regard to Traverse City Light & Power upgrading its metering infrastructure to assist customers with real-time monitoring of energy consumption

Commercial customers, more likely to:

- Rate TCL&P "Average" on providing electricity at low cost
- Indicate providing reliable electrical service is "Very Important"
- Rate TCL&P "Above Average" on providing reliable electrical service
- Indicate responsiveness to restoring power after outages is "Very Important"
- Indicate "Satisfied" with outcome of most recent field representative contact
- Cite "Radio" or "Internet" as primary source of local news
- Cite 7&4, 9&10 as TV channel watched most often, or indicate "Do not watch TV regularly/at all"
- Indicate usually watch TV in the evening
- Cite WTCM-AM, WTCM-FM, WLJN-FM, The Bear, or The Fox as radio station listened to most often
- Indicate usually listen to radio in the "Morning"
- Cite google, amazon, msnbc or yahoo.com as web site visited most often
- Cite "Bill Insert" or "Direct Mail" as best way to communicate to them

- Indicate would not be interested in utilizing a TCL&P Smart Phone Application that would provide pertinent utility information
- Indicate would not be interested in receiving a text message notifying of an outage, phone scam, or inclement weather
- Indicate pay utility bill by “Mail”
- Cite “No time” or “Not useful” as primary reason they do not read bill insert
- Indicate have not visited TCL&P website
- Indicate “Not at all Interested” in each of several types of information that could be made available on the TCL&P website
- Indicate “Somewhat Interested” with regard to Traverse City Light & Power upgrading its metering infrastructure to assist customers with real-time monitoring of energy consumption

4.0 ADDITIONAL COMMENTS - "OTHER" RESPONSES

It should be noted that individual comments are unique to the responding customer, and, as such, should not be generalized to the customer population.

11. Customer Service: What is the primary reason you were dissatisfied?

Residential

- Did not call back to confirm and my inquiry had no resolution

Commercial

- Issues trying to set up my payment online

18. What is your primary source of local news?

Residential

- Do not read or watch news local news/don't pay attention (2)
- None (2)
- All of the above - don't have only one
- Apps
- Just moved here – don't have source yet
- Sirius Radio
- Summer home - don't get local news
- UpNorthLive App
- Word of mouth

Commercial

- None
- Social media
- Ticker online

19. Which local newspaper or magazine do you read on a regular basis?

Residential

- Leelanau Enterprise (7)
- Bay Life (3)
- Families First (3)
- Benzie Newspaper
- BBC News
- Edible Grand Traverse
- Grand Traverse Herald
- Michigan Outdoor News
- North Coast
- Northern Spin
- Traverse Bay Magazine

Commercial

- Leelanau Enterprise (3)
- Edible Grand Traverse (2)
- Cadillac News
- Dairy/Snowmobile Magazine
- Points North
- Grand Traverse Scene
- Preview
- Record Patriot
- Up North Live

20. Which television channel do you watch most often?

Residential

- Channel 5
- CNN
- Comedy Central
- Don't know yet
- Food Network
- FOX NEWS CHANNEL 32
- HBO
- MSNBC
- Netflix
- PBS
- Varied
- WJTV

Commercial

- PBS (3)
- ESPN (2)
- Ben 10
- Discover Fox Sports
- HGTV

22. What type of programming do you watch on Public Access television?

Residential

- Entertainment
- Just news
- Local happenings
- Local news
- Outdoor Shows
- Talk

Commercial

- None (2)
- Can't think of what
- Don't Know
- Entertainment
- I have the app
- Local Interest
- Local News
- Variety

24. Which radio station do you listen to most often?

Residential

- 105.9 (3)
- 103.5 (2)
- NMC (2)
- Varied/Can't choose one (2)
- 102.9 country
- 105.1
- 90.5
- 92.2
- 95.9
- 96.5
- 96.7 The Bee
- 98.6
- Don't remember
- Fox News
- KLP
- Sirius
- XM Radio

Commercial

- 104.9 Christian
- 105.1
- 107
- 89.3, 89.5 Smile and Fuel
- 93.5
- 95.9 Christian Fuel FM
- 96.7
- 96.7 The Bull
- B93
- ESPN 105.5
- Fuel FM
- IPR
- PBS
- Smile FM
- The Light out of Lansing mi
- XM Radio

25. What time of day do you usually listen to the radio?

Residential

- When in the car (3)
- Midday or afternoon

Commercial

- In the car (2)

26. Which web site do you visit most often?

Residential

- Bank Website (2)
- upnorthlive.com (2)
- Bing
- Blumberg
- CNBC
- Don't Know
- Gmail
- Huffington Post
- huntington.com
- Meijer
- Pandora
- pga .com
- reddit
- skype
- Talking Points Memo
- The housing website
- Weather Underground
- Work website
- www.solar.is

Commercial

- Appliance Websites
- Gmail
- Insurance website
- National Weather Radar
- NPR
- NRA
- QuickBooks online
- The weather - Michigan
- United Way
- work webpages

27. What is the best way for Traverse City Light & Power to successfully communicate information to you?

Residential

- Telephone (26)
- Text Message (11)
- Cell Phone (4)
- My account (1)
- Telephone Call or Text (1)

Commercial

- Telephone (9)
- Text Message (3)
- Cell Phone
- Social Media in general
- Telephone Call or Text

28. Which social media sources do you use?

Residential

- Instagram (6)
- Instagram, LinkedIn
- LinkedIn
- Snap Chat

Commercial

- Instagram (4)
- Instagram, LinkedIn
- LinkedIn

29. Of those, which do you use most often?

Residential

- Instagram
- Linked In
- Meet Me

Commercial

- Linked In (2)
- Both the same
- List Serve

31. What is the primary reason you do not read bill inserts?

Residential

- Pay the bill online (3)
- Don't even open it
- Don't need to read it
- Electronic billing
- Haven't received first bill
- I don't look at the bill, just call when it's that time
- I don't see the bill
- I get ebills and do not look at the paper copy
- I just don't care, as long as the lights are on
- I prefer to be emailed
- It's all junk
- My service is not on my home - it is an empty house
- Never get it
- Paperless
- Pay online, don't even open bill
- We do not receive paper bills

Commercial

- I don't see the bill (2)
- Haven't seen one
- Not with my bill
- Sent to corporate

33. How often do you visit the website?

Residential

- Once (5)
- Couple of times (4)
- Twice a year (4)
- Annually/Yearly (3)
- Quarterly (3)
- Rarely (2)
- A few times
- As-needed basis
- Every few months
- I don't use it anymore
- Just to check my bill
- Just to set up auto bill
- Less than monthly, just to see if there is an outage
- Occasionally
- Once in a great while
- Once in awhile
- Only three times ever
- Set up account
- Three times a year
- To get phone number
- When my bill is off
- When there is an outage

Commercial

- Once (6)
- Annually/Yearly (5)
- Once in a while (2)
- Rarely (2)
- Couple of times (2)
- Twice a year (2)
- Every 2 years
- Less than monthly
- Once or twice

35. Is there any other type of information you would like to have included on the website?

Residential

- A free way to pay your bill online
- A market for more renewable energy
- Alternate forms of power, future plans
- Break down of how they spend money
- Checking current year vs previous year usage on website
- Clear picture of how rates are set
- Easier payment
- Historical info
- How they rate/compare to other cities and businesses
- I think the app would be great, and texts
- Info on what TCLP is currently doing and future renewable plans
- More information about alternatives, like solar. I'd like to know.
- No fee for bills
- Outages in area, ability to schedule appointments (tree service), MissDig
- Pay online without surcharge
- Plans for the future
- Price and Rate comparisons, easy-to-find contact information
- Question and answer section
- Rebates - quick link access
- TCL&P app, Service Provider app
- Their position on smart meters
- Tips on being environmentally friendly
- Update the Wi-Fi
- Way to automatically pay w/credit card
- What they are doing to improve the system
- Wind power update

Commercial

- Financial statements
- Modern interface for billing support and recording
- Outage map
- Rebate info
- Get Charter