



**Northwestern  
Michigan  
College**

**Report to  
Traverse City Light & Power  
for  
2012 Customer Research**

**Submitted by:**

***Dr. Cathlyn Sommerfield  
Research Services - Northwestern Michigan College  
September 2012***

## TABLE OF CONTENTS

---

---

Section	Page
<b>EXECUTIVE SUMMARY .....</b>	<b>3</b>
<b>1.0 OVERVIEW.....</b>	<b>5</b>
1.1 Objective.....	5
1.2 Methodology.....	5
<b>2.0 SURVEY RESULTS.....</b>	<b>6</b>
2.1 Demographics .....	6
2.2 Overall Satisfaction .....	7
2.3 Service Evaluation.....	8
2.3.1 Gap Analysis: Residential.....	15
2.3.2 Gap Analysis: Commercial.....	16
2.4 Customer Service Ratings.....	17
2.5 Communication.....	21
2.5.1 Media Sources .....	21
2.5.2 Bill Inserts.....	35
2.5.3 TCL&P Website .....	37
2.6 Additional Services.....	41
2.6.1 Residential .....	42
2.6.2 Commercial.....	42
2.7 Interest in Voluntary Solar Power Program.....	43
2.8 Presence and Perceived Benefit of Municipal Electric Utility Provider .....	44
2.9 Energy Efficiency Program.....	45
<b>3.0 CROSS-TABULATIONS.....</b>	<b>48</b>
<b>4.0 ADDITIONAL COMMENTS – “OTHER” RESPONSES.....</b>	<b>54</b>

### APPENDIX A: SURVEY INSTRUMENT

## EXECUTIVE SUMMARY

---

---

**Objective:** The purpose of the research was to determine views and opinions of Traverse City Light & Power (TCL&P) customers on services received. Customers first rated overall satisfaction, which was followed by items assessing satisfaction with various characteristics of TCL&P service, including the importance of and an effectiveness rating for each characteristic. Additionally, survey items addressed customer service, sources of information, interest in additional services, web-based information, and solar power, as well as awareness and participation in energy efficiency programs.

**Methodology:** A telephone survey was conducted with a random sample of TCL&P residential and commercial customers. The final sample included 667 respondents, consisting of 367 residential and 300 commercial customers, for an overall margin of error of +/- 3.66%. Margin of error by each customer type is +/- 5.0%.\*

### **Key Findings:**

- The majority of respondents (96%) reported some level of satisfaction with the service provided by TCL&P, with 55% indicating they are “Very Satisfied” and 41% indicating they are “Satisfied.”
- Of three service characteristics assessed, respondents most often reported responsiveness to restoring power after outages as “Very Important,” followed closely by providing reliable electric service and cost. The service characteristics respondents most often rated “Excellent” with regard to TCL&P’s performance include providing reliable electrical service and 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 (51%) 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 (76%) 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 majority indicated they were “Very Satisfied” with the outcome.
- Approximately 32% of respondents indicated they had seen a promotion in the newspaper within the last year; 26% indicated they had seen a TCL&P promotion on television within the last year; and 14% reported hearing a promotion about TCL&P on the radio within the last year.
- The single largest group of respondents (35%) indicated their primary source of local news is television, while 29% indicated their primary source is the newspaper.
- The single largest group of respondents (42%) indicated “Bill inserts” are the best way for TCL&P to successfully communicate information to them, with an additional 21% citing “Email.”
- The single largest group of respondents (34%) indicated they “Always” read TCL&P bill inserts, while 51% indicated they “Often” or “Occasionally” read inserts. Respondents indicating they “Never” read the bill inserts most frequently cited “Do not see bill/handled by other department,”\*\* “Not interested,” or “No time” as the reason why.

- Approximately 27% of respondents reported they have visited the TCL&P web site, with the largest percent of this group indicating they visit the site for bill payment information.
- When asked what type of information they would like made available on the TCL&P website, respondents expressed the highest level of interest in information on ways to improve energy efficiency, rate information and on-line reporting of service problems, respectively.
- With regard to additional services, 73% of respondents expressed some level of interest in TCL&P offering Internet Service and 64% expressed interest in Cable Television Service.
- Approximately 38% of respondents indicated they would be interested in participation in a proposed solar power program if additional monthly cost were \$20.
- The majority of respondents (61%) indicated they “Can’t recall/Don’t know” of any way, in addition to providing electricity, TCL&P invests in the community.
- Approximately 85% of respondents indicated they think it is a benefit to Traverse City and its citizens to have a municipal electric utility provider.
- The majority of *residential* respondents reported they are aware TCL&P offers an energy efficiency program which provides rebates for recycling older refrigerators, as well as incentives for buying energy efficient appliances and free compact florescent bulbs at least once a year (57%, 53%, and 51% respectively). Approximately 25% of residential customers indicated they had participated in the energy efficiency program.
- The majority of *commercial* respondents (67%) reported they are aware TCL&P has an energy efficiency program which provides financial incentives for installing more energy efficient lighting and equipment at their business; approximately 22% indicated they had participated in the energy efficiency program.

\* Based upon a residential customer population of 8,312 and a commercial customer population of 1,370

\*\* Commercial customers only

# TRAVERSE CITY LIGHT & POWER

## 2012 CUSTOMER RESEARCH

---

---

### 1.0 OVERVIEW

#### 1.1 Objective

The purpose of this research was to determine the views and opinions of Traverse City Light & Power (TCL&P) customers on services received. Customers first rated overall satisfaction, which was followed by items assessing satisfaction with various characteristics of TCL&P service, including the importance of, and TCL&P's effectiveness rating on, each characteristic. Additionally, survey items addressed customer service, sources of information, additional services, interest in web-based information, and solar power, as well as awareness and participation in energy efficiency programs.

#### 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. Based upon a total, unduplicated customer population of 9,682, a sample of 369 is required for a 95% confidence level and +/- 5% margin of error; the final sample included 667 respondents, consisting of 367 residential and 300 commercial customers, for an overall margin of error of +/- 3.66%. Margin of error for each customer type is +/- 5.0%.

Surveys were conducted from July 2 to August 13, 2012. Up to four 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. From July 19 - 27, residential respondents were screened for age 64 and under to more closely align sample age distribution with City of Traverse City demographics and TCL&P senior rate participation; July 28 - August 8, residential respondents were screened for age 44 and under and August 9 - 13 respondents were screened for ages 18-24.

Survey data were analyzed using SPSS for Windows. Analyses include descriptive statistics for each survey item and a series of cross-tabulations conducted with select variables to assess significant relationships, including comparison of 2012 with 2009 data when appropriate.

Tables and graphs<sup>1</sup> throughout the report illustrate results. The survey instrument is included in Appendix A.

---

<sup>1</sup> It should be noted that X-axis scales vary due to range of response on individual variables.

## 2.0 SURVEY RESULTS

### 2.1 Demographics

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

<b>Table 1. How long have you been a TCL&amp;P customer?</b>			
	<b>Residential</b>	<b>Commercial</b>	<b>Overall</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Less than 1 year</b>	15.0% (55)	3.7% (11)	10.0% (66)
<b>1 to 5 years</b>	32.8% (120)	15.8% (47)	25.2% (167)
<b>6 to 10 years</b>	14.5% (53)	14.8% (44)	14.6% (97)
<b>Over 10 years</b>	37.7% (138)	65.7% (195)	50.2% (333)

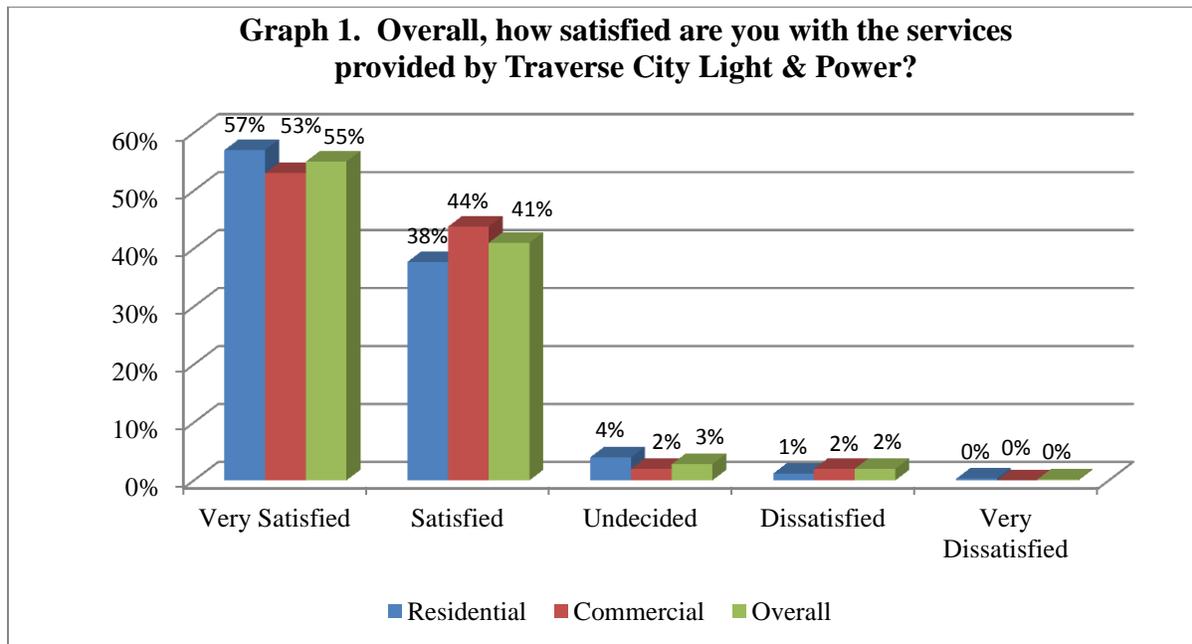
<b>Table 2. Age (What year were you born?)</b>			
	<b>Residential</b>	<b>Commercial</b>	<b>Overall</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>18-24 years</b>	7.4% (27)	0.0% (0)	4.1% (27)
<b>25-34 years</b>	21.5% (78)	7.7% (23)	15.3% (101)
<b>35-44 years</b>	14.9% (54)	12.8% (38)	13.9% (92)
<b>45-54 years</b>	16.0% (58)	27.9% (83)	21.4% (141)
<b>55-64 years</b>	16.8% (61)	35.7% (106)	25.3% (167)
<b>65 years and older</b>	23.4% (85)	15.8% (47)	20.0% (132)

<b>Table 3. Gender</b>			
	<b>Residential</b>	<b>Commercial</b>	<b>Overall</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Male</b>	42.5% (156)	51.7% (155)	46.6% (311)
<b>Female</b>	57.5% (211)	48.3% (145)	53.4% (356)

## 2.2 Overall Satisfaction

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

	Residential		Commercial		Overall	
	2009	2012	2009	2012	2009	2012
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
<b>Very Satisfied</b>	57.6% (194)	56.7% (208)	54.0% (121)	52.7% (158)	56.2% (316)	54.9% (366)
<b>Satisfied</b>	37.7% (127)	37.9% (139)	43.8% (98)	44.0% (132)	40.0% (225)	40.6% (271)
<b>Undecided</b>	3.3% (11)	4.4% (16)	2.2% (5)	1.0% (3)	2.8% (16)	2.8% (19)
<b>Dissatisfied</b>	1.2% (4)	0.8% (3)	0.0% (0)	2.3% (7)	0.7% (4)	1.5% (10)
<b>Very Dissatisfied</b>	0.3% (1)	0.3% (1)	0.0% (0)	0.0% (0)	0.2% (1)	0.1% (1)



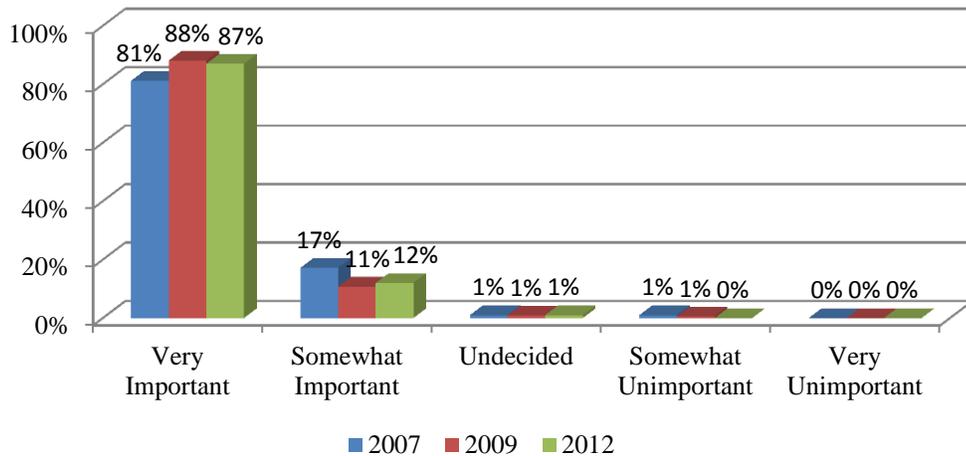
The majority of respondents (96%), overall, reported satisfaction with the service provided by TCL&P, with 55% indicating they are “Very Satisfied” and 41% indicating they are “Satisfied.” Further analysis highlights statistically significant interaction by customer type, with residential customers more likely to have reported they are very satisfied or undecided as to their level of satisfaction, and commercial customers more likely to report they are satisfied or dissatisfied.

## 2.3 Service Evaluation

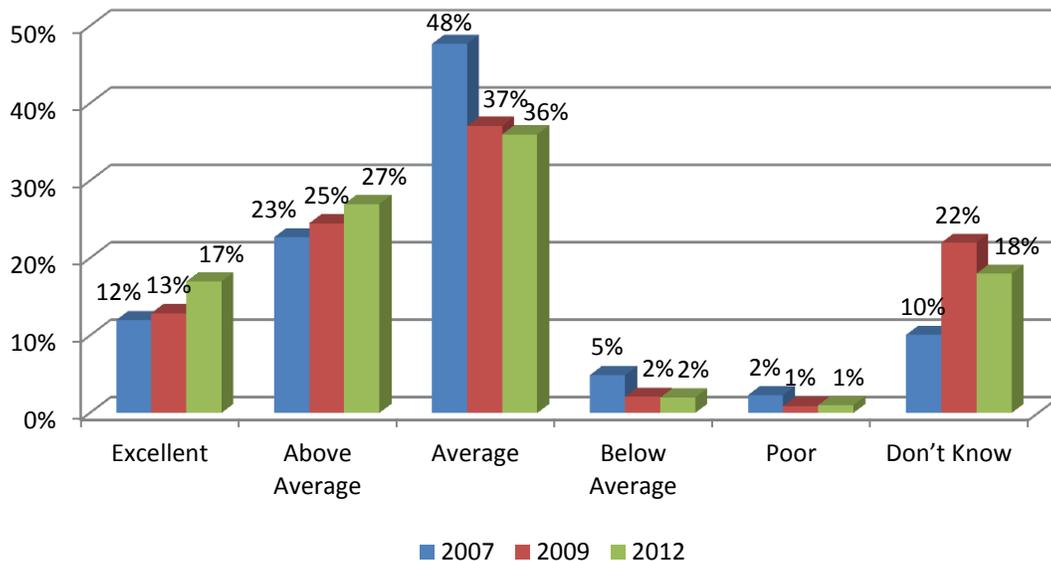
The next series of items asked respondents to indicate the importance of several service characteristics and then to rate TCL&P's effectiveness on these characteristics. The following tables and graphs display the results by year and customer type.

<b>Table 5. Please indicate how important <u>providing electricity at low cost</u> is to you, and then rate your electric company on this characteristic.</b>							
<b>Providing electricity at low cost</b>		<b>Residential</b>		<b>Commercial</b>		<b>Overall</b>	
		<b>2009</b>	<b>2012</b>	<b>2009</b>	<b>2012</b>	<b>2009</b>	<b>2012</b>
		<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Importance</b>	<b>Very Important</b>	87.9% (297)	83.7% (307)	88.4% (198)	90.7% (272)	88.1% (496)	86.8% (579)
	<b>Somewhat Important</b>	10.9% (37)	14.4% (53)	10.7% (24)	9.0% (27)	10.8% (61)	12.0% (80)
	<b>Undecided</b>	1.2% (4)	1.6% (6)	0.4% (1)	0.3% (1)	0.9% (5)	1.0% (7)
	<b>Somewhat Unimportant</b>	0.0% (0)	.3% (1)	0.4% (1)	0.0% (0)	0.2% (1)	0.1% (1)
	<b>Very Unimportant</b>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<b>Effectiveness Rating</b>	<b>Excellent</b>	16.9% (57)	21.8% (80)	6.7% (15)	10.0% (30)	12.9% (73)	16.5% (110)
	<b>Above Average</b>	25.1% (85)	27.8% (102)	23.6% (53)	26.7% (80)	24.5% (138)	27.3% (182)
	<b>Average</b>	34.6% (117)	34.3% (126)	40.9% (92)	37.0% (111)	37.1% (209)	35.5% (237)
	<b>Below Average</b>	2.1% (7)	2.7% (10)	2.2% (5)	1.7% (5)	2.1% (12)	2.2% (15)
	<b>Poor</b>	1.2% (4)	.3% (1)	0.4% (1)	1.3% (4)	0.9% (5)	0.7% (5)
	<b>Don't Know</b>	19.8% (67)	13.1% (48)	25.3% (57)	23.3% (70)	22.0% (124)	17.7% (118)

**Graph 2. Providing electricity at a low cost: Importance**

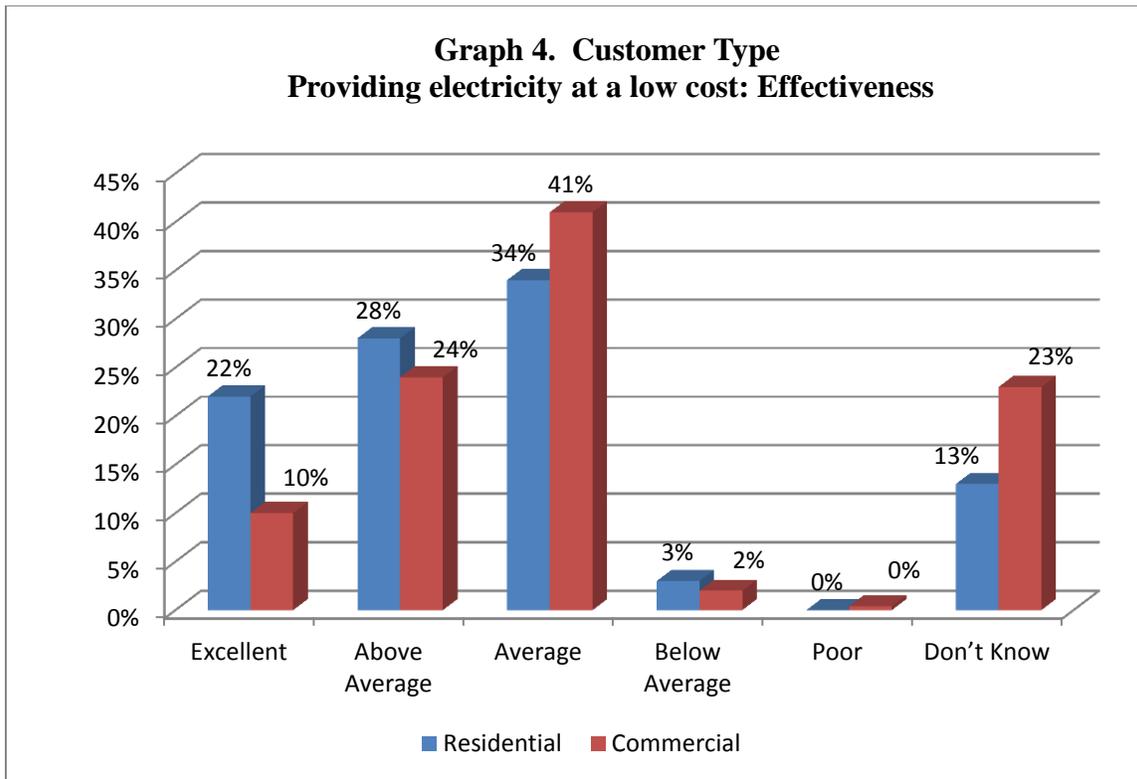


**Graph 3. Providing electricity at a low cost: Effectiveness**



While cost importance and effectiveness ratings do not vary significantly by year, variation by customer type is significant. Specifically, residential respondents were more likely to indicate cost is somewhat important and then rate TCL&P “Excellent” or “Above Average” on this characteristic, while commercial respondents were more likely to indicate cost is very important and assign TCL&P an “Average,” rating, or indicate they did not know how to rate TCL&P on this characteristic. The following graph illustrates findings.

**Graph 4. Customer Type  
Providing electricity at a low cost: Effectiveness**

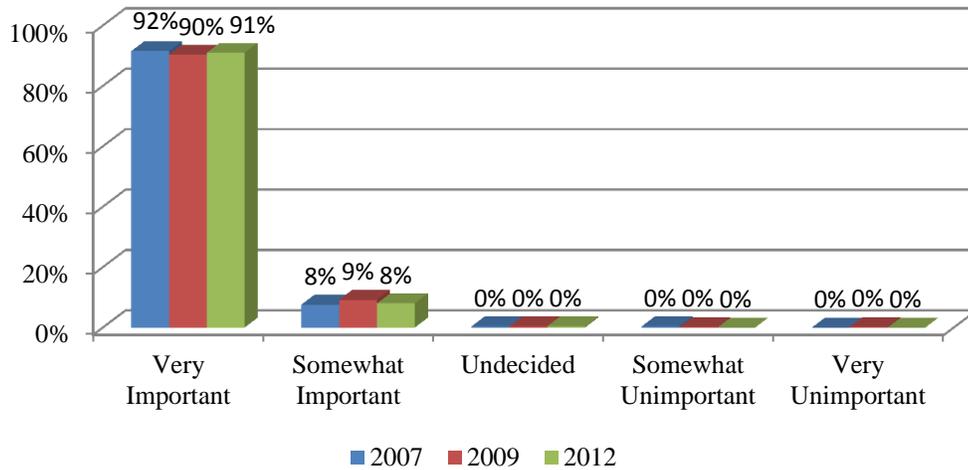


Additional service characteristics assessed include providing reliable electric service and responsiveness to power outages. The following tables and graphs compare current 2012 data with 2009. Effectiveness ratings with regard to each of these characteristics vary significantly by year (2009 to 2012), while importance of both reliability and responsiveness significantly vary by customer type (see Section 3: Cross-Tabulations).

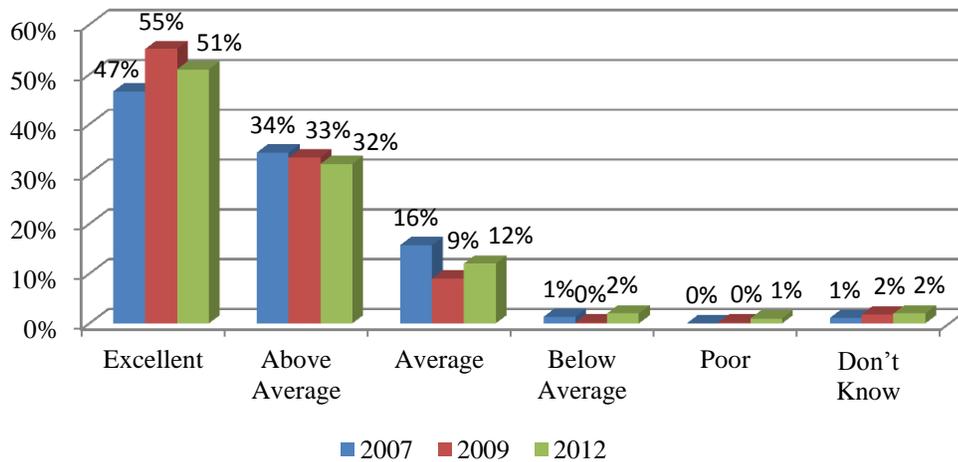
**Table 6. Please indicate how important providing reliable electrical service (that is, with few power outages and surges) is to you, and then rate your electric company on this characteristic.**

Providing reliable electrical service		Residential		Commercial		Overall	
		2009	2012	2009	2012	2009	2012
		% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Importance	Very Important	88.8% (300)	87.7% (322)	92.9% (208)	96.0% (288)	90.4% (509)	91.5% (610)
	Somewhat Important	10.9% (37)	11.4% (42)	6.7% (15)	3.7% (11)	9.2% (52)	7.9% (53)
	Undecided	0.3% (1)	.5% (2)	0.4% (1)	0.3% (1)	0.4% (2)	0.4% (3)
	Somewhat Unimportant	0.0% (0)	.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.1% (1)
	Very Unimportant	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Effectiveness	Excellent	58.9% (199)	54.5% (200)	49.3% (111)	46.7% (140)	55.1% (311)	51.0% (340)
	Above Average	30.5% (103)	28.9% (106)	37.8% (85)	36.3% (109)	33.3% (188)	32.2% (215)
	Average	8.0% (27)	12.5% (46)	10.7% (24)	12.0% (36)	9.0% (51)	12.3% (82)
	Below Average	0.0% (0)	2.2% (8)	0.4% (1)	1.3% (4)	0.2% (1)	1.8% (12)
	Poor	0.3% (1)	.5% (2)	0.0% (0)	1.3% (4)	0.2% (1)	0.9% (6)
	Don't Know	2.4% (8)	1.4% (5)	0.9% (2)	2.3% (7)	1.8% (10)	1.8% (12)

**Graph 5. Providing reliable electrical service: Importance**



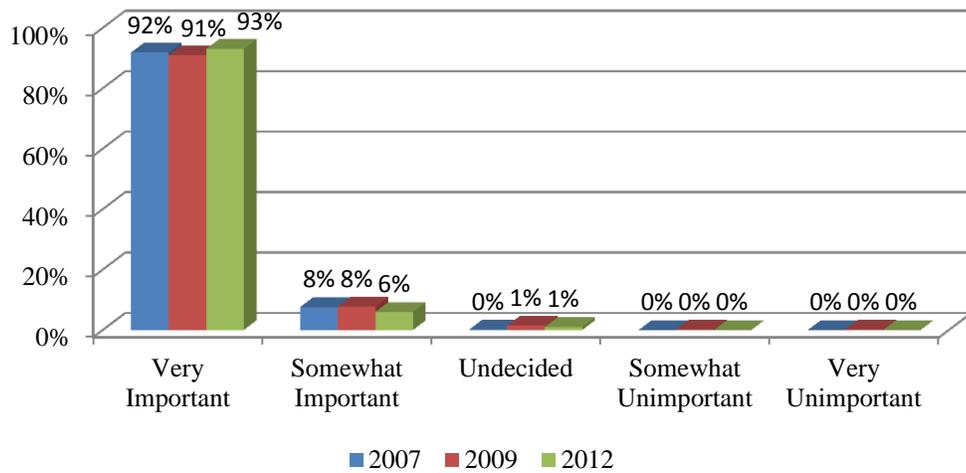
**Graph 6. Providing reliable electrical service: Effectiveness**



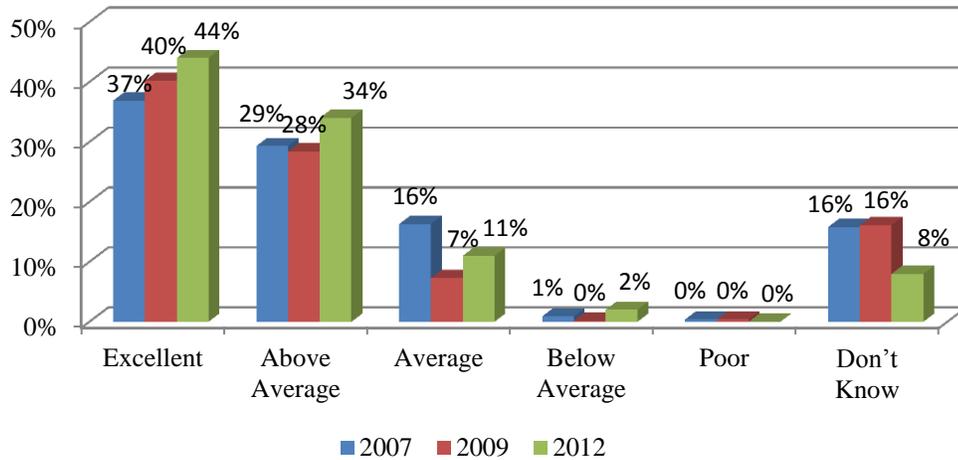
**Table 7. Please indicate how important responsiveness to restoring power after outages is to you, and then rate your electric company on this characteristic.**

Responsiveness to restoring power after outages		Residential		Commercial		Overall	
		2009	2012	2009	2012	2009	2012
		% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Importance	Very Important	89.9% (303)	90.2% (331)	92.8% (207)	96.0% (288)	90.9% (510)	92.8% (619)
	Somewhat Important	8.6% (29)	8.7% (32)	5.8% (13)	3.7% (11)	7.7% (43)	6.4% (43)
	Undecided	1.5% (5)	1.1% (4)	1.3% (3)	0.3% (1)	1.4% (8)	0.7% (5)
	Somewhat Unimportant	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
	Very Unimportant	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
Effectiveness	Excellent	43.2% (146)	46.9% (172)	35.6% (80)	41.3% (124)	40.2% (227)	44.4% (296)
	Above Average	25.1% (85)	31.3% (115)	33.3% (75)	38.0% (114)	28.4% (160)	34.3% (229)
	Average	6.2% (21)	12.0% (44)	8.9% (20)	10.0% (30)	7.3% (41)	11.1% (74)
	Below Average	0.0% (0)	1.6% (6)	0.4% (1)	1.3% (4)	0.2% (1)	1.5% (10)
	Poor	0.3% (1)	0.3% (1)	0.0% (0)	0.3% (1)	0.2% (1)	0.3% (2)
	Don't Know	25.1% (85)	7.9% (29)	20.4% (46)	9.0% (27)	23.2% (131)	8.4% (56)

**Graph 7. Responsiveness to a power outage: Importance**



**Graph 8. Responsiveness to a power outage: Effectiveness**



### **2.3.1 Gap Analysis<sup>2</sup>: Residential**

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

1. Responsiveness to restoring power after outages (90.2%)
2. Providing reliable electrical service (87.7%)
3. Providing electricity at low cost (83.7%)

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

1. Providing reliable electrical service (54.5%)
2. Responsiveness to restoring power after outages (46.9%)
3. Providing electricity at low cost (21.8%)

It should be noted that some respondents felt unable to assign ratings on certain characteristics. For example, approximately 13% (n=48) of residential respondents indicated they did not know how to rate TCL&P on providing electricity at low cost. Of interest is the fact that in 2009, 25% of respondents did not know how to rate TCL&P on responsiveness to restoring power after outages, versus 7.9% in 2012.

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

1. Providing electricity at low cost (-1.05)
2. Responsiveness to restoring power after outages (-0.56)
3. Providing reliable electrical service (-0.50)

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

Additional analyses reveal a statistically significant change in the *responsiveness to restoring power after outages* gap, with an increased gap in 2012. Year to year comparisons are highlighted below.

<b>Table 8. Residential: Gaps between importance and ratings of TCL&amp;P effectiveness</b>		
	<b>2012</b>	<b>2009</b>
Providing electricity at a low cost	-1.05	-1.19
Responsiveness to restoring power after outages	-.56	-0.42
Providing reliable electrical services	-.50	-0.39

<sup>2</sup> The gap is calculated by subtracting effectiveness ratings from importance ratings for each respondent. This results in a negative number if the effectiveness rating is less than the importance rating. Gaps reported are the result of an average across all respondents.

### **2.3.2 Gap Analysis: Commercial**

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

1. Providing reliable electrical service (96.0%)
2. Responsiveness to restoring power after outages (96.0%)
3. Providing electricity at low cost (90.7%)

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

1. Providing reliable electrical service (46.7%)
2. Responsiveness to restoring power after outages (41.3%)
3. Providing electricity at low cost (10.0%)

It should be noted that some respondents felt unable to assign ratings on certain characteristics. For example, approximately 23% (n=70) of commercial respondents indicated they did not know how to rate TCL&P on providing electricity at low cost.

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

1. Providing electricity at low cost (-1.37)
2. Providing reliable electrical service (-0.67)
3. Responsiveness to restoring power after outages (-0.65)

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

Additional analyses reveal a statistically significant change in the *providing reliable electrical service* gap, with an increased gap in 2012. Year to year comparisons are highlighted below.

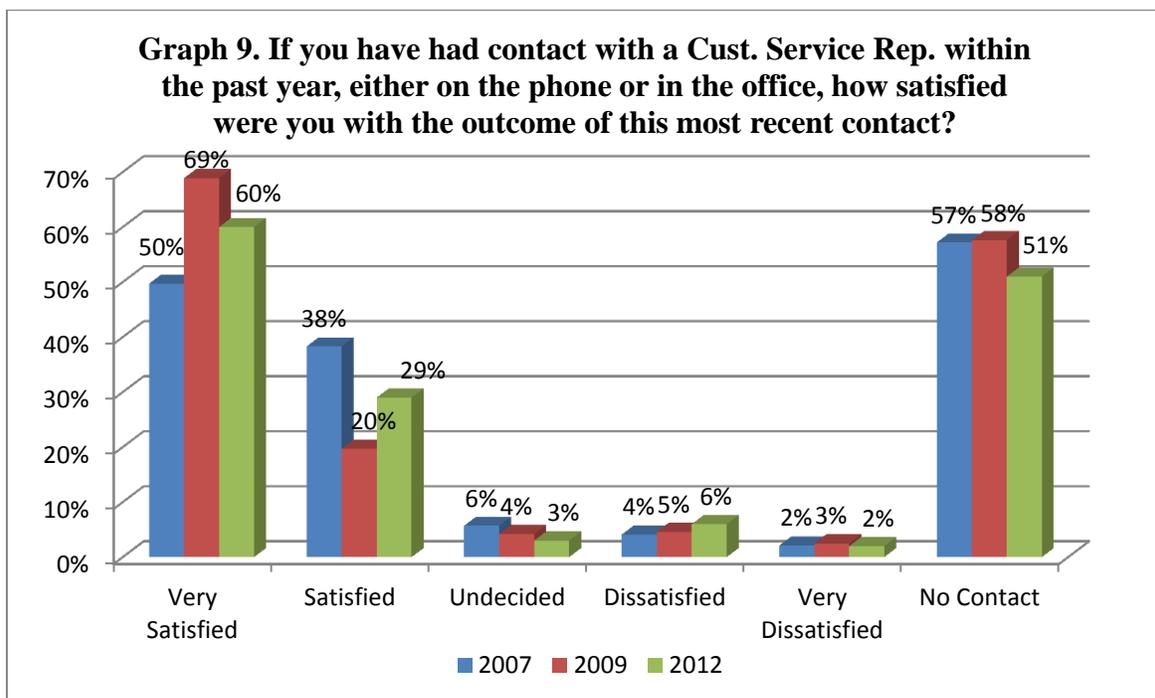
<b>Table 9. Commercial: Gaps between importance and ratings of TCL&amp;P effectiveness</b>		
	<b>2012</b>	<b>2009</b>
Providing electricity at a low cost	-1.37	-1.43
Providing reliable electrical services	-.67	-0.52
Responsiveness to restoring power after outages	-.65	-0.57

## 2.4 Customer Service Ratings<sup>3</sup>

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

**Table 10. If you have had contact with your electric Customer Service Representative within the past year, either on the phone or in the office, how satisfied were you with the outcome of this most recent contact?**

	Residential		Commercial		Overall	
	2009	2012	2009	2012	2009	2012
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
<b>Very Satisfied</b>	65.2% (88)	59.9% (118)	73.8% (76)	60.8% (79)	68.9% (164)	60.2% (197)
<b>Satisfied</b>	22.2% (30)	28.9% (57)	16.5% (17)	29.2% (38)	19.7% (47)	29.1% (95)
<b>Undecided</b>	4.4% (6)	2.5% (5)	3.9% (4)	3.1% (4)	4.2% (10)	2.8% (9)
<b>Dissatisfied</b>	5.2% (7)	7.6% (15)	3.9% (4)	4.6% (6)	4.6% (11)	6.4% (21)
<b>Very Dissatisfied</b>	3.0% (4)	1.0% (2)	1.9% (2)	2.3% (3)	2.5% (6)	1.5% (5)
<b>No Contact</b>	59.8% (202)	46.3% (170)	54.2% (122)	56.7% (170)	57.6% (325)	51.0% (340)

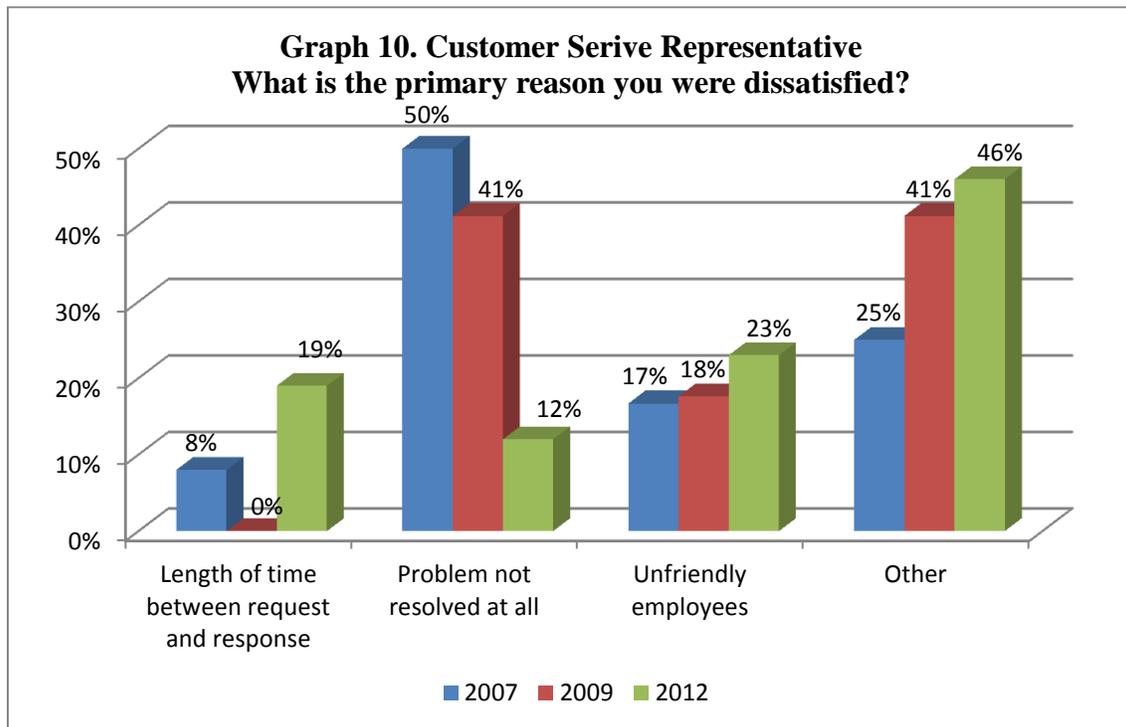


<sup>3</sup> Ratings noted are based only on those respondents reporting contact with a representative; “No Contact” percentage is based upon all respondents.

The majority of respondents (51%), overall, indicated they had not had contact with a Customer Service Representative within the past year. Of those respondents indicating they had contact, 60% indicated they were “Very Satisfied” with the outcome, while 29% indicated they were “Satisfied.” Respondents reporting some level of dissatisfaction with their contact outcome were asked to indicate the primary reason for their dissatisfaction.

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

	Residential		Commercial		Overall	
	2009	2012	2009	2012	2009	2012
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
<b>Length of time between request/response</b>	0.0% (0)	17.6% (3)	0.0% (0)	22.2% (2)	0.0% (0)	19.2% (5)
<b>Problem/request not resolved at all</b>	45.5% (5)	11.8% (2)	33.3% (2)	11.1% (1)	41.2% (7)	11.5% (3)
<b>Unfriendly/discourteous employees</b>	18.2% (2)	23.5% (4)	16.7% (1)	22.2% (2)	17.6% (3)	23.1% (6)
<b>Other</b>	36.4% (4)	47.1% (8)	50.0% (3)	44.4% (4)	41.2% (7)	46.2% (12)



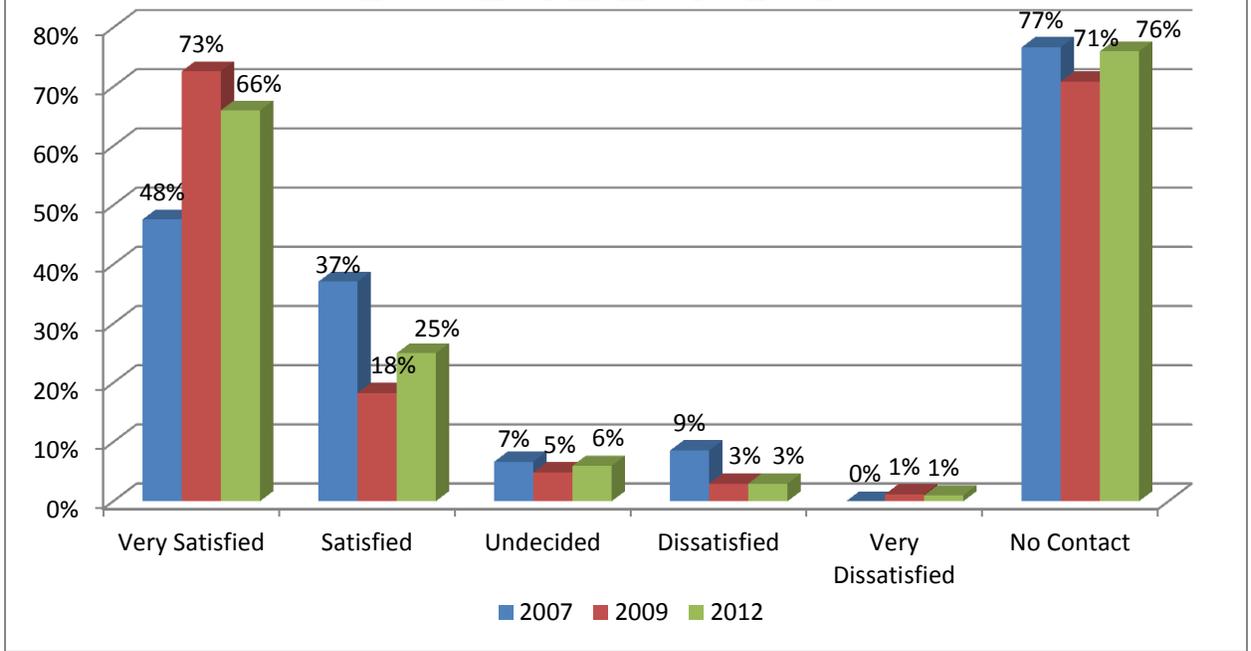
A total of 26 respondents reported dissatisfaction with contact outcome, citing either “Unfriendly or discourteous employees” (n=6) or “Length of time between request and response” (n=5) as the primary reason for their dissatisfaction. “Other” reasons cited vary and are included in Section 4: Additional Comments.

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

**Table 12. If you have had contact with an electric company Field Rep. (meter reader, tree trimmer, lineman) within the past year, how satisfied were you with the outcome of most recent contact?**

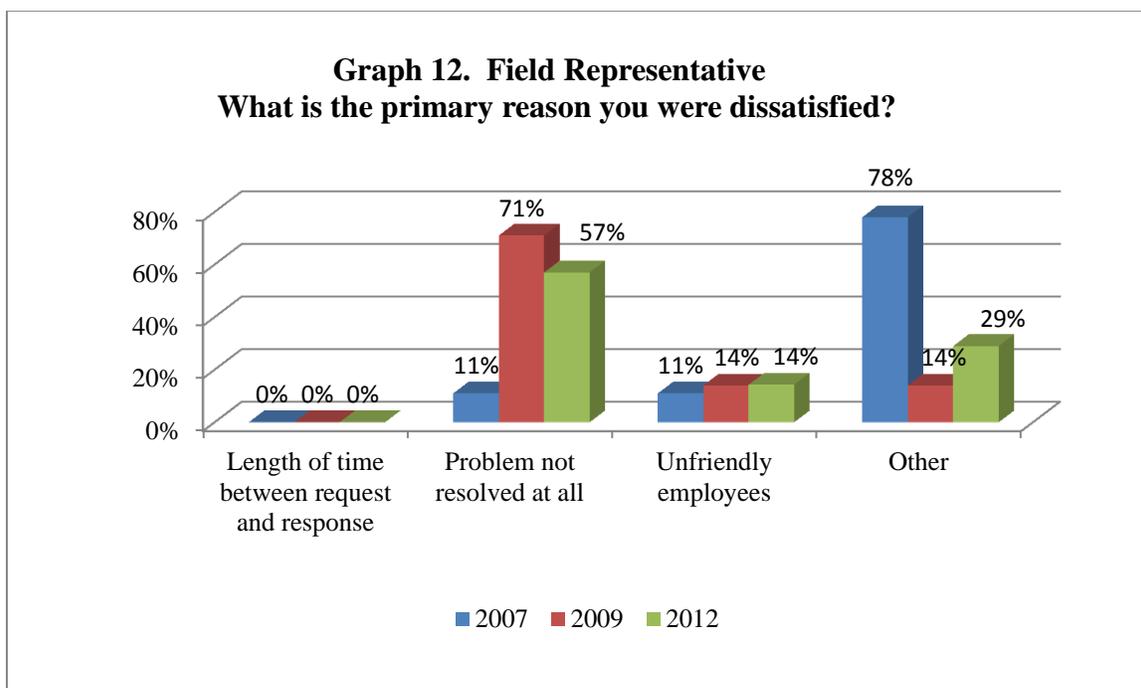
	Residential		Commercial		Overall	
	2009	2012	2009	2012	2009	2012
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
<b>Very Satisfied</b>	70.5% (67)	63.3% (57)	75.0% (51)	68.5% (50)	72.6% (119)	65.6% (107)
<b>Satisfied</b>	16.8% (16)	23.3% (21)	20.6% (14)	26.0% (19)	18.3% (30)	24.5% (40)
<b>Undecided</b>	6.3% (6)	7.8% (7)	2.9% (2)	2.7% (2)	4.9% (8)	5.5% (9)
<b>Dissatisfied</b>	5.3% (5)	4.4% (4)	0.0% (0)	1.4% (1)	3.0% (5)	3.1% (5)
<b>Very Dissatisfied</b>	1.1% (1)	1.1% (1)	1.5% (1)	1.4% (1)	1.2% (4)	1.2% (2)
<b>No Contact</b>	71.9% (243)	75.5% (277)	69.8% (157)	75.7% (227)	70.9% (400)	75.6% (504)

**Graph 11. If you have had contact with a Field Rep. within the past year, how satisfied were you with the outcome of this most recent contact?**



The majority of respondents (76%), overall, indicated they had not had contact with a Field Representative within the past year. Of those respondents indicating they had contact, 66% indicated they were “Very Satisfied” with the outcome and 25% indicated they were “Satisfied.” Respondents reporting some level of dissatisfaction with the contact outcome were asked to indicate the primary reason for their dissatisfaction.

	Residential		Commercial		Overall	
	2009	2012	2009	2012	2009	2012
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
<b>Length of time between request/ response</b>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
<b>Problem/request not resolved at all</b>	83.3% (5)	80.0% (4)	0.0% (0)	0.0% (0)	71.4% (5)	57.1% (4)
<b>Unfriendly/discourteous employees</b>	16.7% (1)	20.0% (1)	0.0% (0)	0.0% (0)	14.3% (1)	14.3% (1)
<b>Other</b>	0.0% (0)	0.0% (0)	100% (1)	100% (2)	14.3% (1)	28.6% (2)



A total of seven respondents reported dissatisfaction with their contact outcome, most citing “Problem not resolved at all” as the primary reason for their dissatisfaction. Dissatisfied respondents reported contact with the following types of Field Representatives: Meter Reader (n=2), Lineman (n=1), and Tree Trimmer (n=4).

## 2.5 Communication

### 2.5.1 Media Sources

This series of items assessed primary media sources and habits; respondents were asked if they had seen or heard any TCL&P promotions\* in the past year, what their primary sources of information are and the best way to communicate TCL&P information. The following tables and graph display results.

<b>Table 14. Have you seen any promotions about TCL&amp;P within last year: television?</b>						
	<b>Residential</b>		<b>Commercial</b>		<b>Overall</b>	
	<b>2009</b>	<b>2012</b>	<b>2009</b>	<b>2012</b>	<b>2009</b>	<b>2012</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Yes</b>	26.7% (90)	24.0% (88)	36.9% (83)	29.3% (88)	30.9% (174)	26.4% (176)
<b>No</b>	62.9% (212)	67.6% (248)	56.0% (126)	62.0% (186)	60.0% (338)	65.1% (434)
<b>Uncertain</b>	10.4% (35)	8.4% (31)	7.1% (16)	8.7% (26)	9.1% (51)	8.5% (57)

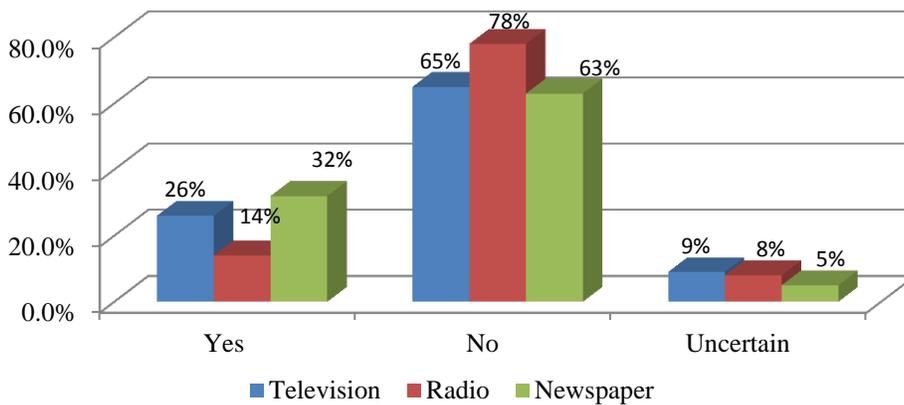
<b>Table 15. Have you heard any promotions about TCL&amp;P within the last year: radio?</b>						
	<b>Residential</b>		<b>Commercial</b>		<b>Overall</b>	
	<b>2009</b>	<b>2012</b>	<b>2009</b>	<b>2012</b>	<b>2009</b>	<b>2012</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Yes</b>	10.1% (34)	13.6% (50)	17.0% (38)	14.3% (43)	12.8% (72)	13.9% (93)
<b>No</b>	79.5% (268)	77.7% (285)	75.9% (170)	77.7% (233)	78.1% (439)	77.7% (518)
<b>Uncertain</b>	10.4% (35)	8.7% (32)	7.1% (16)	8.0% (24)	9.1% (51)	8.4% (56)

<b>Table 16. Have you seen any promotions about TCL&amp;P within the last year: newspaper?</b>						
	<b>Residential</b>		<b>Commercial</b>		<b>Overall</b>	
	<b>2009</b>	<b>2012</b>	<b>2009</b>	<b>2012</b>	<b>2009</b>	<b>2012</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Yes</b>	38.5% (130)	32.4% (119)	31.3% (70)	30.7% (92)	35.7% (201)	31.6% (211)
<b>No</b>	50.3% (170)	62.1% (228)	59.8% (134)	64.0% (192)	54.0% (304)	63.0% (420)
<b>Uncertain</b>	11.2% (38)	5.4% (20)	8.9% (20)	5.3% (16)	10.3% (58)	5.4% (36)

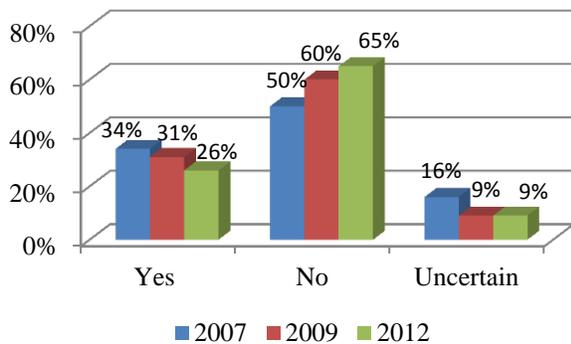
\*Wording of question changed in 2012 – previously read *advertisements*

**Graph 13. Have you seen or heard any TCL&P promotions in the last year...**

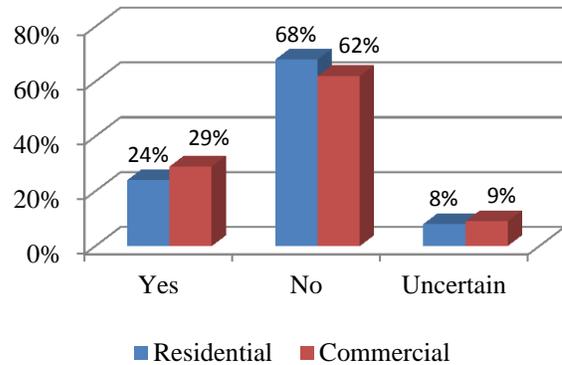


Overall, respondents most frequently reported seeing promotions for TCL&P in the newspaper (32%), followed by television (26%). The following charts highlight variations by year and customer type.

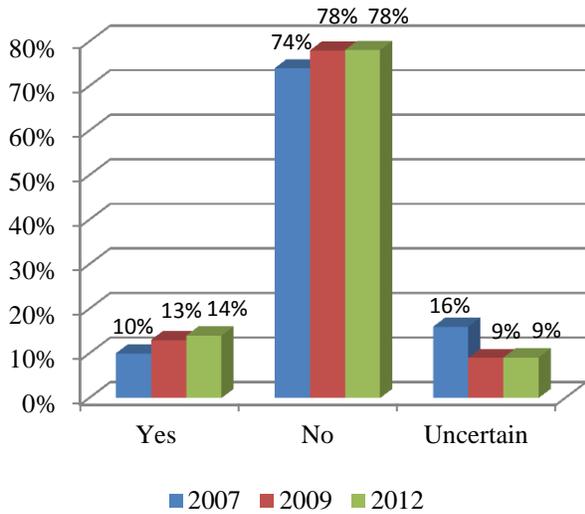
**Graph 14. Have you seen any promotions about TCL&P within the last year on Television?**



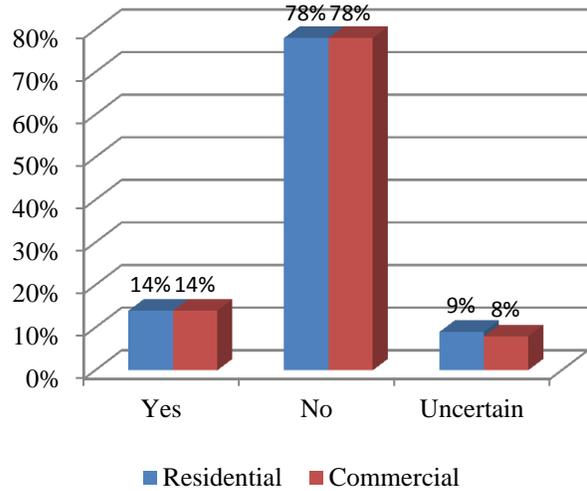
**Graph 15. Have you seen any promotions about TCL&P within the last year on Television?**



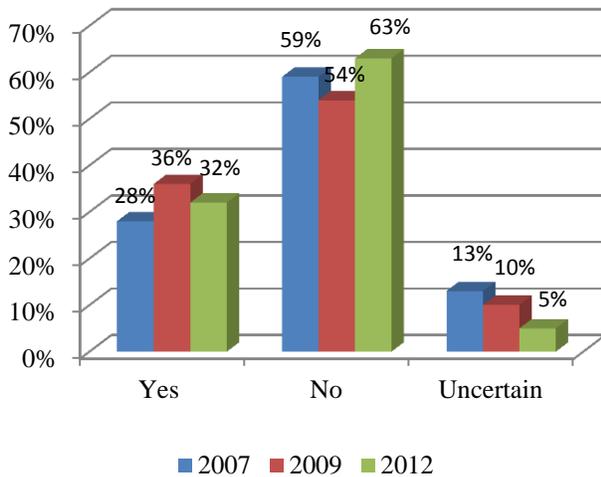
**Graph 16. Have you heard any promotions about TCL&P within the last year on the Radio?**



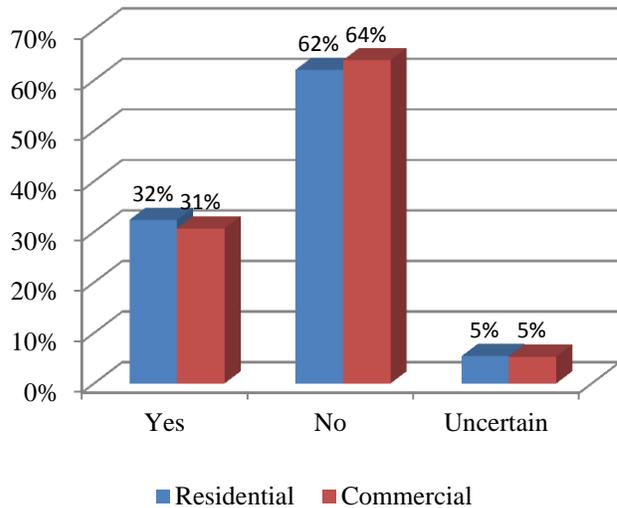
**Graph 17. Have you heard any promotions about TCL&P within the last year on the Radio?**



**Graph 18. Have you seen any promotions about TCL&P within the last year in the Newspaper?**



**Graph 19. Have you seen any promotions about TCL&P within the last year in the Newspaper?**

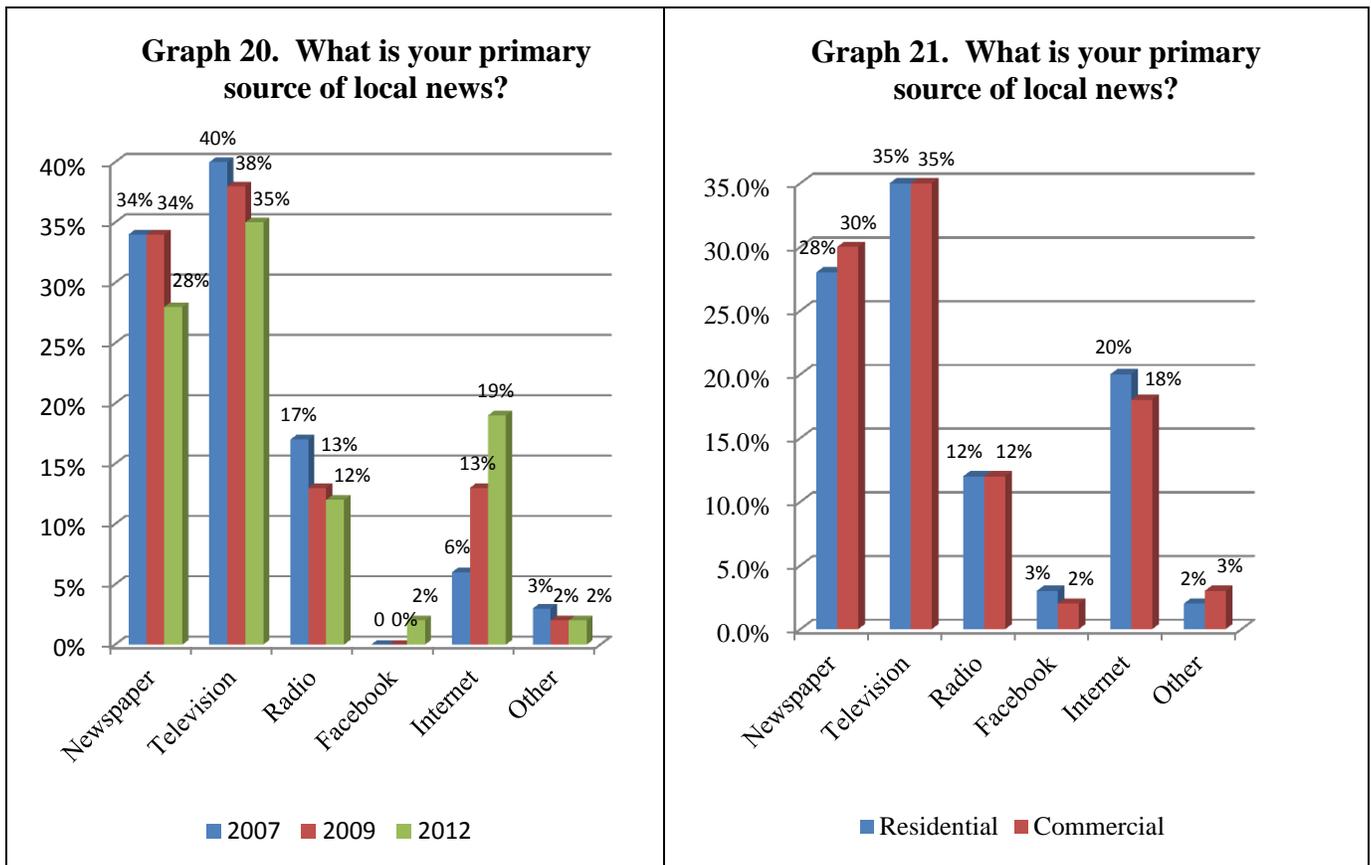


With regard to newspaper promotions, variations by year are statistically significant; specifically, 2012 respondents were more likely to indicate they had *not* seen a TCL&P newspaper promotion in the last year, while 2009 respondents were more likely to indicate they had or that they were uncertain. Responses did not significantly vary by customer type.

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

	Residential		Commercial		Overall	
	2009	2012	2009	2012	2009	2012
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
<b>Newspaper</b>	33.2% (112)	28.1% (103)	35.6% (79)	29.7% (89)	34.1% (191)	28.8% (192)
<b>Television</b>	39.5% (133)	35.4% (130)	34.7% (77)	35.0% (105)	37.7% (211)	35.2% (235)
<b>Radio</b>	11.0% (37)	11.7% (43)	17.1% (38)	12.3% (37)	13.4% (75)	12.0% (80)
<b>Facebook*</b>	n/a	2.7% (10)	n/a	1.7% (5)	n/a	2.2% (15)
<b>Internet/Web</b>	14.8% (50)	20.2% (74)	9.5% (21)	18.3% (55)	12.7% (71)	19.3% (129)
<b>Other</b>	1.5% (5)	1.9% (7)	3.2% (7)	3.0% (9)	2.1% (12)	2.4% (16)

\*New source in 2012



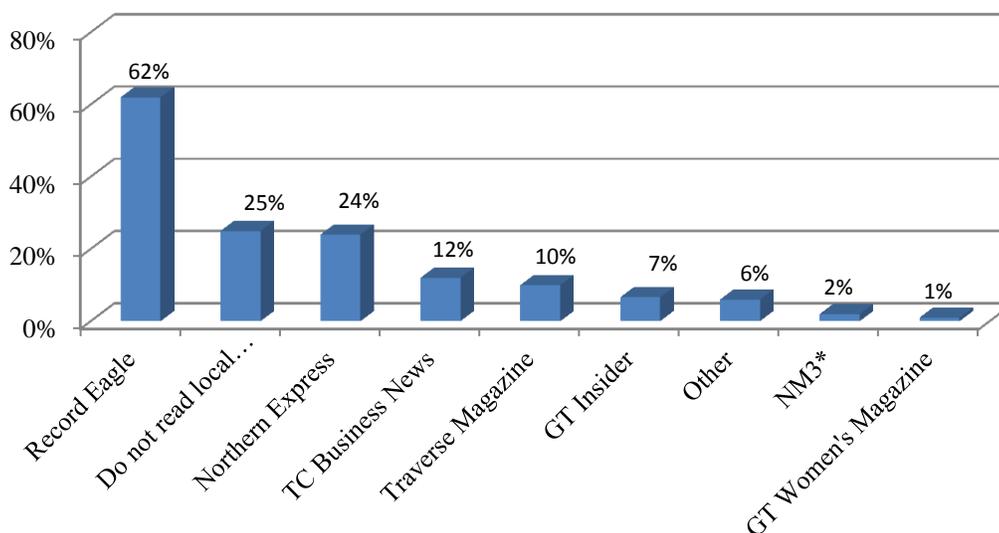
The single largest group of respondents (35%), overall, indicated their primary source of local news is television, while 28% cited the newspaper. Most frequently cited “Other” source of information was “Word of mouth.” See Section 4: Additional Comments for a complete list of “Other” responses.

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

**Table 18. Which local newspapers or magazines do you read on a regular basis (choose all that apply)? Do you read the paper or electronic version most often?**

	Residential			Commercial			Overall		
	Paper	Electronic	Both	Paper	Electronic	Both	Paper	Electronic	Both
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
Record Eagle	80.2% (186)	12.5% (29)	7.3% (17)	81.7% (147)	13.3% (24)	5.0% (9)	80.8% (333)	12.9% (53)	6.3% (26)
Northern Express	97.0% (96)	2.0% (2)	1.0% (1)	98.3% (57)	1.7% (1)	0.0% (0)	97.5% (153)	1.9% (3)	1.0% (1)
TC Business News/The Ticker	53.6% (15)	35.7% (10)	10.7% (3)	55.1% (27)	36.7% (18)	8.2% (4)	54.5% (42)	36.4% (28)	9.1% (7)
GT Women’s Magazine	100% (5)	0.0% (0)	0.0% (0)	100% (4)	0.0% (0)	0.0% (0)	100% (9)	0.0% (0)	0.0% (0)
Northern MI Men’s Magazine	75.0% (6)	0.0% (0)	25.0% (2)	100% (3)	0.0% (0)	0.0% (0)	81.8% (9)	0.0% (0)	18.2% (2)
Traverse Magazine	92.9% (26)	0.0% (0)	7.1% (2)	100% (38)	0.0% (0)	0.0% (0)	97.0% (64)	0.0% (0)	3.0% (2)
GT Insider	100% (20)	0.0% (0)	0.0% (0)	100% (18)	0.0% (0)	0.0% (0)	100% (44)	0.0% (0)	0.0% (0)
Other	95.2% (20)	4.8% (1)	0.0% (0)	93.8% (15)	6.3% (1)	0.0% (0)	94.6% (35)	5.4% (2)	0.0% (0)
Do Not read			100% (83)			100% (84)			100% (167)

**Graph 22. Which local newspaper/magazine do you read on a regular basis?**



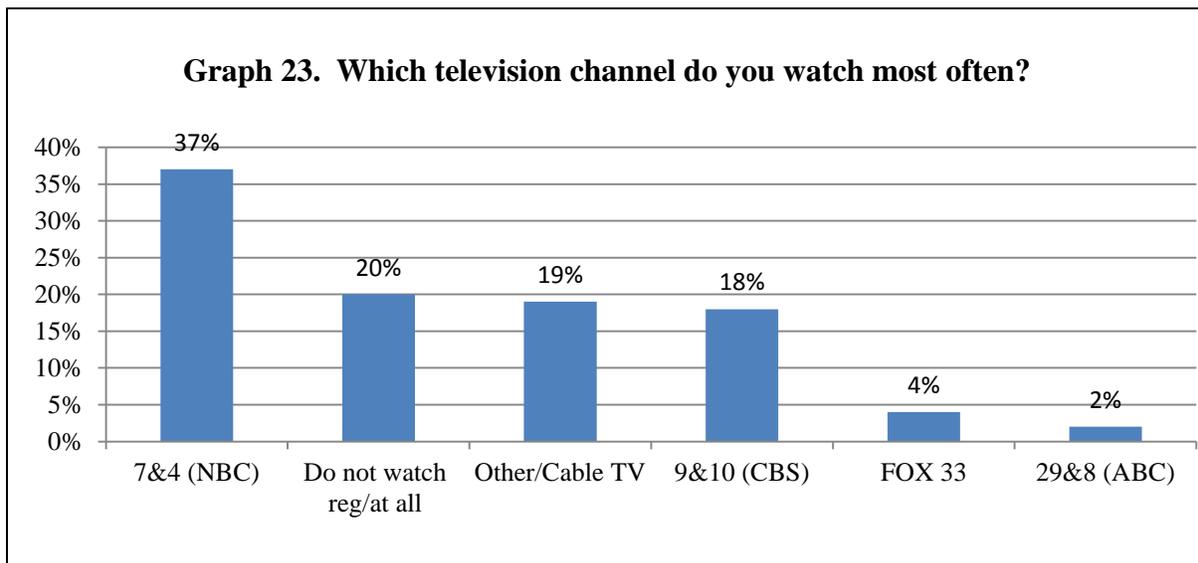
\*Northern Michigan Men’s Magazine

The majority of respondents (62%) cited *The Record Eagle* as local newspaper read most often, with an additional 24% citing *Northern Express* and 25% reporting they do not read a local newspaper or magazine. Thirty-seven respondents cited a newspaper/magazine “Other” than those listed, with most frequently cited “Other” response of *The Leelanau Enterprise*. See Section 4.0: Additional Comments for a complete list of “Other” responses.

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

**Table 19. Which television channel do you watch most often?**

	Residential		Commercial		Overall	
	2009	2012	2009	2012	2009	2012
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
<b>7&amp;4 (NBC)</b>	41.3% (137)	33.2% (121)	43.8% (98)	40.9% (122)	42.4% (236)	36.7% (243)
<b>9&amp;10 (CBS)</b>	17.8% (59)	14.0% (51)	17.0% (38)	22.1% (66)	17.4% (97)	17.7% (117)
<b>29&amp;8 (ABC)</b>	2.4% (8)	2.7% (10)	4.9% (11)	1.7% (5)	3.4% (19)	2.3% (15)
<b>FOX 33</b>	6.6% (22)	4.7% (17)	4.0% (9)	4.0% (12)	5.6% (31)	4.4% (29)
<b>Do not reg/at all</b>	12.0% (40)	20.9% (76)	10.7% (24)	18.8% (56)	11.5% (64)	19.9% (132)
<b>Other/Cable TV</b>	19.9% (66)	24.5% (89)	19.6% (44)	12.4% (37)	19.7% (110)	19.0% (126)



The single largest group of respondents (37%) cited 7&4 (NBC) as the channel watched most often, and an additional 18% cited 9&10 (CBS); 20% of respondents indicated they do not watch TV regularly or at all. Most frequently cited “Other” channels include PBS, Fox News, ESPN and Discovery Channel. See Section 4.0: Additional Comments for a complete list of “Other” responses.

Variations highlighted by year, overall, are statistically significant; specifically, 2012 respondents were more likely to indicate they do not watch television regularly, or do not watch at all. Responses did not significantly vary by customer type.

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

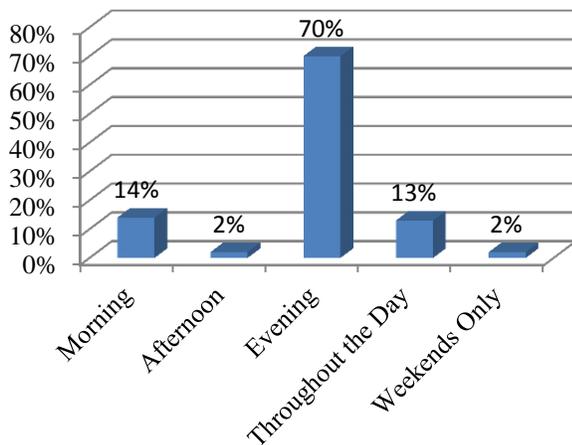
<b>Table 20. Do you watch either of the following local public access television stations? (Choose all that apply)</b>			
	<b>Residential</b>	<b>Commercial</b>	<b>Overall</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>UpNorth TV</b>	13.1% (38)	14.0% (34)	13.5% (72)
<b>Government TV</b>	15.2% (44)	9.9% (24)	12.8% (68)
<b>Do not watch</b>	77.9% (226)	81.9% (199)	79.7% (425)
<b>Other</b>	0.3% (1)	0.4% (1)	0.4% (2)

<b>Table 21. What type of programming do you watch on Public Access television? (Choose all that apply)</b>			
	<b>Residential</b>	<b>Commercial</b>	<b>Overall</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>TCL&amp;P Board Meetings</b>	21.3% (13)	16.7% (6)	19.6% (19)
<b>City Commission Meetings</b>	73.8% (45)	69.4% (25)	72.2% (70)
<b>County Commission Meetings</b>	39.3% (24)	44.4% (16)	41.2% (40)
<b>Other</b>	16.4% (10)	30.6% (11)	21.6% (21)

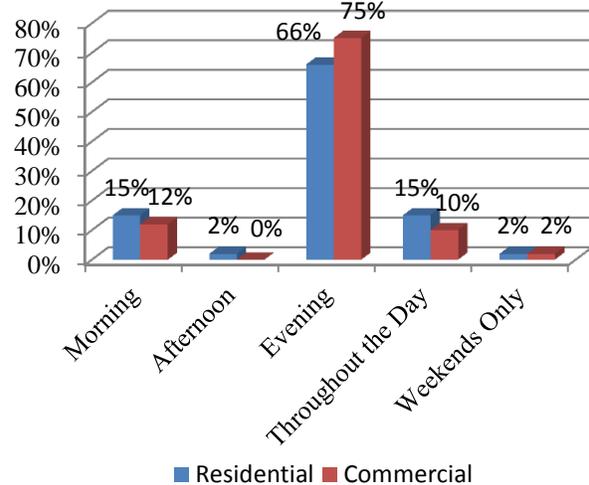
Respondents reporting they watch television were also asked what time of day they typically watch, with the majority (70%) reporting they usually watch in the evening. The following table and graphs display results. Responses did not significantly vary by year or customer type.

<b>Table 22. What time of day do you usually watch television?</b>			
	<b>Residential</b>	<b>Commercial</b>	<b>Overall</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Morning</b>	14.8% (43)	12.0% (29)	13.5% (72)
<b>Afternoon</b>	2.4% (7)	0.4% (1)	1.5% (8)
<b>Evening</b>	66.2% (192)	75.2% (182)	70.3% (374)
<b>Throughout Day</b>	14.8% (43)	10.3% (25)	12.8% (68)
<b>Weekends Only</b>	1.7% (5)	2.1% (5)	1.9% (10)

**Graph 24. What time of day do you usually watch television?**



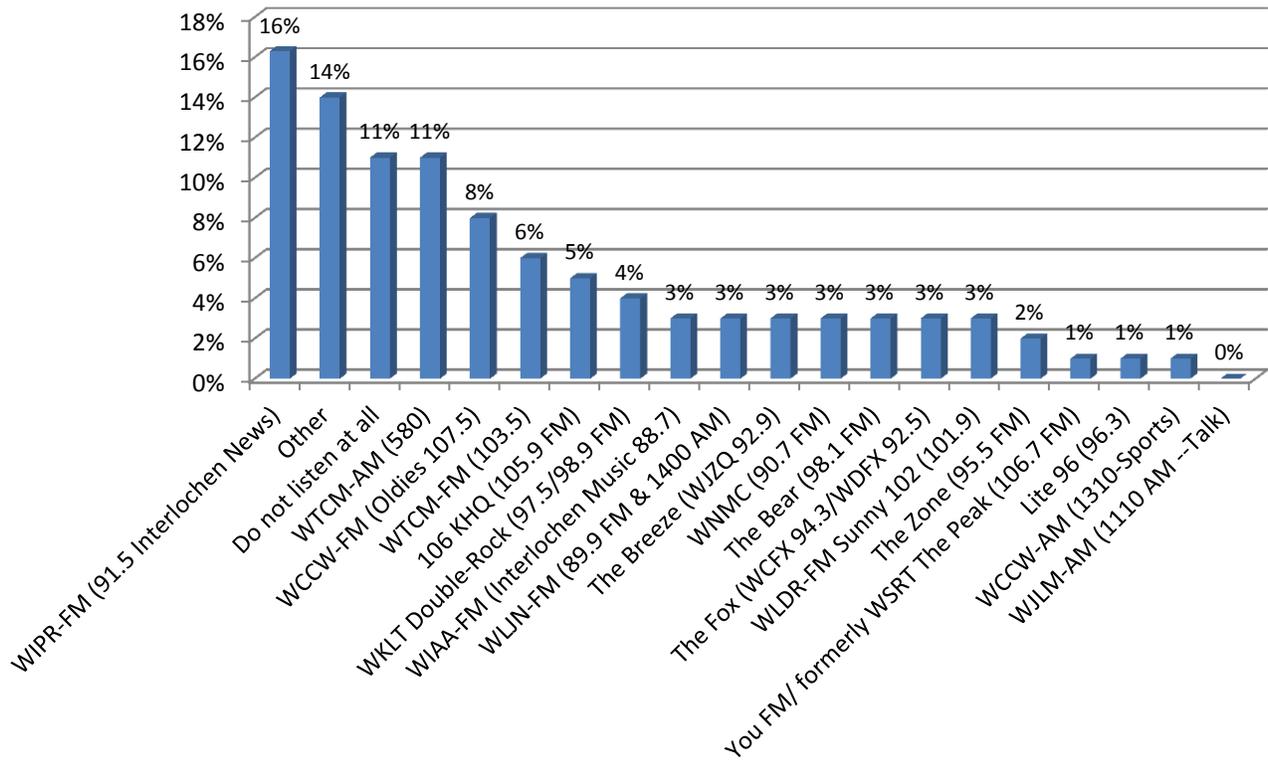
**Graph 25. What time of day do you usually watch television?**



Respondents were next asked what radio station they listen to most often, with the single largest group (16%) citing WIPR-FM (91.5 Interlochen Public Radio), the second largest group of listeners (11%) citing WTCM-AM, and an additional 11% indicating they do not listen to the radio at all. Approximately 14% of respondents cited a radio station other than those listed; a complete list of “Other” responses is included in Section 4.0: Additional Comments.

	Residential		Commercial		Overall	
	2009	2012	2009	2012	2009	2012
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
<b>WTCM-AM (580)</b>	11.6% (39)	9.0% (33)	13.5% (30)	13.7% (41)	12.3% (69)	11.1% (74)
<b>WTCM-FM (103.5)</b>	7.1% (24)	5.8% (21)	11.7% (26)	7.0% (21)	8.9% (50)	6.3% (42)
<b>WCCW-FM (Oldies 107.5)</b>	8.6% (29)	6.0% (22)	8.1% (18)	10.3% (31)	8.6% (48)	8.0% (53)
<b>WCCW-AM (1310-Sports)_</b>	0.3% (1)	1.4% (5)	0.5% (1)	1.0% (3)	0.4% (2)	1.2% (8)
<b>WJLM-AM (1110 AM—Talk)</b>	0.3% (1)	0.0% (0)	0.5% (1)	0.0% (0)	0.4% (2)	0.0% (0)
<b>The Breeze (WJZQ 92.9 FM)</b>	2.7% (9)	4.4% (16)	3.6% (8)	1.3% (4)	3.0% (17)	3.0% (20)
<b>WKLT Double-Rock 97.5/98.9 FM)</b>	5.6% (19)	4.7% (17)	6.3% (14)	3.0% (9)	5.9% (33)	3.9% (26)
<b>The Zone (95.5 FM)</b>	3.6% (12)	1.9% (7)	0.5% (1)	1.0% (3)	2.3% (13)	1.5% (10)
<b>You-FM (formerly WSRT The Peak, 106.7 FM)</b>	1.5% (5)	1.1% (4)	2.3% (5)	1.7% (5)	1.8% (10)	1.4% (9)
<b>WLDR-FM Sunny 102 (101.9)</b>	1.2% (4)	3.0% (11)	0.9% (2)	2.3% (7)	1.1% (6)	2.7% (18)
<b>WLJN-FM (89.9 FM &amp; 1400 AM)</b>	3.6% (12)	1.9% (7)	4.5% (10)	4.0% (12)	3.9% (22)	2.9% (19)
<b>WIAA-FM (Interlochen Music 88.7)</b>	6.2% (21)	3.3% (12)	2.7% (6)	3.0% (9)	4.8% (27)	3.2% (21)
<b>WIPR-FM (Interlochen News 91.5)</b>	15.7% (53)	17.5% (64)	17.1% (38)	13.3% (40)	16.3% (91)	15.6% (104)
<b>WNMC (90.7 FM)</b>	2.7% (9)	2.5% (9)	1.8% (4)	3.0% (9)	2.3% (13)	2.7% (18)
<b>The Bear (98.1 FM)</b>	3.3% (11)	3.0% (11)	0.9% (2)	3.3% (10)	2.3% (13)	3.2% (21)
<b>106 KHQ (105.9 FM)</b>	2.4% (8)	6.8% (25)	2.7% (6)	2.3% (7)	2.5% (14)	4.8% (32)
<b>The Fox (WCFX 94.3/WDFX 92.5)</b>	1.5% (5)	1.9% (7)	2.7% (6)	3.3% (10)	2.0% (11)	2.6% (17)
<b>Lite 96 (96.3 FM)</b>	0.6% (2)	0.0% (0)	1.8% (4)	1.7% (5)	1.1% (6)	0.8% (5)
<b>Do not listen to the radio</b>	16.0% (54)	12.9% (47)	7.7% (17)	9.3% (28)	12.7% (71)	11.3% (75)
<b>Other</b>	5.6% (19)	12.9% (47)	10.4% (23)	15.3% (46)	7.5% (42)	14.3% (93)

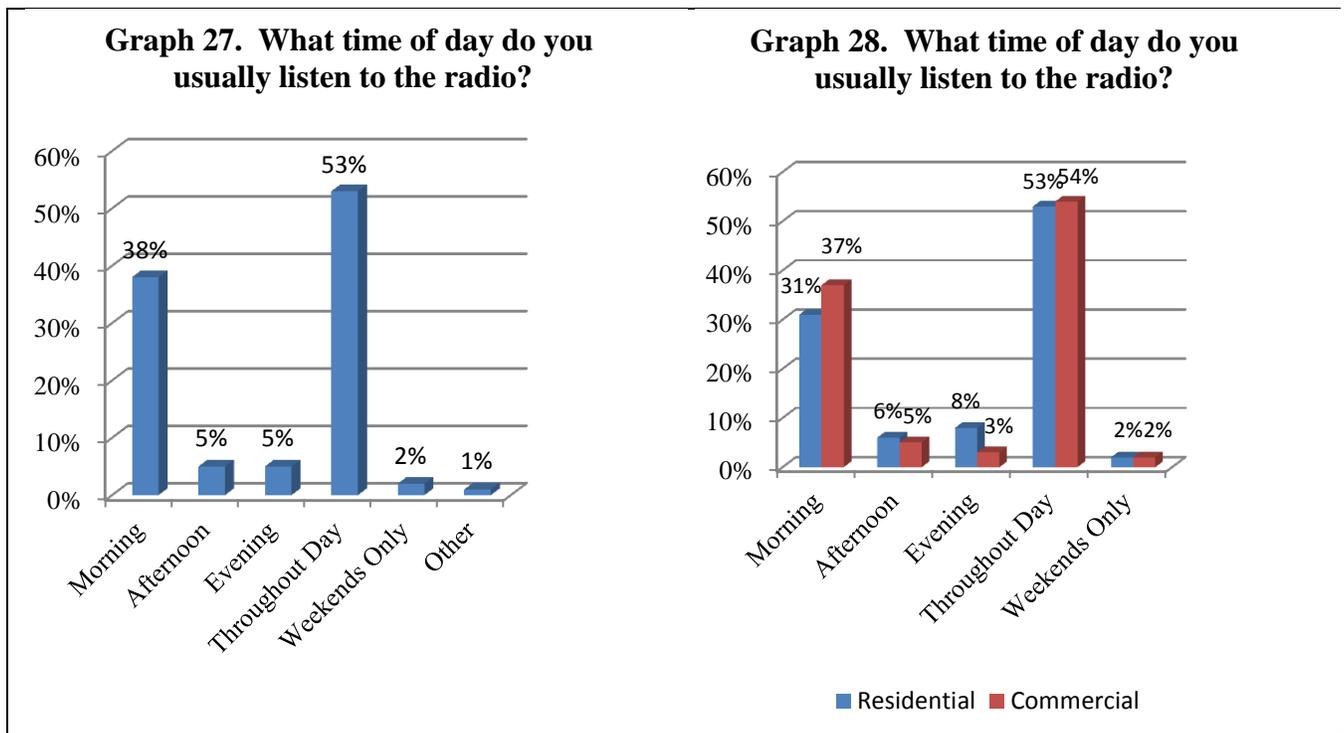
**Graph 26. Which radio station do you listen to most often?**



This variable did significantly interact with year and customer type. Specifically, 2012 respondents were more likely to cite WCCW-AM, WLDR-FM, The Bear, 106 KHQ, or The Fox as radio station listened to most often. With regard to customer type, residential customers were more likely to cite The Breeze, WKLT, WIPR-FM, or KHQ as the radio station listened to most often, or indicate “Do not listen to the radio at all,” while commercial customers were more likely to cite WTCM-AM, WTCM-FM, WCCW-FM, WLJN-FM, or The Fox.

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

	<b>Residential</b>	<b>Commercial</b>	<b>Overall</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Morning</b>	31.3% (100)	36.5% (99)	33.7% (199)
<b>Afternoon</b>	6.0% (19)	4.8% (13)	5.4% (32)
<b>Evening</b>	7.5% (24)	2.6% (7)	5.3% (31)
<b>Throughout Day</b>	52.7% (168)	53.5% (145)	53.1% (313)
<b>Weekends Only</b>	2.2% (7)	1.8% (5)	2.0% (12)
<b>Other</b>	0.3% (1)	0.7% (2)	0.5% (3)

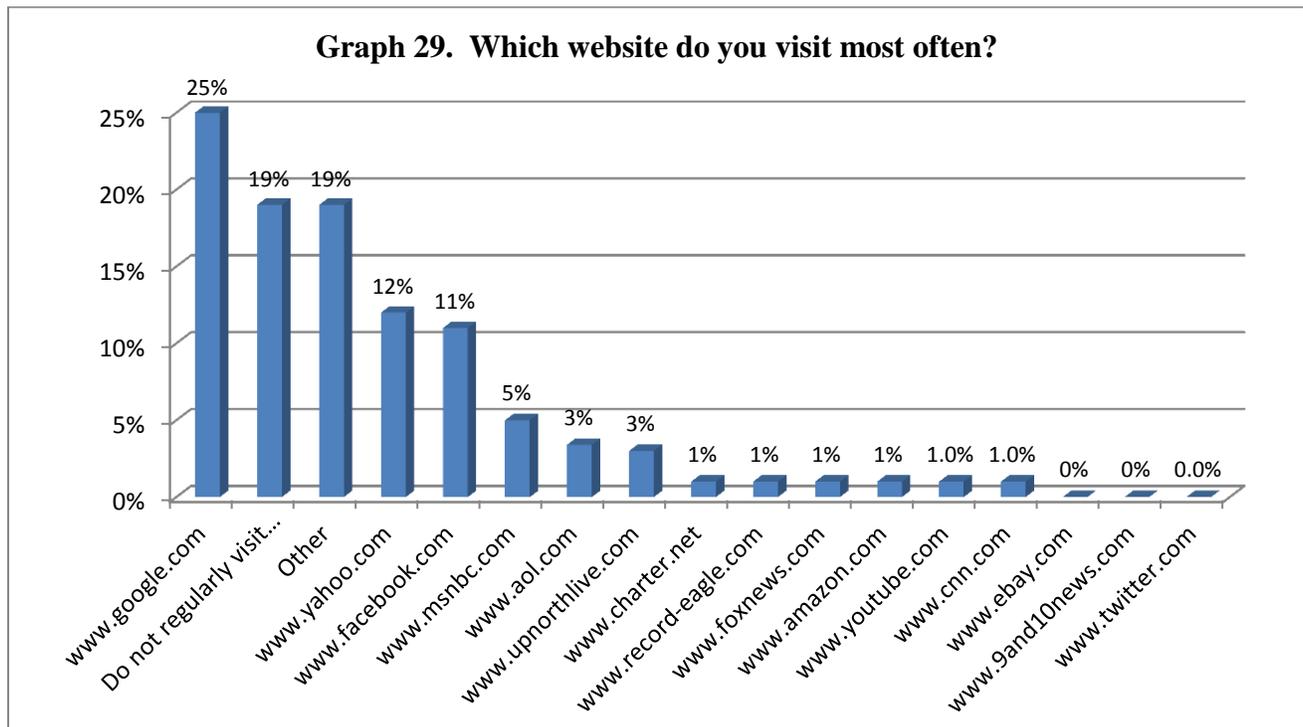


The majority of respondents (53%) indicated they listen to the radio throughout the day, while 38% indicated they listen during the morning. This variable did significantly interact with year, with 2012 respondents more likely to indicate they usually listen in the morning and 2009 respondents more likely to report they listen in the afternoon.

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

**Table 25. Which website do you visit most often?**

	Residential		Commercial		Overall	
	2009	2012	2009	2012	2009	2012
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
google.com	18.5% (62)	21.5% (78)	21.0% (47)	28.5% (85)	19.5% (109)	24.7% (163)
amazon.com	0.0% (0)	0.6% (2)	0.4% (1)	1.7% (5)	0.2% (1)	1.1% (7)
msnbc.com	5.4% (18)	3.6% (13)	8.0% (18)	6.4% (19)	6.4% (36)	4.8% (32)
ebay.com	0.3% (1)	0.0% (0)	0.4% (1)	0.3% (1)	0.4% (2)	0.2% (1)
yahoo.com	11.9% (40)	11.6% (42)	8.5% (19)	12.1% (36)	10.5% (59)	11.7% (78)
Charter.net	2.7% (9)	1.1% (4)	2.2% (5)	1.7% (5)	2.5% (14)	1.3% (9)
Foxnews.com	0.6% (2)	0.0% (0)	3.6% (8)	1.3% (4)	1.8% (10)	0.6% (4)
Record-eagle.com	2.7% (9)	1.7% (6)	1.8% (4)	0.3% (1)	2.3% (13)	1.0% (7)
Upnorthlive.com	0.9% (3)	2.2% (8)	0.4% (1)	4.7% (14)	0.7% (4)	3.3% (22)
9and10news.com	0.0% (0)	0.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.1% (1)
www.facebook.com	n/a	13.5% (49)	n/a	7.4% (22)	n/a	10.6% (71)
www.twitter.com	n/a	0.0% (0)	n/a	0.0% (0)	n/a	0.0% (0)
www.youtube.com	n/a	0.3% (1)	n/a	0.3% (1)	n/a	0.3% (2)
www.cnn.com	n/a	2.2% (8)	n/a	0.0% (0)	n/a	1.2% (8)
Do not regularly visit websites	35.5% (119)	22.4% (81)	26.3% (59)	15.7% (47)	32.0% (179)	19.2% (128)
Other	18.8% (63)	19.1% (69)	22.8% (51)	19.5% (58)	20.4% (114)	19.0% (127)



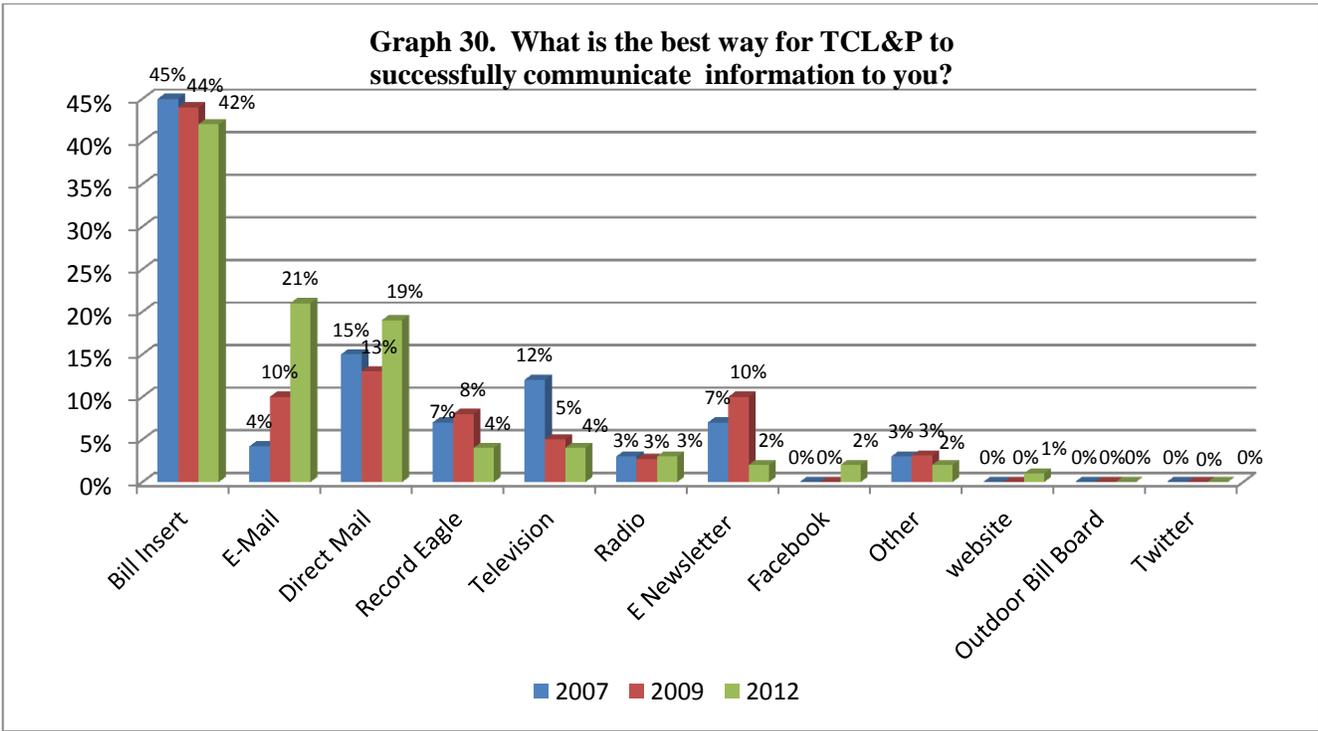
The single largest group of respondents (25%) reported they most often visit google.com, with the next largest group (19%) reporting they “Do not regularly visit any website.” An additional 19% cited a website “Other” than those listed; a complete list of “Other” sites is included in Section 4.0: Additional Comments.

This variable significantly interacts with customer type. Specifically, residential customers were more likely to indicate they most often visit [www.record-eagle.com](http://www.record-eagle.com), [www.facebook.com](http://www.facebook.com), or [cnn.com](http://cnn.com), or indicate they “Do not regularly visit websites/do not visit them at all,” while commercial customers were more likely to cite [www.upnorthlive.com](http://www.upnorthlive.com) as web site visited most often.

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

**Table 26. What is the best way for TCL&P to successfully communicate information to you?**

	Residential		Commercial		Overall	
	2009	2012	2009	2012	2009	2012
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
<b>Television</b>	5.7% (19)	4.1% (15)	4.9% (11)	4.3% (13)	5.4% (30)	4.2% (28)
<b>Record Eagle</b>	8.9% (30)	3.3% (12)	5.8% (13)	5.7% (17)	7.7% (43)	4.4% (29)
<b>Bill Insert</b>	43.5% (146)	41.1% (150)	44.4% (99)	43.7% (131)	43.9% (246)	42.3% (281)
<b>Direct Mail</b>	11.3% (38)	19.5% (71)	15.7% (35)	18.7% (56)	13.0% (73)	19.1% (127)
<b>Radio</b>	2.4% (8)	3.8% (14)	4.0% (9)	1.7% (5)	3.0% (17)	2.9% (19)
<b>E-mail</b>	8.0% (27)	21.1% (77)	12.1% (27)	20.0% (60)	9.6% (54)	20.6% (137)
<b>Outdoor advertising Billboard</b>	N/A	0.0% (0)	N/A	0.3% (1)	N/A	0.2% (1)
<b>Facebook</b>	N/A	2.7% (10)	N/A	0.3% (1)	N/A	1.7% (11)
<b>Twitter</b>	N/A	0.0% (0)	N/A	0.0% (0)	N/A	0.0% (0)
<b>E-Newsletter*</b>	11.3% (38)	1.6% (6)	6.7% (15)	2.3% (7)	9.5% (53)	2.0% (13)
<b>Website</b>	N/A	0.3% (1)	N/A	0.7% (2)	N/A	0.5% (3)
<b>Other</b>	3.3% (11)	2.5% (9)	1.3% (3)	2.3% (7)	2.5% (14)	2.4% (16)



The single largest group of respondents (42%) indicated “Bill Inserts” are the best way for TCL&P to successfully communicate information to them, with an additional 21% citing “E-Mail,” and 19% citing “Direct Mail.” Respondents were next asked which social media sources they use, and of those used, which they use most often. The following table displays results.

**Table 27. Which social media sources do you use? (Choose all that apply)**

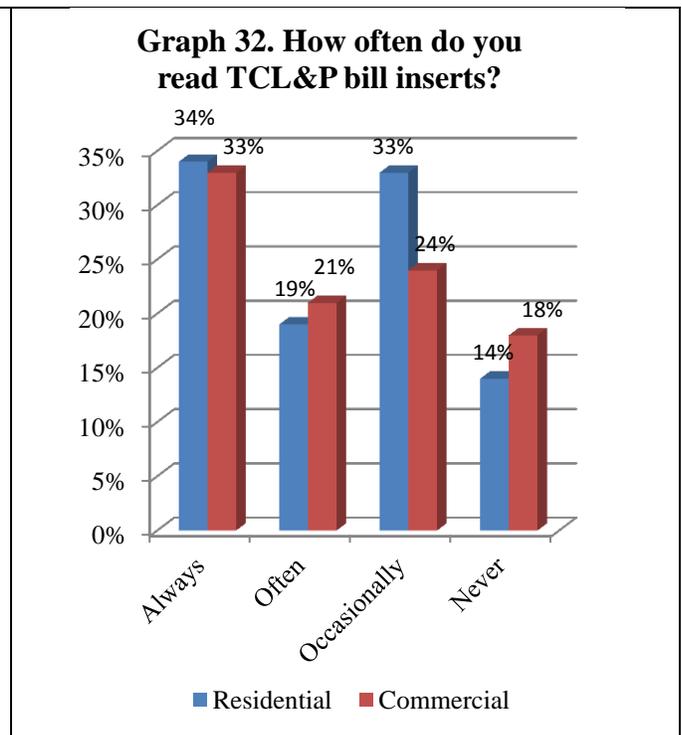
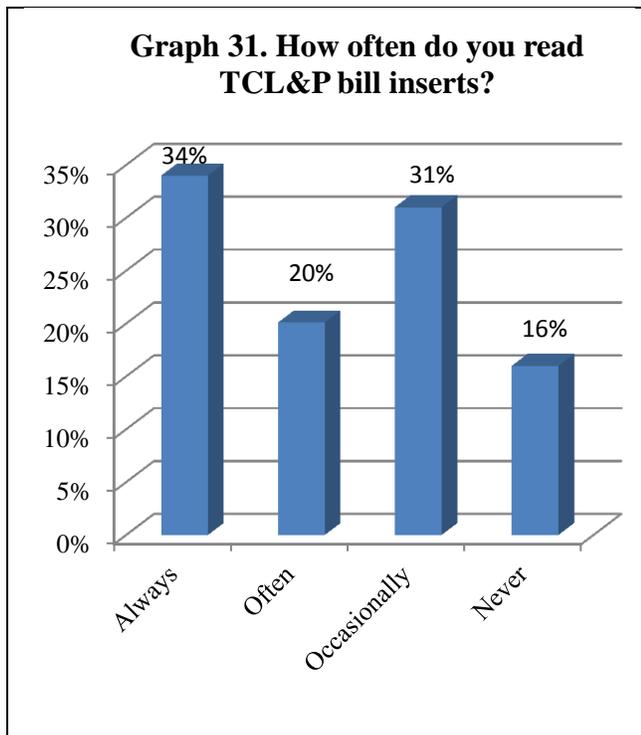
	Residential		Commercial		Overall	
	2012 % (count)	Use most often % (count)	2012 % (count)	Use most often % (count)	2012 % (count)	Use most often % (count)
<b>Facebook</b>	56.7% (208)	93.9% (200)	46.2% (138)	89.8% (132)	52.0% (346)	92.2% (332)
<b>Twitter</b>	6.3% (23)	1.1% (2)	7.7% (23)	2.0% (3)	6.9% (46)	1.4% (5)
<b>You Tube</b>	18.3% (67)	3.8% (8)	9.0% (27)	3.4% (5)	14.1% (94)	3.6% (13)
<b>Blogs</b>	3.3% (12)	0.0% (0)	3.7% (11)	1.4% (2)	3.5% (23)	.6% (2)
<b>Don't Use</b>	41.4% (152)	0.0% (0)	50.5% (151)	0.0% (0)	45.5% (303)	0.0% (0)
<b>Other</b>	2.2% (8)	1.4% (3)	2.7% (8)	3.4% (5)	2.4% (16)	2.2% (8)

The majority of respondents (52%) indicated they use Facebook, while approximately 46% indicated they do not use social media. Of those respondents indicating they use social media, 92% indicated they use Facebook as a source most often. This variable did significantly interact with customer type; specifically, residential customers were more likely to indicate they most often use Facebook or You Tube, while commercial customers were more likely to indicate they do not use social media.

### 2.5.2 Bill Inserts

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

Table 28. How often do you read TCL&P bill inserts?						
	Residential		Commercial		Overall	
	2009	2012	2009	2012	2009	2012
	% (count)	% (count)	% (count)	% (count)	% (count)	% (count)
<b>Always</b>	38.1% (128)	33.5% (123)	33.3% (75)	33.4% (100)	36.1% (203)	33.5% (223)
<b>Often</b>	22.6% (76)	19.3% (71)	16.0% (36)	20.7% (62)	20.1% (113)	20.0% (133)
<b>Occasionally</b>	23.2% (78)	33.0% (121)	24.9% (56)	27.4% (82)	23.8% (134)	30.5% (203)
<b>Never</b>	16.1% (54)	14.2% (52)	25.8% (58)	18.4% (55)	19.9% (112)	16.1% (107)



The single largest group of respondents (34%) reported they “Always” read TCL&P bill inserts, with an additional 31% reporting they “Occasionally” read inserts. This variable did significantly interact with year, with 2012 respondents more likely to indicate they “Occasionally” read TCL&P bill inserts and 2009 respondents more likely to indicate they read the inserts “Always” or “Never.”

Respondents reporting they “Never” read TCL&P bill inserts were asked why; results are displayed in the table below.

<b>Table 29. What is the primary reason you do not read bill inserts?</b>						
	<b>Residential</b>		<b>Commercial</b>		<b>Overall</b>	
	<b>2009</b>	<b>2012</b>	<b>2009</b>	<b>2012</b>	<b>2009</b>	<b>2012</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Not interested</b>	50.0% (27)	29.4% (15)	27.6% (16)	27.3% (15)	38.4% (43)	28.3% (30)
<b>No time</b>	18.5% (10)	23.5% (12)	25.9% (15)	18.2% (10)	22.3% (25)	20.8% (22)
<b>Not useful</b>	5.6% (3)	13.7% (7)	6.9% (4)	1.8% (1)	6.3% (7)	7.5% (8)
<b>Other</b>	26.0% (14)	33.3% (17)	39.7% (23)	52.7% (29)	33.0% (37)	43.4% (46)

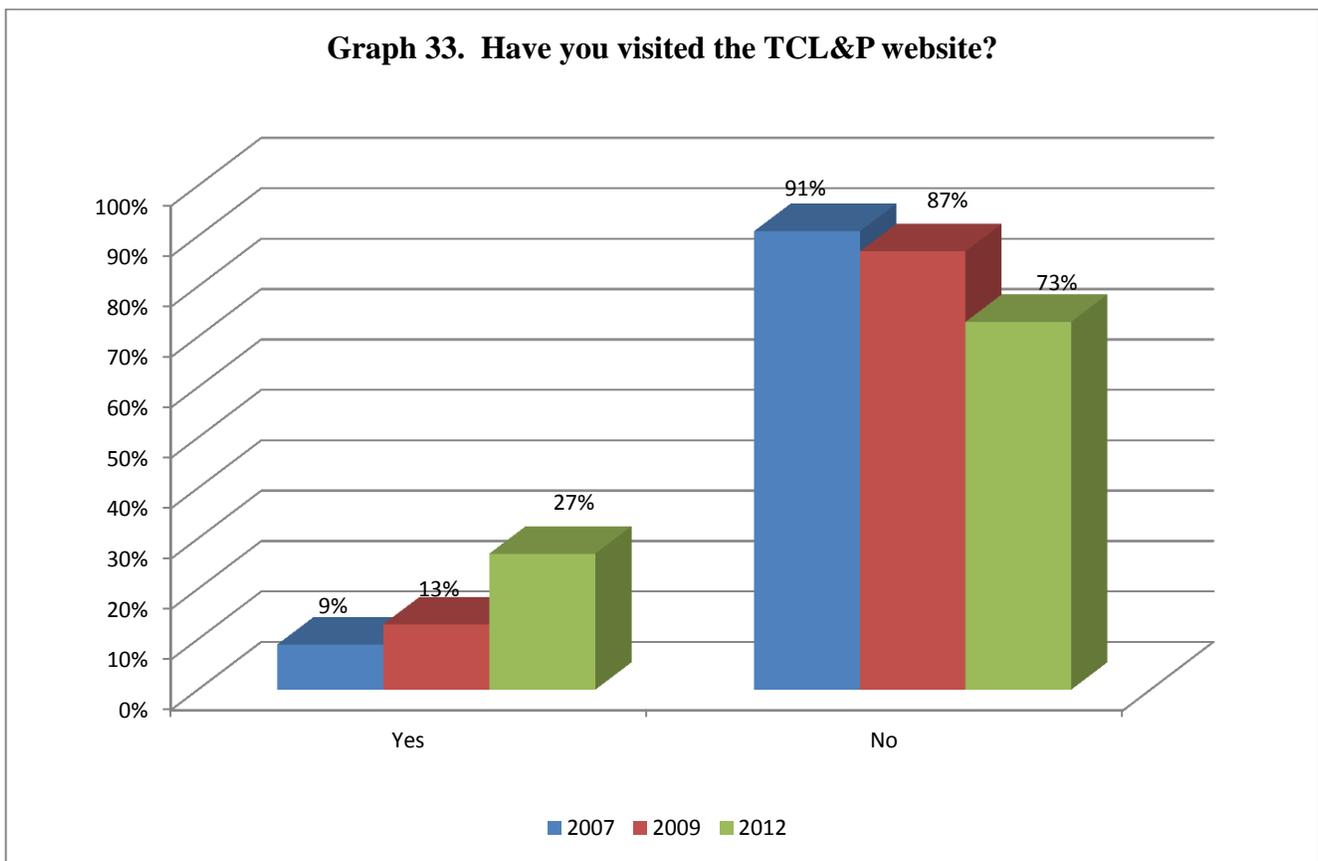
The single largest group of respondents (43%) cited reasons “Other” than those listed. Additionally, 28% indicated “Not interested” and 11% indicated “No time.” The most common “Other” response was “Bills are handled by another person/department;”\* a complete list of “Other” reasons is included in Section 4.0: Additional Comments.

\*Cited primarily by commercial customers

### 2.5.3 TCL&P Website

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

	Residential		Commercial		Overall	
	2009	2012	2009	2012	2009	2012
	% (count)					
<b>Yes</b>	14.8% (50)	30.8% (113)	10.2% (23)	21.4% (64)	12.9% (73)	26.6% (177)
<b>No</b>	85.2% (288)	69.2% (254)	89.8% (202)	78.3% (235)	87.1% (491)	73.4% (489)



Approximately 27% of respondents indicated they had visited the TCL&P website, up from 13% in 2009; variations highlighted in both year and customer type are statistically significant. Specifically, 2012 respondents were more likely to indicate they had visited the TCL&P website, while 2009 respondents were more likely to indicate they had not; residential customers were more likely to indicate they had visited the website, while commercial customers were more likely to indicate they had not.

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

<b>Table 31. How often do you visit the website? (Choose only one)</b>			
	<b>Residential</b>	<b>Commercial</b>	<b>Overall</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Daily</b>	0.0% (0)	0.0% (0)	0.0% (0)
<b>Weekly</b>	2.7% (3)	0.0% (0)	1.7% (3)
<b>Monthly</b>	38.9% (44)	25.0% (16)	33.9% (60)
<b>Other</b>	58.4% (66)	75.0% (48)	64.4% (114)

<b>Table 32. For what purpose do you visit the TCL&amp;P website? (Choose all that apply)</b>			
	<b>Residential</b>	<b>Commercial</b>	<b>Overall</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Bill Payment Info.</b>	57.5% (65)	25.0% (16)	45.8% (81)
<b>Board Information</b>	4.4% (5)	7.8% (5)	5.6% (10)
<b>News Updates</b>	9.7% (11)	10.9% (7)	10.2% (18)
<b>Electric Rate Info.</b>	3.5% (4)	3.1% (2)	3.4% (6)
<b>Info. on Energy Efficiency Rebates</b>	8.8% (10)	29.7% (19)	16.4% (29)
<b>Other</b>	29.2% (33)	40.6% (26)	33.3% (59)

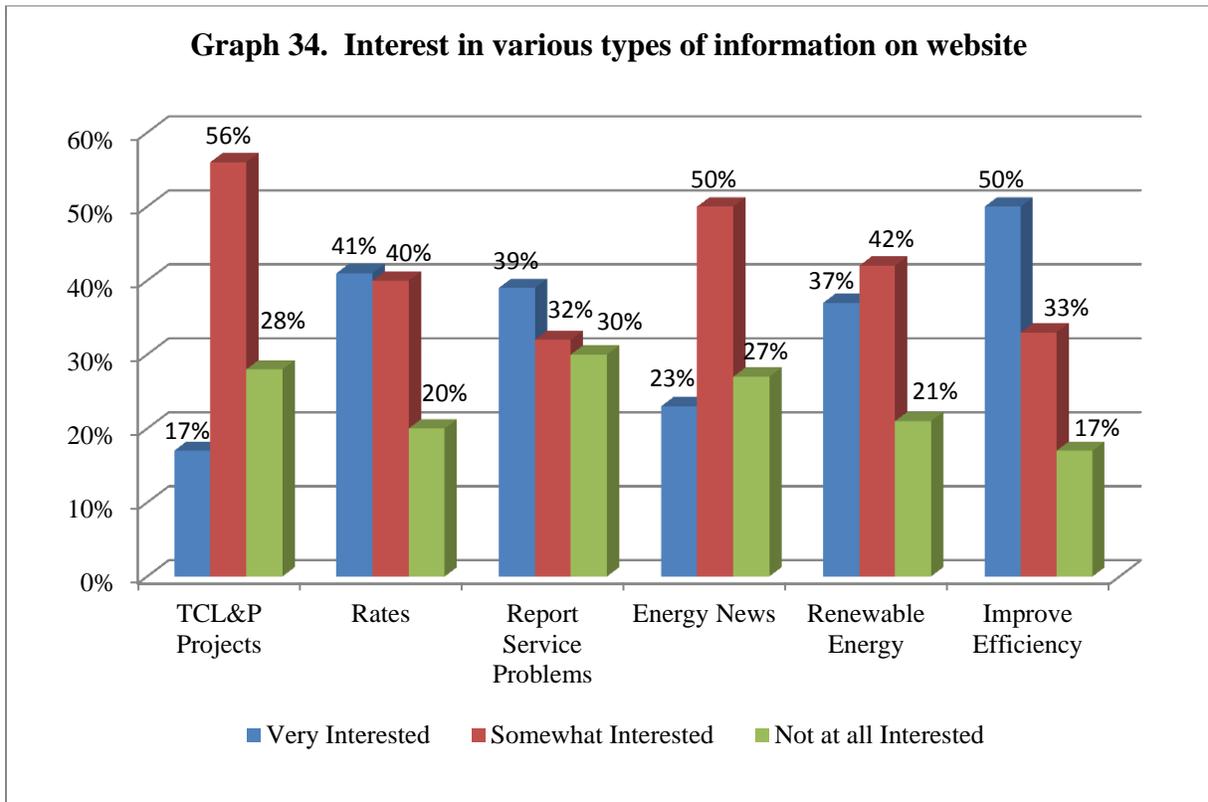
The majority of respondents (64%) indicated a frequency “Other” than those listed, with most often cited “Other” including “Once” or “Once or twice a year.” Approximately 34% of respondents indicated they visit the website monthly. With regard to purpose, respondents most frequently indicated they visit the TCL&P website for “Bill Payment Information” or for some reason “Other” than those listed. Most often cited “Other” response was to obtain information on power outages; a complete list of “Other” reasons is included in Section 4.0: Additional Comments.

This variable significantly interacts with customer type; specifically, residential customers were more likely to indicate they visit the TCL&P site for “Bill Payment Information,” while commercial customers were more likely to indicate they visit the site for “Energy Efficiency Rebates.”

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

<b>Table 33. How would you rate your interest level in each of the following types of information that could be made available on the website?</b>				
		<b>Residential</b>	<b>Commercial</b>	<b>Overall</b>
		<b>2012</b>	<b>2012</b>	<b>2012</b>
		<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Information on TCL&amp;P Projects</b>	<b>Very Interested</b>	15.9% (56)	17.3% (51)	16.5% (107)
	<b>Somewhat Interested</b>	56.8% (200)	54.9% (162)	56.0% (362)
	<b>Not Interested At All</b>	27.3% (96)	27.8% (82)	27.5% (178)
<b>Information on Rates</b>	<b>Very Interested</b>	39.8% (140)	41.4% (122)	40.5% (262)
	<b>Somewhat Interested</b>	39.8% (140)	40.0% (118)	39.9% (258)
	<b>Not Interested At All</b>	20.5% (72)	18.6% (55)	19.6% (127)
<b>Online Reporting of Service Problems</b>	<b>Very Interested</b>	39.7% (139)	38.0% (112)	38.9% (251)
	<b>Somewhat Interested</b>	29.4% (103)	33.9% (100)	31.5% (203)
	<b>Not Interested At All</b>	30.9% (108)	28.1% (83)	29.6% (191)
<b>Information on Energy News and Issues</b>	<b>Very Interested</b>	22.8% (80)	23.8% (70)	23.3% (150)
	<b>Somewhat Interested</b>	49.0% (172)	51.7% (152)	50.2% (324)
	<b>Not Interested At All</b>	28.2% (99)	24.5% (72)	26.5% (171)
<b>Information on Renewable Energy</b>	<b>Very Interested</b>	40.6% (143)	32.7% (96)	37.0% (239)
	<b>Somewhat Interested</b>	38.4% (135)	46.3% (136)	42.0% (271)
	<b>Not Interested At All</b>	21.0% (74)	21.1% (62)	21.1% (136)
<b>Information on ways to Improve Efficiency in Homes and Businesses</b>	<b>Very Interested</b>	50.3% (177)	50.3% (148)	50.3% (325)
	<b>Somewhat Interested</b>	32.7% (115)	33.7% (99)	33.1% (214)
	<b>Not Interested At All</b>	17.0% (60)	16.0% (47)	16.6% (107)

**Graph 34. Interest in various types of information on website**



The majority of respondents (50%) indicated they are “Very Interested” in having information on ways to improve energy efficiency made available on the website. In addition, 41% reported they are “Very Interested” in having information on rates made available and 39% are “Very Interested” in online reporting of service problems.\*

This variable significantly interacts with customer type; specifically, 2012 respondents were more likely to indicate they are “Very Interested” in online reporting of service problems being made available on the website, while 2009 respondents were more likely to indicate “Somewhat Interested” or “Not at all Interested.” Conversely, 2012 respondents were more likely to indicate they are “Somewhat Interested” in information on renewable energy being made available, while 2009 respondents were more likely to indicate “Very Interested.”

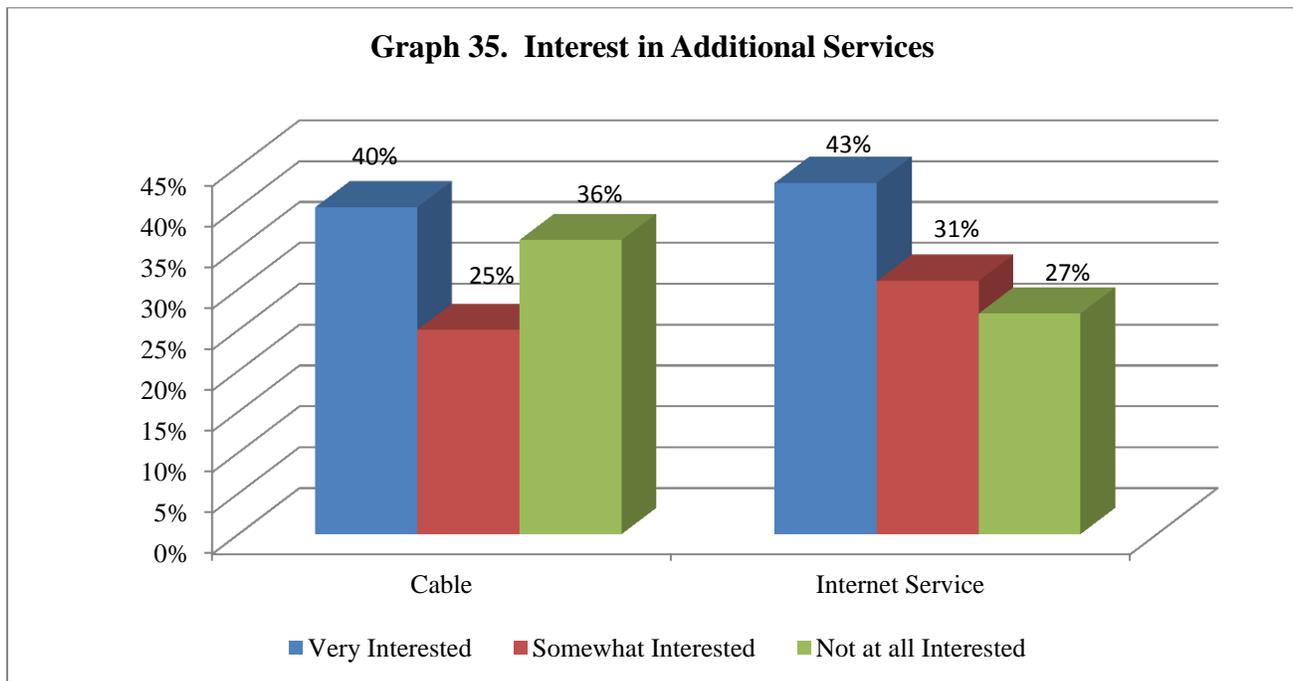
The final question in this series asked respondents if there is any other type of information they would like made available on the TCL&P website; fifty-four responses were recorded. All “Other” types of information suggested are included in Section 4: Additional Comments.

\* Note: 30% of respondents indicated “Not Interested At All” in online reporting of service problems

## 2.6 Additional Services

Respondents were next asked how interested they would be in TCL&P offering specific additional services. The following table and graph display results.

		Residential		Commercial		Overall	
		2009	2012	2009	2012	2009	2012
		% (count)					
<b>Cable Television</b>	<b>Very Interested</b>	42.3% (142)	43.8% (160)	29.8% (67)	34.6% (103)	37.4% (210)	39.7% (263)
	<b>Somewhat Interested</b>	30.1% (101)	27.7% (101)	24.4% (55)	21.1% (63)	27.8% (156)	24.7% (164)
	<b>Not Interested At All</b>	27.7% (93)	28.5% (104)	45.8% (103)	44.3% (132)	34.9% (196)	35.6% (236)
<b>Internet Service</b>	<b>Very Interested</b>	40.8% (136)	48.1% (176)	33.6% (75)	35.9% (107)	37.9% (211)	42.6% (283)
	<b>Somewhat Interested</b>	27.6% (92)	31.4% (115)	29.1% (65)	29.9% (89)	28.4% (158)	30.7% (204)
	<b>Not Interested At All</b>	31.5% (105)	20.5% (75)	37.2% (83)	34.2% (102)	33.8% (188)	26.7% (177)



Interest level is similar for provision of both services, with Internet Service receiving a slightly higher percent of “Very Interested” responses (43% vs. 40%). This variable significantly interacts with both year and customer type; specifically, 2012 respondents were more likely to indicate “Very Interested” or “Somewhat Interested” in TCL&P offering Internet Service, while 2009 respondents were more likely to indicate “Not At All Interested.” With regard to customer type, residential customers were more likely to express interest, overall, in each service, while commercial customers were more likely to indicate “Not at all Interested” in either service.

Respondents were also asked if there are other services they would like Traverse City Light & Power to offer. Most frequently cited services include telephone/cell service, on-line/telephone bill payment, and natural gas. All “Other” types of information suggested are included in Section 4: Additional Comments. Breakdown of “Very Interested” ratings by customer type follows.

### 2.6.1 Summary of Residential Findings

With respect to each additional service, the percent of residential respondents indicating “Very Interested:”

1. Internet Service (48.1%)
2. Cable Television (43.8%)

### 2.6.2 Summary of Commercial Findings

With respect to each additional service, the percent of commercial respondents indicating “Very Interested:”

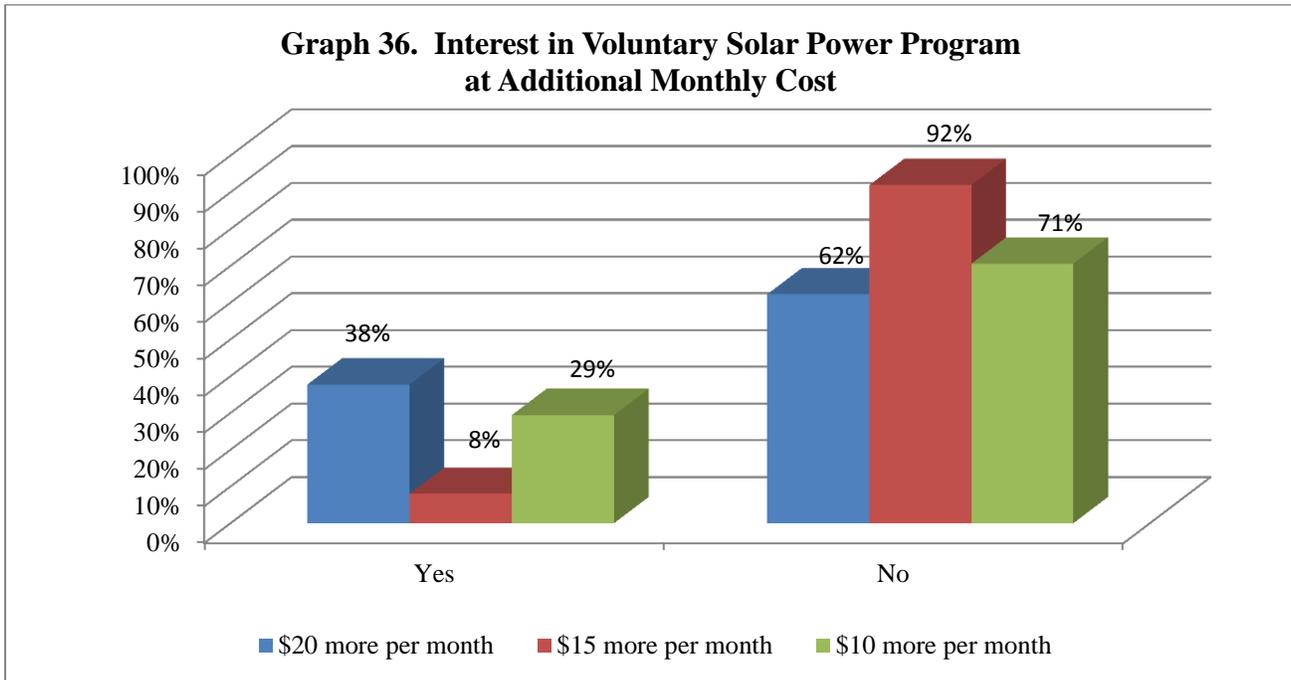
1. Internet Service (35.9%)
2. Cable Television (34.6%)

## 2.7 Interest in Voluntary Solar Power Program

Respondents were asked about their willingness to pay an additional monthly fee to participate in a voluntary solar power program. Additional monthly cost presented ranged from \$20 to \$10 per month; respondents first indicated if they would be interested in participating if additional cost was \$20 per month – if their response was “No,” lower costs were presented. The following table and graph display results.

**Table 35. TCL&P may be building a small solar powered generating facility soon. Through a voluntary program, the average residential\* TCL&P customer could receive approximately 20% of their electricity from the sun. Would you be interested in participating in this program if the cost was:**

	Residential		Commercial		Overall	
	Yes	No	Yes	No	Yes	No
<b>\$20 more</b>	35.3% (126)	64.7% (231)	40.8% (115)	59.2% (167)	37.7% (241)	62.3% (398)
<b>\$15 more</b>	10.3% (24)	89.7% (210)	4.8% (8)	95.2% (160)	8.0% (32)	92.0% (370)
<b>\$10 more</b>	34.0% (72)	66.0% (140)	23.5% (38)	76.5% (124)	29.4% (110)	70.6% (264)



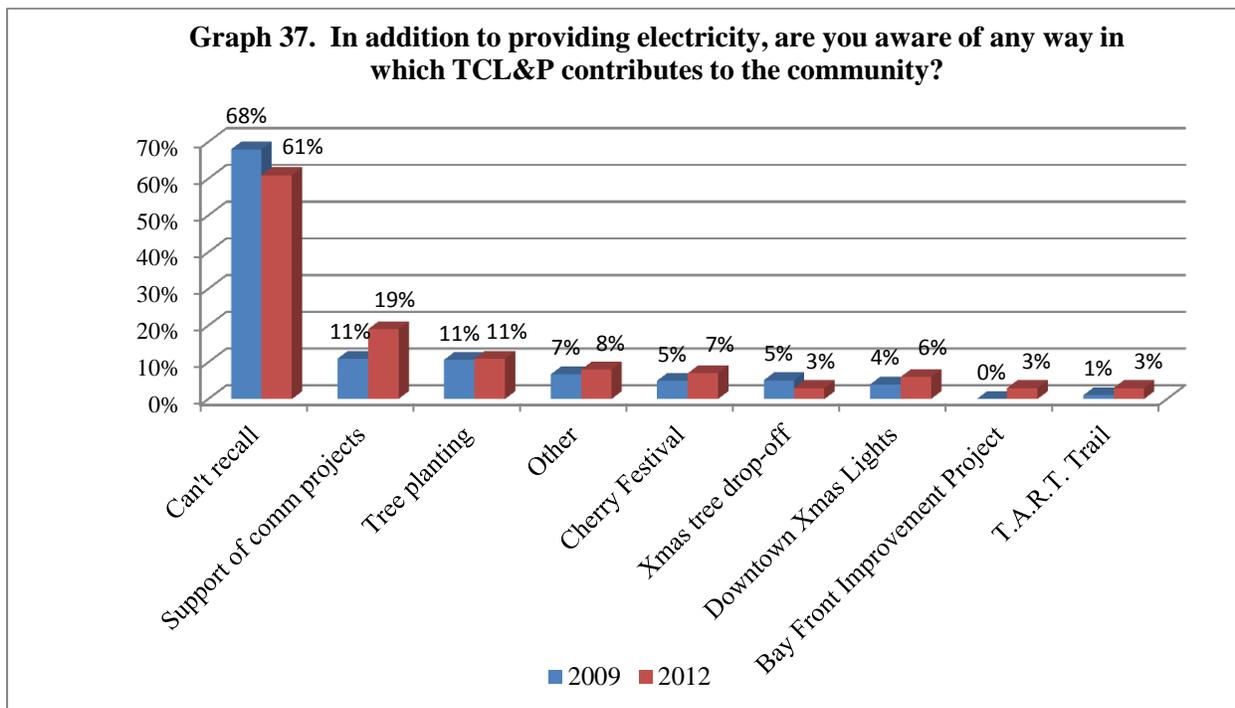
Overall, approximately 38% of respondents reported they would be interested in participating at an additional cost of \$20 per month; of those reporting they would not be willing to participate at \$20 per month, 8% indicated they would be willing to participate at \$15 per month; of those reporting they would not be willing to participate at \$15 per month, 29% indicated they would be willing to participate at \$10 per month. Customer type was found to interact with one of the three proposed cost levels: specifically, residential customers were more likely to indicate they would be willing to participate at an additional \$10 per month, while commercial customers were more likely to indicate they would not.

\*Question wording for commercial customers: “...customers could receive 100 kilowatt hours of their electricity from the sun...”

## 2.8 Presence and Perceived Benefit of Municipal Electric Utility Provider

Respondents were next asked if, in addition to providing electricity, they are aware of any way in which TCL&P contributes to the community. The following table and graph display results.

	Residential		Commercial		Overall	
	2009	2012	2009	2012	2009	2012
	% (count)					
<b>Tree planting/seedlings</b>	10.4% (35)	8.0% (29)	12.5% (28)	13.5% (40)	11.2% (63)	10.5% (69)
<b>Christmas tree drop-off/disposal</b>	4.7% (16)	3.6% (13)	4.9% (11)	3.0% (9)	4.8% (27)	3.3% (22)
<b>Christmas tree lights - Downtown</b>	1.8% (6)	5.0% (18)	6.7% (15)	7.4% (22)	3.7% (21)	6.1% (40)
<b>Cherry Festival</b>	5.9% (20)	6.9% (25)	3.6% (8)	6.1% (18)	5.0% (28)	6.5% (43)
<b>T.A.R.T. Trail</b>	1.5% (5)	0.8% (3)	0.4% (1)	0.7% (2)	1.1% (6)	0.8% (5)
<b>Bay Front Improvement Project</b>	N/A	4.1% (15)	N/A	2.4% (7)	N/A	3.3% (22)
<b>Support of community projects</b>	8.0% (27)	16.9% (61)	14.7% (33)	20.9% (62)	10.8% (61)	18.7% (123)
<b>I can't recall/don't know</b>	72.2% (244)	64.1% (232)	62.1% (139)	56.8% (168)	68.0% (383)	60.8% (400)
<b>Other</b>	6.8% (23)	6.4% (23)	7.1% (16)	9.5% (28)	6.9% (39)	7.8% (51)



\*Note: Because respondents were able to cite more than one activity, total may be greater than 100%

Respondents most frequently cited “Support of community projects” (19%), followed by “Tree planting/seedlings giveaway” (11%). Approximately 61% of respondents, overall, reported they could not recall, or did not know of, other ways in which TCL&P contributes to the community. Approximately 8% of respondents cited “Other” contributions, which are included in Section 4.0: Additional Comments.

Further analysis highlights statistically significant interactions by both year and customer type. Specifically, in 2012, as compared to 2009, customers more likely to cite “Support of community projects;” commercial customers were more likely to cite “Tree planting/seedlings.”

The last question in this series gauged perceived benefit of TCL&P’s designation as a municipal electric utility provider. The following table displays results.

<b>Table 37. Traverse City Light and Power is a municipal electric utility, governed by the citizens of Traverse City. Do you think it is a benefit to Traverse City and its citizens to have a municipal electric utility provider?</b>			
	<b>Residential</b>	<b>Commercial</b>	<b>Overall</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Yes</b>	84.7% (310)	83.2% (247)	84.0% (557)
<b>No</b>	3.0% (11)	5.1% (15)	3.9% (26)
<b>Uncertain/Don’t Know</b>	12.3% (45)	11.8% (35)	12.1% (80)

The majority of respondents (84%) indicated they do feel it is a benefit to Traverse City and its citizens to have a municipal electric utility provider. Results do not significantly vary by customer type.

## **2.9 Energy Efficiency Program**

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

<b>Table 38. Are you aware that TCL&amp;P... (Residential Customers Only)</b>		
	<b>Yes</b>	<b>No</b>
	<b>% (count)</b>	<b>% (count)</b>
<b>...has an energy efficiency program which provides rebates for recycling older refrigerators?</b>	57.1% (209)	42.9% (157)
<b>...has incentives for buying energy efficient appliances?</b>	52.7% (193)	47.3% (173)
<b>...offers free compact fluorescent light bulbs at least once a year?</b>	51.1% (187)	48.9% (179)

<b>Table 39. Are you aware that Light and Power: (Commercial Customers Only)</b>		
	<b>Yes</b>	<b>No</b>
	<b>% (count)</b>	<b>% (count)</b>
<b>...has an energy efficiency program which provides financial incentives for installing more energy efficient lighting and equipment at your business?</b>	66.7% (198)	33.3% (99)

<b>Table 40. Have you participated in the energy efficiency program?</b>			
	<b>Residential</b>	<b>Commercial</b>	<b>Overall</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Yes</b>	25.1% (92)	21.7% (64)	23.6% (156)
<b>No</b>	74.9% (274)	78.3% (231)	76.4% (505)

In each instance, the majority of residential customers reported awareness of the program incentive, with the highest level of awareness (57%) regarding the rebate for recycling refrigerators. In addition, approximately two-thirds of commercial customers reported they are aware TCL&P has an energy efficiency program which provides financial incentives for their business with installation of energy efficient lighting and equipment. Notably, however, the majority of both residential (75%) and commercial (78%) respondents indicated they have not participated in the energy efficiency program.

Next, both residential and commercial respondents were asked “What incentives, or what energy efficiency improvements, have you taken advantage of? This question was open-ended; all incentives and/or improvements noted are included in Section 4: Additional Comments. Both residential and commercial respondents frequently cited light bulbs, while commercial respondents cited lighting upgrades and residential respondents cited rebates for recycled appliances.

Respondents indicating they have not participated in the energy efficiency program were asked “Why not?” The following table displays results.

<b>Table 41. Why not? Do Not Read (Choose all that apply)</b>			
	<b>Residential</b>	<b>Commercial</b>	<b>Overall</b>
	<b>% (count)</b>	<b>% (count)</b>	<b>% (count)</b>
<b>Too Expensive</b>	2.2% (6)	3.5% (8)	2.8% (14)
<b>Didn't know about it</b>	50.0% (136)	37.1% (85)	44.1% (221)
<b>Need more information</b>	5.5% (15)	4.4% (10)	5.0% (25)
<b>Don't care</b>	6.6% (18)	1.3% (3)	4.2% (21)
<b>Don't like CFL light bulbs</b>	0.4% (1)	0.0% (0)	0.2% (1)
<b>Other</b>	40.1% (109)	56.3% (129)	47.5% (238)

“Didn't know about it” was the most frequently cited reason for not participating, while approximately 48% of respondents cited reasons “Other” than those listed. All “Other” reasons are included in Section 4: Additional Comments. There is significant interaction between two reasons noted and customer type; specifically residential customers were more likely to indicate they have not participated because they “Didn't know about it” or “Don't care.”

The last items in this series, asked of commercial customers only, assessed need for additional financing to implement energy efficiency upgrades (asked only of those indicating they have participated in the program) and usefulness of financing. The following tables display results.

<b>Table 42. Have you needed to get special financing to implement energy efficiency upgrades? (Commercial Customers Only)</b>	
	<b>% (count)</b>
<b>Yes</b>	3.2% (2)
<b>No</b>	96.8% (61)

<b>Table 43. Would the availability of financing enable your business to expand or complete larger energy efficiency projects? (Commercial Customers Only)</b>	
	<b>% (count)</b>
<b>Yes</b>	22.6% (67)
<b>No</b>	54.4% (161)
<b>Uncertain</b>	23.0% (68)

The vast majority of commercial respondents indicating they have participated in the energy efficiency program said they have not needed to get special financing, while approximately 23% of commercial respondents, overall, indicated the availability of financing would enable their business to expand or complete larger energy efficiency projects.

### 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:

#### 2009 – 2012

-A cross-tabulation was conducted between “How would you rate TCL&P on providing reliable electric service?” and year. 2012 respondents were more likely to rate TCL&P “Average,” “Below Average,” or “Poor,” while 2009 respondents were more likely to assign an “Excellent” or “Above Average” rating.

-A cross-tabulation was conducted between “How would you rate TCL&P on responsiveness to restoring power after outages?” and year. 2012 respondents were more likely to assign a rating ranging from “Excellent” to “Below Average,” while 2009 respondents were more likely to indicate they did not know how to rate TCL&P on this service characteristic.

-A cross-tabulation was conducted between “Have you seen any promotion about TCL&P within the last year in the newspaper?” and year. 2012 respondents were more likely to indicate “No,” while 2009 respondents were more likely to indicate “Yes” or “Uncertain.”

-A cross-tabulation was conducted between “Which television channel do you watch most often?” and year. 2012 respondents were more likely to indicate “Do not watch TV regularly or at all,” while 2009 respondents were more likely to cite NBC, ABC, Fox 33 and Other/Cable TV.

-A cross-tabulation was conducted between “Which radio station do you listen to most often?” and year. 2012 respondents were more likely to cite WCCW-AM, WLDR-FM, The Bear, 106 KHQ, The Fox, and Other.

-A cross-tabulation was conducted between “What time of day do you usually listen to the radio?” and year. 2012 respondents were more likely to indicate “Morning,” while 2009 respondents were more likely to indicate “Afternoon.”

-A cross-tabulation was conducted between “How often do you read Traverse City Light & Power bill inserts?” and year. 2012 respondents were more likely to indicate “Occasionally,” while 2009 respondents were more likely to indicate “Always” or “Never.”

-A cross-tabulation was conducted between “Have you visited the TCL&P website?” and year. 2012 respondents were more likely to indicate “Yes,” while 2009 respondents were more likely to indicate “No.”

-A cross-tabulation was conducted between interest in availability of “Online reporting of service problems” on TCL&P’s website and year. 2012 respondents were more likely to indicate “Very Interested,” while 2009 respondents were more likely to indicate “Somewhat Interested” or “Not At All Interested.”

-A cross-tabulation was conducted between interest in availability of “Information on renewable energy” on TCL&P’s website and year. 2012 respondents were more likely to indicate “Somewhat Interested,” while 2009 respondents were more likely to indicate “Very Interested.”

-A cross-tabulation was conducted between “How interested would you be in TCL&P offering Internet Service?” and year. 2012 respondents were more likely to indicate “Very Interested” or “Somewhat Interested,” while 2009 respondents were more likely to indicate “Not At All Interested.”

-A cross-tabulation was conducted between “Besides providing electricity, are you aware of any way in which Traverse City Light & Power contributes to the community?” 2012 respondents were more likely to cite “Support of community projects.”

-A cross-tabulation was conducted between “How long have you been a TCL&P customer?” and year. 2012 respondents were more likely to indicate “Less than 1 year” or “1 -5 years,” while 2009 respondents were more likely to indicate “Over 10 years.”

### **Residential – Commercial**

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

- Indicate, overall, “Very Satisfied” with the services provided by TCL&P, or indicate “Undecided”
- Indicate providing electricity at low cost is “Somewhat Important”
- Rate TCL&P “Excellent” or “Above Average” on providing electricity at low cost
- Indicate providing reliable electrical service is “Somewhat Important”
- Indicate responsiveness to restoring power after outages is “Somewhat Important”
- Cite The Breeze, WKLT, WIPR-FM, KHQ as radio station listened to most often, or indicate “Do not listen to the radio at all”
- Cite [www.record-eagle.com](http://www.record-eagle.com), [www.facebook.com](http://www.facebook.com), or [cnn.com](http://cnn.com) as web site visited most often, or indicate do not regularly visit websites or do not visit them at all
- Cite Facebook or You Tube as social media source used most often
- Indicate have visited the TCL&P website
- Indicate visit TCL&P website for Bill Payment Information
- Indicate “Very Interested” or “Somewhat Interested” in TCL&P providing Cable Service
- Indicate “Very Interested” or “Somewhat Interested” in TCL&P providing Internet Service
- Indicate willing to participate in voluntary solar power program if the cost was \$10 more a month
- Indicate “Didn’t know about it” or “Don’t care” as reason for not participating in the energy efficiency program
- Have been a TCL&P customer for “Less than one year” or “1-5 years”
- Be female

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

- Indicate, overall, “Satisfied” or “Dissatisfied” with the services provided by TCL&P, or indicate “Undecided”
- Indicate providing electricity at low cost is “Very Important”
- Rate TCL&P “Average” on providing electricity at low cost, or indicate don’t know
- Indicate providing reliable electrical service is “Very Important”
- Indicate responsiveness to restoring power after outages is “Very Important”
- Cite WTCM-AM, WTCM-FM, WCCW-FM, WLJN-FM, The Fox, Other as radio station listened to most often
- Cite [www.upnorthlive.com](http://www.upnorthlive.com) as web site visited most often
- Indicate do not use a social media source

- Indicate have not visited the TCL&P website
- Indicate visit TCL&P website for information on Energy Efficiency Rebates
- Indicate “Not at all Interested” in TCL&P providing Cable Service
- Indicate “Not at all Interested” in TCL&P providing Internet Service
- Indicate not willing to participate in voluntary solar power program if the cost was \$10 more a month
- Cite “Tree planting/seedlings” as additional service to community
- Have been a TCL&P customer for “Over 10 years”
- Be male

### Age

#### ***18-24 years, more likely to:***

- Indicate, overall, “Very Satisfied” with the services provided by TCL&P
- Rate TCL&P “Excellent” on providing electricity at low cost
- Indicate have not seen a promotion about TCL&P within the last year in the newspaper
- Cite Facebook or Internet as primary source of local news
- Indicate most often watch “Other” television channel, or “Do not watch TV regularly/at all”
- Indicate most often listen to the following radio stations: The Zone (95.5 FM) or KHQ, or a radio station not listed
- Indicate website visited most often is [www.google.com](http://www.google.com) or [www.facebook.com](http://www.facebook.com)
- Cite “Radio” or “E-mail” as the best way for TCL&P to communicate with them
- Cite Facebook as social media source used
- Cite Twitter as social media source used
- Cite You Tube as social media source used
- Report “Occasionally” read TCL&P bill inserts
- Indicate *have* visited TCL&P website
- Report “Somewhat Interested” in online reporting of service problems
- Indicate “Not at all Interested” in seeing information about energy news and issues on TCL&P website
- Indicate “Very Interested” in seeing information about ways to improve the energy efficiency of home or business on TCL&P website
- Indicate “Very Interested” in TCL&P offering Internet Service
- Indicate not willing to participate in voluntary solar power program at additional cost of \$20 per month
- Indicate not aware of three TCL&P energy efficiency program incentives assessed

#### ***25-34 years, more likely to:***

- Indicate, overall, “Satisfied” with the services provided by TCL&P
- Rate TCL&P “Average” on providing electricity at low cost
- Indicate responsiveness to restoring power after outages is “Somewhat Important”
- Indicate have not seen a promotion about TCL&P within the last year on television
- Indicate have not seen a promotion about TCL&P within the last year in the newspaper
- Cite Facebook or Internet as primary source of local news
- Indicate read electronic version of *Record Eagle* most often
- Indicate most often watch “Other” television channel, or “Do not watch TV regularly/at all”
- Indicate usually watch television in the morning
- Indicate most often listen to the following radio stations: 106 KHQ (105.9 FM), The Breeze (WJZQ 92.9 FM), WKLT Double-Rock (97.5/98.9 FM), WLDR-Sunny 102, or indicate do not listen to the radio
- Indicate website visited most often is [www.yahoo.com](http://www.yahoo.com) or [www.facebook.com](http://www.facebook.com)

- Cite “Direct Mail, separate from bill,” “E-Mail,” or “E-Newsletter” as the best way for TCL&P to communicate with them
- Cite Facebook as social media source used
- Cite Twitter as social media source used
- Cite You Tube as social media source used
- Cite Blogs as social media source used
- Report “Never” read TCL&P bill inserts
- Indicate *have* visited TCL&P website
- Report “Very Interested” in online reporting of service problems
- Indicate “Somewhat Interested” in seeing information about energy news and issues on TCL&P website
- Indicate “Somewhat Interested” in seeing information about ways to improve the energy efficiency of home or business on TCL&P website
- Indicate “Somewhat Interested” in TCL&P offering Internet Service
- Indicate willing to participate in voluntary solar power program at additional cost of \$20 per month
- Indicate not aware of three TCL&P energy efficiency program incentives assessed

**35-44 years, more likely to:**

- Indicate, overall, “Satisfied” with the services provided by TCL&P
- Rate TCL&P “Average” on providing electricity at low cost
- Indicate responsiveness to restoring power after outages is “Somewhat Important”
- Indicate have not seen a promotion about TCL&P within the last year on television
- Indicate have not seen a promotion about TCL&P within the last year in the newspaper
- Cite radio, Facebook or Internet as primary source of local news
- Indicate read electronic version of *Record Eagle* most often
- Indicate “Do not watch TV regularly or at all”
- Indicate most often listen to the following radio stations: The Breeze, WKLT, WNMC, The Fox, or 106 KHQ (105.9 FM), or a radio station not listed
- The Breeze (WJZQ 92.9 FM), WKLT Double-Rock (97.5/98.9 FM) or a radio station not listed
- Indicate website visited most often is [www.facebook.com](http://www.facebook.com) or [www.cnn.com](http://www.cnn.com)
- Cite “E-Newsletter” as the best way for TCL&P to communicate with them
- Cite Facebook as social media source used
- Cite Twitter as social media source used
- Cite You Tube as social media source used
- Cite Blogs as social media source used
- Report “Occasionally” or “Never” read TCL&P bill inserts
- Indicate *have* visited TCL&P website
- Report “Very Interested” in online reporting of service problems
- Indicate “Somewhat Interested” in seeing information about energy news and issues on TCL&P website
- Indicate “Very Interested” in seeing information about ways to improve the energy efficiency of home or business on TCL&P website
- Indicate “Somewhat Interested” in TCL&P offering Internet Service
- Indicate willing to participate in voluntary solar power program at additional cost of \$20 per month
- Indicate not aware of three TCL&P energy efficiency program incentives assessed

**45-54 years, more likely to:**

- Indicate, overall, “Dissatisfied” with the services provided by TCL&P, or “Undecided”
- Rate TCL&P “Average” on providing electricity at low cost
- Indicate responsiveness to restoring power after outages is “Very Important”
- Indicate have seen a promotion about TCL&P within the last year on television, or indicate “Uncertain”
- Indicate have not seen a promotion about TCL&P within the last year in the newspaper, or indicate “Uncertain”
- Cite television or Internet as primary source of local news
- Indicate read electronic version of *Record Eagle* most often
- Indicate most often watch 9&10 or 29&8
- Indicate usually watch television in the evening
- Indicate most often listen to the following radio stations: WCCW-AM (1310-Sports) or WTCM-FM (103.5), or a radio station not listed
- Indicate website visited most often is [www.msnbc.com](http://www.msnbc.com) or [www.foxnews.com](http://www.foxnews.com)
- Cite “Bill Insert,” “Radio,” “Facebook,” or “E-Newsletter” as the best way for TCL&P to communicate with them
- Cite Facebook as social media source used
- Cite Twitter as social media source used
- Report “Often” read TCL&P bill inserts
- Indicate *have not* visited TCL&P website
- Report “Very Interested” in online reporting of service problems
- Indicate “Somewhat Interested” in seeing information about energy news and issues on TCL&P website
- Indicate “Very Interested” or “Somewhat Interested” in seeing information about ways to improve the energy efficiency of home or business on TCL&P website
- Indicate “Not at all Interested” in TCL&P offering Internet Service
- Indicate aware of three TCL&P energy efficiency program incentives assessed

**55-64 years, more likely:**

- Indicate, overall, “Very Satisfied” with the services provided by TCL&P
- Rate TCL&P “Above Average” on providing electricity at low cost
- Indicate responsiveness to restoring power after outages is “Very Important”
- Indicate have seen a promotion about TCL&P within the last year on television
- Indicate have seen a promotion about TCL&P within the last year in the newspaper
- Cite newspaper or television as primary source of local news
- Indicate read electronic version of *Record Eagle* most often
- Indicate most often watch 7&4 or 9&10
- Indicate watch public access UpNorth TV
- Indicate usually watch television in the evening
- Indicate most often listen to the following radio stations: WTCM-AM, WIAAA-FM (88.7 Interlochen) Music, (WIPR-FM 91.5) Interlochen News, WCCW-FM (Oldies 107.5), or do not regularly listen to the radio station
- Indicate website visited most often is [www.google.com](http://www.google.com) or [www.msnbc.com](http://www.msnbc.com), or indicate do not regularly visit websites or do not visit them at all
- Cite “*Record Eagle*” or “Bill Insert” as the best way for TCL&P to communicate with them
- Indicate do not use a social media source
- Report “Never” read TCL&P bill inserts
- Indicate *have not* visited TCL&P website
- Indicate “Very Interested” in seeing information about energy news and issues on TCL&P website

- Indicate “Somewhat Interested” in seeing information about ways to improve the energy efficiency of home or business on TCL&P website
- Indicate “Somewhat Interested” in TCL&P offering Internet Service
- Indicate aware of three TCL&P energy efficiency program incentives assessed

***65 years or older, more likely to:***

- Indicate, overall, “Very Satisfied” with the services provided by TCL&P
- Rate TCL&P “Excellent” or “Above Average” on providing electricity at low cost
- Indicate responsiveness to restoring power after outages is “Somewhat Important”
- Indicate have seen a promotion about TCL&P within the last year on television, or indicate “Uncertain”
- Indicate have seen a promotion about TCL&P within the last year in the newspaper
- Cite newspaper or television as primary source of local news
- Indicate most often watch 7&4 or Fox
- Indicate watch public access UpNorth TV
- Indicate watch public access Government TV
- Indicate usually watch television throughout the day
- Indicate most often listen to the following radio stations: WIAAA-FM (88.7 Interlochen) Music, WTCM-AM (580), WCCW-FM (Oldies 107.5), WIPR-FM or do not regularly listen to the radio
- Indicate do not regularly visit websites or do not visit them at all
- Cite “Television,” “*Record Eagle*” or “Bill Insert” as the best way for TCL&P to communicate with them
- Indicate do not use a social media source
- Report “Always” or “Often” read TCL&P bill inserts
- Indicate *have not* visited TCL&P website
- Report “Not at all Interested” in online reporting of service problems
- Indicate “Very Interested” or “Not at all Interested” in seeing information about energy news and issues on TCL&P website
- Indicate “Not at all Interested” in seeing information about ways to improve the energy efficiency of home or business on TCL&P website
- Indicate “Not at all Interested” in TCL&P offering Internet Service
- Indicate not willing to participate in voluntary solar power program at additional cost of \$20 per month
- Indicate aware of three TCL&P energy efficiency program incentives assessed

#### 4.0 ADDITIONAL COMMENTS - "OTHER" RESPONSES

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.

##### "Other" Responses

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

##### Residential

- I called them and suggested that if they have money available, it should be used to lower customer rates. They said the difference wouldn't be enough.
- I did not get a response when I called and the mailbox was full
- I ended up on an answering loop, never reached anyone
- Meter reading was inaccurate, subsequent billing was not understandable
- No one ever responded and we were charged for an afterhours call
- They didn't respond to my phone calls. I reported loose wires on my house. Several weeks went by and no response, I called again; they had no record of my first call.
- They required that I have someone at the home to start electric service again. I put a lock box on and other utilities will go into the home.
- When we had the power outage this past winter, we were told to call them and I did, they called me back an hour later to say they had misplaced my address

##### Commercial

- I just don't like their policies and the way they do their billing. My complaint is their policy about water.
- No explanation as to why the power went out and extremely long period of time before it came back on; 5 days
- They can't seem to get my billing correct or my change of address
- They harmed my sprinklers and I had to fix them myself

#### 18. What is your primary source of local news?

##### Residential

- Word of mouth (3)
- Don't really follow local news (3)
- From my job at the fire department
- My body tells me what is going on with the weather

##### Commercial

- Word of mouth (3)
- Do not listen to the news
- Ear to the ground
- I am the operations manager in another state
- My phone
- TV and Radio equally
- We live in Grand Rapids and manage the property

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

**Residential**

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

**Commercial**

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

**20. Which television channel do you watch most often?**

**Residential**

- PBS (9)
- Fox News (9)
- ESPN (8)
- Discovery Channel (7)
- History Channel (5)
- CNN (4)
- USA (3)
- CNBC (2)
- Family Channel (2)
- HGTV (2)
- MLB Network (2)
- Spike TV (2)
- FX (2)
- Weather Channel (2)
- I watch 7 & 4 and 9 & 10 equally (2)
- Channel 35
- Bravo
- Channel 22 USA
- Channel 24
- Channel 26 (Weather Station)
- Channel 32
- Channel 54
- Comedy Central
- Fox Sports Detroit
- Disney Channel
- FSN 35
- HBO
- Movie Channel
- MSNBC
- Nick Junior
- Science Channel
- Speed channel
- Sports channels, FSN
- Switch channels a lot
- TBS
- The Military Channel
- TLC
- TNT
- WCMU
- I watch NBC, CBS, ABC, and FOX 33 equally
- I watch the food channel and Home and Garden shows
- There isn't one I watch more often than any others
- I channel surf so I don't have just one channel that I watch most often
- I don't want to answer this because I used to work for one of them and my answer would be biased

### **Commercial**

- 32 Fox News (4)
- ESPN (4)
- Discovery Channel (3)
- History Channel (3)
- Food Network (2)
- PBS (2)
- MSNBC (2)
- USA (2)
- Weather Channel (2)
- CNN
- Channel 6
- CNBC
- We live in Grand Rapids so we do not watch local television.
- Fox Sports
- FSD
- Golf Channel
- HGTV
- I don't know.
- Satellite TV
- TBS
- The Comedy Channel
- The Movie Channel
- TNT
- USA
- WCMU

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

### **Residential**

- Charlie Rose and Master Piece Theatre
- Educational (speech)
- Informational/educational type programming
- Only watch very occasionally and I can't recall what programming I've watched
- Scan through and watch any meeting I find interesting
- School meetings
- Special programming on music
- Up North Live

### **Commercial**

- Brownfield Authority Meetings
- Documentaries
- Just catch up to whatever is on
- LIAA Meetings
- Life styles
- Local historical shows
- None of the above
- Religious
- School Board
- Some of the township meetings
- Up Front Fridays

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

### Residential

- XM Sirius/Satellite radio (11)
- 104.5 BOB (8)
- SMILE 89.3 FM (3)
- NPR (3)
- 92.9 (2)
- 105.5 Talk Radio
- 106.1 FM
- 1310 AM
- 93.9
- 95.5
- 96.3
- 96.7
- Any country station.
- Baraga Broadcasting
- ESPN Radio 1310
- Fox talk radio

- I have a number of stations preset and my listening is all over the place
- I have no idea which station it is I listen to
- I listen to WIAA-FM and WIPR-FM equally
- I listen, but don't know the name or call numbers for the station
- I muddle through the stations
- Interlochen Public Radio
- Pandora (Internet station)
- 105.5 And 95.5 equally, which station I listen to depends on their programming as I'm listening

### Commercial

- Sirius Satellite Radio (13)
- 104.5 BOB (12)
- 94.3 The Fox (3)
- Pandora (2)
- 101.9 Sunny Country
- 105.5 Dave Ramsey
- 106.9
- 89.3
- 95.5
- 96.7
- 97.5

- Baraga Broadcasting
- Christian Radio from Petoskey
- ETWN
- I flip all over
- Internet
- Do not pay attention
- No preference
- Varies from day to day
- WKHQ
- We live in Grand Rapids and do not listen to local radio.

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

### Residential

- I only listen when I travel

### Commercial

- In the car (2)

## 26. Which web site do you visit most often?

### Residential

- ESPN (5)
- AOL.Com (4)
- Craig's List (4)
- Newyorktimes.com (3)
- www.cnbc.com (2)
- www.detroitnews.com (2)
- www.hotmail.com (2)
- Huffington Post (2)
- nmc.edu (2)
- The Ticker (2)
- Wikipedia (2)
- www.yahoofinance.com (2)
- Visit several, none in particular (2)
- 8tracks.com
- App for weather channel, don't know the web address
- Bank website
- Bing
- Cars online
- Corolinasheathcaresystems.com
- Fox News
- fullsailuniversity.edu
- googlechrome.com
- I have no favorite
- Free Press
- IATN.net
- Net Flix New
- people.com
- postalnews.com
- reddit.com
- roccopowerslave.com
- spiderman.com
- The weather website
- tripadvisor.com
- Wells Fargo (brokerage firm)
- Wev.tv
- www.ebay.com
- www.firefox
- www.foodnetwork.com
- www.mapquest.com
- www.msu.edu
- www.mynorth.com
- www.nola.com
- www.thermonomics
- www.universal.com
- www.zillow.com

### Commercial

- www.msn.com (9)
- No particular one (7)
- www.aol.com (5)
- Banking websites (5)
- Business websites (4)
- Craig's List (3)
- The Weather Station (3)
- I don't know (3)
- Check e-mail mostly (2)
- Cherry Capital Cycling Club
- Detroit News.com
- EZONEMAG.com
- Internet explorer
- My g mail account
- My own.
- New York Times
- Record-Eagle.com
- Related to Sign Industry
- State government
- TCAPS.net
- The Ticker and Yahoo Home Page
- Work websites
- www.msu.edu
- www.yellowpages.com

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

**Residential**

- A phone call (6)
- It has to be a combination for me, if it's not a combination, they're missing the boat
- Person -to- person
- Thought features articles

**Commercial**

- Ticker (2)
- Phone call (2)
- In writing
- Mailed newsletter
- No preference

**28. Which social media sources do you use?**

**Residential**

- Instagram (2)
- Linked In (2)
- Google Plus
- Meet Me
- My Space

**Commercial**

- Linked In (7)
- Four Square
- Yelp
- List Serve

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

**Residential**

- Instagram
- Linked In
- Meet Me

**Commercial**

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

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

**Residential**

- My wife handles the bills (2)
- I get too much mail (2)
- No reason (2)
- I get email bills
- I hate mail. It sits on the table for a month and then I throw it out.
- I have a hard time reading
- I have not received my first bill yet

- I just don't
- I wasn't living there long-term
- It's boring
- My son gets the electric bill and pays it for me
- My tenants get the bills and inserts
- We are paperless and don't get a bill

**Commercial**

- I do not get the bill, it goes to bookkeeping, accounts payable, corporate office (26)
- Move along my work day
- Just don't do it
- The owner gets the bills and reads the inserts

### 33. How often do you visit the website?

#### Residential

- Once (24)
- 2 or 3 times a year (11)
- Rarely (5)
- Yearly (4)
- Occasionally (4)
- Less than monthly (2)
- Once or twice (2)
- Biweekly
- I don't check it very often
- Unnecessary evil

- I rarely visit the website
- I've only been a customer for two months
- Maybe quarterly
- No idea
- Only 3 times
- Semiannually
- Sporadically
- Two times only
- Very, very occasionally, not even monthly

#### Commercial

- 1-2 times a year (12)
- Once (6)
- Occasionally (5)
- Rarely (5)
- Annually (3)
- Every other month (2)
- 3 times in a year
- 6 or 7 times a year

- Hardly ever
- It has been years ago
- Not even monthly.
- Quarterly
- Semiannually
- Three times in the last year
- Twice over the last 10 years
- Whenever there is a power outage

### 34. For what purpose do you visit the TCL&P website?

#### Residential

- Power Outage (8)
- Bill payment online (5)
- I just went to see what the website was like (3)
- I look up the phone number and their hours (2)
- Start Service (2)
- Storm updates (2)
- I visit the website for information on some of their promotional activities, such as the Christmas tree drop-off
- I wanted to upgrade my meter
- I was interested in the senior citizen payment incentive

- Information on tax credits
- Job openings
- Open house days
- TART trail grant application and grant process
- To be better informed
- To get contact information
- To look at information on their native plants and trees they were offering
- To see what is new
- General information - TC Saves - Home Energy Audit

### **Commercial**

- Contact information (7)
- General information (3)
- Account information (2)
- Power outage (2)
- Bill Payment (2)
- Employment (2)
- Bid proposals, L & P is our customer for this
- Checking dates
- Community light bulb giveaway and their Community Day
- I don't remember
- Information on Boardman River Dams
- Information for bio mass discussion
- Lighting upgrade
- Looking at alternative energy

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

#### **Residential**

- Online bill payment (12)
- Bill pay with no fees (4)
- Rate comparison with other local utilities (3)
- A contact phone number to answer a question
- Access to our account such as energy usage charts comparing one year's usage to the next
- Community events
- How rates compare to other areas
- How to and who to contact when there are service problems
- TCL&P community works
- Reports of their annual meetings on the website- I'd like to know how the governing board handles itself
- Information on recycling compact fluorescent light bulbs
- Information provided on an easy way to get on a budget plan
- More details concerning power outages
- Something simple and interactive for kids so they understand the importance of conserving energy, something my nine-year-old could understand
- To be able to see online my current and past balances
- To have a sense of TCL&P's long term vision, perhaps their 5 or 10 year plan and how it would affect rates
- To know what types of investments they are making and how they determine what they pay back to Traverse City
- To know you do the big donations
- To see something about what the USA is doing as a whole as far as energy is concerned
- Like to see that they are lowering rates on their website
- Information on upcoming events Light and Power is sponsoring
- Information on windmills
- Interesting to see who the new employees are and who they have replaced
- Peak hours of usage
- More about outages, you call and the phone is always busy
- Pay my bill by debit or credit card
- Safety
- State legislation on rates
- With the economy the way it is; how to save money

### **Commercial**

- Compare rates with other electric service providers (3)
- Account usage information (2)
- Bill paying on line (2)
- Grant information (2)
- Board meeting agendas and minutes
- DTE has Landlord Manager Report for each apartment and I can print them out myself. I see the usages. They email me notice when there is a change in name and address and when it is put back in our name. We receive notices of shut-offs. TCL&P hangs them on doors and I might miss it and have frozen pipes.
- Financials
- Would appreciate being informed about any improvements they are making in my neighborhood ahead of time
- Someone to explain utility recovery
- To find more information about their quarterly rate about how they are saving money, and the charges for connecting and their way of connecting and the associated fees
- A breakdown of the production of power and how much comes from natural gas or from coal
- Make sure business community knows that fiber is available
- Need to drop their online bill paying fee
- New energy efficient products
- Pay my bill by credit card
- Solar Project
- Start and stop transfer service
- TCL&P's plans for the future, how they plan to provide the energy we will need
- The area of outages and ETA of restoration - Google maps
- The long range plan for power supply
- The results of the energy efficiency program by year
- Ways to minimize my commercial bill as I use large quantities of power

### **36. Are there other services you would like Traverse City Light and Power to offer?**

#### **Residential**

- Telephone, including cell (16)
- Natural Gas (5)
- On line bill payment (3)
- Wireless internet connection for community (3)
- Energy audits (2)
- A better billing system
- Bill consolidation for gas, lights and trash
- Easier online bill paying, I had a very difficult time when I moved to the area. I also was very surprised that there was a charge for online bill payment.
- Electric, water, gas, and heat together
- I would like them to offer incentives for electric cars, like 220 volt recharging stations in your house
- Tree trimming
- Pay my bill over the phone
- See my daily electric usage on the website

- I'm not aware of what they do, but I would like to see them have a program to help the people who are struggling to pay for their power needs and make it easy to access
- Ice cream delivery
- Neighborhood power generation
- Rates for poor college students
- Shorter & less frequent surveys
- Interested in knowing how much I'm saving when only paying the base rate

### **Commercial**

- Telephone, including cell (17)
- Wireless internet (6)
- Natural Gas (2)
- Any service that Charter offers (2)
- Assessment of energy consumption for my business and recommendations for improvements
- Budget billing
- Deregulation - Buy from a different supplier
- Economically feasible power plant
- Energy audits
- Fix the conduit in sidewalks in downtown
- Energy buyback program
- I would like TCL&P to come into my business and evaluate my lighting
- Pay by Phone Service
- Pay my bill by credit card
- Renewable Energy
- Something similar to Country Lines Magazine
- They could provide an assessment of usage and show ways to make it more efficient
- TV service that is a la carte

### **38. In addition to providing electricity, are you aware of any way in which Traverse City Light & Power contributes to the community?**

#### **Residential**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Give to charities (2)</li> <li>• Open house days (2)</li> <li>• They give out light bulbs for free (2)</li> <li>• They provide grants (2)</li> <li>• They have a program to help people pay bill (2)</li> <li>• Classes</li> <li>• Compost</li> <li>• Contest with middle schoolers</li> <li>• I know they are active in protecting the environment</li> <li>• I think they do pick-up for recyclable items</li> <li>• Improvements to the Open Space</li> </ul> | <ul style="list-style-type: none"> <li>• Part of their profit goes to the city</li> <li>• Polite and courteous employees</li> <li>• Support of sponsorships</li> <li>• TC Saves</li> <li>• They do outreach to schools and community groups</li> <li>• They provide cash to anyone-they need to reduce rates when there is a surplus and let people decide who they want to give money to</li> <li>• They support the community financially</li> <li>• They were very helpful during the winter outage, they went out of their way to help</li> </ul> |
|---|---|

### **Commercial**

- Free light bulbs (4)
- Charitable donations (4)
- Incentive for old appliances (2)
- Burial of power lines (2)
- Upgrading thermostats
- Conservation District support
- Freezer recycling
- Golf tournament
- If they contributed less to the community, our bills would be lower
- Low income payment program
- Mulching
- Planning commission projects
- Promoting their 100th anniversary
- Roadside cleanup
- Take care of seniors in area
- TCL&P is very active socially
- They are in the parades
- They have good list of volunteers
- They offer grants
- They put on a BBQ once a year
- Use of the coal docks
- WIFI
- TCL&P is putting together a 100 year anniversary project and my company, has been a customer for the entire 100 years; we are 1 of only 3 such companies in the area

### **43. What incentives or what energy efficiency improvements have you taken advantage of?**

#### **Residential**

- Light bulbs (67)
- Rebate for recycled appliances (26)
- Replaced old appliances with energy efficient ones (18)
- Home energy audit (5)
- Better insulation (3)
- TC Saves Program (2)
- Air conditioning
- Replacing energy windows
- I have taken my Christmas tree to them
- I have made inserts in my windows for winter and insulation

#### **Commercial**

- Lighting upgrades (24)
- Light bulbs (23)
- Programmable thermostats (2)
- Evaluation of ways to save money
- I have a guy coming to do an audit
- I installed a programmable thermostat and I did not get a kickback
- Our board is working with other churches statewide in determining what energy projects we could take advantage of
- It was probably 15 years ago, but we got input from them regarding curtains on coolers and a higher compressor
- Assistance in purchasing refrigerators that are energy efficient
- We are currently looking into ways to conserve on water
- Motor drives and things of that nature
- I am waiting on a quote from our electrician for sensors to control the lights, and I am looking into replacement of our parking lot lights and replace bulbs in our sign in front of our business

- Air compressor and chiller
- Tax advantages and green lodging designation
- Temperature control device
- Through the projects we have worked on
- We are going to be taking advantage of the lighting incentive in the future
- We are replacing lights in one of our facilities
- We got all new ballasts, everything is completely redone
- We have taken part as a vendor
- Wind energy

**44. (If have not taken advantage of energy efficiency improvements) Why not?**

**Residential**

- Renter (18)
- There was no reason or need to (16)
- Too busy/no time (14)
- Newer home, no need (9)
- I haven't thought about it (8)
- Just moved into service area (6)
- Have new appliances (6)
- Just haven't (3)
- Got new appliances, but they did not qualify. (3)
- I am already energy efficient (2)
- It didn't seem that convenient (2)
- Difficult to deal with TCLP
- Not interested
- Can't afford to buy new energy efficient appliances
- Did some energy efficient projects on my own
- Didn't care to set up an appointment to have someone come into my home to look around
- I wasn't contacted directly about it
- Don't have a fridge to trade in and I very rarely buy appliances
- Don't know how to
- Don't know why not; I should
- I have done other things because my house was built in 1885
- Have switched over to LAD bulbs - already doing energy efficiency projects on my own
- Have used my wooded property to implement energy efficiency heating my home
- Never had the opportunity
- Took advantage of a program offered through the Grand Traverse Band
- Usually miss the promotions
- Was making my home energy efficient before they started the program.
- I went with another program when I purchased my refrigerator
- Set in my ways and too old to change, and I'm also not strapped for money
- Have done the steps and research on my own instead of going through TC Saves
- It would not be cost efficient for me to upgrade my appliances
- My children are living in the house and I rely on them to take care of things
- My health
- Our home is already energy-efficient
- My wife does not like the stark quality of the light bulbs
- We haven't because of our age and it's hard to get around

## **Commercial**

- Too busy/no time (16)
- No need (10)
- No authority/ decision made by others (10)
- New building/business (10)
- Have not gotten around to it (8)
- Working on it (6)
- Too confusing (6)
- Too expensive, no funds available (4)
- Not on top of priority list (3)
- We do it on our own (3)
- Was not qualified (2)
- Not a big enough incentive (2)
- A lot of extra work
- I am a relatively young business.
- Already participating elsewhere
- Because of different ownership issues
- Did improvements on our own
- I can't recall one way or the other
- I didn't see any contact information
- Don't know
- Newer office and I believe that we have energy efficient lights and equipment
- I have an assistant who is supposed to be following up on the energy efficiency program
- I just updated a connecting building with high efficiency lighting
- I own several properties; it is not a priority with me
- My business because it is a gallery and we must use halogen lighting
- I pay for nothing but security lights
- I think you have an ulterior motive
- If you could see the building I'm in, you would understand, it would require a total revamping
- My business is closed and my building is empty and I will be done with it in November
- Not involved in that area of our business
- Only have 600 sq. ft. so there is not much improving to be done and I don't own my space
- Our energy usage is nominal
- The apartment building was built with stimulus funds in 2010. As part of tax credits, the building has many "green" items which include carpeting and paint. We are already energy efficient.
- The upgrades are fluorescent lights and we don't have those
- There are too many people at TCL&P who do nothing. They need to reorganize and get rid of people. They need to streamline and lower energy costs.
- They are for single family homes
- They started it after we remodeled the store
- We are already doing what we need to do
- Not there a lot
- Don't use much energy
- Already implemented some energy programs before L&P sent out its brochure
- Have different stations all over the place. They have many different energy providers. Just did our shop and they are on Cherryland. We had an incentive from them.
- We have sources through the Sign Industry

# Traverse City Light and Power: Community Survey 2012

## Introduction

2. Overall, how satisfied are you with the services provided by Traverse City Light & Power?

- Very satisfied*
- Satisfied*
- Undecided*
- Dissatisfied*
- Very dissatisfied*

3. Are you a residential or commercial customer? (Do Not Read)

- Residential*
- Commercial*

Now I will be asking you to evaluate a number of characteristics of service offered by Traverse City Light and Power. First you will indicate how important the characteristic is to you, and then you will rate Traverse City Light and Power on that characteristic.

### Providing electricity at low cost.

4. How *important* would you say this characteristic is to you?

- Very Important*
- Somewhat Important*
- Undecided*
- Somewhat Unimportant*
- Very Unimportant*

5. How would you *rate* Traverse City Light and Power on providing electricity at low cost?

- Excellent*
- Above Average*
- Average*
- Below Average*
- Poor*
- Don't Know (do not read)*

### Providing reliable electric service with fewer outages and surges.

6. How *important* would you say this characteristic is to you?

- Very Important*
- Somewhat Important*
- Undecided*
- Somewhat Unimportant*
- Very Unimportant*

**7. How would you rate Traverse City Light and Power on providing reliable electric service?**

- Excellent*
- Above Average*
- Average*
- Below Average*
- Poor*
- Don't Know (do not read)*

**Responsiveness to restoring power after outages.**

**8. How important would you say this characteristic is to you?**

- Very Important*
- Somewhat Important*
- Undecided*
- Somewhat Unimportant*
- Very Unimportant*

**9. How would you rate Traverse City Light and Power on responsiveness to restoring power after outages?**

- Excellent*
- Above Average*
- Average*
- Below Average*
- Poor*
- Don't Know (do not read)*

**10. If you have had contact with a Traverse City Light and Power customer service representative within the past year, either on the phone, in person or by email, how satisfied were you with the outcome of this most recent contact?**

- Very Satisfied (go to Q13)*
- Satisfied (go to Q13)*
- Undecided (go to Q13)*
- Dissatisfied (go to Q11)*
- Very Dissatisfied (go to Q11)*
- Did not have contact (go to Q13)*

**11. What is the primary reason you were dissatisfied? (choose only one)**

- Length of time between request and response*
- Problem/request was not resolved at all*
- Unfriendly or discourteous employees*
- Other (Do Not Read)*

*Please specify:*

---

---

---

---

---

**12. Would you like to be contacted by a Traverse City Light and Power representative?**

- Yes*
- No*

*Name and number:*

---

---

---

---

---

---

**13.** If you have had contact with a Traverse City Light and Power field representative (meter reader, lineman, or tree trimmer) within the past year, how satisfied were you with the outcome of this most recent contact?

- Very Satisfied (go to Q17)
- Satisfied (go to Q17)
- Undecided (go to Q17)
- Dissatisfied (go to Q14)
- Very Dissatisfied (go to Q14)
- Did not have contact (go to Q17)

**14.** With what type of field representative did you have contact?

- Meter reader
- Lineman
- Tree Trimmer
- Other (Do Not Read)

Other, please specify.

---

---

---

---

---

---

**15.** What is the primary reason you were dissatisfied? (choose only one)

- Length of time between request and response
- Problem/request not resolved at all
- Unfriendly or discourteous employees
- Other (Do Not Read)

Please specify.

---

---

---

---

---

---

**16.** Would you like to be contacted by a Traverse City Light and Power representative?

- Yes
- No

Name and number:

---

---

---

**17.** Have you seen or heard any promotions about Traverse City Light and Power within the last year...

	Yes	No	Uncertain (Do Not Read)
... on television?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... on the radio?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
... in the newspaper?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**18. What is your primary source of local news? (choose only one)**

- Newspaper
- Television
- Radio
- Facebook
- Twitter
- Internet
- Blogs
- Other (Do Not Read)

Please specify:

---



---



---



---



---

**19. Which local newspapers or magazines do you read on a regular basis? (Choose all that apply; Do Not Read) Follow up question: Do you read the paper version or electronic version most often?**

	Paper	Electronic	Both equally
Traverse City Record Eagle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Northern Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traverse City Business News/The Ticker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GT Women's Magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NM3 (Northern MI Men's Magazine)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traverse (the Magazine)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GT Insider	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (Do Not Read)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please specify:

---



---



---

	Do Not Read		
Do not read local newspaper or magazine at all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**20. Which television channel do you watch most often? (Choose only one; Do Not Read)**

- 7&4 (NBC)
- 9&10 (CBS)
- 29&8 (ABC)
- FOX 33
- Go to Q24Go to 24 Do not watch TV regularly or at all
- Other or Cable TV (specify channel)

Other or Specific cable channel:

---

---

---

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

- UpNorth TV - Channel 97 (analog) or 992 (digital)*
- Government TV - Channel 99 (analog) or 994 (digital)*
- Do not watch local public access television stations (Go to Q23)*
- Other (Do Not Read)*

*Please specify*

---

---

---

---

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

- TCL&P Board Meetings*
- City Commission Meetings*
- County Commission Meetings*
- Other (Do Not Read)*

*Please specify*

---

---

---

---

**23. What time of day do you usually watch television? (Choose only one)**

- Morning*
- Afternoon*
- Evening*
- Throughout the day*
- Weekends only*
- Other (Do Not Read)*

*Please specify.*

---

---

**24. Which radio station do you listen to most often? (Choose only one; Do Not Read)**

- WTCM -AM (580)*
- WTCM-FM (103.5)*
- WCCW-FM (Oldies 107.5)*
- WCCW-AM (1310-Sports)*
- WJLM-AM (1110 AM--Talk)*
- The Breeze (WJZQ 92.9 FM)*
- WKLT Double-Rock (97.5/98.9 FM)*
- The Zone (95.5 FM)*
- You-FM (formerly WSRT-FM 106.7 FM)*
- WLDR-FM Sunny 102 (101.9)*
- WLJN-FM (89.9 FM & 1400 AM)*

- WIAAA-FM (88.7 Interlochen) Music
- WIPR-FM (91.5) Interlochen News
- WNMC (90.7 FM)
- The Bear (98.1 FM)
- 106 KHQ (105.9 FM)
- The Fox (WCFX - 94.3, WDFX - 92.5 FM)
- Lite 96 (96.3 FM)
- Go to Q26Go to 26
- Do not listen to the radio at all
- Other

Please specify:

---



---



---

**25. What time of day do you usually listen to the radio? (Choose only one)**

- Morning
- Afternoon
- Evening
- Throughout the day
- Weekends only
- Other (Do Not Read)

Please specify.

---



---

**26. Which web site do you visit most often? (Choose only one; Do Not Read)**

- [www.google.com](http://www.google.com)
- [www.amazon.com](http://www.amazon.com)
- [www.msnbc.com](http://www.msnbc.com)
- [www.ebay.com](http://www.ebay.com)
- [www.yahoo.com](http://www.yahoo.com)
- [www.charter.net](http://www.charter.net)
- [www.foxnews.com](http://www.foxnews.com)
- [www.record-eagle.com](http://www.record-eagle.com)
- [www.upnorthlive.com](http://www.upnorthlive.com) (TV 7&4)
- [www.9and10news.com](http://www.9and10news.com)
- [www.facebook.com](http://www.facebook.com)
- [www.twitter.com](http://www.twitter.com)
- [www.youtube.com](http://www.youtube.com)
- [www.cnn.com](http://www.cnn.com)
- Do not regularly visit websites or don't visit them at all
- Other

Please specify (hyphens and underscore marks are important):

---



---



---

**27. What is the best way for Traverse City Light and Power to successfully communicate information to you? (choose only one)**

- Television

- Record Eagle (newspaper)
- Bill Insert
- Direct Mail, separate from your bill
- Radio
- E-Mail
- Outdoor advertising/Billboard
- Facebook
- Twitter
- E-newsletter
- Website
- Other (Do Not Read)

Please specify:

---



---



---



---

**28. Which social media sources do you use? (Choose all that apply)**

- Facebook
- Twitter
- You Tube
- Blogs
- Don't Use (Go to Q30)
- Other (Do Not Read)

Please specify:

---



---



---



---

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

- Facebook
- Twitter
- You Tube
- Blogs
- Other (Do Not Read)

If other, please specify:

---



---



---



---

**30. How often do you read Traverse City Light and Power bill inserts?**

- Always (go to Q32)
- Often (go to Q32)
- Occasionally (go to Q32)
- Never (go to Q31)

**31. What is the primary reason you do not read bill inserts? (Do Not Read)**

- Not interested*
- No time*
- Not useful*
- Other*

Please specify:

---

---

---

---

---

**32. Have you visited the Traverse City Light and Power website?**

- Yes
- No (Go to Q35)

**33. How often do you visit the website? (Choose only one)**

- Daily*
- Weekly*
- Monthly*
- Other (Do Not Read)*

Please specify:

---

---

---

**34. For what purpose do you visit the TCL&P website? (Choose all that apply)**

- Bill Payment Information*
- Board Information*
- News Updates*
- Electric Rate Information*
- Information on Energy Efficiency Rebates*
- Other (Do Not Read)*

Please specify:

---

---

---

---

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

	<i>Very Interested</i>	<i>Somewhat interested</i>	<i>Not at all interested</i>
Information on Traverse City Light and Power Projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on Rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online reporting of service problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on Energy News and Issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on Renewable Energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information on ways to improve energy efficiency in my home or business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Is there any *other* type of information you would like to have included on the website? Please specify. (IF NONE, LEAVE BLANK)

---

---

---

---

---

---

---

---

---

---

**36. How interested would you be in Traverse City Light and Power offering the following additional services?**

	<i>Very Interested</i>	<i>Somewhat Interested</i>	<i>Not at all interested</i>
Cable Television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are there other services you would like Traverse City Light and Power to offer? Please specify. (IF NONE, LEAVE BLANK)

---

---

---

---

---

---

---

---

---

---

**37. TCL&P may be building a small solar powered generating facility soon. (Wording for RESIDENTIAL CUSTOMERS: "Through a voluntary program, the average *residential* TCL&P customer could receive approximately 20% of their electricity from the sun. (Wording for COMMERCIAL CUSTOMERS: " Through a voluntary program, customers could receive 100 kilowatt hours of their electricity from the sun.")** Would you be interested in participating in this program if the cost was:

	<i>Yes</i>	<i>No (Go to \$15-\$10)</i>
...\$20 more a month	<input type="checkbox"/>	<input type="checkbox"/>
...\$15 more a month	<input type="checkbox"/>	<input type="checkbox"/>
...\$10 more a month	<input type="checkbox"/>	<input type="checkbox"/>

**38. In addition to providing electricity, are you aware of any way in which Traverse City Light and Power contributes to the community? Choose all that apply; Do Not Read)**

- Tree planting/seedlings*
- Christmas tree drop-off/disposal*
- Christmas tree lights Downtown*
- Cherry Festival*
- T.A.R.T. Trail*
- Bay Front Improvement Project*
- Support of community projects*
- I can't recall/don't know*
- Other*

Please specify:



- Need more information*
- Don't care*
- Do not like CFL light bulbs*
- Other (Do Not Read)*

Please specify:

---

---

---

---

---

---

---

**45.** Have you needed to get special financing to implement energy efficiency upgrades? **(COMMERCIAL CUSTOMERS ONLY)**

- Yes
- No

**46.** Would the availability of financing enable your business to expand or complete larger energy efficiency projects? **(COMMERCIAL CUSTOMERS ONLY)**

- Yes
- No
- Uncertain

**47.** How long have you been a Traverse City Light and Power customer?

- Less than 1 year*
- 1-5 years*
- 6-10 years*
- Over 10 years*

**48.** To ensure that we talk to a representative sample of Light and Power customers, can you tell me what year you were born?

---

---

**That completes our survey. Thank you very much for giving us your feedback. Have a great day!**

Do not ask:

**49.** General comments that the respondent had. If "none" leave blank.



**57. Caller Initials**

---

---