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Florida Power
CORPORATION

November 30, 1992

James P. Fama
SENIOR COUNSEL

Mr. Steve Tribble, Director
Division of Records and Reporting
Florida Public Service Commission
101 East Gaines Street
Tallahassee, Florida 32399-0850

Re: Docket No. 920949-EU
Our File No. 9200264

Dear Mr. Tribble:

Enclosed for filing in the above-referenced docket is the original and fifteen copies of the following:

- 13927 1. Sebring Residential Customer Telephone Survey, FPC exhibit _____ (PD-4), sponsored by FPC witness Pete Dagostino, and to be included in the record with his Prefiled Testimony; and
- 13928 2. Amended Comparison of Charges for Electric Service Provided by Sebring Utilities Commission and Florida Power (including SR-1), FPC Amended exhibit _____ (SFN-5), sponsored by FPC witness Samuel F. Nixon, Jr.

2 We request that the previously filed FPC exhibit _____ (SFN-5), included with the prefiled testimony of FPC witness Samuel F. Nixon, be removed from the record. The enclosed FPC **Amended** exhibit _____ (SFN-5) is to be inserted in place of the previously filed FPC exhibit _____ (SFN-5) and included with Mr. Nixon's prefiled testimony.

Please acknowledge receipt of filing by returning the enclosed copy of this cover letter.

Sincerely yours,

James P. Fama
James P. Fama

JPF:mkv
/ Enclosure

cc: All parties of record
_____ (w/enclosure)



SEBRING RESIDENTIAL CUSTOMER TELEPHONE SURVEY

November 1992

1992 NOV 30 10 30 AM
FSC-RECORDS/REPORTING

OVERVIEW

A telephone survey of 101 Sebring Utilities Commission residential customers was conducted during the evening of November 17, 1992. Surveys were conducted from Market Strategies, Inc. (MSI) Research Operations Center in Livonia, Michigan. Each customer surveyed was either the head of the household or the spouse of the head of the household.

The survey was designed to obtain information about the number of qualifying devices and number of customers interested in participating in Florida Power Corporation's Energy Management program. The survey also provided FPC with a means to measure the penetration of natural gas in the Sebring service area. (Refer to the Appendix, pages i-v, "Sebring Survey" for a review of the survey questionnaire and responses to each question.)

The 101 customers surveyed were randomly selected from the Sebring Utilities Commission residential customer file. Each customer selected was required to have a local mailing address. The approximate sampling error at the 95% confidence level was $\pm 9.79\%$.

ANALYSIS

Of the 101 Sebring residential customers surveyed, 52% were female with 66% living in a single family home. Approximately 90% of those surveyed qualify for the Energy Management program by having one or more of the following devices in their home:

- electric central air-conditioning
- electric central heating
- electric water heater
- swimming pool pump

The table below shows a breakdown of qualifying devices:

<i>Qualifying Devices</i>	<i>Percent (%) Qualifying</i>
<i>Central Air-Conditioning</i>	<i>74%</i>
<i>Central Heating</i>	<i>82%</i>
<i>Water Heaters</i>	<i>88%</i>
<i>Pool Pumps</i>	<i>9%</i>

Fifty-seven percent (57%) of customers who qualify for the Energy Management program *are favorable towards* signing up for *Energy Management* upon becoming a customer of Florida Power Corporation with 28% as "Very Interested" and 29% as "Somewhat Interested." *Thirty-seven percent (37%) are not favorable* towards signing up for Energy Management with 13% as "Not Very Interested" and 24% as "Not At All Interested." *Six percent (6%)* of customers qualifying for Energy Management reported they "*Don't Know*" in responding to the question measuring their interest in signing up for Energy Management upon becoming a customer of Florida Power. (Refer to the graphs in the Appendix, pages vi. and vii., which illustrate the qualifying devices and level of customer interest in the Energy Management program.)

The penetration of natural gas among the Sebring households surveyed is as follows:

- 6% currently have natural gas
- 26% currently have propane/LP gas
- 5% are likely to have natural gas installed in the future
- 10% have gas water heaters

Of those who have natural gas in their homes, one in six (17%) have a gas clothes dryer.

APPENDIX

Base = 101
SEBRING SURVEY

(HEAD OF HOUSEHOLD OR SPOUSE, 18 YEARS OLD & OLDER)

Hello, I'm _____ from MSI research, a national opinion research company and we are conducting a survey for Florida Power. As you may already know, customers who currently receive their electric service from the Sebring (SEE-BRING) Utilities Commission may soon be receiving their electric service from Florida Power. You have been randomly selected to participate in this study and we would very much like to have your opinions included in our research. Please be assured that at no time will I attempt to sell you anything.

(PLEASE CONFIRM:) Have I reached you at this telephone number?

(READ AREA CODE AND TELEPHONE NUMBER. IF RESPONDENT CONFIRMS, CONTINUE.
IF NOT, TERMINATE)

- 1 Correct number (CONTINUE)
- 2 Wrong number (TERMINATE)

QA. Sex: (BY OBSERVATION)

- 48% 1 Male
- 52% 2 Female

Q1. Do you have natural gas service or propane gas in your home? (ALLOW TWO MENTIONS)

- 6% ; Yes, natural gas (GO TO Q4)
- 26% 2 Yes, propane/LP gas (GO TO Q3)
- 68% 3 No, neither one (GO TO Q3)
- 4 Don't know (GO TO Q4)
- 5 Refused (GO TO Q4)

Q2. (NOT ASKED)

Q3. In the next year, how likely are you to have natural gas service installed in your home?
Are you? (READ CODES 1-4)

4%	1	Very likely
1%	2	Somewhat likely
2%	3	Not very likely
90%	4	Not at all likely
3%	5	Don't know
---	6	Refused

Let me ask you a few questions about some of the energy equipment in your home ...

Q4. Do you have a central air conditioning system in your home?

74%	1	Yes
26%	2	No
---	3	Don't know
---	4	Refused

Q5. Do you have a central heating system in your home?

82%	1	Yes (GO TO Q6)
18%	2	No (GO TO Q7)
---	3	Don't know (GO TO Q7)
---	4	Refused (GO TO Q7)

Q6. Is that electric central heating?

82%	1	Yes
18%	2	No
---	3	Don't know
---	4	Refused

Q7. Do you have a water heater in your home?

98%	1	Yes (GO TO Q8)
2%	2	No (GO TO Q9)
---	3	Don't know (GO TO Q9)
---	4	Refused (GO TO Q9)

Q8. Is your water heater gas, solar or electric?

10%	1	Gas
2%	2	Solar
88%	3	Electric
---	4	Don't know
---	5	Refused

Q9. Do you have a clothes dryer in your home?

76%	1	Yes (GO TO FILTER BEFORE Q10)
24%	2	No (GO TO Q11)
---	3	Don't know (GO TO Q11)
---	4	Refused (GO TO Q11)

{IF Q1=1 ASK Q10, OTHERWISE GO TO Q11}

Base = 6

Q10. Is it an electric clothes dryer?

83%	1	Yes
17%	2	No
---	3	Don't know
---	4	Refused

Base = 101 Q11. Do you have an electric stove in your home?

75%	1	Yes
25%	2	No
---	3	Don't know
---	4	Refused

Q12. Do you have a swimming pool pump?

9%	1	Yes
89%	2	No
2%	3	Don't know
---	4	Refused

{IF Q4=1 OR Q6=1 OR Q8=3 OR Q12=1 ASK Q13, OTHERWISE GO TO Q14}

Base = 91

Q13. One of the programs available at Florida Power is the "Energy Management" program. In this program, a customer agrees to allow Florida Power to temporarily control, for brief periods, the use of household appliances such as central air or central heating, an electric water heater, or a swimming pool pump during times when electricity use is very high. In return, a customer receives a credit on their electric bill each month. Upon becoming a Florida Power customer, how interested do you think you would be in signing up for the Energy Management Program? Would you be...(READ CODES 1-4. IF RESPONDENT ASKS HOW MUCH OF A CREDIT, SAY THE FOLLOWING:) "The credit is based on the number and type of appliances you have controlled, specifically, central air or central heating, an electric water heater, or a swimming pool pump. If you'd like more information, I can give you a number to call. But for now, I'm just interested in your overall opinion of this program."

28%	1	Very interested
29%	2	Somewhat interested
13%	3	Not very interested
24%	4	Not at all interested
5%	5	Don't know
---	6	Refused

Finally, for statistical purposes...

Q:4. Is your home a ... (READ CODES 1-4)

66%	1	single family home
3%	2	apartment
3%	3	condo or townhouse, or
27%	4	mobile home
1%	5	something else [VOL] [SPECIFY]
---	6	Don't know
---	7	Refused

Q15. TECHNICIAN: IF RESPONDENT WOULD LIKE MORE INFORMATION ABOUT THE ENERGY MANAGEMENT PROGRAM, HAVE THEM CALL OR VISIT THE FLORIDA POWER OFFICE IN AVON PARK AT 600 WEST MAIN STREET. THE PHONE NUMBER IS 813-453-3157 OR 813-385-0753.

(THANK YOU) Once again, my name is _____ from MSI Research. Thank you for your time.

BACKPAGE

Thank you for your time.

Now, for my supervisor's validation and verification purposes,

Would you please tell me:

Your Name: _____

Thank you again — Good-Bye

INTERVIEWER - PLEASE ENTER

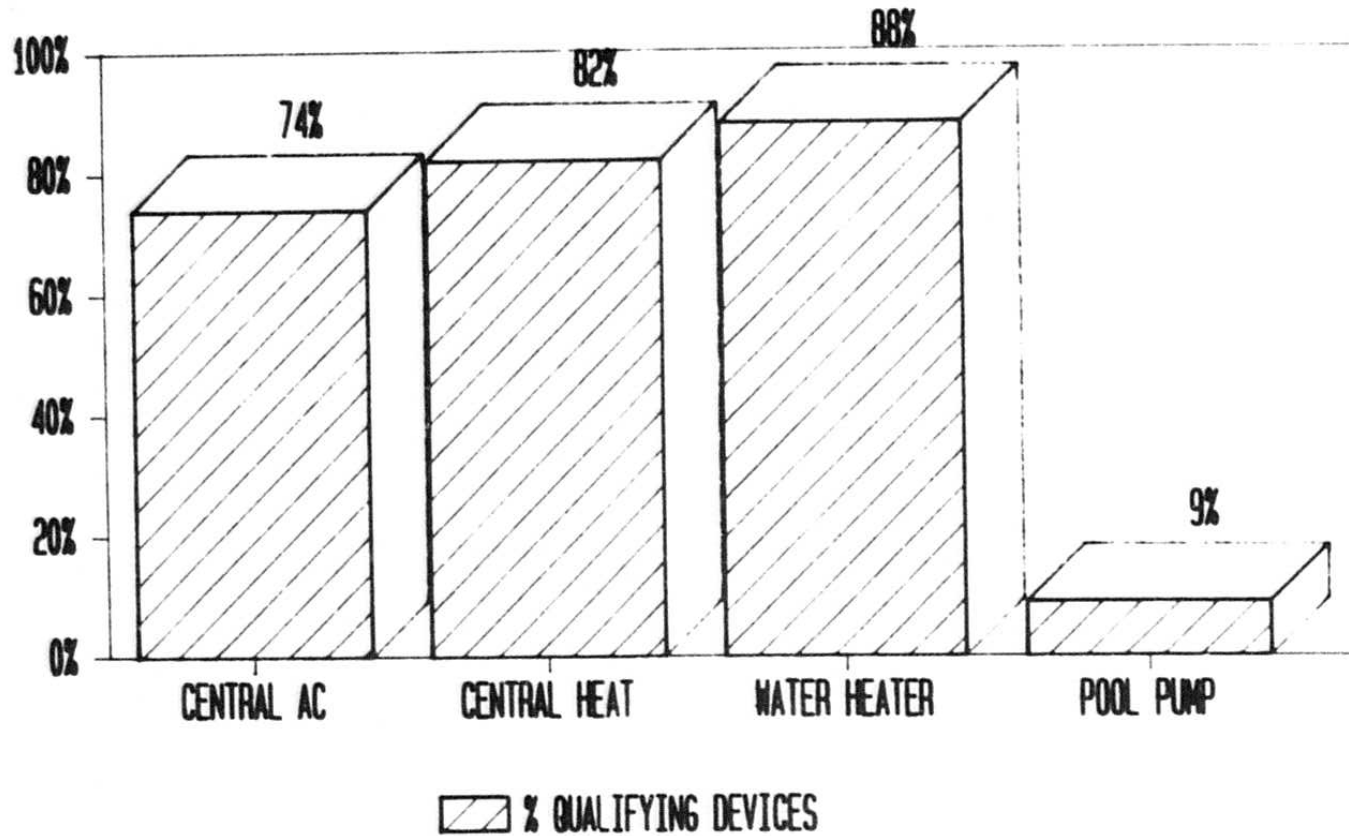
Area Code: _____ Phone Number: _____

Your Address: _____

And City: _____ State _____ Zip Code _____

County Name (if known): _____

SEBRING RESIDENTIAL CUSTOMER
TELEPHONE SURVEY
DEVICES QUALIFYING FOR FPC ENERGY MGT



SEBRING RESIDENTIAL CUSTOMER TELEPHONE SURVEY

57% INTERESTED IN ENERGY MANAGEMENT

