

Report to  
Traverse City Light & Power  
for  
2007 Customer Research

Submitted by:

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### APPENDIX A: SURVEY INSTRUMENT

## EXECUTIVE SUMMARY

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**Objective:** The purpose of the research was to determine the views and opinions of Traverse City Light & Power customers on services received. Customers responded to questions assessing overall satisfaction with several utilities, followed by items assessing satisfaction with characteristics of electric service specifically, including importance of each characteristic and effectiveness with regard to each characteristic. In addition, survey items addressed customer service, sources of information, additional services, and interest in renewable power generation resources.

**Methodology:** A telephone survey was conducted with a random sample of TCL&P residential and commercial customers. A sample size of 368 was necessary for a 95% confidence level and a +/-5% margin of error; a total of 451 surveys was completed for a +/- 4.5% margin of error.

### **Key Findings:**

- The majority of respondents (93%) reported some level of satisfaction with the service provided by their electric utility, with 56% indicating they are “Satisfied” and 37% indicating they are “Very Satisfied.”
- Of four service characteristics assessed, respondents most often rated responsiveness to restoring power after outages and providing reliable electrical service “Very Important.” The service characteristics respondents most often rated “Excellent” with regard to their electric company’s performance include providing reliable electrical service and responsiveness to restoring power after outages, respectively. Additional analysis identified providing electricity at low cost as the characteristic with the largest negative gap for both residential and commercial customers.
- The majority of respondents (57%) indicated they had not had contact with a customer service representative within the past year. Of those respondents indicating they had contact with a customer service representative within the past year, the majority indicated they were “Very Satisfied” with the outcome.
- The majority of respondents (77%) indicated they had not had contact with a field representative within the past year. Of those respondents indicating they had contact with a field representative within the past year, the single largest group indicated they were “Very Satisfied” with the outcome.
- The single largest group of respondents (37%) indicated they were “Uncertain” as to whether they would choose TCL&P or another electric supplier if given a choice; 35% indicated they were “Extremely likely to stay with TCL&P” and 22% indicated they were “Somewhat likely to stay with TCL&P”. Respondents most often cited “Community Owned” as the primary reason they would choose to stay with TCL&P; “Rates” was most often cited as the primary reason respondents would choose to switch electric suppliers.

- Approximately one-third of respondents indicated they had seen a TCL&P advertisement on television within the last year; 28% indicated they had seen an ad in the newspaper within the last year and 10% reported hearing an advertisement about TCL&P on the radio within the last year.
- The single largest group of respondents (40%) indicated their primary source of local news is television, while 34% indicated their primary source is the newspaper.
- The single largest group of respondents (45%) indicated “Bill inserts” are the best way for TCL&P to successfully communicate information to them.
- The single largest group of respondents (36%) indicated they “Always” read the TCL&P bill inserts, while 47% indicated they “Often” or “Occasionally” read the inserts. Respondents indicating they “Never” read the bill inserts most frequently cited “Not interested” or “No time” as the reason why (43% and 35%, respectively).
- Approximately 9% of respondents reported they have visited the TCL&P web site.
- With regard to additional services, 61% of respondents indicated they are “Very Interested” or “Somewhat Interested” in TCL&P offering Cable Television Service, while 54% expressed some level of interest in Internet Service and 51% expressed some level of interest in Internet Billing/Account Payment Service.
- The majority of respondents (87%) indicated, in their opinion, TCL&P should invest in renewable power generation resources, such as wind and solar; 42% of respondents indicated TCL&P should invest in biomass facilities.
- The majority of respondents (82%) indicated they would support building another windmill in this area. When given a list of choices, 39% of these respondents indicated they would pay \$5 more per month for windmill electricity, while 33% indicated they would pay \$10 more per month, and 10% indicated they would not be willing to pay more.
- The majority of respondents (67%) indicated they “Can’t recall/Don’t know” of any way, in addition to providing electricity, TCL&P invests in the community.
- The majority of respondents (76%) rated TCL&P’s image within the community “Very Positive” or “Somewhat Positive.”

# TRAVERSE CITY LIGHT & POWER

## 2007 CUSTOMER RESEARCH

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### 1.0 OVERVIEW

#### 1.1 Objective

The purpose of the research was to determine the views and opinions of Traverse City Light & Power customers on services received. Customers responded to questions assessing overall satisfaction with several utilities, followed by items assessing satisfaction with characteristics of electric service specifically, including importance of each characteristic and effectiveness with regard to each characteristic. In addition, survey items addressed customer service, sources of information, additional services, and interest in renewable power generation resources.

It should be noted that specific reference to Traverse City Light & Power was not made until Survey Question 7, with earlier items simply referencing “your electric utility” or “your electric company.”

#### 1.2 Methodology

A telephone survey was conducted with a randomly selected sample of Traverse City Light & Power customers. A list of customer names and telephone numbers was provided by TCL&P representatives and sample identification was conducted by Research Services. The list of residential and commercial customers provided includes 10,360 files; sample selection was based upon the 8,823 customer files (6717 residential; 2106 commercial) with contact information. Based upon a population of 8,823 customers, a sample of 368 is required for a 95% confidence level and +/- 5% margin of error.

The final sample included 451 respondents, with 309 residential customers and 142 commercial customers. Overall margin of error is +/-4.5%. Margin of error by customer type is as follows: residential (+/-5.45%) and commercial (+/-7.94%).

Surveys were conducted from May 14 to May 29, 2007. Up to six attempts 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 data was analyzed using SPSS for Windows. Analyses include descriptive statistics for each survey item and a series of cross-tabulations conducted with select items to assess significant differences. In addition, 2007 data are compared with 2005 data when appropriate.

Tables and charts illustrate results. The survey instrument is included in Appendix A.

## 2.0 SURVEY RESULTS

### 2.1 Demographics

Respondents were asked to indicate how long they have been a Traverse City Light & Power customer. In addition, respondent gender was recorded. The following tables display results.

How long have you been a TCL&P customer?			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Less than 1 year	13.0% (40)	5.8% (8)	10.8% (48)
1 to 5 years	23.8% (73)	21.7% (30)	23.1% (103)
6 to 10 years	15.3% (47)	17.4% (24)	16.0% (71)
Over 10 years	47.9% (147)	55.1% (76)	50.1% (223)

Gender			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Male	39.5% (122)	48.6% (69)	42.4% (191)
Female	60.5% (187)	51.4% (73)	57.6% (260)

## 2.2 Overall Satisfaction

The first series of questions asked respondents to indicate, overall, how satisfied they are with services provided by each of four utilities, including gas, electric, sewer and water, and telephone. Table 1a displays overall customer results, Table 1b displays residential customer results, and Table 1c displays commercial customer results.

**Table 1a: Please rate your overall level of satisfaction with the service provided by each of the following utilities:**

<i>Overall</i>	Gas	Electric	Sewer & Water	Telephone
Very Satisfied	24.8% (107)	37.0% (167)	29.8% (121)	20.7% (85)
Satisfied	59.0% (255)	55.7% (251)	54.9% (223)	52.9% (217)
Undecided	9.3% (40)	3.5% (16)	8.6% (35)	12.4% (51)
Dissatisfied	4.9% (21)	3.3% (15)	5.9% (24)	11.7% (48)
Very Dissatisfied	2.1% (9)	0.4% (2)	0.7% (3)	2.2% (9)

**Table 1b: Please rate your overall level of satisfaction with the service provided by each of the following utilities:**

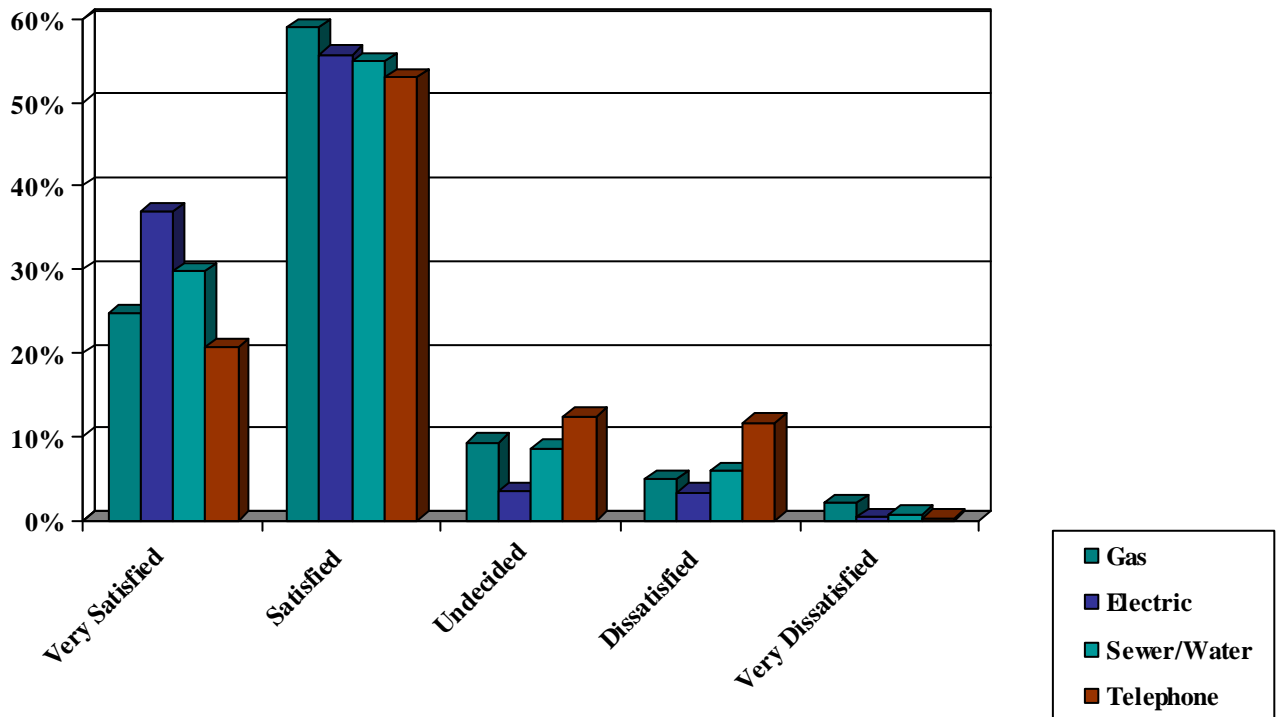
<i>Residential Customers</i>	Gas	Electric	Sewer & Water	Telephone
Very Satisfied	27.4% (81)	40.1% (124)	32.7% (90)	23.4% (64)
Satisfied	55.1% (163)	52.8% (163)	51.3% (141)	49.5% (135)
Undecided	10.1% (30)	3.2% (10)	8.7% (24)	12.1% (33)
Dissatisfied	5.4% (16)	3.6% (11)	6.9% (19)	13.2% (36)
Very Dissatisfied	2.0% (6)	0.3% (1)	0.4% (1)	1.8% (5)

**Table 1c: Please rate your overall level of satisfaction with the service provided by each of the following utilities:**

<i>Commercial Customers</i>	Gas	Electric	Sewer & Water	Telephone
Very Satisfied	19.1% (26)	30.3% (43)	23.7% (31)	15.3% (21)
Satisfied	67.6% (92)	62.0% (88)	62.6% (82)	59.9% (82)
Undecided	7.4% (10)	4.2% (6)	8.4% (11)	13.1% (18)
Dissatisfied	3.7% (5)	2.8% (4)	3.8% (5)	8.8% (12)
Very Dissatisfied	2.2% (3)	0.7% (1)	1.5% (2)	2.9% (4)

Considering overall results, respondents expressed the highest level of satisfaction with service provided by their electric utility, with 93% indicating they are “Very Satisfied” or “Satisfied” with the service provided. In comparison, 85%, 84% and 74% of respondents reported satisfaction with service provided by their sewer/water, gas and telephone utilities, respectively. Residential and commercial customers, independently, also reported the highest levels of satisfaction with service provided by their electric utility.

## Satisfaction with Service Provided



Respondents' satisfaction with regard to service provided by all utilities (gas, electric, sewer and water, and telephone) declined slightly from 2005, overall as well as for residential and commercial customers independently. Further analysis demonstrates that the decline is not statistically significant in any of these instances.

Table 1d: Please rate your overall level of satisfaction with gas service:

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Very Satisfied	29.2% (86)	27.4% (81)	28.9% (39)	19.1% (26)	29.1% (125)	24.8% (107)
Satisfied	58.0% (171)	55.1% (163)	57.8% (78)	67.6% (92)	57.9% (249)	59.0% (255)
Undecided	6.1% (18)	10.1% (30)	7.4% (10)	7.4% (10)	6.5% (28)	9.3% (40)
Dissatisfied	4.4% (13)	5.4% (16)	3.0% (4)	3.7% (5)	4.0% (17)	4.9% (21)
Very Dissatisfied	2.4% (7)	2.0% (6)	3.0% (4)	2.2% (3)	2.6% (11)	2.1% (9)



Table 1e: Please rate your overall level of satisfaction with electric service:

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Very Satisfied	40.9% (126)	40.1% (124)	38.3% (54)	30.3% (43)	40.1% (180)	37.0% (167)
Satisfied	53.6% (165)	52.8% (163)	58.9% (83)	62.0% (88)	55.2% (248)	55.7% (251)
Undecided	3.2% (10)	3.2% (10)	1.4% (2)	4.2% (6)	2.7% (12)	3.5% (16)
Dissatisfied	1.9% (6)	3.6% (11)	1.4% (2)	2.8% (4)	1.8% (8)	3.3% (15)
Very Dissatisfied	0.3% (1)	0.3% (1)	0.0% (0)	0.7% (1)	0.2% (1)	0.4% (2)

Table 1f: Please rate your overall level of satisfaction with sewer and water service:

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Very Satisfied	33.7% (97)	32.7% (90)	34.1% (45)	23.7% (31)	33.8% (142)	29.8% (121)
Satisfied	56.3% (162)	51.3% (141)	58.3% (77)	62.6% (82)	56.9% (239)	54.9% (223)
Undecided	5.6% (16)	8.7% (24)	5.3% (7)	8.4% (11)	5.5% (23)	8.6% (35)
Dissatisfied	3.8% (11)	6.9% (19)	2.3% (3)	3.8% (5)	3.3% (14)	5.9% (24)
Very Dissatisfied	0.7% (2)	0.4% (1)	0.0% (0)	1.5% (2)	0.5% (5)	0.7% (3)

Table 1g: Please rate your overall level of satisfaction with telephone service:

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Very Satisfied	24.8% (75)	23.4% (64)	20.0% (28)	15.3% (21)	23.3% (103)	20.7% (85)
Satisfied	52.1% (158)	49.5% (135)	61.4% (86)	59.9% (82)	55.1% (244)	52.9% (217)
Undecided	9.2% (28)	12.1% (33)	9.3% (13)	13.1% (18)	9.3% (41)	12.4% (51)
Dissatisfied	11.2% (34)	13.2% (36)	9.3% (13)	8.8% (12)	10.6% (47)	11.7% (48)
Very Dissatisfied	2.6% (8)	1.8% (5)	0.0% (0)	2.9% (4)	1.8% (8)	2.2% (9)

### 2.3 Service Evaluation

Questions 2a through 2d asked respondents to indicate the importance of several service characteristics and then to rate their electric company on these characteristics. Tables 2a through 2d display results. In the upper left hand corner of each table is the service characteristic to be evaluated. The first two columns include response categories, and the last six columns display percentages associated with importance and effectiveness ratings by customer type and year.

Table 2a: Please indicate how important <u>providing electricity at low cost</u> is to you, and then rate your electric company on this characteristic.							
Providing electricity at low cost		Residential		Commercial		Overall	
		2005	2007	2005	2007	2005	2007
		% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Importance	Very Important	82.5% (254)	81.2% (251)	83.7% (118)	84.5% (120)	82.9% (372)	82.3% (371)
	Somewhat Important	14.9% (46)	17.2% (53)	15.6% (22)	14.8% (21)	15.1% (68)	16.4% (74)
	Undecided	1.6% (5)	1.0% (3)	0.0% (0)	0.7% (1)	1.1% (5)	0.9% (4)
	Somewhat Unimportant	1.0% (3)	0.6% (2)	0.7% (1)	0.0% (0)	0.9% (4)	0.4% (2)
	Very Unimportant	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Effectiveness	Excellent	14.9% (46)	12.3% (38)	8.5% (12)	7.7% (11)	12.9% (58)	10.9% (49)
	Above Average	22.3% (69)	22.7% (70)	17.7% (25)	19.7% (28)	20.9% (94)	21.8% (98)
	Average	46.6% (144)	47.7% (147)	56.7% (80)	52.1% (74)	49.8% (224)	49.1% (221)
	Below Average	5.2% (16)	4.9% (15)	2.8% (4)	4.2% (6)	4.4% (20)	4.7% (21)
	Poor	2.6% (8)	2.3% (7)	0.7% (1)	2.8% (4)	2.0% (9)	2.4% (11)
	Don't Know	8.4% (26)	10.1% (31)	13.5% (19)	13.4% (19)	10.0% (45)	11.1% (50)

Table 2b: Please indicate how important providing reliable electrical service (that is, with few power outages and surges) is to you, and then rate your electric company on this characteristic.

Providing reliable electrical service		Residential		Commercial		Overall	
		2005	2007	2005	2007	2005	2007
		% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Importance	Very Important	87.1% (269)	89.3% (274)	95.7% (135)	96.5% (137)	89.8% (404)	91.5% (411)
	Somewhat Important	11.7% (36)	9.4% (29)	4.3% (6)	3.5% (5)	9.3% (42)	7.6% (34)
	Undecided	0.6% (2)	0.7% (2)	0.0% (0)	0.0% (0)	.4% (2)	0.4% (2)
	Somewhat Unimportant	0.6% (2)	0.3% (1)	0.0% (0)	0.0% (0)	0.4% (2)	0.2% (1)
	Very Unimportant	0.0% (0)	0.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.2% (1)
Effectiveness	Excellent	47.6% (147)	45.7% (139)	43.3% (61)	48.6% (69)	46.2% (208)	46.6% (208)
	Above Average	28.2% (87)	34.2% (104)	36.9% (52)	34.5% (49)	30.9% (139)	34.3% (153)
	Average	20.7% (64)	17.1% (52)	17.7% (25)	12.7% (18)	19.8% (89)	15.7% (70)
	Below Average	1.9% (6)	1.0% (3)	2.1% (3)	2.1% (3)	2.0% (9)	1.3% (6)
	Poor	0.0% (0)	0.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.2% (1)
	Don't Know	1.6% (5)	1.6% (5)	0.0% (0)	2.1% (3)	1.1% (5)	1.8% (8)

Table 2c: Please indicate how important responsiveness to restoring power after outages is to you, and then rate your electric company on this characteristic.

Responsiveness to restoring power after outages		Residential		Commercial		Overall	
		2005	2007	2005	2007	2005	2007
		% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Importance	Very Important	87.4% (270)	89.0% (274)	95.0% (134)	97.9% (139)	89.8% (404)	91.8% (413)
	Somewhat Important	10.7% (33)	10.1% (31)	4.3% (6)	2.1% (3)	8.7% (39)	7.6% (34)
	Undecided	1.9% (6)	0.3% (1)	0.7% (1)	0% (0)	1.6% (7)	0.2% (1)
	Somewhat Unimportant	0.0% (0)	0.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.2% (1)
	Very Unimportant	0.0% (0)	0.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.2% (1)
Effectiveness	Excellent	36.2% (112)	36.1% (110)	39.0% (55)	38.7% (55)	37.1% (167)	36.9% (165)
	Above Average	27.5% (85)	30.2% (92)	29.8% (42)	27.5% (39)	28.2% (127)	29.3% (131)
	Average	19.7% (61)	16.1% (49)	14.9% (21)	16.9% (24)	18.2% (82)	16.3% (73)
	Below Average	0.3% (1)	0.7% (2)	0.0% (0)	1.4% (2)	0.2% (1)	0.9% (4)
	Poor	0.3% (1)	0.7% (2)	0.7% (1)	0.0% (0)	0.4% (4)	0.4% (2)
	Don't Know	15.9% (49)	16.4% (50)	15.6% (22)	15.5% (22)	15.8% (71)	16.1% (72)

**Table 2d: Please indicate how important providing grants to local non-profit organizations to improve community and natural resources, or to conduct energy-related educational programs\* is to you, and then rate your electric company on this characteristic.**

Providing grants to local non-profit organizations		Residential		Commercial		Overall	
		2005	2007	2005	2007	2005	2007
		% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Importance	Very Important	32.4% (100)	41.4% (127)	17.7% (25)	29.8% (42)	27.8% (125)	37.7% (169)
	Somewhat Important	32.0% (99)	33.2% (102)	45.4% (64)	37.6% (53)	36.2% (163)	34.6% (155)
	Undecided	22.0% (68)	16.3% (50)	12.1% (17)	18.4% (26)	18.9% (85)	17.0% (76)
	Somewhat Unimportant	9.4% (29)	5.2% (16)	19.1% (27)	7.8% (11)	12.4% (56)	6.0% (27)
	Very Unimportant	4.2% (13)	3.9% (12)	5.7% (8)	6.4% (9)	4.7% (21)	4.7% (21)
Effectiveness	Excellent	6.8% (21)	9.1% (28)	5.0% (7)	7.0% (10)	6.2% (28)	8.5% (38)
	Above Average	6.1% (19)	13.7% (42)	3.5% (5)	12.0% (17)	5.3% (24)	13.1% (59)
	Average	15.2% (47)	21.8% (67)	9.9% (14)	17.6% (25)	13.6% (61)	20.5% (92)
	Below Average	1.0% (3)	3.3% (10)	1.4% (2)	2.8% (4)	1.1% (5)	3.1% (14)
	Poor	0.3% (1)	0.3% (1)	0.7% (1)	1.4% (2)	0.4% (2)	0.7% (3)
	Don't Know	70.6% (218)	51.8% (159)	79.4% (112)	59.2% (84)	73.3% (330)	54.1% (243)

\*In 2005 this item read, "Providing grants for local non-profit groups and schools relating to the study or use of electricity."

### 2.3.1 Residential

Generally, residential respondents reported that all four service characteristics are important. Percent of residential respondents rating each characteristic “Very Important” are listed below:

1. Providing reliable electrical service (89.3%)
2. Responsiveness to restoring power after outages (89.0%)
3. Providing electricity at low cost (81.2%)
4. Providing grants to local, non-profit organizations (41.4%)

Percent of residential respondents rating their electric company “Excellent” on each characteristic are listed below:

1. Providing reliable electrical service (45.7%)
2. Responsiveness to restoring power after outages (36.1%)
3. Providing electricity at low cost (12.3%)
4. Providing grants to local, non-profit organizations (9.1%)

It should be noted that some respondents felt unable to assign ratings on certain characteristics. For example, approximately 52% of residential respondents indicated they did not know how to rate their electric company with regard to providing grants for local non-profit organizations. In addition, 16% of residential respondents indicated they did not know how to rate their electric company on responsiveness to restoring power after outages.

As noted above, TCL&P received the highest rating from residential respondents on providing reliable electrical service, which was the service rated first in terms of importance. A gap analysis was conducted to examine discrepancies between importance and effectiveness on each characteristic. The largest contrast between importance and TCL&P’s effectiveness concerned providing electricity at low cost. Gap analysis rankings are as follows:

1. Providing electricity at low cost (-1.38)
2. Providing grants for local, non-profit organizations (-0.69)
3. Responsiveness to restoring power after outages (-0.66)
4. Providing reliable electrical service (-0.62)

In comparing 2007 gaps with 2005 gaps, no statistically significant change is detected.

It should be noted that concern over service level is not recommended until a gap approaches -1.5 to -2.0.

### 2.3.2 Commercial

Generally, commercial respondents reported that all four service characteristics are important. Percent of commercial respondents rating each characteristic “Very Important” are listed below:

1. Responsiveness to restoring power after outages (97.9%)
2. Providing reliable electrical service (96.5%)
3. Providing electricity at low cost (84.5%)
4. Providing grants to local, non-profit organizations (29.8%)

Percent of commercial respondents rating their electric company “Excellent” on each characteristic are listed below:

1. Providing reliable electrical service (48.6%)
2. Responsiveness to restoring power after outages (38.7%)
3. Providing electricity at low cost (7.7%)
4. Providing grants to local, non-profit organizations (7.0%)

It should be noted that some respondents felt unable to assign ratings on certain characteristics. For example, approximately 59% of commercial respondents indicated they did not know how to rate their electric company with regard to providing grants to local non-profit organizations. In addition, 16% of commercial respondents indicated they did not know how to rate their electric company on responsiveness to restoring power after outages.

As noted above, TCL&P received the highest rating from commercial respondents on providing reliable electrical service, which was the characteristic rated second in terms of importance. A gap analysis was conducted to examine discrepancies between importance and effectiveness on each characteristic. The largest contrast between importance and TCL&P’s effectiveness concerned providing electricity at low cost. Gap analysis rankings are:

1. Providing electricity at low cost (-1.54)
2. Responsiveness to restoring power after outages (-0.75)
3. Providing reliable electrical service (-0.64)
4. Providing grants for local, non-profit organizations (-0.41)

In comparing 2007 gaps with 2005 gaps, no statistically significant change is detected.

Concern over service level is not recommended until a gap approaches  $-1.5$  to  $-2.0$ . It should be noted that the “Providing electricity at low cost” gap approaches this level.



## 2.4 Customer Service Ratings

Question 3 asked respondents who had contact within the past year with an electric company customer service representative, either on the phone or in the office, to rate their satisfaction with the outcome of the most recent contact. Table 3 displays results.

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Very Satisfied	63.8% (67)	52.4% (65)	64.5% (40)	44.9% (31)	64.1% (107)	49.7% (96)
Satisfied	25.7% (27)	37.1% (46)	30.6% (19)	40.6% (28)	27.5% (46)	38.3% (74)
Undecided	1.9% (2)	4.8% (6)	3.2% (2)	7.2% (5)	2.4% (4)	5.7% (11)
Dissatisfied	5.7% (6)	2.4% (3)	0.0% (0)	7.2% (5)	3.6% (6)	4.1% (8)
Very Dissatisfied	2.9% (3)	3.2% (4)	1.6% (1)	0.0% (0)	2.4% (4)	2.1% (4)
No Contact	66.0% (204)	59.9% (185)	56.0% (79)	51.4% (73)	62.9% (283)	57.2% (258)

The majority of respondents (57%), overall, indicated they had not had contact with a customer service representative within the past year. Of those respondents indicating they had contact with a representative within the past year, 50% indicated they were “Very Satisfied” with the outcome and 38% indicated they were “Satisfied.” Respondents reporting some level of dissatisfaction with the outcome of the contact were asked to indicate the primary reason for their dissatisfaction; two residential and no commercial customers requested follow-up contact from a TCL&P representative. Table 4 displays results.

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Length of time between request/ response	11.1% (1)	14.3% (1)	0.0% (0)	0.0% (0)	10.0% (1)	8.3% (1)
Problem/request not resolved at all	22.2% (2)	42.9% (3)	0.0% (0)	60.0% (3)	20.0% (2)	50.0% (6)
Unfriendly/ discourteous employees	44.4% (4)	14.3% (1)	100% (1)	20.0% (1)	50.0% (5)	16.7% (2)
Other	22.2% (2)	28.6% (2)	0.0% (0)	20.0% (1)	20.0% (2)	25.0% (3)

Half of those respondents, overall, reporting dissatisfaction cited “Problem/request not resolved at all” as the primary reason for their dissatisfaction. In addition, two respondents cited “Unfriendly or

discourteous employees” as the primary reason for their dissatisfaction, and three respondents cited something “Other” than listed responses (See *Section 4.0: Additional Comments*).

*Question 5* asked respondents who had contact within the past year with an electric company field representative (meter reader, tree trimmer or lineman) to rate their satisfaction with the outcome of the most recent contact. Table 5 displays results.

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Very Satisfied	54.7% (35)	44.4% (32)	65.6% (21)	54.5% (18)	58.3% (56)	47.6% (50)
Satisfied	35.9% (23)	36.1% (26)	31.3% (10)	39.4% (13)	34.4% (33)	37.1% (39)
Undecided	1.6% (1)	8.3% (6)	3.1% (1)	3.0% (1)	2.1% (2)	6.7% (7)
Dissatisfied	6.3% (4)	11.1% (8)	0.0% (0)	3.0% (1)	4.2% (4)	8.6% (9)
Very Dissatisfied	1.6% (1)	0.0% (0)	0.0% (0)	0.0% (0)	1.0% (1)	0.0% (0)
No Contact	79.3% (245)	76.7% (237)	77.3% (109)	76.8% (109)	78.7% (354)	76.7% (346)

The majority of respondents (77%), overall, indicated they had not had contact with a field representative within the past year. Of those respondents indicating they had contact with a field representative within the past year, 48% indicated they were “Very Satisfied” with the outcome and 37% indicated they were “Satisfied.” Respondents reporting some level of dissatisfaction with the outcome of the contact were asked to indicate the primary reason for their dissatisfaction; no respondents requested follow-up contact from a TCL&P representative. Table 6 displays results.

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Length of time between request/ response	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Problem/request not resolved at all	40.0% (2)	12.5% (1)	0.0% (0)	0.0% (0)	40.0% (2)	11.1% (1)
Unfriendly/discourteous employees	0.0% (0)	12.5% (1)	0.0% (0)	0.0% (0)	0.0% (0)	11.1% (1)
Other	60.0% (3)	75.0% (6)	0.0% (0)	100% (1)	60.0% (3)	77.8% (7)

The majority of respondents (78%), overall, indicating some level of dissatisfaction with the outcome of the most recent contact reported the primary reason for their dissatisfaction to be something “Other” than the responses listed. A complete list of “Other” responses is located in *Section 4.0: Additional Comments*, with type of representative identified when noted.

## 2.5 Customer Loyalty

Question 7 asked respondents, if given a choice, how likely they would be to stay with TCL&P or switch to another electric supplier. Table 7 displays results.

Table 7: Currently, Traverse City Light & Power supplies you with electricity. Under deregulation you might be able to buy electricity from a different company or supplier. If you could choose between TCL&P and another electric supplier for your electricity, would you be:

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Extremely likely to stay with TCL&P	42.4% (131)	39.2% (120)	37.1% (52)	26.8% (38)	40.8% (183)	35.3% (158)
Somewhat likely to stay with TCL&P	18.8% (58)	20.3% (62)	18.6% (26)	26.1% (37)	18.7% (84)	22.1% (99)
Uncertain	32.0% (99)	33.3% (102)	38.6% (54)	43.7% (62)	34.1% (153)	36.6% (164)
Somewhat likely to switch to another electric supplier	5.2% (16)	5.9% (18)	2.9% (4)	2.8% (4)	4.5% (20)	4.9% (22)
Extremely likely to switch to another electric supplier	1.6% (5)	1.3% (4)	2.9% (4)	0.7% (1)	2.0% (9)	1.1% (5)

The single largest group of respondents (37%), overall, indicated they were “Uncertain” as to whether they would stay or switch, while 35% indicated they would be “Extremely likely to stay with TCL&P” and 22% indicated they would be “Somewhat likely to stay with TCL&P”. Approximately 6% of respondents, overall, reported they would be somewhat or extremely likely to switch to another electric supplier.

Question 8 asked respondents indicating they would be somewhat or extremely likely to stay with TCL&P to indicate the primary reason they would choose to stay. Table 8 displays results.

Table 8: What is the primary reason you would choose to stay with TCL&P?						
	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Rates	21.2% (40)	15.4% (28)	19.2% (15)	13.3% (10)	20.6% (55)	14.8% (38)
Reliability	22.8% (43)	25.8% (47)	20.5% (16)	25.3% (19)	22.1% (59)	25.7% (66)
Service	9.0% (17)	15.4% (28)	20.5% (16)	12.0% (9)	12.4% (33)	14.4% (37)
Community-owned	39.7% (75)	35.2% (64)	32.1% (25)	36.0% (27)	37.5% (100)	35.4% (91)
Other	7.4% (14)	8.2% (15)	7.7% (6)	13.3% (10)	7.5% (20)	9.7% (25)

The single largest group of respondents (35%), overall, cited “Community Owned” as the primary reason they would choose to stay with TCL&P; the second largest group of respondents (26%) cited “Reliability” as the primary reason they would choose to stay. All “Other” reasons are included in *Section 4.0: Additional Comments*.

Question 9 asked respondents indicating they would be somewhat or extremely likely to switch to another supplier to indicate their primary reason for switching. Table 9 displays results.

Table 9: What is the primary reason you would choose to switch?						
	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Rates	81.0% (17)	66.7% (16)	62.5% (5)	60.0% (3)	75.9% (22)	65.5% (19)
Reliability	0.0% (0)	12.5% (3)	0.0% (0)	20.0% (1)	0.0% (0)	13.8% (4)
Service	4.8% (1)	0.0% (0)	12.5% (1)	0.0% (0)	6.9% (2)	0.0% (0)
Other	14.3% (3)	20.8% (5)	25.0% (2)	20.0% (1)	17.2% (5)	20.7% (6)

The majority of respondents (66%), overall, indicating they would be somewhat or extremely likely to switch suppliers cited “Rates” as the primary reason they would choose to switch; four respondents cited “Reliability” as the primary reason they would choose to switch. All “Other” reasons are included in *Section 4.0: Additional Comments*.

## 2.6 Communication

*Question 9a* asked respondents if they had seen or heard any advertisements about TCL&P in the last year on television, on the radio, and/or in the newspaper. Tables 9a1 through 9a3 and the following chart display results.

Table 9a1: Have you seen or heard any advertisements about TCL&P within the last year: on <i>television</i> ?						
	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Yes	32.7% (101)	35.4% (109)	33.3% (47)	32.4% (46)	32.9% (148)	34.4% (155)
No	54.7% (169)	49.4% (152)	57.4% (81)	50.0% (71)	55.6% (250)	49.6% (223)
Uncertain	12.6% (39)	15.3% (47)	9.2% (13)	17.6% (25)	11.6% (52)	16.0% (72)

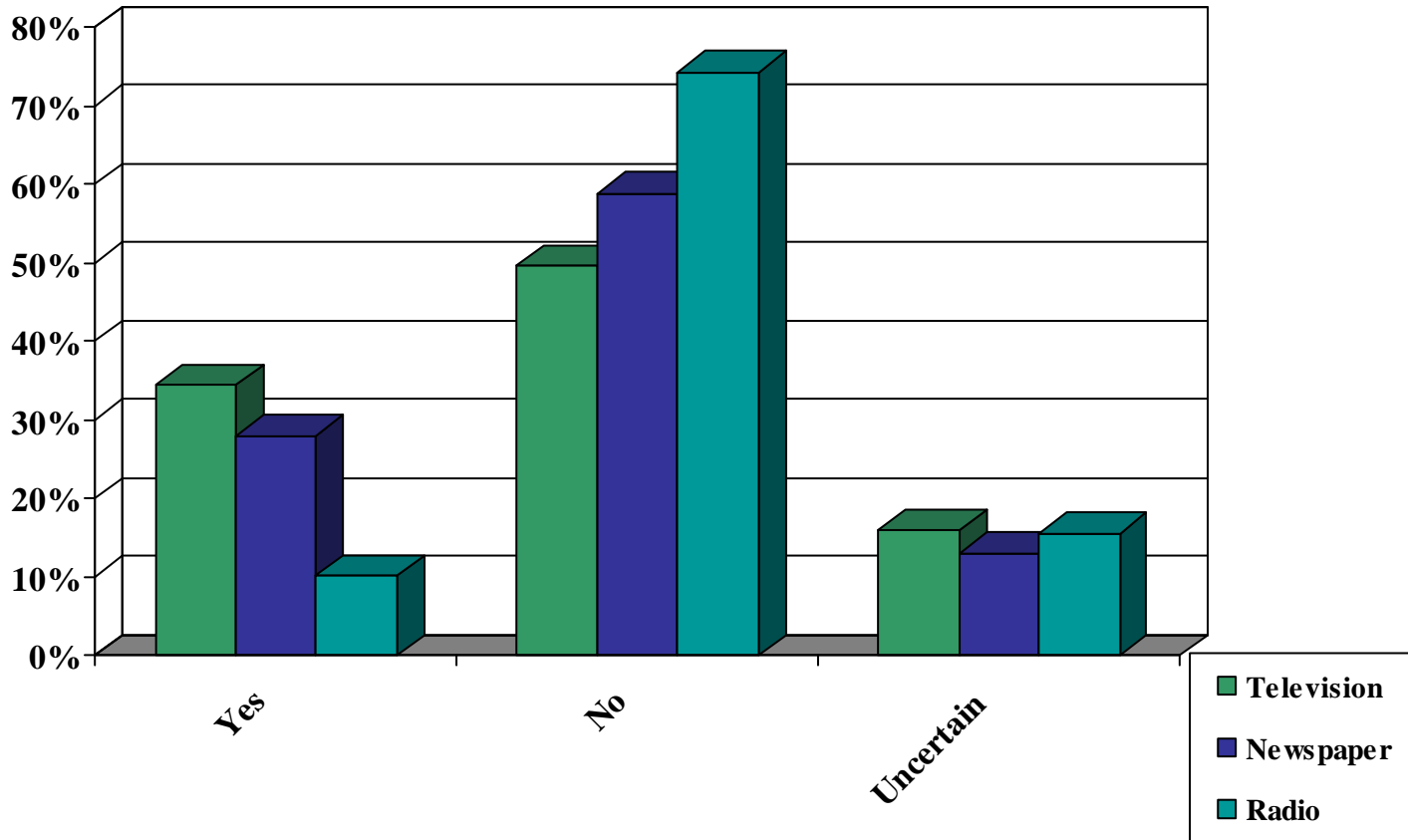
  

Table 9a2: Have you heard any advertisements about TCL&P within the last year: on <i>the radio</i> ?						
	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Yes	14.9% (46)	11.4% (35)	19.9% (28)	7.7% (11)	16.4% (74)	10.2% (46)
No	71.8% (222)	74.7% (230)	72.3% (102)	73.2% (104)	72.0% (324)	74.2% (334)
Uncertain	13.3% (41)	14.0% (43)	7.8% (11)	19.0% (27)	11.6% (52)	15.6% (70)

Table 9a3: Have you seen any advertisements about TCL&P within the last year: in <i>the newspaper</i> ?						
	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Yes	36.2% (112)	30.3% (93)	34.8% (49)	23.2% (33)	35.8% (161)	28.1% (126)
No	50.8% (157)	58.0% (178)	58.2% (82)	60.6% (86)	53.1% (239)	58.8% (264)
Uncertain	12.9% (40)	11.7% (36)	7.1% (10)	16.2% (23)	11.1% (50)	13.1% (59)

# Advertisements about TCL&P



Respondents, overall, most frequently reported seeing advertisements for TCL&P on television (34%), while 28% reported they had seen advertisements in the newspaper, and 10% reported they had heard advertisements on the radio.

Question 10 asked respondents to indicate their primary source of local news. Table 10 displays results.

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Newspaper	40.5% (125)	37.2% (115)	39.0% (55)	28.2% (40)	40.0% (180)	34.4% (155)
Television	46.6% (144)	38.8% (120)	33.3% (47)	42.3% (60)	42.4% (191)	39.9% (180)
Radio	9.7% (30)	15.9% (49)	18.4% (26)	18.3% (26)	12.4% (56)	16.6% (75)
Internet	1.6% (5)	5.8% (18)	7.8% (11)	6.3% (9)	3.6% (16)	6.0% (27)
Other	1.6% (5)	2.3% (7)	1.4% (2)	4.9% (7)	1.6% (7)	3.1% (14)

The single largest group of respondents (40%), overall, indicated their primary source of local news is television, while 34% cited the newspaper as their primary source. Dependent upon media cited, respondents were then asked to indicate which publication, channel, station, or website they utilized most often: Tables 11a through 11d display results.

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Record Eagle	96.8% (121)	98.3% (113)	96.4% (53)	90.0% (36)	96.7% (174)	96.1% (149)
Northern Express	NA	0.0% (0)	NA	0.0% (0)	NA	0.0% (0)
TC Business News	NA	0.9% (1)	NA	0.0% (0)	NA	0.6% (1)
Other	3.2% (4)	0.9% (1)	3.6% (2)	10% (4)	3.3% (6)	3.2% (5)

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
7&4 (NBC)	50.3% (72)	62.2% (74)	41.7% (20)	60.0% (36)	48.2% (92)	61.5% (110)
9&10 (CBS)	39.9% (57)	26.9% (32)	52.1% (25)	35.0% (21)	42.9% (82)	29.6% (53)
29&8 (ABC)	1.4% (2)	0.8% (1)	2.1% (1)	1.7% (1)	1.6% (3)	1.1% (2)
FOX 33	4.9% (7)	4.2% (5)	2.1% (1)	0.0% (0)	4.2% (8)	2.8% (5)
Cable TV	3.5% (5)	5.9% (7)	2.1% (1)	3.3% (2)	3.1% (6)	5.0% (9)

Table 11c: (If "Radio" in Q10) Which station do you listen to most often?

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
WTCM-AM (580)	23.3% (7)	30.6% (15)	34.6% (9)	53.8% (14)	28.6% (16)	38.7% (29)
WTCM-FM (103.5)	13.3% (4)	8.2% (4)	19.2% (5)	7.7% (2)	16.1% (9)	8.0% (6)
WCCW-FM (Oldies 107.5)	6.7% (2)	0.0% (0)	7.7% (2)	0.0% (0)	7.1% (4)	0.0% (0)
WKLT Double-Rock 97.5/98.9 FM)	NA	2.0% (1)	NA	3.8% (1)	NA	2.7% (2)
The Zone (95.5 FM)	0.0% (0)	2.0% (1)	3.8% (1)	0.0% (0)	1.8% (1)	1.3% (1)
WSRT The Peak (106.7 FM)	0.0% (0)	0.0% (0)	3.8% (1)	0.0% (0)	1.8% (1)	0.0% (0)
WLDR-FM Sunny 102 (101.9)	NA	4.1% (2)	NA	0.0% (0)	NA	2.7% (2)
WIAA-FM (Interlochen Music 88.7)	10.0% (3)	8.2% (4)	15.4% (4)	0.0% (0)	12.5% (7)	5.3% (4)
WIPR-FM (Interlochen News 91.5)	20.0% (6)	26.5% (13)	7.7% (2)	15.4% (4)	14.3% (8)	22.7% (17)
WNMC (90.7 FM)	3.3% (1)	6.1% (3)	0.0% (0)	0.0% (0)	1.8% (1)	4.0% (3)
The Bear (98.1 FM)	3.3% (1)	4.1% (2)	0.0% (0)	11.5% (3)	1.8% (1)	6.7% (5)
106 KHQ (105.9 FM)	0.0% (0)	0.0% (0)	3.8% (1)	0.0% (0)	1.8% (1)	0.0% (0)
The Fox (WCFX 94.3/WDFX 92.5)	NA	0.0% (0)	NA	0.0% (0)	NA	0.0% (0)
Other	20.0% (6)	8.2% (4)	3.8% (1)	7.7% (2)	12.5% (7)	8.0% (6)

Table 11d: (If "Internet" in Q10) Which web site do you visit most often?

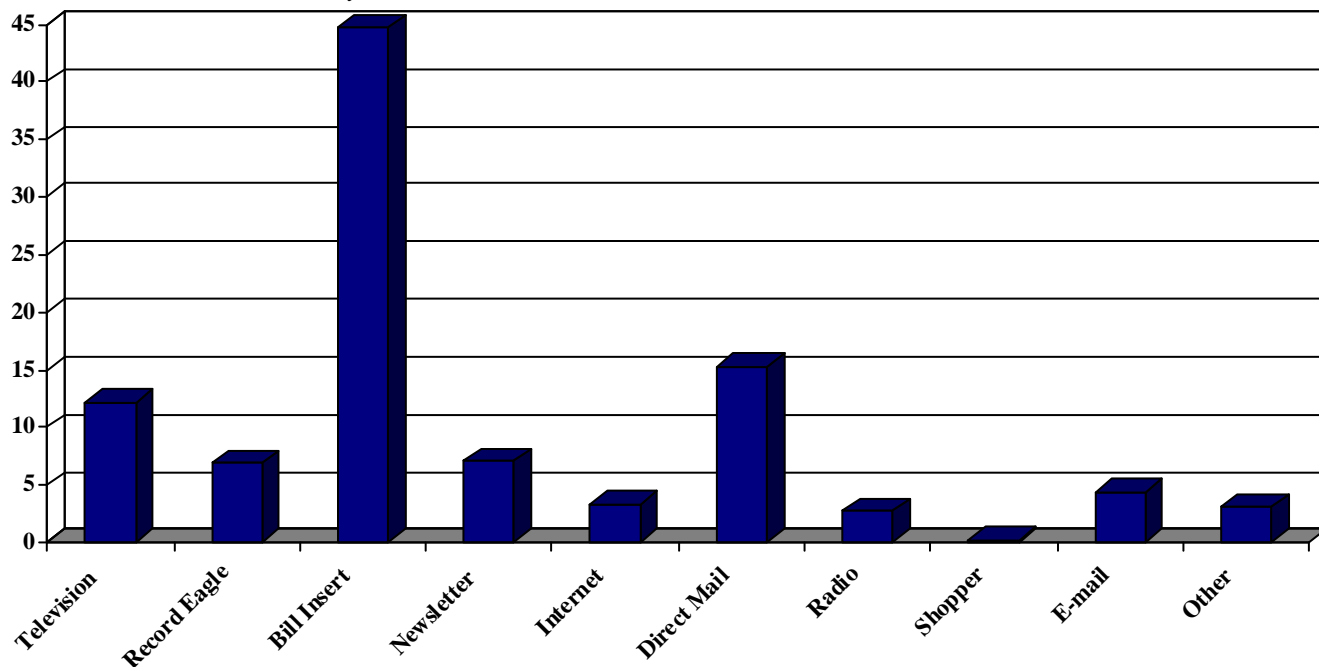
	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
google.com	0.0% (0)	5.3% (1)	9.1% (1)	11.1% (1)	6.3% (1)	7.1% (2)
amazon.com	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
msnbc.com	40.0% (2)	15.8% (3)	9.1% (1)	22.2% (2)	18.8% (3)	17.9% (5)
ebay.com	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
yahoo.com	0.0% (0)	15.8% (3)	0.0% (0)	0.0% (0)	0.0% (0)	10.7% (3)
Other	60.0% (3)	63.2% (12)	81.8% (9)	66.7% (6)	75.0% (12)	64.3% (18)



Question 12 asked respondents to indicate the best way for TCL&P to successfully communicate information to them. Table 12 and the chart below display results.

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Television	11.0% (34)	11.7% (36)	7.8% (11)	13.4% (19)	10.0% (45)	12.2% (55)
Record Eagle	10.4% (32)	7.5% (23)	7.8% (11)	5.6% (8)	9.6% (43)	6.9% (31)
Bill Insert	43.0% (133)	47.4% (146)	34.8% (49)	38.7% (55)	40.4% (182)	44.7% (201)
Newsletter	6.5% (20)	8.4% (26)	10.6% (15)	4.2% (6)	7.8% (35)	7.1% (32)
Internet	1.3% (4)	2.6% (8)	3.5% (5)	4.9% (7)	2.0% (9)	3.3% (15)
Direct Mail	20.7% (64)	12.7% (39)	22.7% (32)	21.1% (30)	21.3% (96)	15.3% (69)
Radio	1.9% (6)	2.9% (9)	3.5% (5)	2.1% (3)	2.4% (11)	2.7% (12)
Shopper	0.0% (0)	0.0% (0)	0.0% (0)	0.7% (1)	0.0% (0)	0.2% (1)
E-mail	3.2% (10)	4.5% (14)	6.4% (9)	4.2% (6)	4.2% (19)	4.4% (20)
Other	1.9% (6)	2.3% (7)	2.8% (4)	4.9% (7)	2.2% (10)	3.1% (14)

Best Way for TCL&P to Communicate Information



The single largest group of respondents (45%), overall, indicated “Bill Inserts” are the best method for TCL&P to successfully communicate information, while 15% cited “Direct mail” as the best method. All “Other” responses are included in *Section 4.0: Additional Comments*.

Question 13a asked respondents to indicate how often they read TCL&P bill inserts. Table 13a displays results.

Table 13a: How often do you read TCL&P bill inserts?						
	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Always	38.8% (120)	38.0% (116)	27.7% (39)	31.0% (44)	35.3% (159)	35.8% (160)
Often	18.4% (57)	24.3% (74)	19.1% (27)	12.0% (17)	18.7% (84)	20.4% (91)
Occasionally	24.9% (77)	24.3% (74)	26.2% (37)	32.4% (46)	25.3% (114)	26.8% (120)
Never	17.8% (55)	13.4% (41)	27.0% (38)	24.6% (35)	20.7% (93)	17.0% (76)

The single largest group of respondents (36%), overall, indicated they “Always” read the TCL&P bill inserts. An additional 47% of respondents indicated they “Occasionally” or “Often” read the bill inserts, while 17% indicated they “Never” read the bill inserts.

Question 13b asked those respondents indicating they “Never” read the TCL&P bill inserts why they do not read the inserts. Table 13b displays results.

Table 13b: Why?						
	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Not interested	41.8% (23)	51.2% (21)	23.7% (9)	32.4% (11)	34.4% (32)	42.7% (32)
No time	25.5% (14)	19.5% (8)	42.1% (16)	52.9% (18)	32.3% (30)	34.7% (26)
Not useful	20.0% (11)	12.2% (5)	5.3% (2)	8.8% (3)	14.0% (13)	10.7% (8)
Other	12.7% (7)	17.1% (7)	28.9% (11)	5.9% (2)	19.4% (18)	12.0% (9)

The single largest group of respondents (42.7%) cited “Not interested” as the reason they do not read TCL&P bill inserts, while 35% cited “No time.” All “Other” responses are included in *Section 4.0: Additional Comments*.

Question 14 asked respondents if they have visited the TCL&P web site. Table 14 displays results.

Table 14: Have you visited the TCL&P web site?						
	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Yes	5.8% (18)	9.4% (29)	9.2% (13)	7.8% (11)	6.9% (31)	8.9% (40)
No	94.2% (291)	90.6% (279)	90.8% (128)	92.2% (130)	93.1% (419)	91.1% (409)

Approximately 9% of respondents, overall, indicated they have visited the TCL&P web site.

## 2.7 Additional Services

Questions 15 and 16 asked residential and commercial respondents, independently, how interested they would be in TCL&P offering several additional services. Table 15/16 displays results.

Table 15/16: How interested would you be in Traverse City Light & Power offering the following additional services?							
		Residential		Commercial		Overall	
		2005	2007	2005	2007	2005	2007
		% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Cable Television	Very Interested	39.2% (121)	32.9% (100)	22.0% (31)	21.7% (30)	33.8% (152)	29.4% (130)
	Somewhat Interested	33.3% (103)	34.5% (105)	23.4% (33)	25.4% (35)	30.2% (136)	31.7% (140)
	Not Interested At All	27.5% (85)	32.6% (99)	54.6% (77)	52.9% (73)	36.0% (162)	38.9% (172)
Internet Billing/ Account Payment	Very Interested	19.4% (60)	27.6% (84)	17.0% (24)	18.0% (25)	18.7% (84)	24.6% (109)
	Somewhat Interested	11.7% (36)	25.7% (78)	21.3% (30)	28.1% (39)	14.7% (66)	26.4% (117)
	Not Interested At All	68.9% (213)	46.7% (142)	61.7% (87)	54.0% (75)	66.7% (300)	49.0% (217)
Internet Service	Very Interested	27.2% (84)	27.3% (83)	10.0% (14)	12.4% (17)	21.8% (98)	22.7% (100)
	Somewhat Interested	19.1% (59)	29.6% (90)	20.7% (29)	35.0% (48)	19.6% (88)	31.3% (138)
	Not Interested At All	53.7% (166)	43.1% (131)	69.3% (97)	52.6% (72)	58.6% (263)	46.0% (203)

### 2.7.1 Residential

With respect to each additional service, percent of residential respondents indicating “Very Interested” follow, in descending order:

1. Cable Television (33%)
2. Internet Billing/Account Payment (28%)
3. Internet Service (27%)

### 2.7.2 Commercial

With respect to each additional service, percent of commercial respondents indicating “Very Interested” follow, in descending order:

1. Cable Television (22%)
2. Internet Billing/Account Payment (18%)
3. Internet Service (12%)

## 2.8 Renewable Power

*Question 16.1* asked respondents if TCL&P should invest in renewable power generation resources such as wind and solar. Table 16.1 displays results.

Table 16.1: In your opinion, should TCL&P invest in renewable power generation resources, such as wind and solar?						
	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Yes	NA	87.3% (269)	NA	87.1% (122)	NA	87.3% (391)
No	NA	2.9% (9)	NA	2.9% (4)	NA	2.9% (13)
Uncertain	NA	9.7% (30)	NA	10.0% (14)	NA	9.8% (44)

*Question 16.2* stated an additional renewable power generation resource uses biomass to generate electricity: respondents were asked if TCL&P should invest in biomass facilities. Table 16.2 displays results.

Table 16.2: An additional renewable power generation resource uses biomass to generate electricity through the burning of organic byproducts such as wood chips. In your opinion, should TCL&P invest in biomass facilities?						
	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Yes	NA	41.2% (126)	NA	43.6% (61)	NA	41.9% (187)
No	NA	16.0% (49)	NA	17.9% (25)	NA	16.6% (74)
Uncertain	NA	42.8% (131)	NA	38.6% (54)	NA	41.5% (185)

Question 17 asked respondents if, based on the fact that all available electricity produced by TCL&P's windmill is currently purchased by TCL&P customers, they would support building another windmill in this area. Table 17 displays results.

**Table 17: Currently all available electricity produced by Light & Power's windmill is purchased by L & P customers. Given this fact, would you support building another windmill in this area?**

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Yes	73.8% (228)	84.1% (260)	78.7% (111)	78.4% (109)	75.3% (339)	82.4% (369)
No	6.8% (21)	4.2% (13)	9.2% (13)	2.9% (4)	7.6% (34)	3.8% (17)
Don't Know	19.4% (60)	11.7% (36)	12.1% (17)	18.7% (26)	17.1% (77)	13.8% (62)

The majority of respondents (82%), overall, indicated they would support building another windmill, while approximately 4% indicated they would not support this initiative. An additional 14% of respondents reported they did not know if they would be in support of this initiative.

Respondents indicating they would support building another windmill were asked how much more they would be willing to pay, given a list of choices, per month for windmill electricity. Table 18 displays results.

**Table 18: Electricity generated by windmills is more costly to produce than electricity from traditional coal-fired power plants. How much more would you be willing to pay per month for windmill electricity given the following choices?**

	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
\$5	52.4% (118)	42.7% (108)	37.7% (40)	31.4% (33)	47.7% (158)	39.4% (141)
\$10	24.0% (54)	32.4% (82)	30.2% (32)	35.2% (37)	26.0% (86)	33.2% (119)
\$15	6.2% (14)	7.5% (19)	9.4% (10)	7.6% (8)	7.3% (24)	7.5% (27)
\$20	1.8% (4)	2.8% (7)	3.8% (4)	4.8% (5)	2.4% (8)	3.4% (12)
\$25	1.8% (4)	5.1% (13)	1.9% (2)	11.4% (12)	1.8% (6)	7.0% (25)
Not willing to pay more	13.8% (31)	9.5% (24)	17.0% (18)	9.5% (10)	14.8% (49)	9.5% (34)

The single largest group of respondents (39%), overall, indicated they would be willing to pay an additional \$5 per month for windmill electricity, while 33% of respondents indicated they would be willing to pay an additional \$10 per month. Approximately 10% of those indicating they would be in support of building another windmill reported they are not willing to pay more per month for windmill electricity.

## 2.9 Community Presence and Image

Question 19 asked respondents, if, in addition to providing electricity, they are aware of any way in which TCL&P contributes to the community. Table 19 displays results.

Table 19: In addition to providing electricity, are you aware of any way in which TCL&P contributes to the community?			
	Residential	Commercial	Overall
	% (count)	% (count)	% (count)
Tree planting/seedlings	17.3% (53)	15.7% (22)	16.8% (75)
Christmas tree drop-off/disposal	5.2% (16)	5.0% (7)	5.1% (23)
Christmas tree lights - Downtown	2.6% (8)	7.1% (10)	4.0% (18)
Science kits/programs for schools	3.3% (10)	1.4% (2)	2.7% (12)
Cherry Festival	4.2% (13)	3.6% (5)	4.0% (18)
T.A.R.T. Trail	0.0% (0)	0.7% (1)	0.2% (1)
Support of community projects	13.7% (42)	4.3% (6)	10.7% (48)
I can't recall/don't know	66.8% (205)	72.1% (101)	68.5% (306)
Other	5.9% (18)	8.6% (12)	6.7% (30)

Note: Because respondents were able to cite more than one activity, column totals may be greater than 100%.

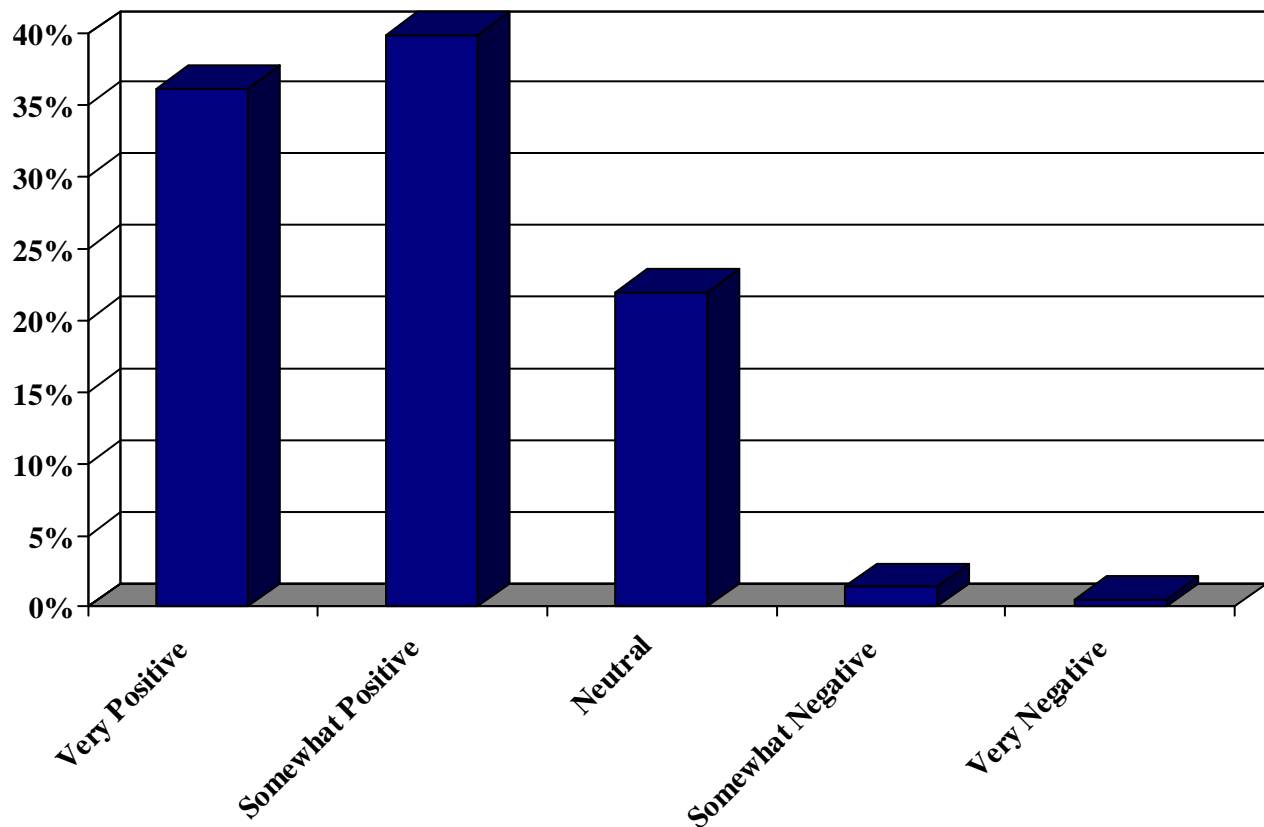
“Tree planting/seedling giveaway” was the most frequently cited way in which TCL&P contributes to the community, followed by references to support of community projects. Approximately 69% of respondents, overall, reported they could not recall, or did not know, other ways in which TCL&P contributes to the community; of these respondents, 14 indicated they were aware that TCL&P contributes to the community, but could not recall specific examples. All references to “Other” contributions are included in *Section 4.0: Additional Comments*.



Question 20 asked respondents how they would rate TCL&P’s image within the community. Table 20 and the following chart display results.

Table 20: How would you rate TCL&P’s image within the community?						
	Residential		Commercial		Overall	
	2005	2007	2005	2007	2005	2007
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Very Positive	41.4% (127)	39.6% (120)	28.6% (40)	28.6% (38)	37.4% (167)	36.2% (158)
Somewhat Positive	35.8% (110)	38.3% (116)	51.4% (72)	43.6% (58)	40.7% (182)	39.9% (174)
Neutral	20.2% (62)	20.1% (61)	19.3% (27)	26.3% (35)	19.9% (89)	22.0% (96)
Somewhat Negative	1.6% (5)	1.7% (5)	0.7% (1)	0.8% (1)	1.3% (6)	1.4% (6)
Very Negative	1.0% (3)	0.3% (1)	0.0% (0)	0.8% (1)	0.7% (3)	0.5% (2)

### TCL&P’s Image within the Community



The majority of respondents (76%), overall, rated TCL&P’s image within the community “Very Positive” or “Somewhat Positive.” An additional 22% of respondents rated TCL&P’s image “Neutral,” and approximately 2% rated TCL&P’s image negative.

### 3.0 CROSS-TABULATIONS

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 groups. Following are the significant results of these analyses:

#### 2005 – 2007

- A cross-tabulation was conducted between “Have you heard any advertisements about TCL&P within the last year on the radio?” and year. 2007 respondents were more likely to indicate “No” or “Uncertain,” while 2005 respondents were more likely to indicate “Yes.”
- A cross-tabulation was conducted between “Have you seen any advertisements about TCL&P within the last year in the newspaper?” and year. 2007 respondents were more likely to indicate “No” or “Uncertain,” while 2005 respondents were more likely to indicate “Yes.”
- A cross-tabulation was conducted between “What is your primary source of local news?” and year. 2007 respondents were more likely to indicate “Radio,” “Internet,” or “Other,” while 2005 respondents were more likely to indicate “Newspaper” or “Television.”
- A cross-tabulation was conducted between “How interested would you be in TCL&P offering Internet Billing/Account Payment?” and year. 2007 respondents were more likely to indicate “Very Interested” or “Somewhat Interested,” while 2005 respondents were more likely to indicate “Not Interested At All.”
- A cross-tabulation was conducted between “How interested would you be in TCL&P offering Internet Service?” and year. 2007 respondents were more likely to indicate “Very Interested” or “Somewhat Interested,” while 2005 respondents were more likely to indicate “Not Interested At All.”
- A cross-tabulation was conducted between “Would you support building another windmill in this area?” and year. 2007 respondents were more likely to indicate “Yes,” while 2005 respondents were more likely to indicate “No” or “Uncertain.”
- A cross-tabulation was conducted between “How much more would you be willing to pay per month for windmill electricity given the following choices?” and year. 2007 respondents were more likely to indicate \$10, \$20, or \$25, while 2005 respondents were more likely to indicate \$5 or “Not willing to pay more.”

## Residential – Commercial

### *Residential customers, more likely to:*

- Indicate responsiveness to restoring power after outages is “Somewhat Important”
- Indicate “Extremely likely to stay with TCL&P” or “Somewhat likely to switch to another electric supplier” if given a choice between TCL&P and another electric supplier
- Cite “Traverse City Record Eagle” as publication read most often after identifying newspaper as primary source of local news
- Indicate “Always” or “Often” read TCL&P bill inserts
- Cite “Not interested” as reason for “Never” reading TCL&P bill inserts
- Cite “Support of community projects” as additional service to community

### *Commercial customers, more likely to:*

- Indicate responsiveness to restoring power after outages is “Very Important”
- Indicate “Somewhat likely to stay with TCL&P” or “Uncertain” if given a choice between TCL&P and another electric supplier
- Cite publications “Other” than those listed as read most often after identifying newspaper as primary source of local news
- Indicate “Occasionally” or “Never” read TCL&P bill inserts
- Cite “No time” as reason for “Never” reading TCL&P bill inserts
- Cite “Christmas tree lights - downtown” as additional service to community

## 2007 Overall Satisfaction with Electric Utility

### *Very Satisfied, more likely to:*

- Indicate “Very Satisfied” overall with the service provided by gas utility
- Indicate “Very Satisfied” overall with the service provided by sewer and water utility
- Indicate “Very Satisfied” overall with the service provided by telephone utility
- Rate electric company “Excellent” or “Above Average” on providing electricity at low cost
- Rate electric company “Excellent” on providing reliable electrical service
- Rate electric company “Excellent” on responsiveness to restoring power after outages
- Indicate providing grants to local non-profit organizations is “Very Imp.” or “Somewhat Unimportant”
- Rate electric company “Exc.” or “Above Average” on providing grants to local non-profit organizations
- Indicate “Very Sat.” with outcome of most recent cust. service rep. contact, or indicate “No contact”
- Indicate “Very Satisfied” with outcome of most recent field representative contact
- Indicate “Extremely likely to stay with TCL&P” if given a choice
- Cite “7 & 4” as station watched most often after identifying television as primary source of local news
- Cite “Bill Inserts” or “Newsletter” as best way for TCL&P to communicate information
- Indicate “Always” read bill inserts
- Indicate “Very Interested” or “Not At All Interested” in Internet Billing/Account Payment
- Indicate “Uncertain” as to whether TCL&P should invest in renewable power generation resources
- Indicate do not support building another windmill, or indicate “Don’t know”
- Rate TCL&P’s image within the community “Very Positive”
- Female

*Satisfied, more likely to:*

- Indicate "Satisfied" overall with the service provided by gas utility
- Indicate "Satisfied" overall with the service provided by sewer and water utility
- Indicate "Satisfied" or "Dissatisfied" overall with the service provided by telephone utility
- Rate electric company "Average" on providing electricity at low cost
- Indicate providing reliable electric service is "Very Important"
- Rate electric company "Above Average" on providing reliable electrical service
- Rate electric company "Above Average," "Average," or "Don't know" on responsiveness to restoring power after outages
- Indicate providing grants to local non-profit organizations is "Somewhat Important" or "Undecided"
- Indicate "Don't know" how to rate electric company on providing grants to local non-profit organizations
- Indicate "Satisfied" with outcome of most recent customer service representative contact
- Indicate "No contact" with field representative
- Indicate, if given a choice of electric suppliers, "Somewhat likely to stay with TCL&P," "Somewhat likely to switch to another electric supplier," or "Uncertain"
- Cite "9 & 10" as station watched most often after identifying television as primary source of local news
- Cite "Television," "Direct Mail," or "E-Mail" as best way for TCL&P to communicate information
- Indicate "Often" or "Never" read bill inserts
- Indicate "Somewhat Interested" in Internet Billing/Account Payment
- Indicate do support building another windmill
- Rate TCL&P's image within the community "Somewhat Positive" or "Neutral"
- Female

*Undecided, more likely to:*

- Indicate "Undecided" as to overall satisfaction with service provided by gas utility
- Indicate "Undecided" as to overall satisfaction with service provided by sewer and water utility
- Indicate "Undecided" as to overall satisfaction with service provided by telephone utility
- Rate electric company "Below Average" on providing electricity at low cost
- Rate electric company "Average" on providing reliable electrical service
- Rate electric company "Average" on responsiveness to restoring power after outages
- Indicate "Undecided" as to satisfaction with outcome of most recent customer service rep. contact
- Indicate "Don't know" how to rate electric company on providing grants to local non-profit organizations
- Indicate "No contact" with field representative
- Indicate "Uncertain" about staying with TCL&P if given a choice
- Cite "Internet" as best way for TCL&P to communicate information
- Indicate "Occasionally" read bill inserts
- Rate TCL&P's image within the community "Neutral"
- Male

*Dissatisfied, more likely to:*

- Indicate “Dissatisfied” overall with the service provided by gas utility
- Indicate “Dissatisfied” overall with the service provided by sewer and water utility
- Indicate “Dissatisfied” overall with the service provided by telephone utility
- Rate electric company “Below Average” on providing electricity at low cost
- Indicate providing reliable electric service is “Somewhat Important”
- Rate electric company “Below Average” on providing reliable electric service
- Indicate providing grants to local non-profit organizations is “Very Important”
- Rate electric company “Below Average” on providing grants to local non-profit organizations
- Indicate “Dissatisfied” with outcome of most recent customer service rep. contact
- Indicate “Dissatisfied” with outcome of most recent field rep. contact
- Indicate “Uncertain” about staying with TCL&P if given a choice
- Cite “Cable TV” as station watched most often after identifying television as primary source of local news
- Indicate “Very Interested” in Internet Billing/Account Payment
- Rate TCL&P’s image within the community “Neutral”
- Male

## 2007 Likelihood of Choosing TCL&P

### *Extremely likely to stay with TCL&P, more likely to:*

- Indicate “Very Satisfied” or “Dissatisfied” overall with the service provided by gas utility
- Indicate “Very Satisfied” overall with the service provided by electric utility
- Indicate “Very Satisfied” overall with the service provided by sewer and water utility
- Indicate “Very Satisfied” overall with the service provided by telephone utility
- Rate electric company “Excellent” or “Above Average” on providing electricity at low cost
- Indicate providing reliable electrical service is “Very Important”
- Rate electric company “Excellent” on providing reliable electrical service
- Rate electric company “Excellent” on responsiveness to restoring power after outages
- Rate electric company “Excellent” or “Above Average” on providing grants to local non-profit organizations
- Indicate “Very Satisfied” with outcome of most recent electric company field representative contact
- Indicate have seen advertisements about TCL&P within the last year on television
- Indicate have seen advertisements about TCL&P within the last year in the newspaper
- Cite “Traverse City Record Eagle” as publication read most often after identifying newspaper as primary source of local news
- Cite “Tree planting/seedlings” as additional service to community
- Rate TCL&P’s image within the community “Very Positive”
- Indicate TCL&P customer “Over 10 years”

### *Somewhat likely to stay with TCL&P, more likely to:*

- Indicate “Satisfied” or “Very Dissatisfied” overall with the service provided by gas utility
- Indicate “Satisfied” overall with the service provided by electric utility
- Indicate “Satisfied” overall with the service provided by sewer and water utility
- Indicate “Satisfied” overall with the service provided by telephone utility
- Rate electric company “Above Average” on providing electricity at low cost
- Rate electric company “Above Average” on providing reliable electrical service
- Rate electric company “Above Average” or “Average” on responsiveness to restoring power after outages
- Rate electric company “Average” or “Below Average” on providing grants to local non-profit organizations
- Indicate “Satisfied” with outcome of most recent electric company field representative contact
- Indicate “Uncertain” whether they have seen any advertisements about TCL&P within the last year on television
- Indicate have not seen any advertisements about TCL&P within the last year in the newspaper
- Rate TCL&P’s image within the community “Somewhat Positive”
- Indicate TCL&P customer “Over 10 years”

*Uncertain about staying with TCL&P, more likely to:*

- Indicate “Satisfied” or “Undecided” as to overall satisfaction with service provided by gas utility
- Indicate “Satisfied,” “Undecided,” or “Dissatisfied” overall with the service provided by electric utility
- Indicate “Satisfied” or “Undecided” as to overall satisfaction with service provided by sewer and water utility
- Indicate “Undecided,” “Dissatisfied,” or “Very Dissatisfied” overall with the service provided by telephone utility
- Rate electric company “Average,” “Below Average,” or “Poor” on providing electricity at low cost
- Rate electric company “Above Average” or “Average” on providing reliable electrical service
- Rate electric company “Average” on responsiveness to restoring power after outages
- Indicate “Don’t know” how to rate electric company on providing grants to local non-profit organizations
- Indicate “No Contact” with electric company field representative within the past year
- Indicate have not seen, or “Uncertain” whether they have seen, any advertisements about TCL&P within the last year in the newspaper
- Indicate “Can’t recall/Don’t know” as to TCL&P’s additional services to community
- Rate TCL&P’s image within the community “Somewhat Positive” or “Neutral”
- Indicate TCL&P customer “Less than 1 year” or “1 – 5 years”

*Somewhat likely to switch to another electric supplier, more likely to:*

- Indicate “Undecided” as to overall satisfaction with service provided by gas utility
- Indicate “Satisfied” or “Dissatisfied” overall with the service provided by electric utility
- Indicate “Dissatisfied” overall with the service provided by sewer and water utility
- Indicate “Undecided” as to overall satisfaction with service provided by telephone utility
- Rate electric company “Average” on providing electricity at low cost
- Indicate providing reliable electrical service is “Somewhat Important”
- Rate electric company “Below Average” on providing reliable electrical service
- Rate electric company “Below Average” on responsiveness to restoring power after outages
- Rate electric company “Above Average” on providing grants to local non-profit organizations
- Indicate “Dissatisfied” with outcome of most recent electric company field representative contact
- Indicate have not seen any advertisements about TCL&P within the last year on television
- Indicate “Tree planting/seedlings” as additional service to community
- Rate TCL&P’s image within the community “Neutral”
- Indicate TCL&P customer “1 - 5 years”

*Extremely likely to switch to another electric supplier, more likely to:*

- Rate electric company “Poor” on providing electricity at low cost
- Rate electric company “Average” on providing reliable electrical service

## 4.0 ADDITIONAL COMMENTS

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

### **4.1 Residential**

1. Please rate your overall level of satisfaction with the service provided by each of the following utilities:

- I was referring to Consumers Power, which is the supplier for my (primary) residence. We buy homes, fix them up and sell them under TCL&P accounts.
- I am in East Bay Township and am happy with sewer, but not water quality. I want to know if all of East Bay Township is in the same Department of Public Works.
- I just inherited the home serviced by TCL&P last September. I actually have lived in an area serviced by Cherryland Electric for 30 years, and was rating Cherryland until you mentioned TCL&P.
- I am on Pine Grove Avenue in the contaminated area. First I had a well, then they hooked me up to city water, then East Bay Township created a water tower, so now I am hooked up to that, but still on TC sewer. The water is good, sewer is OK, bit more costly.
- I am upset that water and sewer is assessed with the electrical bill. I have a home that I don't use but I am assessed water and sewer.

2b. Providing reliable electric service.

- I am very pleased with reliability and service.
- My power is always reliable and when I have a problem they always respond quickly.

2c. Responsiveness to restoring power after outages.

- When I call for an emergency there is only one person available to answer these calls, and they never return my call at all.

2d. Providing grants to local non-profit organizations and schools relating to enhancing community development, improving the quality of natural resources or conducting energy-related educational programs.

- I am in favor of grants to specific not-for-profit groups, but would have to know more about who TCL&P wants to give grants to.
- TCL&P should be providing electricity to the community and should not get involved in enterprises carried on by other groups.
- I do not like this question - I feel there are three parts to the description.
- I would have to know more about what the grants are.
- The city has an obligation to support not-for-profits in the area - that is what Traverse City is all about.



4. What is the primary reason you were dissatisfied (with the outcome of this most recent customer service representative contact)?

Other

- The automated telephone answering system
- The person on the phone had nothing to do with the person who provided the service; they were ineffective, powerless.

6. What is the primary reason you were dissatisfied (with the outcome of this most recent field representative contact)?

Other

- There is a dead tree leaning on the power pole in the easement; I cannot get someone to come out.
- The guy came around the back of the house - I had to intervene before the dog got sprayed.
- The meter reader walked through my garden to read the meter - should have gone through the gate.
- Lack of communication.
- My neighbor (electrician) knew the problem; TCL&P could not resolve it. The trimmed trees were not cleared.
- The tree trimmer left a mess in my yard.

7. If you could choose between TCL&P and another electric supplier for your electricity, would you be:

Uncertain

- It would depend on the rates. (2)
- It would not be my decision to switch or stay with TCL&P - it would be up to the apartment complex management.

8. What is the primary reason you would choose to stay with TCL&P?

Other

- I have been happy with them - never had a problem. (4)
- All of the above (rates, reliability, service, community-owned utility) (2)
- It's a hassle to change providers and I am not dissatisfied (2)
- They develop alternative energy sources. (2)
- I do not wish to change companies.
- I am uncertain how to answer.
- I do not agree with deregulation; economically it is not a smart move.
- I like being able to drop the bills off.
- The question does not address the monetary issue.

9. What is the primary reason you would choose to switch?

Other

- All of the above (rates, reliability, service)
- Alternative energy resources are very much in need.
- I am a new customer.
- I was told to turn the water on in winter, and they never adjusted my bill for it.
- Traverse City municipality should not have the ability to have electricity as a business.

10. What is your primary source of local news?

Other

- Word of mouth (3)
- I don't pay any attention to it.
- I use Internet, radio, TV and newspaper all equally; no one preference.
- I work for Northern Express and am constantly monitoring other sources for news.
- Newsweek

11a. Which publication do you read most often? (Newspaper)

Other

- Grand Rapids Press

11b. Which cable channel do you watch most often?

Other

- Channel 19
- CNN
- I can't remember which channel
- MSNBC
- PBS
- The Discovery Channel
- The Weather Channel

11c. Which radio station do you listen to most often?

Other

- 92.9
- 93.4
- I do not recall what station
- Talk Radio

11d. Which web site do you visit most often?

Other

- recorderagle.com (6)
- 9and10news.com (2)
- abcnews.com
- charter.com
- cnn.com
- foxnews.com

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

Other

- Direct phone contact (2)
- Northern Express (2)
- I don't want any information
- TC Business News

13b. Why don't you read TCL&P bill inserts?

Other

- I pay the bill online. (2)
- I am blind.
- I am dyslexic - have a hard time understanding them.
- I do not read very well.
- I didn't think they had one.
- I pay my bill automatically - direct debit.

15/16. How interested would you be in TCL&P offering the following additional services?

Cable Television

- Charter badly needs competition; the city should be encouraged to offer service.
- I am very interested in TCL&P providing cable/Internet service. I would not have to dial up.

Internet billing/Account payment

- I already pay my bill online.

Internet Service

- It would be wise and profitable for TCL&P to invest with the community to install wireless Internet, since Charter has a monopoly.

16.1. In your opinion, should TCL&P invest in renewable power generation resources, such as wind and solar?

- I would like to see more renewable energy sources. (10)
- I support it if it does not harm the environment. (2)
- I am impressed that TCL&P went to Europe to study ways to produce electricity at a lower cost, with increased safety to the environment, such as wind power, solar, biomass, etc.
- I am interested in TCL&P obtaining power from the Boardman River dam; repair it and generate power in the future.
- I don't know anything about alternative power generation.
- I have concerns that the environment is not being properly taken care of and I have issues with the dams - they need to be repaired in a timely fashion. We have to weigh how much it costs to generate electricity compared to impact on the environment.
- In order to preserve our natural resources TCL&P needs to position itself as a state leader in renewable energy generation
- I would like to see a lot of windmills put up in this area.
- I wish we could have nuclear power.
- I would like to see TCL&P spend less money in image advertising and bill inserts - spend it on renewable energy.
- I would like to see TCL&P engage in solar and windmills - people who don't like to see windmills should have their head examined.
- Be more environmentally green.
- Only if it is cost effective

- Wind is renewable energy and has to be less expensive when regulations are cut out: I would like to put my vertical access windmills on all residences
- This question does not address items of pollution costs, etc., which is a part of the answer.
- Please look into others, such as hydroelectric, to make them more efficient; solar for northern Michigan is not effective.
- TCL&P should update us periodically on their efforts regarding wind power and other sources of power.
- Thank you for having/developing systems that put energy back into the earth; we all have to do this and I am grateful TCL&P is very aware of that kind of thing.

**16.2. An additional renewable power generation resource uses biomass to generate electricity through the burning of organic byproducts such as wood chips. In your opinion, should TCL&P invest in biomass facilities?**

- I am supportive of biomass if it doesn't pollute the environment. (5)
- I don't agree with burning fuels as a source of energy - I think we are putting too many pollutants into the atmosphere now. I do agree with the windmill scenario.
- I'm not sure on the biomass facility - I'd have to know more about what it would do to the atmosphere, burning wood chips.
- I hope we could help with solid waste disposal for power generation - we don't seem to have a policy for that. They are very slow catching up to the 21st century.
- I think L&P should invest in anything that is "free," such as water, wind, solar - but not burning stuff like wood chips.
- I would like more biomass information - how it will affect rates and/or the environment.
- My interest in biomass is in regards to more research on wood based ethanol.
- Did TCL&P need to take so many people to Europe to investigate the biomass procedure? That hurts your image.

**18. Electricity generated by windmills is more costly to produce than electricity from traditional coal-fired power plants. How much more would you be willing to pay per month for windmill electricity given the following choices?**

- I didn't know that windmills were more expensive than coal. (2)
- Why are windmills more expensive than coal? (2)
- I am willing to pay more if I know it will go to a renewable source and be environmentally safe.
- I need to know the economics before I would want to build another windmill, invest in wind and solar power or invest in biomass facilities.
- My total electric bill is maybe, what, \$20? A \$5 donation to windmills would be (laughing) a quarter of my bill!
- I already contribute \$7/mo for the windmill and do not want to contribute more.
- I don't think wind power should cost more.
- I would like more windmills, but only if at no cost to me and if offered a more competitive price.
- If I am on a green rate plan right now, I am already paying more than for other types of fuel sources. If other fuel becomes more expensive than wind power, I expect to pay less.
- I am supportive of a windmill if it doesn't cost more.

- I am willing to pay more only to get it started, then I would expect it to level out.
- I would be willing to pay depending on the overall cost. They should never have torn down the power plant on West Bay.
- I am willing to pay a couple of dollars more a month, less than \$5; keep up the good work.
- The windmill issue is location - I need more information before committing to pay more per month.

19. In addition to providing electricity, are you aware of any way in which TCL&P contributes to the community?

Other

- Rescued plant sales (3)
- Compost (3)
- Grants (2)
- I'm aware of what they *think* they are contributing, but they are not effective, not really making a contribution.
- Denny's Museum tickets
- Green days
- Is the report on water quality from TCL&P?
- Seminars
- Taking down that ugly eyesore on the bay - thank you.
- Their presence, their favorable service; they rank very high in the state with regard to service and the way they do business.
- They give breaks on water bills in the summer.
- They offer payment plans for low income families.
- Wood chips and recycling bags
- I think TCL&P has not gotten the word out about what they really do in the community. If we are faced with a choice in the future, then TCL&P needs to get the word out.

20. How would you rate TCL&P's image within the community?

- I have no idea what TCL&P's image is. (2)
- I think that TCL&P needs to do a better job of explaining its structure and role in the community.
- The notion that the power company is trying to look environmental by handing out trees achieves nothing.

Additional Comments:

- They do a good job. (3)
- I am very satisfied with TCL&P. (3)
- Keep up the good work. (2)
- Please do not tear down the dams. (2)
- Don't go out of business - we like you!
- I am glad the plant is gone on Grand Traverse Bay.
- I was not aware that TCL&P is my electric provider because the name on the bill is City of Traverse City.

- I cannot answer a lot of the questions because I am not a TCL&P customer, never have been. I don't know who my electric provider is, but it isn't TCL&P.
- I am unhappy because TCL&P can't seem to get my address right for the billing.
- I'm confused about some of the questions - I cannot answer all of them. I have been a customer for over 60 years.
- I am very happy with how promptly they respond to calls. They do need to check the trees in town to trim the low branches. TCL&P should continue to find ways to lower cost and improve electric service
- I called TCL&P regarding disposal of compact fluorescent bulbs; they went out of their way to give me the answer.
- I came from the Detroit area and am very happy with service from TCL&P; they have fewer outages and they don't last as long.
- I have had few dealing with TCL&P that were not pleasant - people are very polite.
- I think TCL&P is a wonderful entity for City residents - I would be extremely discouraged if they abandoned light and power business.
- I think TCL&P should research all the ways of providing electricity as cheaply and reliably as possible - do not do it if it isn't cost effective.
- I want to know if results of the survey will be published. I was a Consumers Power customer before and my rates were a lot less than; I was forced to change and am not really crazy about TCL&P.
- If TCL&P knows that there is a storm coming, could they let me know?
- It's hard to answer questions without a comparison - I've only had TCL&P. I want L&P to know I am very unhappy with my recent billing - the March bill was estimated low which caused the April bill to kick up to a higher rate.
- My friends are jealous because they don't have TCL&P - they have Cherryland.
- The TCL&P Board should include engineers and commissioners.
- We need power lines run underground.

## 4.2 Commercial

1. Please rate your overall level of satisfaction with the service provided by each of the following utilities:

- I am dissatisfied with the menus you have to go through to get to an actual person; sometimes you don't get to a person.
- My company manages several business locations with TCL&P, Cherryland and Consumers; my ratings for Cherryland and Consumers would be lower than for TCL&P
- I was rating Consumers' before knowing this is TCL&P. I do business accounts for two buildings, one each company. I would rate both companies about the same.
- I work and live in the Cadillac branch of this company, however I handle the utility bills for Traverse City office as well, so I was rating Consumers Power.
- I would break down satisfaction levels based on price and service.

2d. Providing grants to local non-profit organizations and schools relating to enhancing community development, improving the quality of natural resources or conducting energy-related educational programs.

- If this results in higher cost for electricity, I am not in favor of it.

6. What is the primary reason you were dissatisfied (with the outcome of this most recent field representative contact)?

- Too many meters got really messed up last year - our bill was \$12,000 and they threatened to cut us off.

8. What is the primary reason you would choose to stay with TCL&P?

Other

- All of the above (rates, reliability, service, community-owned utility) (3)
- Because other companies aren't regulated.
- I have never had a problem.
- If it's not broken, don't fix it; also I don't like change.
- It's tied in with sewer and water.
- The inconvenience of switching.
- They're easier to deal with than electric company at my home; trenching rates more reasonable.
- We're a small store - it's not worth the time to look around for another supplier.
- I am a windmill customer now - there would have to be a very compelling differential in price for me to switch to another supplier.
- I would be hard pressed to switch from TCL&P because of the excellent service and reliability, but the bottom line would be cost.

9. What is the primary reason you would choose to switch?

Other

- I would have to review all of these reasons before answering.

10. What is your primary source of local news?

Other

- I do not pay attention to local news. (3)
- Newspaper and TV equally
- We are down state and nothing would be local.
- Word of mouth

11a. Which publication do you read most often?

Other

- Cadillac News
- USA Today
- Wall Street Journal

11b. Which channel do you watch most often?

Other

- CNN
- I live in Grand Rapids, ABC 13

11c. Which station do you listen to most often?

Other

- 92.9
- WLJN

11d. Which web site do you visit most often?

Other

- [recordeagle.com](http://recordeagle.com) (4)
- [drudgereport.com](http://drudgereport.com)
- [GrandTraverse.org](http://GrandTraverse.org)

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

Other

- I don't want any information. (2)
- Direct phone contact
- I don't know
- If it's something that doesn't interest me, I probably won't even read it.
- II (instant messenger or text messaging?)
- Whatever way keeps rates the lowest.



13b. Why don't you read TCL&P bill inserts?

Other

- I don't see them, they're sent along to accounting. (2)

15/16. How interested would you be in TCL&P offering the following additional services:

Cable Television

- Charter Communications could be better - they do not clean up like L&P. L&P could give them a run for their money.

Internet billing/Account Payment

- We already pay our bill on line with TCL&P.

Internet Service

- I don't know if the owner would be interested in Internet service.

16.1. In your opinion, should TCL&P invest in renewable power generation resources, such as wind and solar?

- I am an advocate of keeping the hydro dams operating - to me it seems dumb to invest in 65% efficient wind power when you have 100% efficiency with water flowing over those dams; they need to bring them back.
- I would like TCL&P to stick to what they are doing now to produce energy.
- I am in favor of wind but not solar.

16.2. An additional renewable power generation resource uses biomass to generate electricity through the burning of organic byproducts such as wood chips. In your opinion, should TCL&P invest in biomass facilities?

- I don't know if TCL&P should invest in biomass, but they should investigate it. (2)
- Biomass fuel is the wrong way to go - once we start buying power from vendors, we will be held hostage.
- I am interested in windmill and biomass, but not if it is going to cost more. This green legislation often costs more than it benefits, and price is a big issue.
- Instead of using biomass and burning organic byproducts, start burning trash in clean burners, instead of burying it and contaminating our land.
- I would be in favor of biomass facilities if they can control the pollution generated by the process.

17. Currently, all available electricity produced by Light & Power's windmill is purchased by L&P customers. Given this fact, would you support building another windmill in this area?

- I am on the waiting list for windmill power.
- I am already a windmill customer.
- I would be in favor of building additional windmills in the area if it fulfills customer needs, not some lobbyist agenda. Wind power should be an option based on need, not feel good sentiment. I'm in favor of building more coal fired plants if coal is scrubbed. I'm in favor of nuclear power plants if safeguards are in place; none of these options should result in higher cost.

18. Electricity generated by windmills is more costly to produce than electricity from traditional coal-fired power plants. How much more would you be willing to pay per month for windmill electricity given the following choices?

- I don't understand why it should cost more for wind power.
- I like windmills, but don't think we should have to pay more for them.
- I would like to know if windmill power would always be more costly, or if it would go down once they have paid for themselves.
- I am willing to pay the least possible amount, but feel if there are more windmills the cost should go down.
- I am willing to pay whatever it takes!
- TCL&P can build all the windmills they want, and I think they should - but not at a cost to me.
- Windmill power should not cost more than coal fired plants after initial installation - you scare people by telling them that it is going to cost more to have wind power.

19. In addition to providing electricity, are you aware of any way in which TCL&P contributes to the community?

Other

- Rescued plant sales (2)
- Street lights (2)
- Compost
- Denno's Museum tickets
- Mentioned Christmas tree lights Downtown - then said "No, I think the City does that."
- Nice light poles along Grand View Parkway.
- They are a problem to the community.
- Beautification, create jobs; TCL&P is a good business partner.
- They sock a million bucks a year into the general fund.
- They used to bail the city out with loans.

20. How would you rate TCL&P's image within the community?

- I have been a customer for just a few months – don't know. (2)
- I have no idea what TCL&P's image is (2)
- Love that I can talk to someone when I call; one-on-one personal touch is something every company needs.

Additional Comments:

- It's a service you take for granted; you have to have it but you don't really think about it.
- Customer terminated survey at question 13a - said survey was "silly," "Why wouldn't anyone be satisfied with their utilities?"
- I am very unhappy with Cherryland because they would not relinquish rights when we wanted to switch to TCL&P.
- Excellent customer service - we deal with one person down there and they are wonderful.
- Never had a problem with them, they've been nice if I have issues. It's one of those things that just works - I don't think much about it.
- Make sure to put the results on 580 so I can hear them!
- I handle several locations under various names; we are billed by Consumers and City of Traverse City. We're not a TCL&P customer because our bill is sent to City of Traverse City.