CRITICAL INSIGHTS

Strategic Market Research

Public Utilities Commission Residential Survey

Prepared for:

Public Utilities Commission

November 2002

Focus Groups • Surveys • Public Opinion Polling

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Introduction

Research Objectives
Methodology
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Analytical Framework
Sample Composition

Research Objectives

- The Public Utilities Commission is interested in understanding the respective values associated with having a choice of electricity supplier and obtaining the lowest possible cost for electrical supply for residential consumers in Maine.

- In an attempt to gain an understanding of residential consumers' opinions regarding the importance of choice of suppliers versus lowest cost, the Public Utilities Commission has retained Critical Insights, Inc. to address these research needs through a quantitative research assignment designed to assess:
  - The significance assigned to increased choice and lower prices in electricity supply;
  - Awareness of electric utility restructuring;
  - Support of changes in the standard offer;
  - Openness to competitive suppliers; and
  - Support of environmentally clean fuel sources.

Methodology

- This report summarizes key findings of the statewide survey of 400 residential utility customers conducted by Critical Insights from August 1st to August 17th, 2002. The findings presented in this report have an associated margin of error of ± 4.9 percentage points at the 95% confidence level.
- A total of 400 telephone interviews were conducted among Maine household decision makers during early August. Standard analysis for non-response error in the interviewing protocol yielded a 16.7% refusal rate, well within the limits for a reliable research effort. The average interview length was 13 minutes and 21 seconds.
- Survey data was weighted to reflect the population of the state. Resulting analyses revealed that the weighted data fell within the margin of error, thereby allowing the unweighted data to be used for final analyses. The unweighted data has been presented in this report.
- Where applicable, data from the 2002 survey was compared to past surveys (1998-2000).
- Note, due to programming limitations some of the questions throughout this report have been abbreviated to fit in the tables. Where necessary, refer to the questionnaire appended to this report for the complete question text.

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Respondent Qualifications

Sample selection was accomplished through randomly selecting respondents from lists provided by a computer-generated random digit dialing method. In order to qualify for inclusion in the survey, a respondent was required to meet the following criteria:

1. Be responsible or share responsibility for making decisions regarding the way their household buys electricity.
2. Not be employed or have any affiliation with an energy marketing company, or an electric utility, a market research firm or advertising agency; and
3. Not have a family member, or any close relative be currently employed or have any affiliation with a market research firm, advertising agency, or be involved in journalism.

Analytical Framework

To explore any differences of opinion among the various subgroups of the overall sample, the data was compared and contrasted by the following segments:

2002 Top Distribution Companies

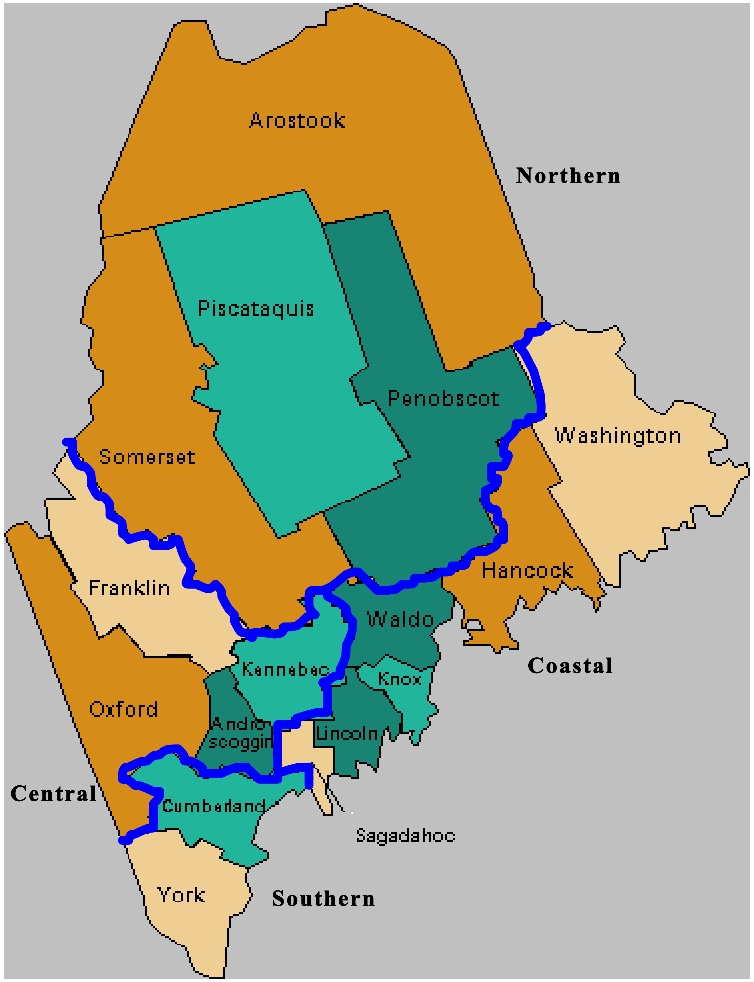
	n	%
CMP	282	71%
BHE	69	17%
MPS	24	6%
Other	18	5%

Note: Total sums to 393, as 7 respondents indicated that they did not know or refused to supply information regarding their distribution company.

Analytical Framework (cont.)

		n	%
Total Monthly Electric Bill	$80 or less	213	57%
	$81 or more	158	43%
Geographic Region	Northern	111	28%
	Coastal	89	22%
	Central/West	82	21%
	Southern	118	30%
Gender	Male	190	48%
	Female	210	53%
Age	Under 35 years	51	13%
	35 to 54 years	197	49%
	55+ years	150	38%
Children at Home	1 or more	164	42%
	None	231	58%
HH Income	<$25K	88	25%
	$25K to $49K	134	39%
	$50K+	126	36%
Education	Less than 4-year degree	261	66%
	College or more	133	34%

Geographic Region



Northern:

- Aroostook
- Penobscot
- Piscataquis
- Somerset

Coastal:

- Hancock
- Knox
- Lincoln
- Sagadahoc
- Waldo
- Washington

Central:

- Androscoggin
- Franklin
- Kennebec
- Oxford

Southern:

- Cumberland
- York

Sample Composition

		n	%
Gender	Male	190	48%
	Female	210	53%
Age	Under 35 years	51	13%
	35 to 54 years	197	49%
	55+ years	150	38%
Education	Less than high school	178	46%
	High school to some college	163	42%
	College or higher (postgraduate)	44	11%
HH Income	<$25K	88	25%
	$25K to $49K	134	39%
	$50K+	126	36%
Children at Home	1 or more	164	42%
	None	231	58%

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Consumer Profile

Electric Utility
Monthly Electric Bill

Electric Utility

Question	Response	n=400
Who is your household's electric utility (or as we often say, "distribution company")? That is, to whom do you now pay your electric service delivery bill?	Central Maine Power Company	71%
	Bangor Hydro-Electric Company	17%
	Maine Public Service Company	6%
	Eastern Maine Electric Cooperative	2%
	Houlton Water Company	1%
	Madison Electric Works	<1%
	Swans Island Electric Cooperative	<1%
	Fox Islands Electric Cooperative	<1%
	Kennebunk Light & Power District	1%
	Don't Know	1%
	Refused	1%

Monthly Electric Bill

		n=400
Approximately how much is your total monthly electric bill (that is, the combined cost for both electricity supply and delivery service)?	$14 to $49	17%
	$50 to $79	29%
	$80 to $100	25%
	$101 to $650	22%
	Don't Know/Refused	7%

Mean: $86.47
Median: $80.00

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Awareness

Awareness Trends of Industry Restructuring
Awareness of Industry Restructuring

Awareness Trends of Industry Restructuring

		Survey Year			
		1998	1999	2000	2002
		n=600	n=600	n=451	n=400
About two and a half years ago, restructuring of the electric industry changed the way that electricity is marketed and sold, to give customers the option to choose...how well informed do you feel about electric restructuring? (2002)	Very well informed	3%	5%	9%	10%
	Fairly well informed	13%	20%	42%	33%
	Not very well informed	48%	47%	38%	41%
	Not at all informed	36%	27%	9%	15%
	Don't Know	1%	1%	1%	1%

1998-2000: How well informed are you about the changes that will affect the way in which you will be able to purchase electricity?

- There has been a decline in the percentage of consumers who feel that they are well informed about restructuring in the past two years.
- Currently, four-in-ten consumers feel well informed about restructuring, while nearly six-in-ten do not.
- Two years ago, half of the consumers surveyed indicated that they felt well informed.
- Respondents with children currently living in their home are more likely to feel that they are not well informed about restructuring.

Awareness of Industry Restructuring

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
About two and half years ago, restructuring of the electric industry changed the way that electricity is marketed and sold, to give customers the option to choose...how well informed do you feel about electric restructuring?	Very well informed	10%	9%	12%	29%	11%
	Fairly well informed	33%	33%	35%	33%	33%
	Not very well informed	41%	44%	36%	21%	39%
	Not at all informed	15%	14%	16%	17%	17%
	Don't Know	1%	1%	1%	0%	0%

Overall Mean Score: 2.4 *

* Based on a scale where a 1 means "not at all informed" and a 4 means "very well informed."

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Consumer History

Purchasing Method
Experience with Competitive Suppliers
Rationale for Not Buying from a Competitive Supplier
Level of Purchasing Satisfaction in Restructured Environment
Rationale for Purchasing Satisfaction
Rationale for Purchasing Dissatisfaction

Purchasing Method

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
Have you ever bought from a competitive electricity supplier, or have you always taken the standard offer?	Currently buying from competitive supplier	2%	1%	1%	17%	0%
	Formerly bought from competitive supplier	2%	1%	4%	13%	0%
	Never purchased from competitive supplier	95%	98%	94%	67%	89%
	Don't Know	1%	0%	0%	4%	11%

- The vast majority of consumers have never purchased from a competitive supplier.

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Experience with Competitive Suppliers

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=380	n=276	n=65	n=16	n=16
Have you ever tried to find a competitive supplier? (a)	Yes	9%	7%	14%	6%	25%
	No	91%	92%	86%	94%	75%

a.) Based on respondents who indicated that they have never purchased from a competitive supplier; always taken standard offer.

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Rationale for Not Buying from a Competitive Supplier

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=34	n=20	n=9	n=1	n=4
Why didn't you buy from a competitive supplier? (a,b,c)	Couldn't find one	56%	60%	67%	0%	25%
	Didn't like price	18%	15%	11%	0%	50%
	Confused by terms	9%	10%	11%	0%	0%
	Distrust unfamiliar supplier	6%	5%	11%	0%	0%

a.) Based on respondents who indicated that they have never purchased from a competitive supplier; always taken standard offer and have tried to find a competitive supplier. b.) Multiple responses accepted. The remaining responses can be found the Detailed Tabulations. c.) Interpret with caution due to small sample sizes.

- The inability to access a competitive supplier has historically been the most frequently cited barrier to purchasing.

Level of Purchasing Satisfaction in Restructured Environment

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
As you think about your household's experience with purchasing electricity supply in a restructured environment, how satisfied are you?	1--> Not at all satisfied	11%	9%	17%	4%	11%
	2	13%	11%	14%	13%	22%
	3	33%	36%	32%	29%	17%
	4	20%	21%	14%	25%	17%
	5--> Very satisfied	22%	22%	19%	29%	33%
	Don't Know	2%	2%	1%	0%	0%

Overall Mean Score: 3.3

Mean Scores

	Mean
CMP	3.4
BHE	3.0
MPS	3.6
Other	3.4

- 42% of these consumers indicate that they are satisfied with their experience of purchasing in a restructured environment, while 24% are not.
- Respondents from the southern region of the state, females, respondents aged 55+ and those without any children currently living in their households are significantly more likely to be satisfied with the experience.

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Rationale for Purchasing Satisfaction

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=167	n=119	n=23	n=13	n=9
Why do you say that? (a,b,c)	No problems with current supplier	54%	56%	48%	54%	56%
	Good service	26%	23%	39%	31%	11%
	Low rates	28%	31%	22%	8%	33%

a.) Based on respondents who indicated that they were satisfied with their household's experience with purchasing electricity supply in a restructured environment. b.) Multiple responses accepted. The remaining responses can be found in the Detailed Tabulations. c.) Interpret with caution due to small sample sizes.

Rationale for Purchasing Dissatisfaction

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=92	n=57	n22	n=4	n=6
Why do you say that? (a,b,c)	High rates	50%	49%	41%	75%	67%
	Lack of alternatives	29%	25%	36%	75%	17%
	Uninformed about alternatives	15%	23%	5%	0%	0%
	Delivery rates high	9%	7%	14%	0%	17%
	Disapproval of deregulation	7%	9%	5%	0%	0%

a.) Based on respondents who indicated that they were dissatisfied with their household's experience with purchasing electricity supply in a restructured environment. b.) Multiple responses accepted. The remaining responses can be found in the Detailed Tabulations. c.) Interpret with caution due to small sample sizes.

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Industry Attitudes and Beliefs

Perceived Benefits of Restructuring
Preferred Supply Environment
Level of Importance of a Broad Selection of Electricity Suppliers
Level of Importance of the Price of Electricity Supply
Level of Support for Broadening Market
Standard Offer Price Threshold
Level of Support for PUC's Acquisition of SOS

Perceived Benefits of Restructuring

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
Do you believe that you as a residential customer would benefit from having increased selection among electricity suppliers?	Yes	64%	63%	72%	63%	56%
	No	21%	23%	9%	21%	39%
	Don't Know	15%	15%	19%	17%	6%

- Respondents with higher monthly bills are more likely to perceive benefits associated with increased selection. Similarly, respondents with children living in their home are more likely to see benefits associated with increased selection.
- It should be noted that perceptions of benefits associated with increased selection tend to decrease in tandem with the age of the respondent.

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Preferred Supply Environment

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
If you had to choose between having your standard offer price as low as possible, or increasing the number of competitive suppliers from which you could choose, which would you choose?	More selection by having more suppliers enter the market	21%	20%	26%	13%	22%
	Lower prices by using the standard offer	74%	73%	70%	83%	78%
	Don't Know	5%	6%	3%	4%	0%
	Refused	1%	1%	1%	0%	0%

- Nearly three quarters of these residential consumers claim a preference for lower prices (via the standard offer) versus increased selection. This preference is documented across all subgroups.
- Respondents with monthly bills of \$80 or less are more likely to select lower prices than respondents with higher monthly bills.

Level of Importance of a Broad Selection of Electricity Suppliers

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
How important is it to your household to have a broad selection of electricity suppliers from which to choose?	1--> Not at all important	22%	23%	19%	8%	33%
	2	19%	21%	14%	8%	17%
	3	30%	29%	33%	42%	28%
	4	11%	10%	16%	17%	0%
	5--> Very important	16%	15%	16%	17%	17%
	Don't Know	2%	1%	1%	8%	6%

Mean Scores

	Mean
CMP	2.7
BHE	3.0
MPS	3.3
Other	2.5

Overall Mean Score: 2.8

- Approximately four-in-ten respondents consider the availability of a broad range of suppliers to be unimportant to their household.
- A third of these consumers are neutral on the concept, while one-in-four consider the availability of a broad selection to be important.
- Respondents with bills in excess of $81 per month and those with children in the household are more likely to consider the issue of selection as important.

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Level of Importance of the Price of Electricity Supply

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
How important to your household is the price of electricity supply?	1--> Not at all important	1%	1%	1%	4%	0%
	2	2%	1%	6%	0%	6%
	3	13%	13%	7%	21%	22%
	4	16%	17%	12%	17%	17%
	5--> Very important	68%	68%	74%	58%	56%

Overall Mean Score: 4.5

Mean Scores

	Mean
CMP	4.5
BHE	4.5
MPS	4.3
Other	4.2

- Fully 84% of the overall sample consider the cost of electricity supply to be important to their household, with two-thirds assigning the issue a "very important" status.
- Lower income respondents, those whose monthly bills exceed $81, and females tend to be most likely to cite price as important.

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Level of Support for Broadening Market

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
To increase the standard offer price in order to encourage more electricity suppliers to compete, thereby increasing your supply options, and possibly reducing your supply price. How would you feel about this possible step?	1--> Strongly oppose this effort	43%	43%	30%	42%	72%
	2	18%	16%	23%	17%	11%
	3	25%	24%	29%	29%	11%
	4	6%	7%	7%	4%	0%
	5--> Strongly support this effort	8%	8%	7%	4%	6%
	Don't Know	1%	1%	1%	4%	0%
	Refused	1%	0%	1%	0%	0%

Mean Scores

	Mean
CMP	2.2
BHE	2.4
MPS	2.1
Other	1.6

Overall Mean Score: 2.2

- There is very little support for efforts to encourage more suppliers to enter the market by raising the standard offer. Currently nearly two-thirds of respondents oppose the tactic, with 43% voicing strong opposition.
- While only 14% support the concept, an additional 25% are neutral.

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Standard Offer Price Threshold -- Total Market

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
If an increase in the standard offer price would increase the likelihood of additional suppliers entering the market, thereby increasing your options and possibly reducing costs, what percentage increase in the standard offer would you support? (a)	Opposed	62%	61%	57%	63%	83%
	None	7%	7%	9%	0%	0%
	1-9%	12%	11%	13%	25%	0%
	10-19%	9%	10%	9%	4%	6%
	20-29%	2%	2%	1%	4%	0%
	30-39%	1%	1%	0%	0%	0%
	40-49%	1%	1%	1%	0%	0%
	50+%	2%	2%	1%	0%	6%
	Don't Know	5%	5%	6%	4%	6%
	Refused	1%	1%	3%	0%	0%

a.) Based on all respondents, regardless of whether or not they supported the effort to increase the standard offer.

- Fully two thirds of the total sample were opposed to the possibility of increasing the standard offer price in order to encourage more opportunities for choice.

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Standard Offer Price Threshold

		Total	Top 3 Distribution Companies			
			CMP	BHE	MPS	Other
		n=153	n=111	n=30	n=9	n=3
If an increase in the standard offer price would increase the likelihood of additional suppliers entering the market, thereby increasing your options and reducing your costs, what percentage increase in the standard offer would you support? (a,b)	None	17%	18%	20%	0%	0%
	1-9%	30%	28%	30%	67%	0%
	10-19%	23%	24%	20%	11%	33%
	20-29%	6%	6%	3%	11%	0%
	30-39%	2%	3%	0%	0%	0%
	40-49%	2%	2%	3%	0%	0%
	50+%	5%	5%	3%	0%	33%
	Don't Know	13%	13%	13%	11%	33%
	Refused	3%	2%	7%	0%	0%

a.) Based on respondents who did not oppose the effort to increase the standard offer. b.) Interpret with caution due to small sample sizes.

- Of those 153 respondents who initially were neutral or indicated support of the the proposition of increasing the standard offer price to encourage more supply options, half of the respondents would tolerate an increase of 10% or less. In addition, 17% would *not* tolerate any increase.

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Level of Support for PUC's Acquisition of SOS

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
In proceeding with electric restructuring, a long-term option is to continue to have the PUC obtain SOS for households at the best possible price, which may lead to little or no retail competition in the sale of electricity in Maine. How would you feel about this possible step?	1--> Strongly oppose this effort	8%	9%	7%	0%	17%
	2	10%	10%	7%	8%	11%
	3	37%	38%	39%	33%	28%
	4	17%	17%	14%	25%	17%
	5--> Strongly support this effort	26%	24%	29%	29%	22%
	Don't Know	2%	1%	3%	4%	6%

Overall Mean Score: 3.4

Mean Scores

	Mean
CMP	3.4
BHE	3.5
MPS	3.8
Other	3.2

- Fully 43% of consumers support the solution of having the PUC obtain SOS service at the risk of limiting retail competition. Support is strongest in the coastal region of the state, among older respondents and among respondents without children in their household.

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Purchasing Preferences

Likelihood of Exploring Various Alternatives
Likelihood to Shop Profile
Likelihood to Shop and Bill Size
Anticipated Savings
Preferred Time Frame to Locate Electricity Supplier
Perceived Value of Environmentally Clean Fuel Source
Likelihood to Use “Check-Off” Option for Environmentally Clean Fuel Source

Likelihood of Exploring Various Alternatives

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
Assuming there will be a number of differences, including price and other features, among the various electricity suppliers, how likely would you be to explore the various alternatives?	Very likely	33%	33%	38%	33%	11%
	Somewhat likely	42%	43%	42%	42%	39%
	Not very likely	18%	17%	10%	17%	44%
	Not at all likely	6%	5%	9%	8%	6%
	Don't Know	1%	1%	1%	0%	0%

Overall Mean Score: 3.0 *

Mean Scores

	Mean *
CMP	3.1
BHE	3.1
MPS	3.0
Other	2.6

- Fully three quarters (75%) of these consumers claim that they would be likely to shop for alternative suppliers, with a third very likely to shop.

* Based on a scale where a 1 means “not at all likely” and a 4 means “very likely.”

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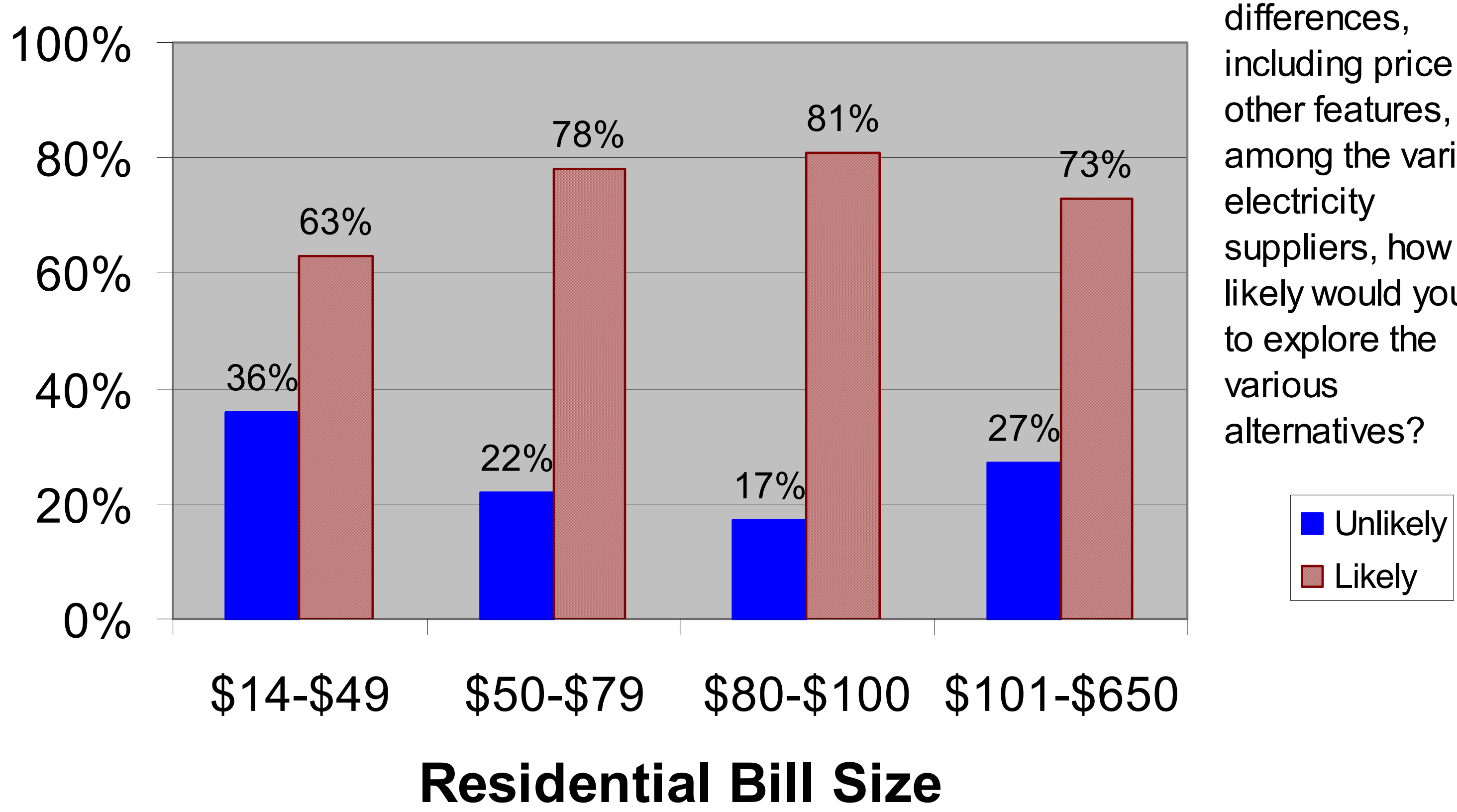
Likelihood to Shop Profile

- To further explore differences, respondents were analyzed by their likelihood to shop *.
- The differential characteristics that emerged among respondents classified as "very likely to shop" are as follows:
  - Very well informed about electric restructuring;
  - Have tried to find a competitive supplier;
  - Not satisfied with their household's experience with purchasing electricity in a restructured environment with high rates being the main cause for their dissatisfaction;
  - More likely to believe a residential customer would benefit from increased selection;
  - More likely to indicate a high level of importance of having a broad selection of electricity suppliers from which to choose; and
  - More likely to feel that the price of electricity is important in their household.

* Assuming there will be a number of differences, including price and other features, among the various electricity suppliers, how likely would you be to explore the various alternatives? (very likely, somewhat likely, not likely).

Likelihood to Shop and Bill Size



Assuming there will be a number of differences, including price and other features, among the various electricity suppliers, how likely would you be to explore the various alternatives?

Anticipated Savings

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
Assuming there were competitive electricity suppliers in the marketplace, what percentage discount or price savings - off your total monthly electric bill - would make it worth your time to shop around and compare the various alternatives?	None	2%	2%	0%	0%	11%
	1-9%	12%	10%	20%	21%	0%
	10-19%	36%	39%	26%	33%	39%
	20-29%	31%	29%	38%	33%	28%
	30-39%	4%	5%	3%	0%	6%
	40-49%	1%	1%	0%	0%	0%
	50% or more	7%	6%	6%	4%	17%
	Don't Know	7%	8%	6%	4%	0%
	Refused	1%	0%	1%	4%	0%

Average Percentage: 17.9

- The threshold for stimulating shopping behavior among these residential customers is relatively high, with nearly eight-in-ten (79%) of these customers only willing to shop and compare electricity suppliers when it yields at least a 10% savings off their **total** monthly electric bill, which is a much larger savings threshold when considered in the context of just the electricity supply portion of the bill.

Preferred Time Frame to Locate Electricity Supplier

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
Approximately how many days, on an annual basis, would you consider to be reasonable for shopping in order to choose the most favorable electricity supplier for your household?	None	10%	9%	9%	17%	17%
	1 to 3 days	49%	52%	43%	33%	33%
	4 to 5 days	13%	14%	13%	13%	6%
	6 to 10 days	11%	10%	17%	17%	6%
	11 or more days	9%	9%	12%	13%	11%
	Don't Know	7%	6%	4%	8%	28%
	Refused	1%	1%	1%	0%	0%

Average Number of Days: 5.5

- Nearly half of these consumers indicated a willingness to devote 3 days per year or less to shop for alternative suppliers with roughly a quarter of respondents (23%) only indicating one day annually to shop for alternatives. Note, anecdotal evidence suggests that some respondents were not thinking of days as eight hour blocks of time. In addition, some of the time indicated includes waiting for information and time to make the actual decision.

Perceived Value of Environmentally Clean Fuel Source: 1998-2002

		Survey Year			
		1998	1999	2000	2002
		n=600	n=600	n=451	n=400
How much extra would you be willing to pay to receive electricity supply generated from an environmentally clean fuel source, such as wind power, solar, or water power?	Be willing to pay much more than you currently pay	2%	3%	3%	4%
	Be willing to pay slightly more than you currently pay	38%	45%	40%	50%
	Not be willing to pay any more than you currently pay	57%	47%	55%	45%
	Don't Know	3%	4%	2%	1%

- There has been a noteworthy increase in the number of consumers willing to pay a premium for green power over the years. Currently, over half of these respondents noted that they would be willing to pay more for green power, but only 4% indicated that they would be willing to pay a significant premium.

Perceived Value of Environmentally Clean Fuel Source

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
How much extra would you be willing to pay to receive electricity supply generated from an environmentally clean fuel source, such as wind power, solar, or water power? Would you...	Be willing to pay much more than you currently pay	4%	5%	6%	0%	0%
	Be willing to pay slightly more than you currently pay	50%	53%	46%	33%	44%
	Not be willing to pay any more than you currently pay	45%	41%	48%	67%	56%
	Don't Know	1%	1%	0%	0%	0%

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Likelihood to Use "Check-Off" Option for Environmentally Clean Fuel Source

		Total	Distribution Company			
			CMP	BHE	MPS	Other
		n=400	n=282	n=69	n=24	n=18
Electricity generated from an environmentally clean fuel source, w/o shopping for it, by merely checking off a box on your utility bill, it would increase your total bill by 10%, how likely would be to select this option?	Very likely	19%	21%	16%	13%	17%
	Somewhat likely	34%	34%	38%	42%	22%
	Not very likely	21%	21%	23%	13%	17%
	Not at all likely	25%	24%	23%	33%	44%
	Don't Know	1%	1%	0%	0%	0%

Overall Mean Score: 2.5 *

- Over half of these respondents exhibited their support for green power by expressing a likelihood of obtaining environmentally clean power by simply checking off a box on their utility bill.
- Respondents under the age of 54 are significantly more likely to opt for green power.
- 46% claimed they were not likely to take advantage of the opportunity.

* Based on a scale where a 1 means "not at all likely" and a 4 means "very likely."

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