2016 Southern Company Residential CVB: Questionnaire (CATI)

Study objectives	▪ Measure satisfaction with utility company.
Qualified respondent	Lives in a household that gets its electricity from one of the provider companies of interest
Sample size	N=4,000 Phase 1 and 2,400 Phase 2 (6,400 TOTAL) Phase 2 each utility gets 200 completes. Phase 2 – 4 OpCo's get 200 more completes each and top 8 peer companies get 200 more completes.

INTRO1.   Hello, my name is [INTERVIEWER NAME] and I am calling from Market Strategies International to see how well your utility has been meeting your electric needs for the past year.
_____break_____

NOTE: Phone Introduction

CELL2.   Interviewer, confirm if respondent on cellphone or landline
_____break_____

CELL1.   If on cellphone, ask "Since you are on a cellphone, is it safe for you to talk?"

NOTE: Phone Introduction

INTRO2.   May I speak with the person who pays the electric bill? Would that be you? *(READ IF NECESSARY: Your responses and identity will be kept in the strictest confidence. I do not know your name or address nor will I ask for them. I will only ask for your zip code.)*
_____break_____

NOTE: Web Introduction

INTRO1W.   We are conducting a brief survey on how people feel about their power company and would like to include the opinion of someone in your household.
_____break_____

INTRO2W.   Are you the person who pays the electric utility bill for your household?

_____break_____

NOTE: Screening questions

AGE.   CATI: Please stop me after I have read the category that includes your age group.

        Web: Please select the category that includes your age group.

_____break_____

EMPLOYEE.   Are you currently an employee of Southern Company or any of its operating companies?

        Southern Company includes Alabama Power, Georgia Power, Gulf Power, Mississippi Power, Southern Nuclear, Southern Power, and SouthernLINC Wireless
_____break_____

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S2B.   Interviewer (CATI)/Respondent (Web), selects a state from the drop-down list.
_____break_____

S2.   Interviewer (CATI)/Respondent (Web), selects power company from the drop-down list.

_____break_____

{SHOW IF UTILITY=1–16, 21-23: Your participation in this survey is anonymous and voluntary. Your individual answers will remain confidential and reported only in the aggregate.}

{SHOW IF UTILITY=17–20: Your participation in this survey is anonymous and voluntary. Your individual answers will remain confidential and reported only in the aggregate, unless you choose to allow us to share your feedback directly with (RESTORE: UTILITY).

NOTE: Questionnaire

Q6.   Using a scale of 0 to 10, where 0 means that you are completely dissatisfied and 10 means that you are completely satisfied, how do you rate your overall satisfaction with your power company?

                [RECORD NUMBER 0–10]
                0=Completely dissatisfied
                10=Completely satisfied
                DK
                {SHOW IF MODE=CATI} REF
_____break_____

Q7.   Considering everything you get from your power company, how would you rate the value you receive for the amount you pay? Please use a scale of 0 to 10, where 0 means poor value and 10 means excellent value.

                [RECORD NUMBER 0–10]
                0=Poor value
                10=Excellent value
                DK
                {SHOW IF MODE= CATI} REF
_____break_____

Q8.   Please rate your overall satisfaction with the reliability of electric supply using a scale of 0 to 10 scale where 0 is poor and 10 is excellent. Of course, you can use any number in between.

                [RECORD NUMBER 0–10]
                0=Poor
                10=Excellent
                DK
                {SHOW IF MODE= CATI} REF

_____break_____

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{SHOW IF CATI: Please rate your power company on the following statements about the <u>reliability</u> of your electric supply using the same 0 to 10 scale where 0 is <u>poor</u> and 10 is <u>excellent.</u>
(READ IF NECESSARY: Outage updates could be via phone call, email, online, etc.*)}*
{SHOW IF WEB: Please rate your power company on the following statements about the <u>reliability</u> of your electric supply, again using a scale where 0 means <u>poor</u> and 10 means <u>excellent:</u>}

> [RECORD NUMBER 0–10]
> 0=Poor
> 10=Excellent
> DK
> {SHOW IF MODE=CATI} REF

Q9_1.	Minimizes outages
Q9_2.	Restores power quickly after an outage
Q9_3.	Lets you know when power will be restored after an outage
Q9_4.	Makes it easy to get information during an outage
Q9_5.	Provides convenient ways to receive outage information for your home
Q9_6.	Provides good electric power quality, that is, power with minimal voltage fluctuations or spikes that could cause clocks to blink off and on

_____break_____

Q22.   {IF MODE=CATI: Over the last year, how many power outages did you have at your home, excluding momentary outages?
(IF MORE THAN 5, ENTER AS 5)

{IF MODE=WEB: Over the last year, how many power outages did you have at your home, excluding momentary outages? Enter a number between 0 and 5. If you have had more than 5 outages in the past year, please enter '5' in the box below.}

[RECORD NUMBER 0–5]
DK

_____break_____

{IF Q22=1-5, ASK Q23; OTHERWISE GO TO Q10}

Q23.   {IF Q22=1: How long did this outage last?}

{IF Q22=2-5: How long do these outages typically last?}
(READ CODES 1–6)

1   Less than 30 minutes
2   30 minutes to 1 hour
3   More than 1 hour to 3 hours
4   More than 3 hours to 11 hours
5   More than 11 hours to 24 hours
6   More than 24 hours (more than one day)
DK

_____break_____

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Q24.   If your power company tells you how long the outage will last, does your power typically get restored by the time promised?

        1   Yes
        2   No
        3   Power company typically does not indicate how long outage will last
        DK
        {SHOW IF MODE=1} REF

_____break_____

Q10.   Have you had any contact with your power company during the past 12 months?

        1   Yes
        2   No
        DK
        {SHOW IF MODE=CATI} REF

_____break_____

{IF Q10=1, ASK Q11; OTHERWISE GO TO Q16}

Q11.   Was your most recent contact related to…?
        (READ CODES 1–6)

        1   A billing related issue
        2   A new service or transfer request
        3   A service problem such as an outage
        4   An outdoor lighting issue
        5   An energy audit
        6   Or something else
        DK
        {SHOW IF MODE=CATI} REF

_____break_____

Q12.   Have you contacted your power company <u>by phone</u> in the past 12 months?

        1   Yes
        2   No
        DK
        {SHOW IF MODE=1} REF

_____break_____

{IF Q12=1, ASK Q13_1; OTHERWISE GO TO Q14_1}

Please rate your power company's <u>phone service</u> on the following statements using a 0 to 10 scale, where 0 means <u>poor</u> and 10 means <u>excellent</u>.

        [RECORD NUMBER 0–10]
        0=Poor
        10=Excellent
        DK
        {SHOW IF MODE=CATI} REF

Q13_1.   The automated phone system is easy to use
Q13_2.   Your needs are taken care of the first time without needing to call back
Q13_3.   When you need to speak to someone, it's easy to get through to someone who can help

_____break_____

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{IF MODE=CATI: Next, please rate <u>customer service</u> at your power company. Using that same 0 to 10 scale, where 0 means <u>poor</u> and 10 means <u>excellent</u>.}

{IF MODE=WEB: Next, please rate <u>customer service</u> at your power company. Using that same 0 to 10 scale, please rate the following:}

> [RECORD NUMBER 0–10]
> 0=Poor
> 10=Excellent
> DK
> {SHOW IF MODE=CATI} REF

Q14_1.   Employees meet your expectations in terms of the way service requests are handled
Q14_2.   Employees take care of customers
Q14_3.   Employees are friendly and courteous
Q14_4.   Employees treat customers with respect
Q14_5.   Employees are knowledgeable
Q14_6.   Employees maintain a professional appearance

_____break_____

Q15.   On a scale of 0 to 10 where 0 means <u>completely dissatisfied</u> and 10 is <u>completely satisfied,</u> overall, how would you rate your <u>satisfaction</u> with your <u>most recent contact</u>?

> [RECORD NUMBER 0–10]
> 0=Completely dissatisfied
> 10=Completely satisfied
> DK
> {SHOW IF MODE=CATI} REF

_____break_____

Q16.   Have you ever visited your power company's <u>website</u>?

> 1   Yes
> 2   No
> DK

_____break_____

{IF Q16=1, ASK Q17_1; OTHERWISE GO TO Q19_1}

How would you rate your power company's <u>website</u> on the following? Please use a scale of 0 to 10 where 0 is <u>poor</u> and 10 is <u>excellent</u>.

> [RECORD NUMBER 0–10]
> 0=Poor
> 10=Excellent
> DK
> {SHOW IF MODE=CATI} REF

Q17_1.   Usefulness of information available
Q17_2.   Ease of navigating the site
_____break_____

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How would you rate your power company's <u>billing and energy efficiency</u> programs on the following attributes using a scale where 0 is <u>poor</u> and 10 is <u>excellent</u>

{SHOW IF MODE=CATI*(READ IF NECESSARY:* monthly bill options could be mail, email, online, etc.*)*}

> [RECORD NUMBER 0–10]
> 0=Poor
> 10=Excellent
> DK
> {SHOW IF MODE=CATI} REF

Q19_1.   Billing statements are easy to understand
Q19_2.   Billing statements are accurate
Q19_3.   Bills provide useful information that help you manage how much electricity you use
Q20_1.   Provides options for receiving your monthly bill
Q20_2.   Provides a variety of ways to pay your bill
Q20_7.   Provides tools and resources to help you use energy efficiently
Q20_8.   Offers energy efficiency programs to help you reduce your bill
_____break_____

How would you rate your power company's Cost of Electric Service on the following, using a scale where 0 means <u>poor</u> and 10 means <u>excellent</u>?

> [RECORD NUMBER 0–10]
> 0=Poor
> 10=Excellent
> DK
> {SHOW IF MODE=CATI} REF

Q25_1.   Offers reasonable price
Q25_2.   Runs business efficiently to control costs
Q25_3.   Provides pricing plans that meet your needs
Q25_4.   Pricing plans are easy to understand

_____break_____

The following are phrases that people may use to describe a company. For each phrase, please rate how well it <u>describes your power company</u>. Please use a scale where 0 means it <u>does not describe it at all</u> and 10 means the phrase <u>describes it very well</u>.

> [RECORD NUMBER 0–10]
> 0=Does not describe at all
> 10=Describes very well
> DK
> {SHOW IF MODE=CATI} REF

Q21_1.   Actively supports the community
Q21_2.   Shows concern for the environment
Q21_3.   Is well prepared to handle emergencies
Q21_4.   Is a trustworthy company
_____break_____

Just to make sure we represent all types of households, we'd like to ask you some questions for classification purposes.
_____break_____

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D1.   Would you describe your race as…
(READ CODES 1–5)

        1   White
        2   Black
        3   Hispanic
        4   Asian
        5   Or some other race
        6   Prefer not to say

_____break_____

D2.   Are you on a levelized/budgeting billing plan or not?

        1   Yes
        2   No
        3   Don't know
        4   Prefer not to say

_____break_____

D3.   Which of the following categories best describes your average monthly power bill?

        1   Less than $50
        2     $50 to $99
        3     $100 to $149
        4     $150 or more
        5   Don't know
        6   Prefer not to say

_____break_____

D4.   Finally, which of the following categories best describes your total household income in 2015?

        1   Less than $15,000
        2     $15,000 but less than $25,000
        3     $25,000 but less than $35,000
        4     $35,000 but less than $50,000
        5     $50,000 but less than $75,000
        6     $75,000 but less than $100,000
        7     $100,000 but less than $150,000
        8     $150,000 or more
        9   Prefer not to say

_____break_____

D5.   {IF MODE=1: DO NOT READ: RECORD GENDER}

        {IF MODE=2: What is your gender?}

        1   Male
        2   Female
        3   Prefer not to say

_____break_____

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{IF UTILITY=17–20, ASK Q20; OTHERWISE CONTINUE}

Q20.   You have provided information that can help your power company better meet your electric needs. May we have your permission to forward your individual responses to them?

            1   Yes
            2   No
_____break_____

CLOSE.   Thank you for your time and opinions, and have a wonderful day!
_____break_____

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