

**Oregon Electricity Survey
Ci3 Instrument**

CATI ON

c: deregulation survey for public utility commission and department of energy

Q:INTRO1

T:

Hello. This is ____ calling from the University of Oregon Survey Research Laboratory. The state's Office of Energy and the Public Utility Commission have asked us to conduct a 10 minute survey of Oregonians age 18 and older about electric companies in Oregon and possible future changes. I want to assure you that I am not selling a thing, and that this survey is completely anonymous and voluntary. Please do not even tell me your name. Do you have any questions before we begin?

1 CONTINUE

CTRL-END R UNAVAILABLE, ETC.

T:14

This is _____ calling from the University of Oregon Survey Research Laboratory. I'm calling to complete a survey we started previously.

1 CONTINUE

CTRL-END R UNAVAILABLE, ETC.

I:

key 1

Q:NAME

T:

First, what is the name of your electric company?

10 BLACHLY-LANE COUNTY COOP

11 CANBY UTILITY BOARD

12 CENTRAL ELECTRIC COOP

13 CENTRAL LINCOLN PUD

14 CITY OF ASHLAND
LIGHT

15 CITY OF BANDON

16 CITY OF CASCADE LOCKS
PUD

17 CITY OF DRAIN

18 CITY FOREST GROVE LIGHT&POWER
LIGHT/PACIFICORP

19 CITY OF MILTON-FREEWATER
(PGE)

20 CITY OF MONMOUTH

21 CLATSKANIE PUD
BOARD (SUB)

22 CLEARWATER POWER CO.
ELECTRIFICATION

32 HARNEY ELECTRIC

33 HOOD RIVER ELECTRIC

34 IDAHO POWER

35 LANE ELECTRIC

36 MCMINNVILLE WATER &

37 MIDSTATE ELECTRIC

38 NORTHERN WASCO CO.

39 OREGON TRAIL ELECTRIC

40 PAC. POWER &

41 PORTLAND GENERAL ELEC

42 SALEM ELECTRIC

43 SPRINGFIELD UTILITY

44 SURPRISE VALLEY

23 COLUMBIA BASIN ELECTRIC
24 COLUMBIA POWER COOP
25 COLUMBIA RIVER PUD
26 COLUMBIA RURAL ELECTRIC
27 CONSUMERS POWER INC
28 COOS-CURRY ELECTRIC
29 DOUGLAS ELECTRIC
30 EMERALD PUD
31 EUGENE WATER & ELEC BOARD (EWEB)

45 TILLAMOOK PUD
46 UMATILLA ELECTRIC
47 WASCO ELECTRIC
48 WEST OREGON COOP
97 REFUSED
98 DON'T KNOW
99 NO ANSWER

I:
mdi sample import.dat 257 1
C: idaho power (34), pacific light (40), & pge are private (41)
LOC 3 22 1 N
sel 42 1 1 0 off enter
SAVE UTIL

Q:EXPER

T:
Thinking about your overall experience with (electric company),
in general are you very satisfied, somewhat satisfied,
not very satisfied, or not at all satisfied?

1 VERY SATISFIED
2 SOMEWHAT SATISFIED
3 NOT VERY SATISFIED
4 NOT AT ALL SATISFIED

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
SHOW UTIL 1 45 30 GREEN
KEY 1-4, 7-9
QAL NOQAL

Q:KNOW

T:
In some areas of the country electric companies are changing the way they do
business. Instead of one company providing electricity to a set of customers,
people can choose from different companies to provide their electric service,
like choosing a phone company. How familiar are you with the idea of choosing
between electric companies - (are you) very familiar, somewhat familiar,
not very familiar or not at all familiar?

PROBE: New electric lines or poles would not need to be installed.

1 VERY FAMILIAR
2 SOMEWHAT FAMILIAR
3 NOT VERY FAMILIAR
4 NOT AT ALL FAMILIAR

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
Key 1-4, 7-9

Q:BETTER

T:

Thinking about that idea, would you say that your household would be better off or worse off if electric companies competed for your business?

PROBE: Thinking about being able to choose between electric companies.

1 BETTER OFF
2 WORSE OFF
3 IF VOLUNTEERED: ABOUT THE SAME

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
Key 1-3, 7-9

Q:PRICE

T:

Do you think competition between electric companies in Oregon will bring lower prices or higher prices?

PROBE: Overall, will prices be lower or higher?

1 LOWER
2 HIGHER
3 IF VOLUNTEERED: ABOUT THE SAME

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
Key 1-3, 7-9

Q:SERVE

T:

Do you think that competition will bring better electric service or do you think service will get worse?

1 BETTER
2 WORSE
3 IF VOLUNTEERED: ABOUT THE SAME

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
Key 1-3, 7-9

Q:FLUX

T:

Do you think that competition will cause prices to become more stable, or do you think prices will rise and fall?

1 STABLE

2 RISE AND FALL

3 IF VOLUNTEERED: ABOUT THE SAME/IN BETWEEN

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-3, 7-9

Q:CHOICE1

T:

Next I want to know what is important to you in choosing an electric company.

First, if you could choose your own electric company, how important would low prices be - very important, somewhat important, not very important, or not at all important?

1 VERY IMPORTANT

2 SOMEWHAT IMPORTANT

3 NOT VERY IMPORTANT

4 NOT AT ALL IMPORTANT

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-4, 7-9

Q:CHOICE2

T:

If you could choose your own electric company, how important would stable prices be -very important, somewhat important, not very important, or not at all important?

1 VERY IMPORTANT

2 SOMEWHAT IMPORTANT

3 NOT VERY IMPORTANT

4 NOT AT ALL IMPORTANT

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-4, 7-9

Q:CHOICE3

T:

(If you could choose your own electric company,) how important is reliable

service (-very important, somewhat important, not very important, or not at all important)?

- 1 VERY IMPORTANT
- 2 SOMEWHAT IMPORTANT
- 3 NOT VERY IMPORTANT
- 4 NOT AT ALL IMPORTANT

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-4, 7-9

Q:CHOICE4

T:

(If you could choose your own electric company,) how important is it that the company gets power from environmentally friendly sources?

PROBE FROM LIST

- 1 VERY IMPORTANT
- 2 SOMEWHAT IMPORTANT
- 3 NOT VERY IMPORTANT
- 4 NOT AT ALL IMPORTANT

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-4, 7-9

Q:CHOICE5

T:

How important is it that the company be involved in your community
-very important, somewhat important, not very important,
or not at all important?

PROBE: If you could choose your own electric company.

- 1 VERY IMPORTANT
- 2 SOMEWHAT IMPORTANT
- 3 NOT VERY IMPORTANT
- 4 NOT AT ALL IMPORTANT

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-4, 7-9

Q:CHANGE

T:

If you could choose among a number of different companies to provide your electricity, how likely would you be to choose a company other than (ELECTRIC COMPANY) (to provide your electricity)?

Would you be very likely, somewhat likely, not very likely, or not at all likely (to choose a different company)?

- 1 VERY LIKELY
- 2 SOMEWHAT LIKELY
- 3 NOT VERY LIKELY
- 4 NOT AT ALL LIKELY

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Show UTIL 3 1 30 green

Key 1-4, 7-9

Q:IMPORT

T:

How important is it to you to be able to choose your electric company from among different companies? Is it very important, somewhat important, not very important, or not at all important?

- 1 VERY IMPORTANT
- 2 SOMEWHAT IMPORTANT
- 3 NOT VERY IMPORTANT
- 4 NOT AT ALL IMPORTANT

- 7 REFUSED
- 8 DON'T KNOW
- 9 NO ANSWER

I:

Key 1-4, 7-9

Q:CONSID1

T:

To decide what kind of electrical power system is best for Oregonians there are a number of issues to consider. Now I am going to read you a list of some of these issues, please tell me how important each one is to you.

The first is: Impact on the environment.

Is it very important, somewhat important, not very important, or not at all important to you?

- 1 VERY IMPORTANT
- 2 SOMEWHAT IMPORTANT
- 3 NOT VERY IMPORTANT
- 4 NOT AT ALL IMPORTANT

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
Key 1-4, 7-9

Q:CONSID2

T:
How important are low electricity prices?
Is it very important, somewhat important, not very important
or not at all important to you?

1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
Key 1-4, 7-9

Q:CONSID3

T:
How important are effects on public health?
Is it very important, somewhat important, not very important or
not at all important to you?

1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
Key 1-4, 7-9

Q:CONSID4

T:
How important is protecting fish and wildlife?
Is it very important, somewhat important, not very important
or not at all important to you?

1 VERY IMPORTANT
2 SOMEWHAT IMPORTANT
3 NOT VERY IMPORTANT
4 NOT AT ALL IMPORTANT

7 REFUSED
8 DON'T KNOW

9 NO ANSWER

I:

Key 1-4, 7-9

Q:CONSID5

T:

How important are stable electricity prices?

Is it very important, somewhat important, not very important or not at all important to you?

1 VERY IMPORTANT

2 SOMEWHAT IMPORTANT

3 NOT VERY IMPORTANT

4 NOT AT ALL IMPORTANT

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-4, 7-9

Q:CONSID6

T:

How important are the effects on the landscape?

(Is it very important, somewhat important, not very important or not at all important to you?)

1 VERY IMPORTANT

2 SOMEWHAT IMPORTANT

3 NOT VERY IMPORTANT

4 NOT AT ALL IMPORTANT

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-4, 7-9

Q:CONSID7

T:

(How important is) reliable and dependable electric power?

Is it very important, somewhat important, not very important or not at all important to you?

1 VERY IMPORTANT

2 SOMEWHAT IMPORTANT

3 NOT VERY IMPORTANT

4 NOT AT ALL IMPORTANT

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1-4, 7-9

Q:SOURCE1

T:

We are about halfway through the survey now. Electric power can be generated from a number of different sources. Of the 9 options I will read to you, which source of energy would you prefer that your electric company use to generate power?

PROBE(S): Biomass is organic material (mostly waste) that can be used to produce energy.
Geothermal energy uses heat from inside the earth.

PROBE FROM LIST

- 1 DAMS ON RIVERS
- 2 COAL
- 3 NUCLEAR POWER
- 4 NATURAL GAS
- 5 WIND
- 6 SOLAR
- 7 GEOTHERMAL
- 8 BIOMASS
- 9 SOMETHING ELSE

97 REFUSED

98 DON'T KNOW

99 NO ANSWER

I:

Num 1 99 2 0 23 18

OTH 9

IF (ANS > 9)

IF (ANS < 97) REASK

ENDIF

Q:SOURCE2

T:

If you could choose your own electric company, how important is the source of energy the company uses to generate power? Is it very important, somewhat important, not very important, or not at all important?

1 VERY IMPORTANT

2 SOMEWHAT IMPORTANT

3 NOT VERY IMPORTANT

4 NOT AT ALL IMPORTANT

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

KEY 1-4, 7-9

Q:PRICE1

T:

Would you be willing to pay more for electricity, if necessary, to have it generated from the source of energy you prefer?

PROBE: In addition to your current electric bill?

1 YES

2 NO - -> skipto CONSER1

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

KEY 1-2, 7-9

if (ans > 1) skipto CONSER1

Q:PRICE2

T:

Would you be willing to pay \$1, \$5, \$10, or more than \$10 a month in addition to your current electric bill?

PROBE: What is the most you'd be willing to pay for electricity produced by the source of energy you like best?

1 \$1

2 \$5

3 \$10

4 \$>10

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

KEY 1-4, 7-9

Q:CONSER1

T:

Oregon electric companies provide advice and financial assistance to help customers conserve electricity. How important is it that these energy conservation programs continue?

PROBE FROM LIST

1 VERY IMPORTANT

2 SOMEWHAT IMPORTANT

3 NOT VERY IMPORTANT

4 NOT AT ALL IMPORTANT

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

KEY 1-4, 7-9

Q:PRICE3

T:

Would you be willing to pay more, if necessary, to make sure these energy conservation programs are continued?

1 YES

2 NO - -> skipto CONSER2

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

KEY 1-2, 7-9

if (ans > 1) skipto CONSER2

Q:PRICE4

T:

How much more would you be willing to pay in your monthly electric bill. Would you be willing to pay \$1, \$3, \$5, or more than \$5 a month?

PROBE: To insure that electric companies continue conservation efforts.

1 \$1

2 \$3

3 \$5

4 \$>5

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

KEY 1-4, 7-9

Q:CONSER2

T:

Thinking about the past 5 years, have you personally taken any action to reduce your use of electricity?

NOTE: ANYTHING GOES

1 YES

2 NO - -> skipto SPACE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

KEY 1-2, 7-9

SKIPTO SPACE 2

Q:CONSERV3

T:

What actions have you taken?

PROBE: Anything else?

OPEN-ENDED

I:

OPN 1 5 20 65

Q:SPACE

T:

I just have a few more questions and then we will be done.

Is the primary source of heat in your house natural gas, oil, wood, electricity, or something else?

PROBE: Your primary source of heat or the one you use most often.

1 NATURAL GAS

2 OIL

3 WOOD

4 ELECTRICITY

5 SOMETHING ELSE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

KEY 1-5, 7-9

Q:OWN

T:

Do you rent or own your residence?

1 RENT

2 OWN

3 IF VOLUNTEERED:SOMETHING ELSE

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

KEY 1-3, 7-9

Q:EDUC

T:

What is the highest level of education you have completed?

1 LESS THAN HIGH SCHOOL DIPLOMA

2 HIGH SCHOOL DIPLOMAS/GED

3 SOME COLLEGE, NO DEGREE

4 ASSOCIATES DEGREE

5 BACHELORS DEGREE

6 MASTERS DEGREE

7 DOCTORATE OR PROFESSIONAL DEGREE

97 REFUSED
98 DON'T KNOW
99 NO ANSWER
I:
NUM 1 99 2 0 15 1
IF (ANS > 7)
IF (ANS < 97) REASK
ENDIF

Q:AGE
T:
In what year were you born?
ENTER LAST TWO DIGITS ONLY

19 __

97 REFUSED
98 DON'T KNOW
99 NO ANSWER
I:
NUM 0 99 2 0 4 4
IF (ANS > 80)
IF (ANS < 97) REASK
ENDIF

Q:SEX
T:
Are you male or female?

1 MALE
2 FEMALE

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
KEY 1-2, 7-9

Q:COUNTY
T:
What county do you live in?

01 Baker	19 Lake
02 Benton	20 Lane
03 Clackamas	21 Lincoln
04 Clatsop	22 Linn
05 Columbia	23 Malheur
06 Coos	24 Marion
07 Crook	25 Morrow
08 Curry	26 Multnomah

09 Deschutes	27 Polk
10 Douglas	28 Sherman
11 Gilliam	29 Tillamook
12 Grant	30 Umatilla
13 Harney	31 Union
14 Hood River	32 Wallowa
15 Jackson	33 Wasco
16 Jefferson	34 Washington
17 Josephine	35 Wheeler
18 Klamath	36 Yamhill

97 REFUSED
98 DON'T KNOW
99 NO ANSWER

I:
NUM 1 99 2 0 23 25
IF (ANS > 36)
IF (ANS < 97) REASK
ENDIF

Q:INCOME4

T:

Is your total annual household income, from all sources, before taxes,
over or under \$35,000?

PROBE: Include money from jobs (wages, salary, tips, bonuses), interest,
dividends, child support, alimony, welfare, social security, disability and
retirement payments, net income from a business, farm or rent, or any other
money income received by members of your family. Do not include lump-sum
payments, such as money from an inheritance or sale of a home.

1 OVER \$35,000 ---> SKIPTO INCOME3
2 UNDER \$35,000

7 REFUSED
8 DON'T KNOW
9 NO ANSWER

I:
Key 1,2, 7-9
if (ANS = 1) skipto INCOME3
IF (ANS > 6) SKIPTO ENDING

Q:INCOME2

T:

Is it over or under \$25,000?

PROBE: Is your total annual household income, from all sources, before taxes,
over or under \$25,000?

1 OVER \$25,000 ---> SKIPTO ENDING
2 UNDER \$25,000

7 REFUSED
8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

if (ANS <> 2) skipto ending

Q:INCOME1

T:

Is it over or under \$15,000?

1 OVER \$15,000---> ENDING

2 UNDER \$15,000---> ENDING

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

skipto ENDING

Q:INCOME3

T:

Is it over or under \$50,000?

1 OVER \$50,000

2 UNDER \$50,000---> SKIPTO ENDING

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

if (ans <> 1) skipto ENDING

Q:INCOME5

T:

Is it over or under \$75,000?

1 OVER \$75,000

2 UNDER \$75,000

7 REFUSED

8 DON'T KNOW

9 NO ANSWER

I:

Key 1,2, 7-9

Q:ENDING

T:

That is the end of the survey. On behalf of the state's Office of Energy and the Public Utility Commission, we thank you sincerely for your time and opinions on these questions. Do you have anything else you'd like to add about electric companies in Oregon?

OPEN-ENDED

PLEASE ENTER ANY *PERTINENT* COMMENTS BELOW;
PRESS "ENTER" TWICE TO CONTINUE

I:
OPN

Q:INTID

T:
Thank-you. Have a nice (day/evening). Good-bye.

INTERVIEWER: GOOD JOB!!!!
ENTER YOUR I.D. # BELOW

I:
COL GREEN 5 1 5 27
num 0 460 3 0 10 17
CPL
DISPOS = 26
ENDQUEST

Q:NOQAL2

T:
I'm sorry, we can only interview adult Oregonians. Sorry
to have bothered you.

KEY 1 TO DISQUALIFY

I:
Key 1
DISPOS = 22

Q:NOQAL

T:
I'm sorry, we can only interview (adult Oregonians/people) who are served by
a public electric company. I'm sorry to have bothered you. Good-bye.

KEY 1 TO DISQUALIFY

I:
Key 1
DISPOS = 22