

# RESEARCH & POLLING INC



**PNM**  
**ALBUQUERQUE COMMUNITY SURVEY**  
**AUGUST 2015**

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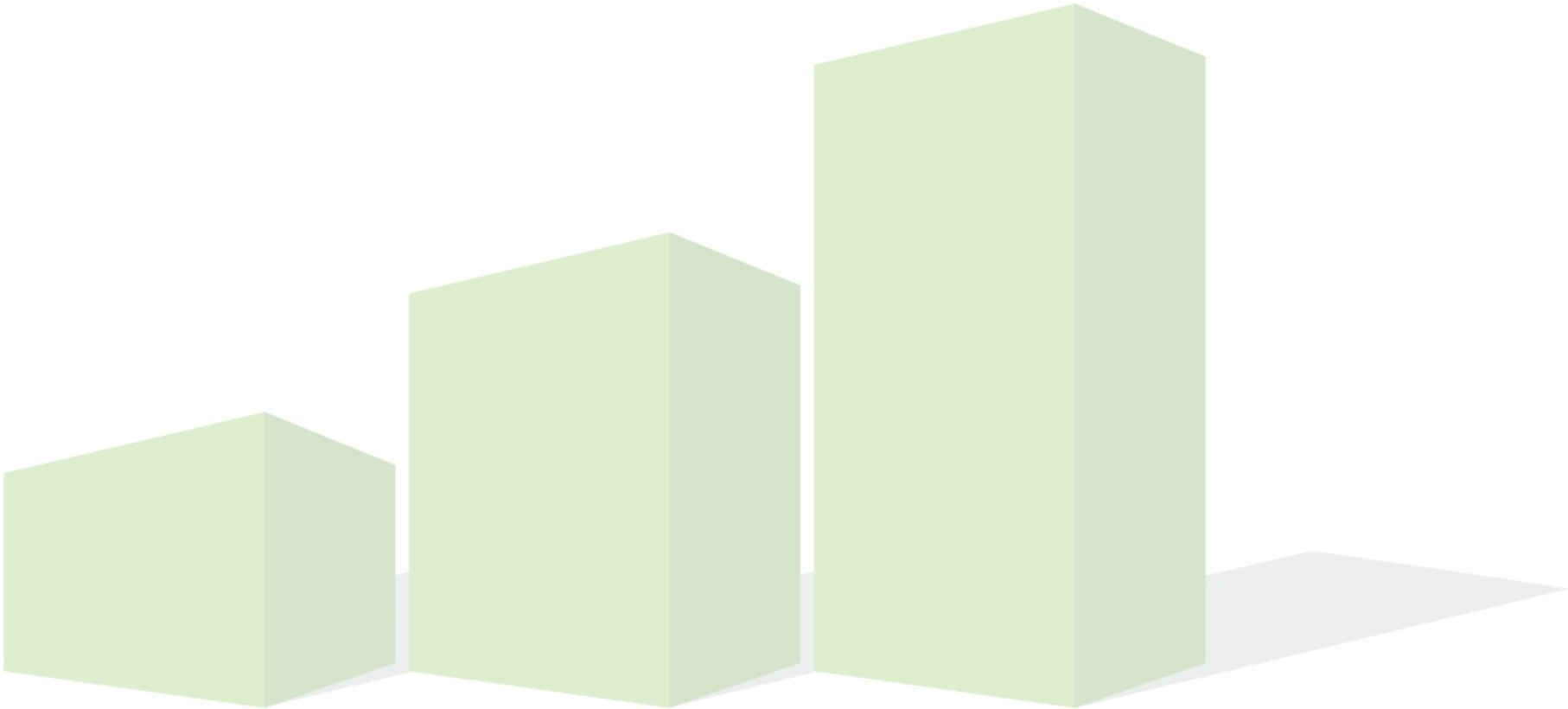
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I. INTRODUCTION



## METHODOLOGY

This research study was commissioned by PNM in order to assess which electric utility attributes PNM customers believe are most important. This study also measured customers' awareness of PNM's plan to close a portion of the San Juan Generating Station, as well as customers' preferences as they relate to closing two of the four coal-fired units or closing the entire power plant.

### THE INTERVIEW

A stratified random sample of PNM customers in New Mexico was interviewed by telephone. Customers were stratified by service area so that each region would have a sufficiently large cell size in order to review the results with a greater degree of accuracy. Cell phone and landline telephone numbers were generated from the PNM customer database. Customers were stratified by the following regions:

- **Albuquerque Metro Area\* (n=401)**
  - Valley/Downtown: 87048, 87068, 87102, 87104, 87105, 87107, 87121
  - Westside/Rio Rancho: 87114, 87120, 87124, 87144
  - Mid-Heights: 87106, 87108, 87109, 87110
  - Far Heights: 87111, 87112, 87113, 87123
  - Other: 87002, 87004, 87008, 87031, 87042, 87043, 87047, 87059
- Santa Fe (n=406)
- Northern New Mexico (n=200)
- Southwestern New Mexico (n=306)
- Southeastern New Mexico (n=205)

*\*See page 5 for a map of areas within PNM's Albuquerque service area.*

In order to not skew results, surveys were weighted to their true proportion of the regional population of residential PNM customers in New Mexico. This report is among PNM customers in the Albuquerque Metro area. All interviews were conducted between July 22nd and August 6th, 2015.

The telephone interviewers are professionals who are brought together for a training session prior to each survey. This ensures their complete and consistent understanding of the survey instrument. A total of 401 PNM customers in the Albuquerque Metro area completed interviews.

### MARGIN OF ERROR

A sample size of 401 at a 95% confidence level provides a maximum margin of error of approximately 4.9%. In theory, in 95 out of 100 cases, the results based on a sample of 401 will differ by no more than 4.9 percentage points in either direction from what would have been obtained by interviewing all PNM customers in the Albuquerque Metro area.

### SAMPLE BIAS

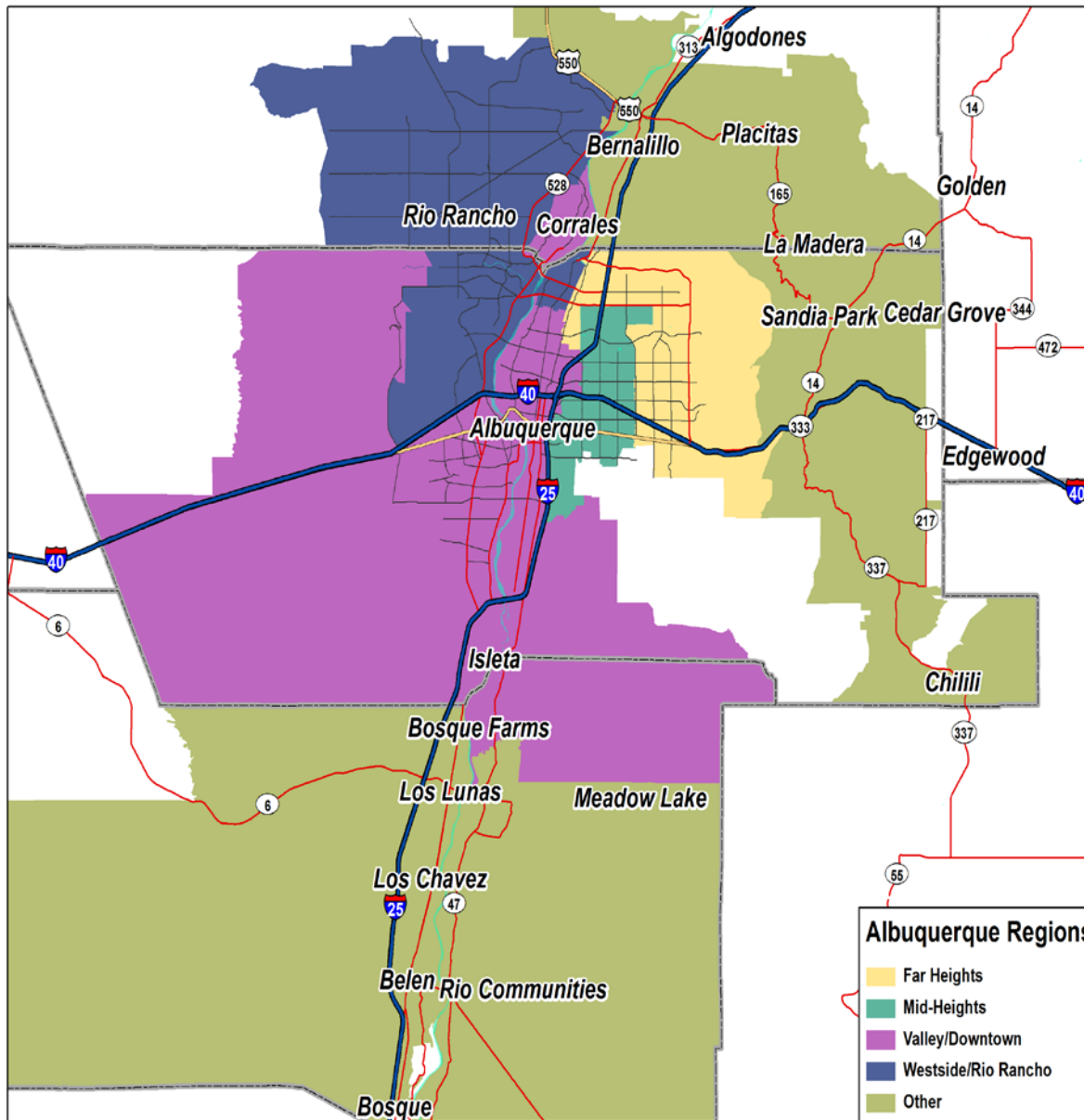
In any survey, there are some respondents who will refuse to speak to the professional interviewer. A lower response rate among certain types of individuals can result in a sample wherein certain types of individuals are over-represented or under-represented. The potential for sampling bias increases as the response rate decreases. Research & Polling, Inc. often sets quotas for various segments of the population who are historically undercounted. This has the effect of minimizing, but not necessarily eliminating, sampling bias.

### THE REPORT

This report summarizes the results from each question in the survey and reports on any variances in attitude or perception, where significant, among demographic subgroups. The subgroups examined in this report include:

- Age
- Income
- Ethnicity
- Education attainment level
- Region

## ALBUQUERQUE METRO REGIONS (GROUPED BY ZIP CODE BOUNDARIES)



### ABQ METRO

**FAR HEIGHTS:**

EAST OF WYOMING, NORTH OF PASEO DEL NORTE

**MID-HEIGHTS:**

SOUTH OF PASEO DEL NORTE, BETWEEN I-25 AND WYOMING

**VALLEY/DOWNTOWN:**

CORRALES, MOST OF THE NORTH VALLEY AND SOUTH VALLEY, SOUTHWEST MESA, AND DOWNTOWN

**WESTSIDE/RIO RANCHO:**

WESTSIDE NORTH OF I-40, RIO RANCHO, NORTH VALLEY NORTH OF PASEO DEL NORTE

**OTHER:**

LOS LUNAS SOUTH TO BELEN, BERNALILLO, PLACITAS, EAST MOUNTAINS

## EXECUTIVE SUMMARY

PNM customers in the Albuquerque Metro area were surveyed in order to assess which electric utility attributes they believe are most important, as well as to measure customers' awareness of PNM's plan to close a portion of the San Juan Generating Station. This study also assessed customers' preferences as they relate to closing two of the four coal-fired units or closing the entire power plant.

### EXPECTATIONS FROM THEIR ELECTRIC UTILITY PROVIDER

When PNM customers in the Albuquerque Metro were asked to rate items that may or may not be important to them in what they expect from their electric utility company, all items tested are perceived as important (a score of 8, 9, or 10 on a zero to ten scale) by PNM customers in the Albuquerque Metro area. Having the most reliable electric service is rated as important by the vast majority (91%) of PNM customers, followed by providing the highest quality customer service (80%). Seventy-two percent rate having the lowest electric rates as important, 67% say reducing pollution from power plants is important, and 61% say developing more renewables is important.

When Albuquerque Metro customers were reminded of which items they gave the highest marks to and asked which they believe is the single most important expectation from their electric utility, providing the most reliable electric service (30%) was selected most often, followed by having the lowest rates in the West (27%), developing more renewables (20%), reducing pollution (14%), and providing the highest quality customer service (7%).

### AWARENESS AND OPINIONS OF PNM'S PLAN FOR THE SAN JUAN GENERATING STATION

The majority of PNM customers in the Albuquerque Metro area (57%) are unaware of PNM's plan to close two of the four coal-fired units at the San Juan Generating Station. However, certain demographic groups are more likely to be aware of PNM's plan, including:

- Those in 'other' areas of the Albuquerque Metro (i.e. East Mountains)
- Males
- Anglos
- Those ages 65 and older
- Those of higher socio-economic status

Customers were read two different viewpoints regarding the closure at the San Juan Generating Station. The majority (65%) of Albuquerque Metro PNM customers agree with PNM's plan to close two of the four coal-fired units versus closing the entire plant, while 14% say PNM should close the entire plant. Of note, those residing in the "other" areas (i.e. East Mountains) of the Albuquerque Metro are more likely than those residing in the core of Albuquerque to say that PNM should close the entire plant; however, the majority of customers in 'other' areas still prefer that PNM close two of the four coal-fired units.

When asked to give reasons for their opinions of whether PNM should close two units or close the entire plant, those in favor of closing two of the four coal-fired units mention reliability issues (22%), job cuts (9%), doing things one step at a time (8%), and diverse sources of energy are better (7%). Those in favor of closing the entire plant give reasons such as PNM should be pursuing more renewables (19%), reducing air pollution (8%), and that coal is bad/more pollutants (6%).

BIGGEST ISSUES OR PROBLEMS FACING THE COMMUNITY	
TOP 13 UNAIDED RESPONSES	
ALBUQUERQUE TOTAL SAMPLE (N=401)	
CRIME	32%
LACK OF GOOD JOBS	7%
WATER SHORTAGE/WATER SUPPLY	6%
ILLEGAL DRUG USE	5%
EDUCATIONAL SYSTEM POOR	5%
ROADS/STREETS/HIGHWAYS ARE IN BAD CONDITION	5%
HOMELESS POPULATION	5%
WEAK ECONOMY	4%
LOW WAGES	3%
POLICE/LEGAL SYSTEM	3%
DWI RATE HIGH	3%
NOTHING IN PARTICULAR	21%
DON'T KNOW/WON'T SAY	14%

Albuquerque Metro area PNM customers were asked, in an unaided, open-ended manner, what they believe are the **biggest issues or problems facing their community**. Nearly one-third (32%) of PNM customers in the Albuquerque Metro area say that crime is the biggest issue facing their community, followed by 7% who mention a lack of good jobs and 6% who mention water supply/shortage. Five percent each mention one of the following: illegal drug use, educational system is poor, roads/streets/highways in bad condition, and the homeless population. Importantly, 35% of Albuquerque Metro area PNM customers did not mention a particular issue or problem facing the community.

Notably, Albuquerque Metro area PNM customers of higher socio-economic status are more likely than others to say that crime and a lack of good jobs are the biggest issues facing their community.

CUSTOMERS' EXPECTATIONS FROM THEIR ELECTRIC UTILITY COMPANY (SUMMARY TABLE)													
ALBUQUERQUE TOTAL SAMPLE (N=401) RANKED BY HIGHEST "EXTREMELY IMPORTANT"													
	EXTREMELY IMPORTANT 10	09	08	07	06	05	04	03	02	01	NOT IMPORTANT AT ALL 00	DK/ WS	MEAN†
PROVIDING THE MOST RELIABLE ELECTRIC SERVICE TO YOUR HOME	68%	12%	11%	5%	1%	2%	*	*	-	*	1%	*	9.2
PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE	55%	10%	15%	7%	2%	5%	1%	2%	-	*	1%	1%	8.7
HAVING THE LOWEST ELECTRIC RATES IN THE WEST	51%	8%	13%	5%	4%	13%	1%	1%	*	1%	2%	1%	8.3
REDUCING POLLUTION FROM POWER PLANTS	46%	8%	13%	6%	6%	10%	2%	1%	2%	*	3%	1%	8.0
DEVELOPING MORE RENEWABLE ENERGY SOURCES, SUCH AS SOLAR AND WIND	44%	7%	10%	7%	4%	12%	2%	3%	1%	2%	3%	3%	7.7

\* LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 10-POINT SCALE. THE EXTREMELY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 10; THE NOT IMPORTANT AT ALL RESPONSE IS ASSIGNED A VALUE OF 00. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

Albuquerque Metro area PNM customers were read a list of **items that may or may not be important to them in what they expect from their electric utility company**. For each item, customers were asked to rate how important each item is, using a zero to ten scale where zero means *not important at all* and ten means *extremely important*.

#### PROVIDING THE MOST RELIABLE ELECTRIC SERVICE TO YOUR HOME

Nine-in-ten (91%) PNM customers in the Albuquerque Metro rate providing the most reliable electric service to their homes as important (a score of 8, 9, or 10), with the majority (68%) saying this is *extremely important*. Overall, there is little significant variation among demographic subgroups, as nearly all customers in the Albuquerque Metro see providing reliable electric service as important.

#### PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE

Eight-in-ten PNM customers in Albuquerque rate providing the highest quality electric service as important (a score of 8, 9, or 10); with over half (55%) saying this is *extremely important*. Again, due to the high percentage of residents who rate this as important, there is little significant variation across demographic subgroups.

### **HAVING THE LOWEST ELECTRIC RATES IN THE WEST**

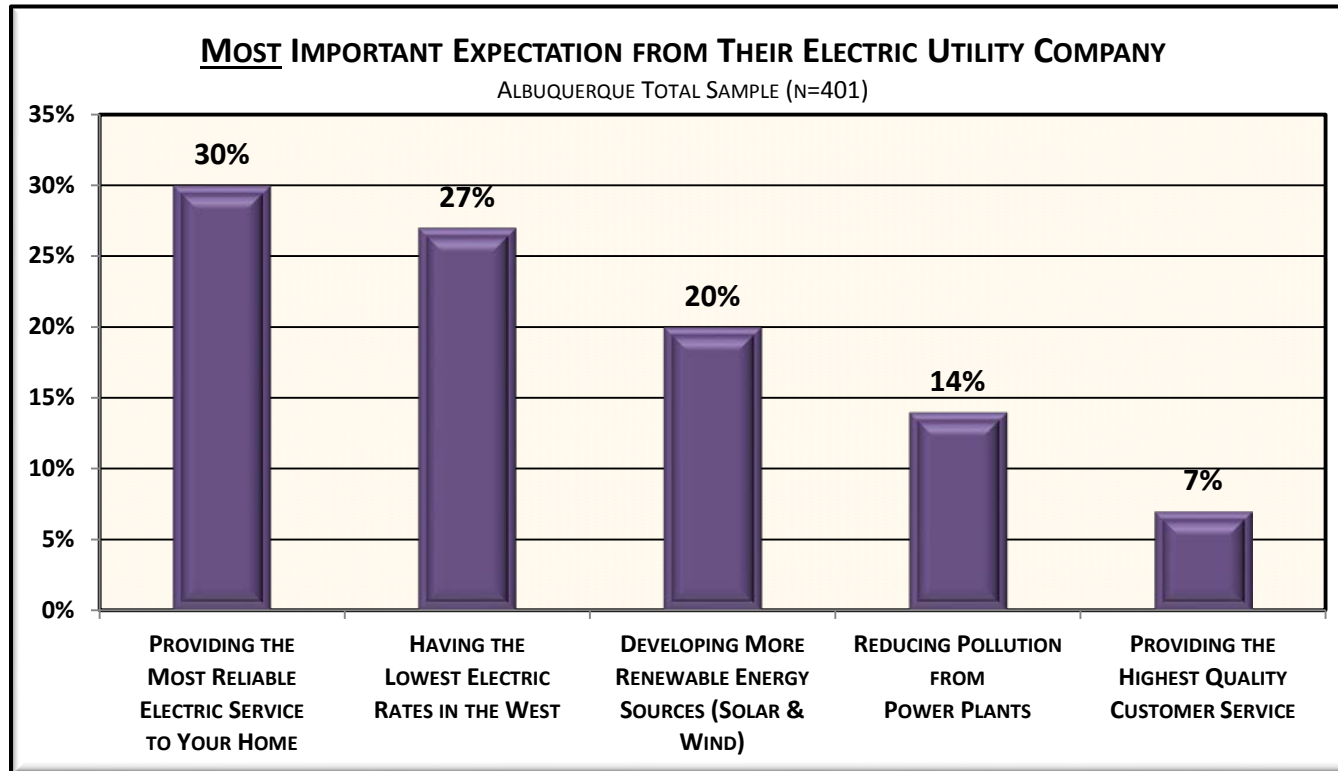
Approximately seven-in-ten (72%) PNM customers in the Albuquerque Metro say that having the lowest rates in the West is important with just over half (51%) saying this is *extremely important*. Over one-fifth (22%) have a neutral opinion or felt this was slightly important (a score of 5, 6 or 7), while 5% say this is unimportant (a score of 4, 3, 2, 1 or 0). Of note, those of lower socio-economic status, younger customers, Hispanics, and those in the Valley/Downtown area are more likely to say that having the lowest rates is *extremely important*.

### **REDUCING POLLUTION FROM POWER PLANTS**

Approximately two-thirds (67%) of PNM customers in the Albuquerque Metro rate reducing pollution from power plants as important, with 46% saying this is *extremely important*. Approximately one-fifth (22%) have a neutral opinion or felt this was slightly important, while 8% say this is unimportant. Notably, those in the Valley/Downtown area, Hispanics, and those ages 18 to 34 are more likely than others to say that reducing pollution from power plants is *extremely important*.

### **DEVELOPING MORE RENEWABLE ENERGY SOURCES, SUCH AS SOLAR AND WIND**

Six-in-ten (61%) PNM customers in the Albuquerque area rate developing more renewable energy sources as important, with less than half (44%) who say this is *extremely important*. Just under one-quarter (23%) have a neutral opinion or felt this was slightly important, while one-in-ten (11%) say this is unimportant. Those in the Valley/Downtown and Far Heights areas, those residing in 'other' areas, and younger customers are more likely others to say developing more renewable energy sources is *extremely important*.

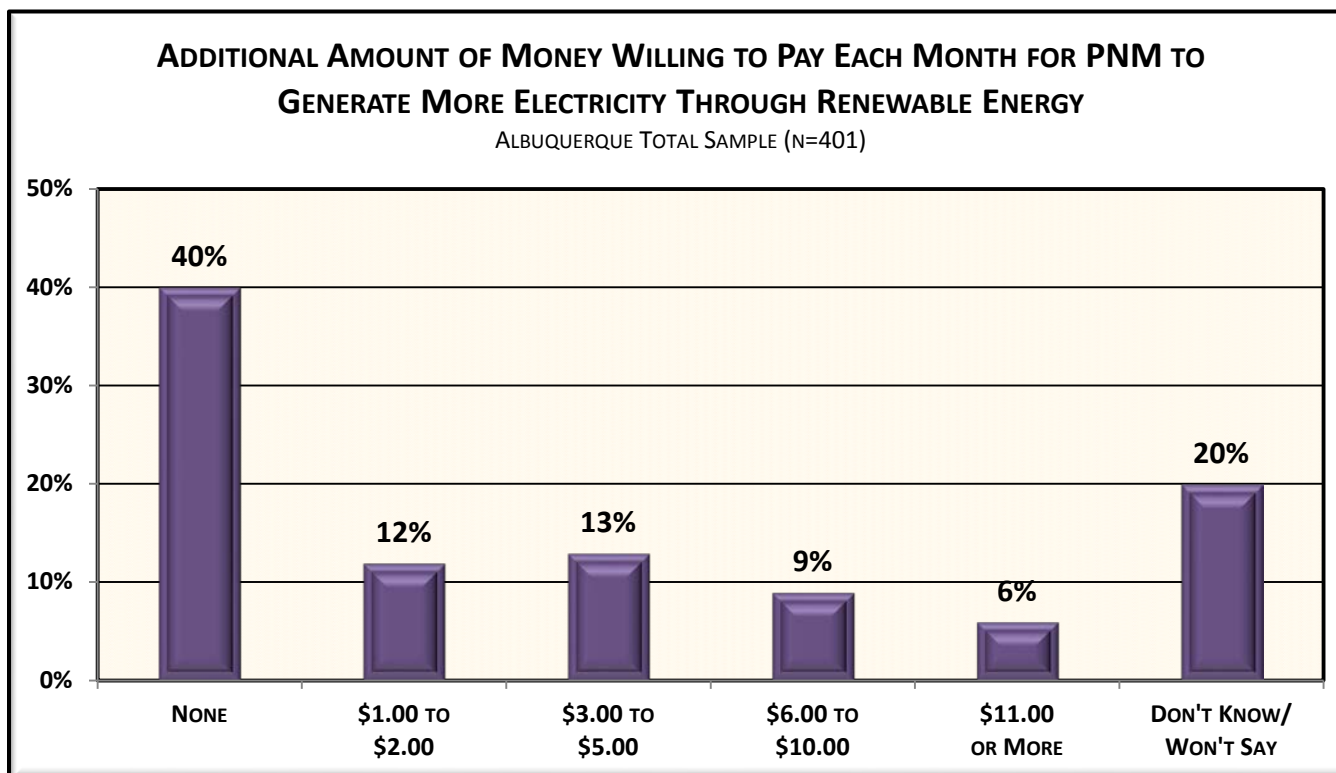


PNM customers in the Albuquerque Metro area were reread the five attributes from page seven and asked **which item is the most important to them** in what they expect from their electric utility. Overall, providing the most reliable electric utility service (30%) is the most important attribute, followed by approximately one-quarter (27%) who say having the lowest electric rates in the West is the most important. The third most important attribute among PNM customers in the Albuquerque Metro area is developing more renewable energy sources (20%), followed by reducing pollution from power plants (14%), and providing the highest quality customer service (7%).

Interestingly, those in the Valley/Downtown area (38%), Hispanics (36%), and those of lower socio-economic status are more likely than others to say that having the lowest electric rates in the West is the most important, while Anglos (38%) and those of higher socio-economic status are more likely than others to say that providing the most reliable electric service is the most important.

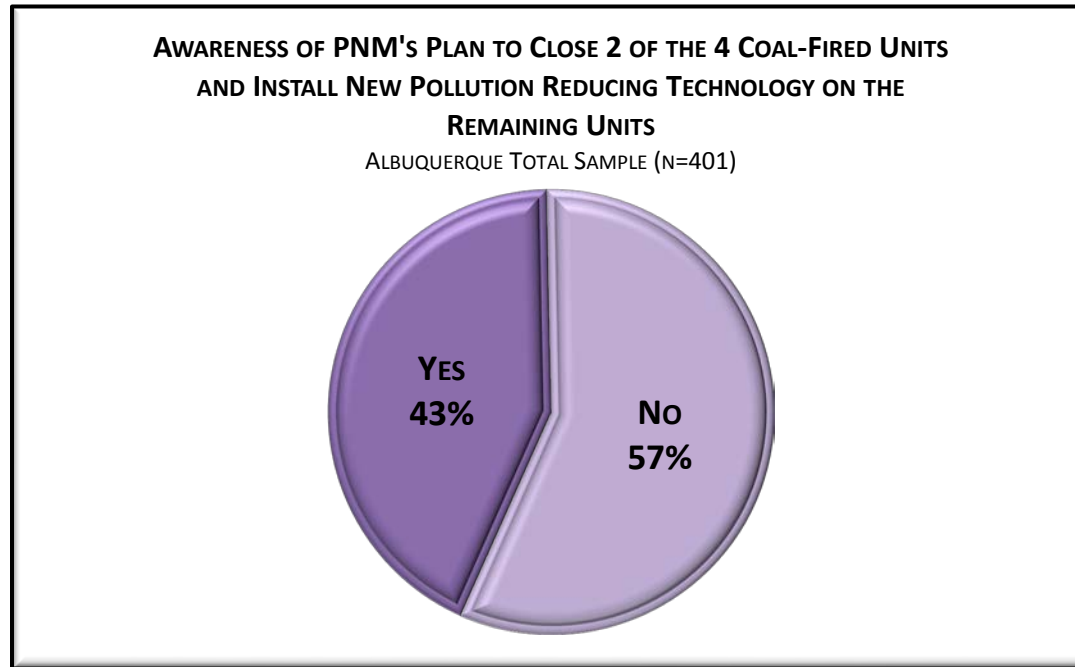
<b><u>MOST IMPORTANT EXPECTATION FROM THEIR ELECTRIC UTILITY COMPANY</u></b>						
SEGMENTED BY PNM SERVICE REGIONS						
	ABQ METRO	SANTA FE	NORTHERN NM	SOUTHWEST NM	SOUTHEAST NM	TRIBAL AREAS
PROVIDING THE MOST RELIABLE ELECTRIC SERVICE TO YOUR HOME	30%	25%	38%	30%	31%	27%
HAVING THE LOWEST ELECTRIC RATES IN THE WEST	27%	13%	24%	27%	25%	24%
DEVELOPING MORE RENEWABLE ENERGY SOURCES, SUCH AS SOLAR AND WIND	20%	35%	15%	16%	18%	18%
REDUCING POLLUTION FROM POWER PLANTS	14%	17%	12%	13%	12%	17%
PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE	7%	5%	9%	9%	10%	10%

Shown above are customers' most important expectations segmented by PNM service regions statewide. The percentages in boxes highlight the most important expectation of each region. For example, providing the most reliable electric service is the most important among customers in every region except Santa Fe, whose customers say developing more renewables is the most important. The percentages in **bold** highlight each region's second most important expectation; in all regions except Santa Fe, PNM customers say having the lowest electric rates in the West is second most important. Among Santa Fe customers, providing the most reliable electric service is the second most important expectation.



Albuquerque Metro PNM customers were asked how much of a **dollar increase in their monthly electric bill** they would be willing to pay for PNM to generate more electricity through renewable energy sources, such as solar and wind. Two-fifths of customers say they are unwilling to pay any additional amount on their monthly bill, while 12% mention they are willing to pay one to two dollars more a month. Thirteen percent are willing to pay three to five dollars more a month, while another 15% are willing to pay six dollars or more.

Those more likely than others to say they are unwilling to pay any additional money for PNM to generate more electricity through renewable sources include those in 'other' areas of the Albuquerque Metro [i.e. East Mountains] (57%) and those of lower socio-economic status. Those in the Far Heights area and those of higher socio-economic status are more likely than others to say they would be willing to pay at least six dollars more a month.



Customers in the Albuquerque Metro area were informed that PNM has filed a plan to permanently close two of the four coal-fired generating units at the San Juan Generating Station near Farmington and install pollution-reducing technology on the remaining two units. Residents were also told that this plan would cut PNM's coal use at San Juan by 37% and that the new pollution controls would also reduce greenhouse gas emissions and water use at the generating station by 50%. Residents were then **asked if they had heard of this plan**.

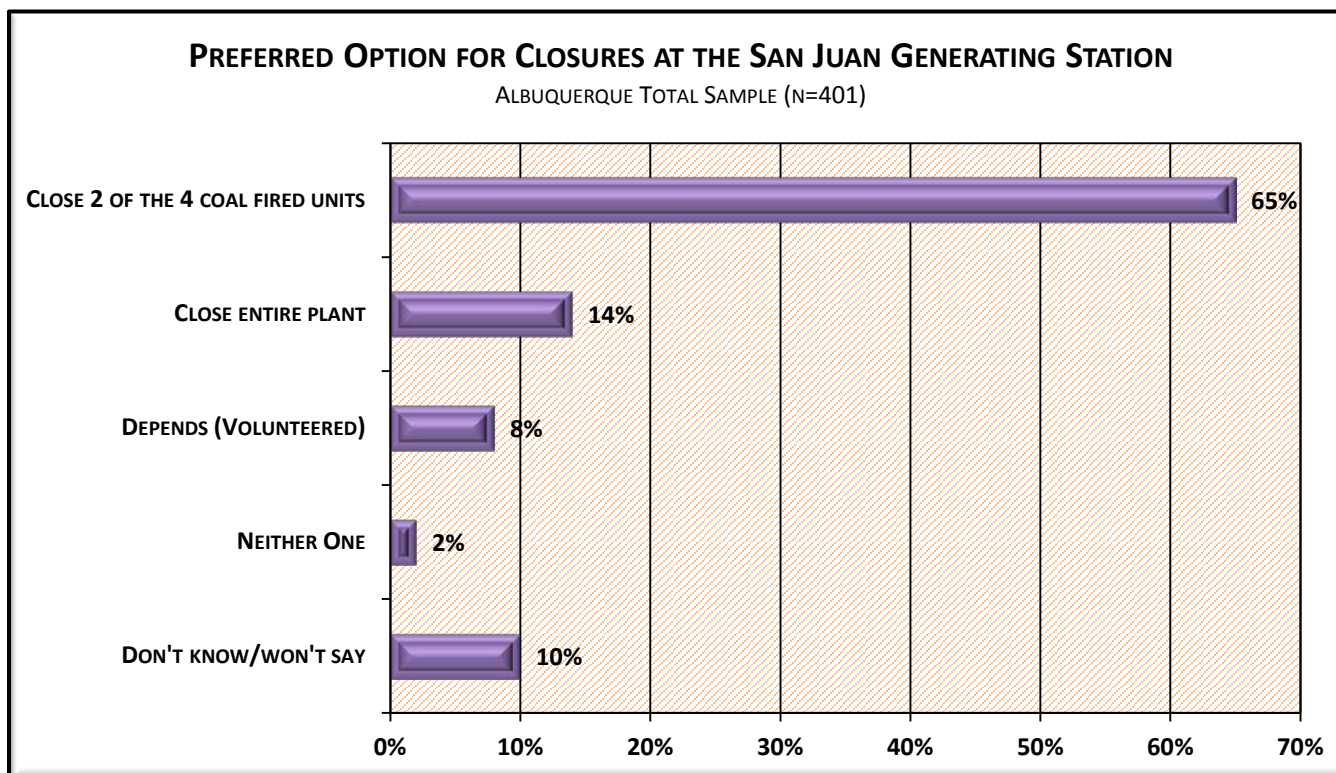
The majority (57%) of PNM customers say they have not heard of PNM's plan, while 43% say they have heard of it.

**Those *more* likely to say they have heard of PNM's plan include:**

- Those in the 'other' area of the Albuquerque Metro
- Males
- Anglos
- Those age 65 and older
- Those earning \$40,000 or more
- Those who are at least college graduates

**Those *less* likely than others to say they have heard of PNM's plan include:**

- Those in the Valley/Downtown area
- Females
- Hispanics
- Those ages 18 to 49
- Those earning less than \$40,000
- Those who are high school graduates or less



*“Some environmental groups oppose PNM’s plan because they believe it doesn’t go far enough in reducing pollution and water usage. They want PNM to close all 4 coal-fired generating units at the San Juan electric power plant and replace them with natural gas-fired power plants and more renewable energy sources like solar and wind. They feel that PNM should stop investing in old technologies such as coal-fired electric plants and develop more renewable energy options.”*

*“PNM’s plan would keep two of the four coal-fired generating units at the San Juan electric plant operating. The company feels it is important to use a mix of energy sources including coal, natural gas, nuclear from an existing plant (Palo Verde), and solar and wind. PNM believes this plan will ensure reliable electricity is available to its customers, since solar and wind power are not available 24 hours a day and cannot supply enough electricity during peak use periods.”*

PNM customers in the Albuquerque Metro area were read **two different viewpoints (shown above, rotated when read to survey participants) about the San Juan Generating Station operated by PNM** and were asked, after being read both statements, if they support PNM’s plan to close two of the four coal-fired units at the San Juan plant, or if they prefer that PNM close the entire power plant. The majority (65%) of Albuquerque Metro customers say they support PNM’s plan to close two of the four coal-fired units, while 14% say PNM should close the entire plant. Eight percent say “it depends” and one-in-ten did not offer an opinion.

Those more likely than others to agree that PNM should close two of the four coal-fired units include:

- Those ages 18-34
- Those earning \$80,000 or more

Those more likely than others to say that PNM should close the entire San Juan Generating Station include:

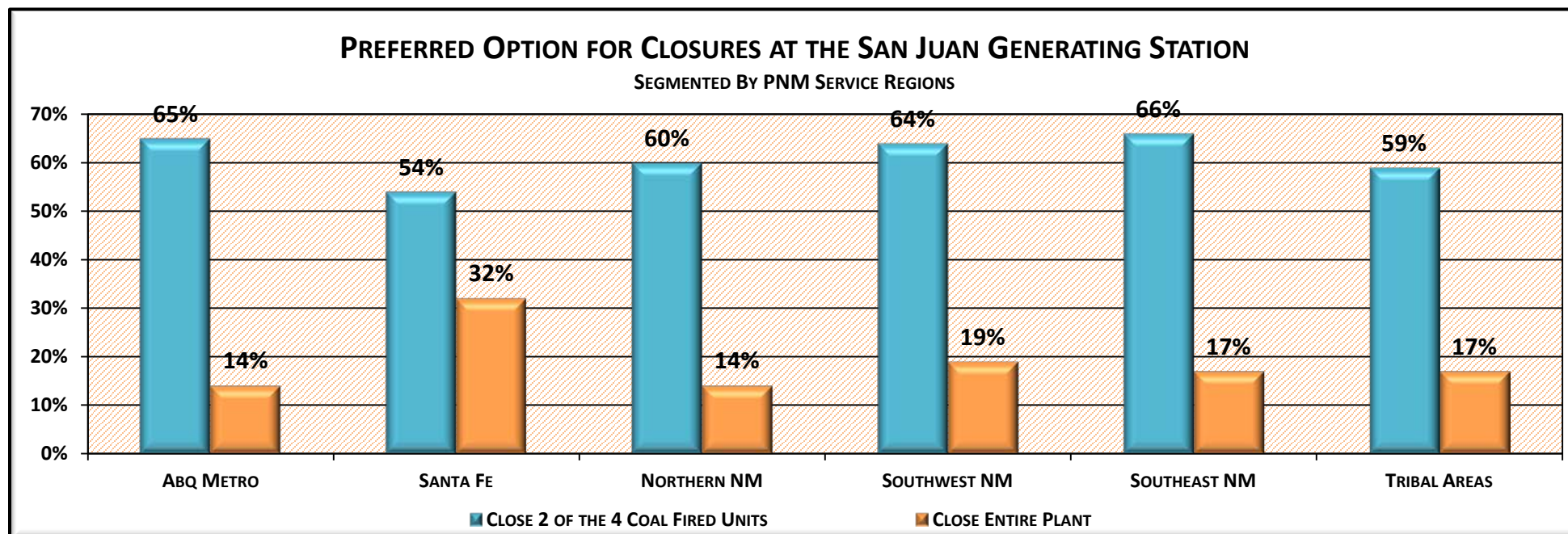
- Those in 'other' areas of the Albuquerque Metro (i.e. East Mountains)
- Those ages 35-49
- Those earning \$60,000 to under \$80,000
- Those with graduate degrees

#### NOTE ON SURVEY QUESTION

Issues revolving around the fate of the San Juan Generating Station are complex. PNM and interested parties to this regulatory matter disagree on many of the underlying assumptions and projections built into the various scenarios that have been proposed. It would be impossible to design a survey question for the general population that would take into account all of the issues pertaining to PNM's: ownership restructuring agreements, coal supply contracts, stranded assets, absorption of excess capacity at the remaining two units and cost projections for future coal supply, construction of natural gas plants, and renewable energy costs.

Much of the recent debate about the future of the San Juan Generating Station revolves around whether to allow PNM to absorb excess coal capacity in one of the two units that would remain open, if and when the utility closes the other two units. The question that was asked of PNM customers in the survey was not intended to measure that issue.

Instead, the question posed to PNM customers addressed a bigger picture question as to whether customers support the general concept of keeping two of the four generating units open, while using a mix of energy sources including less coal, or whether they would prefer to close the entire plant down and completely replace coal with other energy sources. PNM wanted customer feedback on this larger issue. Also, the survey question did not address the issue of cost, since the different parties to this debate disagree as to which scenario is the most cost effective.



PREFERRED OPTION FOR ADDRESSING CLOSURES AT THE SAN JUAN GENERATING STATION						
SEGMENTED BY PNM SERVICE REGIONS						
	ABQ METRO	SANTA FE	NORTHERN NM	SOUTHWEST NM	SOUTHEAST NM	TRIBAL AREAS
CLOSE 2 OF THE 4 COAL-FIRED UNITS	65%	54%	60%	64%	66%	59%
CLOSE ENTIRE PLANT	14%	32%	14%	19%	17%	17%
DEPENDS (VOLUNTEERED)	8%	7%	6%	7%	4%	6%
NEITHER (VOLUNTEERED)	2%	1%	2%	1%	1%	-
DON'T KNOW/WON'T SAY	10%	6%	18%	9%	12%	19%

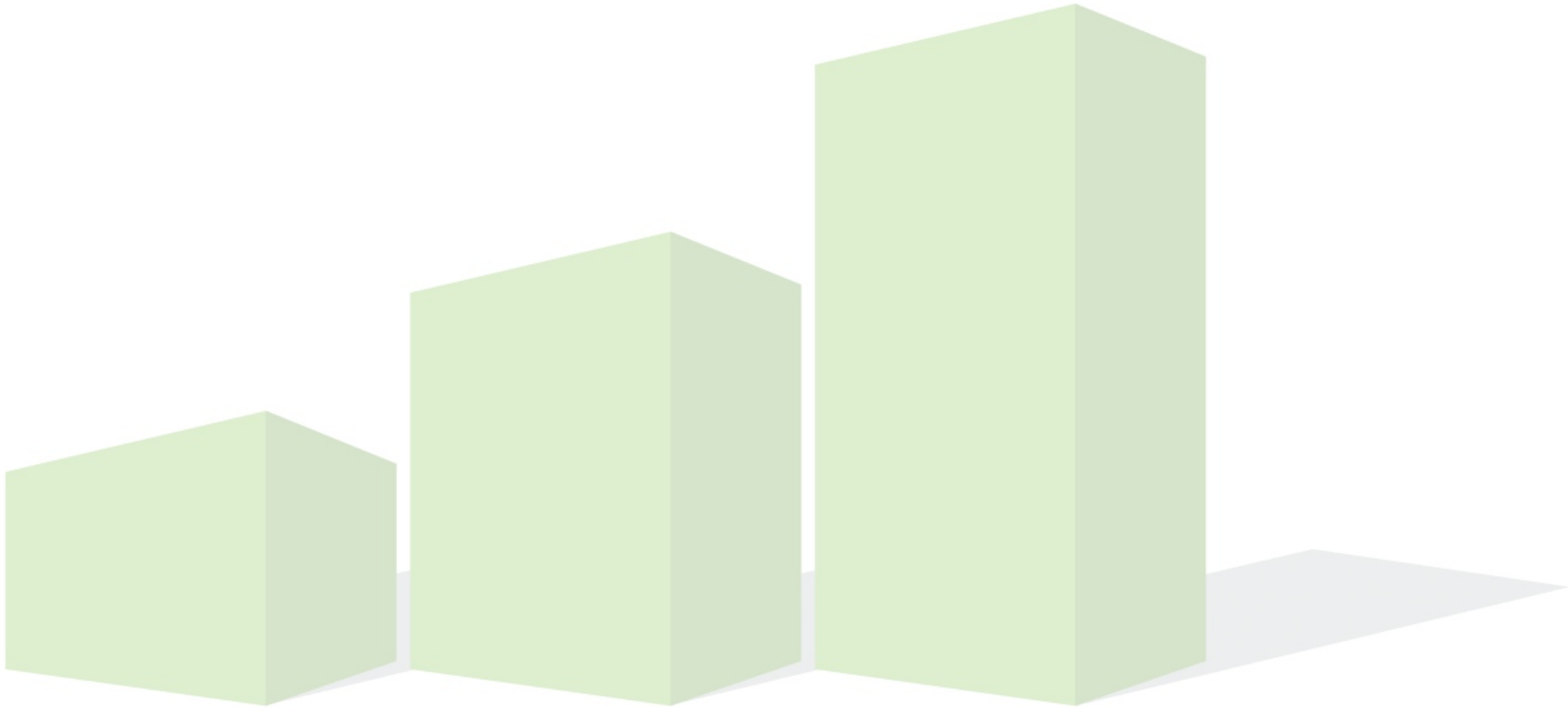
As shown above, the majority of PNM customers in each service region throughout the state are apt to support PNM's plan to close two of the four coal-fired units. Santa Fe customers are more likely than those in other regions to say that PNM should close the entire plant. However, the majority of Santa Fe customers (54%) still agree that PNM should close two of the four coal-fired units.

<b>REASONS FOR CHOOSING PREFERRED OPTION FOR ADDRESSING CLOSURE AT THE SAN JUAN GENERATING STATION</b> AMONG THOSE WHO CHOSE A CLOSURE OPTION ALBUQUERQUE TOTAL RESPONSES (N=359) TOP 9 UNAIDED RESPONSES	
<b>PNM SHOULD CLOSE ENTIRE PLANT</b>	
SHOULD BE PURSUING MORE RENEWABLES (SOLAR/WIND)	19%
WILL REDUCE AIR POLLUTION	8%
COAL IS BAD/MORE POLLUTANTS	6%
<b>SHOULD CLOSE 2 OF THE 4 COAL FIRED UNITS</b>	
SOLAR/WIND ARE NOT AS RELIABLE	12%
NEED MORE RELIABLE ELECTRICITY	10%
WILL CUT JOBS OTHERWISE	9%
TAKE CLOSURES A STEP AT A TIME	8%
DIVERSE SOURCES OF ENERGY ARE BETTER	7%
<b>NEUTRAL</b>	
NEED MORE INFORMATION	12%

PNM customers in the Albuquerque Metro area were asked to give the **primary reasons for their opinion** on which option they believe is best in regards to addressing closures at the San Juan Generating Station. Nearly one-fifth of customers who say that PNM should close the entire plant mention that PNM should be pursuing more renewables (19%), while 8% mention a reduction in air pollution, and another 6% say coal is bad/more pollutants. Those who say PNM should close two of the four coal-fired units mention that solar/wind are not as reliable (12%), a need for more reliable electricity (10%), will cut jobs (9%), to take closures a step at a time (8%), and 7% mention that diverse sources of energy are better. Twelve percent say they need more information.

Of note, Anglos (23%), those in the Far Heights, and those in “other” areas of the Albuquerque Metro are more likely to mention a need to pursue renewables. Further, those in the Far Heights are also more likely than others to mention that solar/wind are not as reliable.

II. SUMMARY OF RESULTS



## BIGGEST ISSUES OR PROBLEMS FACING THE COMMUNITY

### QUESTION 1: WHAT ARE THE BIGGEST ISSUES OR PROBLEMS FACING YOUR COMMUNITY?

CRIME	32%	LABOR FORCE/SKILLED LABOR UNAVAILABLE	*
LACK OF GOOD JOBS	7%	TRAFFIC: LIGHTS	*
WATER SHORTAGE/WATER SUPPLY	6%	LACK OF TRAINING FOR GOOD JOBS	*
EDUCATIONAL SYSTEM IS POOR	5%	HEALTHCARE REFORM	*
ILLEGAL DRUG USE	5%	NEIGHBORS: NOISY/DOGS BARKING/PARKED CAR/ETC.	*
HOMELESS	5%	AIR POLLUTION	*
ROADS/STREETS/HIGHWAYS ARE IN BAD CONDITION	5%	GRAFFITI	*
WEAK ECONOMY	4%	LACK OF SERVICES FOR ELDERLY	*
POLICE/LEGAL SYSTEM	3%	SEWERS/DRAINS	*
LOW WAGES	3%	GROWING TOO BIG/TOO FAST	*
DWI RATE HIGH	3%	TAXES ARE HIGH/UNREASONABLE	*
POVERTY	2%	COST OF HOUSING IS HIGH/UNREASONABLE	*
GUN CONTROL	2%	NOT ENOUGH ROADS/HIGHWAYS	*
GANGS	2%	DESTRUCTION OF OUR CONSTITUTION	*
COST OF LIVING IS HIGH/UNREASONABLE	2%	QUALITY OF SCHOOL FACILITIES	*
DROUGHT	2%	ILLEGAL IMMIGRATION	*
POWER OUTAGES	1%	FIRES	*
CONGESTION	1%	LOW PAY FOR TEACHERS	*
BAD DRIVERS: SPEEDERS/CELL USERS	1%	VIOLENCE	*
ORANGE BARRELS/CONSTANT STREET MAINTENANCE	1%	ILLEGAL DUMPING	*
PEOPLE'S YARDS (TRASH/CARS/ETC.)	1%	ROACHES	*
UTILITIES TOO HIGH	1%	DAY CARE (TO BE SAFE/RELIABLE/OFFER BEFORE SCHOOL CARE)	*
LACK OF ECONOMIC DEVELOPMENT	1%	FUTURE SCHOOL FUNDING	*
NEED MORE BUSINESSES/SMALL	1%	POLITICIANS/POLITICS	*
HIGH COST OF ELECTRICITY	1%	PNM NOT MEETING PEOPLES' NEEDS: DROP BOX/OFFICE HOURS/NOT LISTENING	*
DOMESTIC VIOLENCE/FAMILY PROBLEMS	1%	INFRASTRUCTURE	*
YOUTH PROBLEMS	1%	POOR TASTE IN DESIGN	*
LACK OF YOUTH ACTIVITIES	1%	WATER POLLUTION	*
DECLINE OF FAMILY VALUES	1%	TRAFFIC: HIGH	*
PEOPLE: RUDE/ANGRY/ETC.	1%	HIGH COST OF INTERNET	*
LANDSCAPING IS BAD	1%	NEED ANIMAL CONTROL	*
OVER POPULATION	1%		
GOVERNMENT/POLITICAL LEADERSHIP IS CORRUPT	1%	NOTHING IN PARTICULAR	21%
TOO MANY VACANT LOTS/HOUSES/BUILDINGS/ETC.	1%	DON'T KNOW/WON'T SAY	14%
ALCOHOLISM	1%		

\* LESS THAN 1% REPORTED.

**CUSTOMERS' EXPECTATIONS FROM THEIR ELECTRIC UTILITY COMPANY:  
HAVING THE LOWEST ELECTRIC RATES IN THE WEST**

QUESTION 2: I'D LIKE TO READ YOU A LIST OF ITEMS THAT MAY OR MAY NOT BE IMPORTANT TO YOU IN WHAT YOU EXPECT FROM YOUR ELECTRIC UTILITY COMPANY. FOR EACH ITEM, PLEASE TELL ME HOW IMPORTANT IT IS USING A 0 TO 10 SCALE IN WHICH 0 MEANS NOT IMPORTANT AT ALL AND 10 MEANS EXTREMELY IMPORTANT. **HAVING THE LOWEST ELECTRIC RATES IN THE WEST**

	TOTAL SAMPLE (N=401)	REGION					GENDER		ETHNICITY			AGE			
		VALLEY/ DOWNTOWN	WESTSIDE/ RIO RANCHO	MID- HEIGHTS	FAR HEIGHTS	OTHER	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
10 – EXTREMELY IMPORTANT	51%	60%	52%	37%	52%	48%	50%	53%	59%	43%	62%	56%	53%	47%	48%
9	8%	6%	9%	12%	6%	13%	10%	7%	7%	9%	32%	6%	11%	9%	7%
8	13%	13%	11%	14%	9%	23%	1%	12%	11%	15%	6%	15%	12%	12%	12%
7	5%	5%	4%	3%	3%	9%	5%	4%	6%	4%	-	4%	7%	3%	5%
6	4%	2%	3%	6%	7%	1%	4%	3%	3%	5%	-	4%	6%	2%	5%
5	13%	10%	15%	19%	13%	4%	11%	14%	10%	17%	-	4%	7%	22%	17%
4	1%	1%	-	-	4%	-	1%	1%	-	2%	-	1%	2%	1%	1%
3	1%	1%	2%	1%	1%	-	2%	1%	1%	1%	-	3%	-	1%	-
2	*	-	-	-	1%	-	1%	-	-	1%	-	1%	-	-	-
1	1%	2%	-	1%	2%	-	1%	1%	2%	-	-	2%	-	-	2%
0 – NOT IMPORTANT AT ALL	2%	-	3%	3%	2%	2%	2%	2%	1%	2%	-	1%	1%	2%	3%
DON'T KNOW/WON'T SAY	1%	-	1%	4%	-	-	*	1%	*	2%	-	3%	-	1%	1%
MEAN †	8.3	8.6	8.2	7.8	8.0	8.7	8.3	8.3	8.6	8.0	9.6	8.5	8.6	8.0	8.0
MEDIAN	10.0	10.0	10.0	9.0	10.0	9.0	10.0	10.0	10.0	9.0	10.0	10.0	10.0	9.0	9.0

	TOTAL SAMPLE (N=401)	HOUSEHOLD INCOME					EDUCATION			
		LESS THAN \$20,000	\$20,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
10 – EXTREMELY IMPORTANT	51%	58%	62%	57%	35%	39%	58%	55%	45%	37%
9	8%	6%	10%	9%	6%	7%	4%	13%	11%	4%
8	13%	11%	9%	14%	27%	9%	8%	15%	18%	14%
7	5%	2%	5%	4%	9%	6%	3%	5%	4%	12%
6	4%	2%	3%	3%	6%	6%	3%	1%	7%	7%
5	13%	13%	9%	8%	11%	20%	16%	9%	11%	14%
4	1%	-	-	-	-	4%	-	-	2%	5%
3	1%	-	-	1%	2%	5%	2%	-	1%	1%
2	*	-	-	-	-	2%	-	-	-	2%
1	1%	3%	1%	1%	-	-	2%	-	1%	-
0 – NOT IMPORTANT AT ALL	2%	2%	1%	2%	4%	2%	2%	3%	1%	1%
DON'T KNOW/WON'T SAY	1%	4%	-	1%	1%	-	2%	-	-	2%
MEAN †	8.3	8.4	8.8	8.6	7.8	7.4	8.2	8.7	8.3	7.6
MEDIAN	10.0	10.0	10.0	10.0	8.0	8.0	10.0	10.0	9.0	8.0

\* LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 10-POINT SCALE. THE EXTREMELY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 10; THE NOT IMPORTANT AT ALL RESPONSE IS ASSIGNED A VALUE OF 00. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**CUSTOMERS' EXPECTATIONS FROM THEIR ELECTRIC UTILITY COMPANY:  
PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE**

QUESTION 3: I'D LIKE TO READ YOU A LIST OF ITEMS THAT MAY OR MAY NOT BE IMPORTANT TO YOU IN WHAT YOU EXPECT FROM YOUR ELECTRIC UTILITY COMPANY. FOR EACH ITEM, PLEASE TELL ME HOW IMPORTANT IT IS USING A 0 TO 10 SCALE IN WHICH 0 MEANS NOT IMPORTANT AT ALL AND 10 MEANS EXTREMELY IMPORTANT. **PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE**

	TOTAL SAMPLE (N=401)	REGION					GENDER		ETHNICITY			AGE			
		VALLEY/ DOWNTOWN	WESTSIDE/ RIO RANCHO	MID- HEIGHTS	FAR HEIGHTS	OTHER	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
10 – EXTREMELY IMPORTANT	55%	60%	52%	52%	59%	48%	55%	55%	55%	54%	46%	62%	52%	51%	55%
9	10%	8%	11%	3%	12%	19%	9%	11%	12%	9%	-	5%	12%	8%	16%
8	15%	11%	16%	18%	13%	20%	15%	15%	13%	15%	54%	14%	13%	17%	16%
7	7%	8%	9%	10%	7%	3%	10%	5%	5%	10%	-	9%	9%	7%	6%
6	2%	1%	2%	3%	3%	6%	1%	4%	1%	4%	-	1%	5%	2%	1%
5	5%	4%	5%	8%	6%	2%	7%	3%	6%	5%	-	5%	2%	10%	2%
4	1%	-	2%	2%	-	-	-	1%	1%	1%	-	-	-	1%	2%
3	2%	4%	3%	-	-	3%	2%	2%	3%	2%	-	2%	4%	2%	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	*	-	-	-	2%	-	1%	-	1%	-	-	-	-	-	2%
0 – NOT IMPORTANT AT ALL	1%	3%	1%	1%	-	-	1%	1%	2%	-	-	-	2%	3%	-
DON'T KNOW/WON'T SAY	1%	2%	-	4%	-	-	-	2%	1%	1%	-	3%	2%	-	-
MEAN †	8.7	8.6	8.6	8.6	8.9	8.8	8.6	8.7	8.6	8.7	8.9	8.9	8.6	8.3	9.0
MEDIAN	10.0	10.0	10.0	10.0	10.0	9.0	10.0	10.0	10.0	10.0	8.0	10.0	10.0	10.0	10.0

	TOTAL SAMPLE (N=401)	HOUSEHOLD INCOME					EDUCATION			
		LESS THAN \$20,000	\$20,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
10 – EXTREMELY IMPORTANT	55%	56%	55%	61%	46%	55%	54%	59%	50%	57%
9	10%	5%	8%	11%	12%	12%	8%	10%	12%	10%
8	15%	22%	12%	15%	18%	13%	12%	14%	20%	15%
7	7%	2%	6%	12%	10%	7%	5%	8%	7%	11%
6	2%	2%	2%	-	1%	5%	1%	2%	4%	3%
5	5%	7%	7%	1%	7%	2%	6%	4%	6%	4%
4	1%	-	3%	-	-	-	2%	-	-	-
3	2%	3%	3%	-	2%	3%	4%	2%	1%	-
2	-	-	-	-	-	-	-	-	-	-
1	*	-	1%	-	-	-	1%	-	-	-
0 – NOT IMPORTANT AT ALL	1%	-	3%	1%	-	2%	3%	1%	1%	-
DON'T KNOW/WON'T SAY	1%	4%	-	-	3%	-	3%	-	-	-
MEAN †	8.7	8.8	8.3	9.1	8.7	8.7	8.3	8.9	8.7	9.0
MEDIAN	10.0	10.0	10.0	10.0	9.0	10.0	10.0	10.0	10.0	10.0

\* LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 10-POINT SCALE. THE EXTREMELY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 10; THE NOT IMPORTANT AT ALL RESPONSE IS ASSIGNED A VALUE OF 00. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**CUSTOMERS' EXPECTATIONS FROM THEIR ELECTRIC UTILITY COMPANY:  
PROVIDING THE MOST RELIABLE ELECTRIC SERVICE TO YOUR HOME**

QUESTION 4: I'D LIKE TO READ YOU A LIST OF ITEMS THAT MAY OR MAY NOT BE IMPORTANT TO YOU IN WHAT YOU EXPECT FROM YOUR ELECTRIC UTILITY COMPANY. FOR EACH ITEM, PLEASE TELL ME HOW IMPORTANT IT IS USING A 0 TO 10 SCALE IN WHICH 0 MEANS NOT IMPORTANT AT ALL AND 10 MEANS EXTREMELY IMPORTANT. **PROVIDING THE MOST RELIABLE ELECTRIC SERVICE TO YOUR HOME**

	TOTAL SAMPLE (N=401)	REGION					GENDER		ETHNICITY			AGE			
		VALLEY/ DOWNTOWN	WESTSIDE/ RIO RANCHO	MID- HEIGHTS	FAR HEIGHTS	OTHER	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
<b>10 – EXTREMELY IMPORTANT</b>	68%	73%	65%	58%	65%	78%	65%	70%	69%	68%	52%	71%	68%	67%	62%
<b>9</b>	12%	11%	13%	15%	10%	7%	14%	9%	10%	12%	15%	11%	10%	15%	10%
<b>8</b>	11%	8%	8%	17%	19%	8%	11%	12%	11%	13%	32%	11%	11%	10%	16%
<b>7</b>	5%	7%	3%	5%	2%	5%	3%	6%	4%	4%	-	1%	8%	3%	7%
<b>6</b>	1%	1%	2%	-	1%	-	1%	1%	*	1%	-	-	2%	1%	1%
<b>5</b>	2%	-	6%	2%	1%	1%	4%	1%	4%	1%	-	2%	2%	3%	1%
<b>4</b>	*	-	-	2%	-	-	-	1%	1%	-	-	-	-	-	2%
<b>3</b>	*	-	1%	-	-	-	*	-	1%	-	-	1%	-	-	-
<b>2</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>1</b>	*	-	-	-	2%	-	1%	-	1%	-	-	-	-	-	2%
<b>0 – NOT IMPORTANT AT ALL</b>	1%	-	3%	1%	-	-	1%	*	-	-	-	2%	-	1%	-
<b>DON'T KNOW/WON'T SAY</b>	*	-	-	-	-	1%	-	*	-	*	-	-	-	-	1%
<b>MEAN †</b>	9.2	9.5	8.9	9.1	9.2	9.6	9.1	9.3	9.2	9.4	9.2	9.3	9.3	9.3	9.0
<b>MEDIAN</b>	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0

	TOTAL SAMPLE (N=401)	HOUSEHOLD INCOME					EDUCATION			
		LESS THAN \$20,000	\$20,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>10 – EXTREMELY IMPORTANT</b>	68%	63%	70%	69%	72%	69%	69%	65%	66%	73%
<b>9</b>	12%	4%	14%	8%	13%	11%	8%	12%	16%	14%
<b>8</b>	11%	19%	10%	17%	9%	6%	10%	12%	13%	9%
<b>7</b>	5%	11%	4%	3%	5%	2%	5%	8%	1%	1%
<b>6</b>	1%	1%	-	2%	-	2%	-	2%	2%	-
<b>5</b>	2%	3%	-	1%	-	3%	5%	-	1%	-
<b>4</b>	*	-	1%	-	-	-	1%	-	-	-
<b>3</b>	*	-	-	-	-	1%	-	-	-	2%
<b>2</b>	-	-	-	-	-	-	-	-	-	-
<b>1</b>	*	-	1%	-	-	-	1%	-	-	-
<b>0 – NOT IMPORTANT AT ALL</b>	1%	-	-	1%	-	4%	1%	1%	1%	-
<b>DON'T KNOW/WON'T SAY</b>	*	-	-	-	-	1%	-	-	-	1%
<b>MEAN †</b>	9.2	9.1	9.4	9.3	9.5	8.9	9.0	9.2	9.3	9.5
<b>MEDIAN</b>	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0

\* LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 10-POINT SCALE. THE EXTREMELY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 10; THE NOT IMPORTANT AT ALL RESPONSE IS ASSIGNED A VALUE OF 00. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**CUSTOMERS' EXPECTATIONS FROM THEIR ELECTRIC UTILITY COMPANY:  
DEVELOPING MORE RENEWABLE ENERGY, SUCH AS SOLAR AND WIND**

QUESTION 5: I'D LIKE TO READ YOU A LIST OF ITEMS THAT MAY OR MAY NOT BE IMPORTANT TO YOU IN WHAT YOU EXPECT FROM YOUR ELECTRIC UTILITY COMPANY. FOR EACH ITEM, PLEASE TELL ME HOW IMPORTANT IT IS USING A 0 TO 10 SCALE IN WHICH 0 MEANS NOT IMPORTANT AT ALL AND 10 MEANS EXTREMELY IMPORTANT. **DEVELOPING MORE RENEWABLE ENERGY SOURCES, SUCH AS SOLAR AND WIND**

	TOTAL SAMPLE (N=401)	REGION					GENDER		ETHNICITY			AGE			
		VALLEY/ DOWNTOWN	WESTSIDE/ RIO RANCHO	MID- HEIGHTS	FAR HEIGHTS	OTHER	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
<b>10 – EXTREMELY IMPORTANT</b>	44%	55%	34%	35%	46%	52%	40%	48%	45%	45%	27%	49%	42%	46%	39%
<b>9</b>	7%	4%	9%	8%	11%	5%	8%	7%	6%	7%	13%	7%	10%	6%	7%
<b>8</b>	10%	6%	14%	14%	14%	2%	11%	9%	8%	13%	10%	13%	12%	9%	7%
<b>7</b>	7%	5%	11%	12%	2%	4%	9%	5%	8%	6%	-	7%	9%	7%	4%
<b>6</b>	4%	3%	7%	2%	5%	6%	4%	5%	4%	4%	-	5%	4%	3%	6%
<b>5</b>	12%	7%	11%	19%	10%	19%	12%	11%	12%	11%	35%	10%	8%	15%	15%
<b>4</b>	2%	*	3%	2%	3%	1%	2%	2%	2%	2%	-	1%	2%	2%	3%
<b>3</b>	3%	4%	4%	2%	2%	5%	4%	3%	4%	3%	9%	5%	2%	3%	5%
<b>2</b>	1%	1%	-	2%	1%	3%	2%	*	1%	1%	-	1%	1%	-	3%
<b>1</b>	2%	4%	1%	-	1%	1%	1%	2%	2%	2%	-	-	1%	3%	2%
<b>0 – NOT IMPORTANT AT ALL</b>	3%	7%	2%	1%	3%	3%	5%	2%	3%	2%	6%	2%	2%	4%	4%
<b>DON'T KNOW/WON'T SAY</b>	3%	4%	4%	3%	3%	-	2%	5%	5%	2%	-	-	7%	1%	7%
<b>MEAN †</b>	7.7	7.7	7.7	7.6	8.1	7.6	7.5	8.0	7.7	7.9	6.7	8.0	8.1	7.6	7.2
<b>MEDIAN</b>	9.0	10.0	8.0	8.0	9.0	10.0	8.0	10.0	9.0	9.0	8.0	9.0	9.0	9.0	8.0

	TOTAL SAMPLE (N=401)	HOUSEHOLD INCOME					EDUCATION			
		LESS THAN \$20,000	\$20,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>10 – EXTREMELY IMPORTANT</b>	44%	45%	52%	51%	31%	39%	50%	40%	43%	42%
<b>9</b>	7%	2%	7%	7%	14%	11%	3%	11%	9%	9%
<b>8</b>	10%	11%	9%	13%	11%	11%	3%	13%	19%	10%
<b>7</b>	7%	-	11%	4%	11%	5%	3%	11%	7%	6%
<b>6</b>	4%	3%	6%	4%	3%	6%	6%	2%	5%	4%
<b>5</b>	12%	16%	8%	13%	13%	12%	17%	12%	5%	12%
<b>4</b>	2%	4%	*	2%	4%	1%	-	2%	2%	7%
<b>3</b>	3%	4%	1%	5%	2%	8%	3%	4%	1%	5%
<b>2</b>	1%	-	1%	1%	2%	-	-	2%	2%	1%
<b>1</b>	2%	5%	1%	-	2%	2%	2%	1%	3%	-
<b>0 – NOT IMPORTANT AT ALL</b>	3%	1%	5%	2%	4%	2%	6%	1%	2%	2%
<b>DON'T KNOW/WON'T SAY</b>	3%	10%	-	-	3%	2%	7%	2%	1%	1%
<b>MEAN †</b>	7.7	7.6	8.1	8.1	7.3	7.6	7.6	7.9	7.9	7.7
<b>MEDIAN</b>	9.0	10.0	10.0	10.0	8.0	9.0	10.0	9.0	9.0	9.0

\* LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 10-POINT SCALE. THE EXTREMELY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 10; THE NOT IMPORTANT AT ALL RESPONSE IS ASSIGNED A VALUE OF 00. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**CUSTOMERS' EXPECTATIONS FROM THEIR ELECTRIC UTILITY COMPANY:  
REDUCING POLLUTION FROM POWER PLANTS**

QUESTION 6: I'D LIKE TO READ YOU A LIST OF ITEMS THAT MAY OR MAY NOT BE IMPORTANT TO YOU IN WHAT YOU EXPECT FROM YOUR ELECTRIC UTILITY COMPANY. FOR EACH ITEM, PLEASE TELL ME HOW IMPORTANT IT IS USING A 0 TO 10 SCALE IN WHICH 0 MEANS NOT IMPORTANT AT ALL AND 10 MEANS EXTREMELY IMPORTANT. **REDUCING POLLUTION FROM POWER PLANTS**

	TOTAL SAMPLE (N=401)	REGION					GENDER		ETHNICITY			AGE			
		VALLEY/ DOWNTOWN	WESTSIDE/ RIO RANCHO	MID- HEIGHTS	FAR HEIGHTS	OTHER	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
<b>10 – EXTREMELY IMPORTANT</b>	46%	60%	35%	32%	49%	52%	44%	48%	55%	39%	27%	53%	45%	43%	43%
<b>9</b>	8%	7%	5%	15%	13%	1%	7%	10%	5%	10%	13%	9%	10%	8%	6%
<b>8</b>	13%	9%	12%	21%	15%	11%	15%	12%	11%	16%	10%	11%	13%	15%	14%
<b>7</b>	6%	7%	12%	3%	4%	2%	9%	4%	7%	6%	-	6%	7%	6%	7%
<b>6</b>	6%	3%	11%	2%	1%	14%	9%	2%	5%	7%	-	5%	5%	7%	5%
<b>5</b>	10%	8%	14%	15%	7%	8%	8%	13%	11%	10%	25%	6%	14%	12%	10%
<b>4</b>	2%	2%	1%	1%	4%	-	2%	2%	1%	2%	-	2%	1%	3%	1%
<b>3</b>	1%	1%	1%	-	1%	3%	1%	1%	1%	1%	-	2%	-	-	3%
<b>2</b>	2%	-	4%	3%	1%	1%	2%	2%	2%	2%	-	3%	1%	1%	2%
<b>1</b>	*	1%	-	-	-	-	-	1%	1%	-	6%	-	-	-	2%
<b>0 – NOT IMPORTANT AT ALL</b>	3%	1%	5%	5%	-	9%	3%	3%	1%	4%	20%	3%	1%	4%	4%
<b>DON'T KNOW/WON'T SAY</b>	1%	-	-	3%	3%	-	*	2%	-	2%	-	-	3%	-	2%
<b>MEAN †</b>	8.0	8.6	7.3	7.6	8.6	7.6	7.9	8.0	8.3	7.8	5.9	8.2	8.2	7.8	7.6
<b>MEDIAN</b>	9.0	10.0	8.0	8.0	10.0	10.0	9.0	9.0	10.0	9.0	8.0	10.0	9.0	9.0	9.0

	TOTAL SAMPLE (N=401)	HOUSEHOLD INCOME					EDUCATION			
		LESS THAN \$20,000	\$20,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>10 – EXTREMELY IMPORTANT</b>	46%	42%	55%	50%	38%	46%	47%	44%	47%	46%
<b>9</b>	8%	6%	6%	9%	13%	10%	3%	10%	16%	8%
<b>8</b>	13%	14%	16%	11%	16%	11%	12%	16%	13%	12%
<b>7</b>	6%	3%	5%	5%	12%	5%	4%	8%	5%	8%
<b>6</b>	6%	2%	6%	2%	11%	6%	8%	5%	5%	5%
<b>5</b>	10%	14%	7%	11%	6%	16%	14%	7%	7%	15%
<b>4</b>	2%	5%	-	3%	2%	1%	2%	2%	2%	1%
<b>3</b>	1%	2%	1%	-	1%	2%	1%	1%	1%	3%
<b>2</b>	2%	-	1%	6%	-	-	1%	3%	1%	1%
<b>1</b>	*	2%	*	-	-	-	1%	-	-	1%
<b>0 – NOT IMPORTANT AT ALL</b>	3%	6%	3%	3%	1%	2%	5%	3%	1%	1%
<b>DON'T KNOW/WON'T SAY</b>	1%	4%	-	-	-	-	2%	1%	2%	-
<b>MEAN †</b>	8.0	7.5	8.4	7.9	8.1	8.0	7.7	8.0	8.5	8.0
<b>MEDIAN</b>	9.1	9.0	10.0	10.0	8.0	9.0	9.0	9.0	9.0	9.0

\* LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 10-POINT SCALE. THE EXTREMELY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 10; THE NOT IMPORTANT AT ALL RESPONSE IS ASSIGNED A VALUE OF 00. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**MOST IMPORTANT EXPECTATION FROM THEIR ELECTRIC UTILITY COMPANY**

QUESTION 7: YOU GAVE HIGH MARKS TO THESE ITEMS (READ HIGHEST STATEMENTS). WHICH ONE DO YOU FEEL IS THE MOST IMPORTANT?

	TOTAL SAMPLE (N=401)	REGION					GENDER		ETHNICITY			AGE			
		VALLEY/ DOWNTOWN	WESTSIDE/ RIO RANCHO	MID- HEIGHTS	FAR HEIGHTS	OTHER	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
PROVIDING THE MOST RELIABLE ELECTRIC SERVICE TO YOUR HOME	30%	26%	32%	32%	36%	26%	32%	28%	22%	38%	25%	36%	29%	27%	29%
HAVING THE LOWEST ELECTRIC RATES IN THE WEST	27%	38%	24%	20%	19%	24%	26%	27%	36%	18%	48%	21%	28%	28%	30%
DEVELOPING MORE RENEWABLE ENERGY SOURCES, SUCH AS SOLAR AND WIND	20%	14%	22%	24%	22%	25%	20%	20%	20%	21%	15%	20%	21%	23%	14%
REDUCING POLLUTION FROM POWER PLANTS	14%	13%	12%	12%	21%	14%	14%	15%	11%	17%	-	14%	13%	14%	17%
PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE	7%	10%	7%	9%	2%	7%	6%	8%	8%	6%	11%	8%	7%	4%	9%
DON'T KNOW/WON'T SAY	2%	-	3%	3%	1%	3%	2%	2%	2%	1%	-	1%	2%	3%	1%

	TOTAL SAMPLE (N=401)	HOUSEHOLD INCOME					EDUCATION			
		LESS THAN \$20,000	\$20,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
PROVIDING THE MOST RELIABLE ELECTRIC SERVICE TO YOUR HOME	30%	22%	21%	31%	39%	44%	19%	35%	33%	44%
HAVING THE LOWEST ELECTRIC RATES IN THE WEST	27%	40%	33%	26%	16%	12%	39%	24%	18%	14%
DEVELOPING MORE RENEWABLE ENERGY SOURCES, SUCH AS SOLAR AND WIND	20%	18%	20%	24%	15%	26%	20%	17%	24%	20%
REDUCING POLLUTION FROM POWER PLANTS	14%	11%	18%	11%	18%	16%	15%	14%	11%	19%
PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE	7%	7%	7%	6%	7%	2%	6%	9%	10%	1%
DON'T KNOW/WON'T SAY	2%	2%	1%	1%	4%	-	1%	1%	3%	3%

**ADDITIONAL AMOUNT OF MONEY WILLING TO PAY EACH MONTH FOR PNM TO GENERATE MORE ELECTRICITY THROUGH RENEWABLE ENERGY**

QUESTION 8: HOW MUCH OF A DOLLAR INCREASE IN YOUR MONTHLY ELECTRIC BILL WOULD YOU BE WILLING TO PAY FOR PNM TO GENERATE MORE ELECTRICITY THROUGH RENEWABLE ENERGY SOURCES SUCH AS SOLAR AND WIND?

	TOTAL SAMPLE (N=401)	REGION					GENDER		ETHNICITY			AGE			
		VALLEY/ DOWNTOWN	WESTSIDE/ RIO RANCHO	MID- HEIGHTS	FAR HEIGHTS	OTHER	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
NONE	40%	41%	42%	27%	34%	57%	42%	38%	40%	37%	48%	34%	39%	42%	43%
\$1.00 TO \$2.00	12%	16%	9%	17%	13%	5%	10%	14%	13%	13%	15%	8%	13%	14%	15%
\$3.00 TO \$5.00	13%	12%	17%	14%	10%	14%	16%	11%	13%	15%	-	15%	17%	10%	12%
\$6.00 TO \$10.00	9%	6%	8%	6%	17%	8%	9%	8%	8%	9%	10%	12%	8%	8%	7%
\$11.00 OR MORE	6%	4%	7%	4%	12%	1%	5%	6%	3%	8%	-	10%	4%	5%	4%
DON'T KNOW/WON'T SAY	20%	21%	17%	32%	14%	15%	18%	21%	23%	18%	26%	20%	19%	21%	20%

	TOTAL SAMPLE (N=401)	HOUSEHOLD INCOME					EDUCATION			
		LESS THAN \$20,000	\$20,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
NONE	40%	50%	36%	37%	39%	35%	45%	35%	38%	37%
\$1.00 TO \$2.00	12%	7%	16%	13%	14%	12%	12%	12%	14%	12%
\$3.00 TO \$5.00	13%	8%	14%	18%	15%	10%	7%	24%	10%	10%
\$6.00 TO \$10.00	9%	11%	6%	9%	9%	12%	6%	6%	15%	14%
\$11.00 OR MORE	6%	2%	2%	6%	5%	20%	2%	6%	5%	16%
DON'T KNOW/WON'T SAY	20%	23%	26%	16%	19%	11%	28%	17%	17%	11%

### AWARENESS OF PNM'S PLAN TO CLOSE 2 OF THE 4 COAL-FIRED UNITS AND INSTALL NEW POLLUTION REDUCING TECHNOLOGY ON THE REMAINING UNITS

QUESTION 9: NOW I'M GOING TO SHARE SOME INFORMATION ABOUT THE SAN JUAN GENERATING STATION OPERATED BY PNM. THIS COAL-FIRED POWER PLANT IS LOCATED NEAR FARMINGTON, NEW MEXICO AND HAS FOUR UNITS THAT GENERATE ELECTRICITY. A LARGE PORTION OF YOUR ELECTRICITY COMES FROM THIS PLANT. PNM HAS FILED A PLAN TO PERMANENTLY CLOSE TWO OF THE FOUR UNITS AND INSTALL NEW POLLUTION-REDUCING TECHNOLOGY ON THE REMAINING TWO UNITS. THIS PLAN WOULD CUT PNM'S COAL USE AT SAN JUAN BY 37 PERCENT (ON JANUARY 1, 2018). THE NEW POLLUTION CONTROL WOULD ALSO REDUCE GREENHOUSE GAS EMISSIONS AND WATER USE AT THE GENERATING STATION BY 30 PERCENT. HAVE YOU HEARD OF THIS PLAN?

	TOTAL SAMPLE (N=401)	REGION					GENDER		ETHNICITY			AGE			
		VALLEY/ DOWNTOWN	WESTSIDE/ RIO RANCHO	MID- HEIGHTS	FAR HEIGHTS	OTHER	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
Yes	43%	30%	47%	42%	49%	55%	49%	37%	39%	50%	22%	34%	39%	49%	52%
No	57%	70%	53%	56%	51%	45%	51%	62%	61%	49%	78%	66%	61%	50%	48%
DON'T KNOW/WON'T SAY	*	-	-	2%	-	-	-	1%	-	1%	-	-	-	1%	-

	TOTAL SAMPLE (N=401)	HOUSEHOLD INCOME					EDUCATION			
		LESS THAN \$20,000	\$20,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
Yes	43%	25%	36%	52%	60%	52%	30%	40%	55%	64%
No	57%	75%	64%	48%	40%	48%	70%	60%	45%	36%
DON'T KNOW/WON'T SAY	*	-	-	-	-	-	-	-	-	-

\* LESS THAN 1% REPORTED.

## PREFERRED OPTION FOR ADDRESSING CLOSURES AT THE SAN JUAN GENERATING STATION

QUESTION 10: I'D LIKE TO READ YOU TWO DIFFERENT POINTS OF VIEW ABOUT SAN JUAN GENERATING STATION OPERATED BY PNM.

A.) SOME ENVIRONMENTAL GROUPS OPPOSE PNM'S PLAN BECAUSE THEY BELIEVE IT DOESN'T GO FAR ENOUGH IN REDUCING POLLUTION AND WATER USAGE. THEY WANT PNM TO CLOSE ALL 4 COAL-FIRED GENERATING UNITS AT THE SAN JUAN ELECTRIC POWER PLANT AND REPLACE THEM WITH NATURAL GAS-FIRED POWER PLANTS AND MORE RENEWABLE ENERGY SOURCES LIKE SOLAR AND WIND. THEY FEEL THAT PNM SHOULD STOP INVESTING IN OLD TECHNOLOGIES SUCH AS COAL-FIRED ELECTRIC PLANTS AND DEVELOP MORE RENEWABLE ENERGY OPTIONS.

B.) PNM'S PLAN WOULD KEEP TWO OF THE FOUR COAL-FIRED GENERATING UNITS AT THE SAN JUAN ELECTRIC PLANT OPERATING. THE COMPANY FEELS IT IS IMPORTANT TO USE A MIX OF ENERGY SOURCES INCLUDING COAL, NATURAL GAS, NUCLEAR FROM AN EXISTING PLANT (PALO VERDE), AND SOLAR AND WIND. PNM BELIEVES THIS PLAN WILL ENSURE RELIABLE ELECTRICITY IS AVAILABLE TO ITS CUSTOMERS, SINCE SOLAR AND WIND POWER ARE NOT AVAILABLE 24 HOURS A DAY AND CANNOT SUPPLY ENOUGH ELECTRICITY DURING PEAK US PERIODS. AFTER HEARING THIS INFORMATION, DO YOU SUPPORT PNM'S PLAN TO CLOSE 2 OF THE 4 COAL-FIRED UNITS AT THE SAN JUAN ELECTRIC PLANT, OR DO YOU PREFER CLOSING THE ENTIRE POWER PLANT?

	TOTAL SAMPLE (N=401)	REGION					GENDER		ETHNICITY			AGE			
		VALLEY/ DOWNTOWN	WESTSIDE/ RIO RANCHO	MID- HEIGHTS	FAR HEIGHTS	OTHER	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
<b>PNM PLAN 2 OF 4 UNITS</b>	65%	64%	70%	65%	71%	48%	69%	62%	65%	66%	85%	76%	56%	68%	61%
<b>CLOSE ALL</b>	14%	15%	10%	13%	14%	23%	15%	13%	13%	16%	-	13%	20%	11%	15%
<b>DEPENDS (VOLUNTEERED)</b>	8%	6%	8%	8%	9%	14%	8%	9%	7%	9%	-	8%	12%	7%	6%
<b>NEITHER ONE</b>	2%	1%	-	5%	2%	2%	2%	1%	3%	-	-	1%	-	3%	2%
<b>DON'T KNOW/WON'T SAY</b>	10%	13%	11%	10%	4%	14%	5%	15%	13%	8%	15%	2%	13%	12%	16%

	TOTAL SAMPLE (N=401)	HOUSEHOLD INCOME					EDUCATION			
		LESS THAN \$20,000	\$20,000 TO \$39,999	\$40,000 TO \$59,999	\$60,000 TO \$79,999	\$80,000 AND OVER	H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE
<b>PNM PLAN 2 OF 4 UNITS</b>	65%	61%	67%	65%	59%	76%	66%	61%	70%	71%
<b>CLOSE ALL</b>	14%	7%	15%	17%	23%	13%	7%	15%	19%	23%
<b>DEPENDS (VOLUNTEERED)</b>	8%	6%	8%	10%	9%	8%	9%	12%	4%	4%
<b>NEITHER ONE</b>	2%	-	4%	1%	2%	1%	3%	2%	1%	-
<b>DON'T KNOW/WON'T SAY</b>	10%	25%	7%	7%	7%	2%	15%	10%	7%	3%

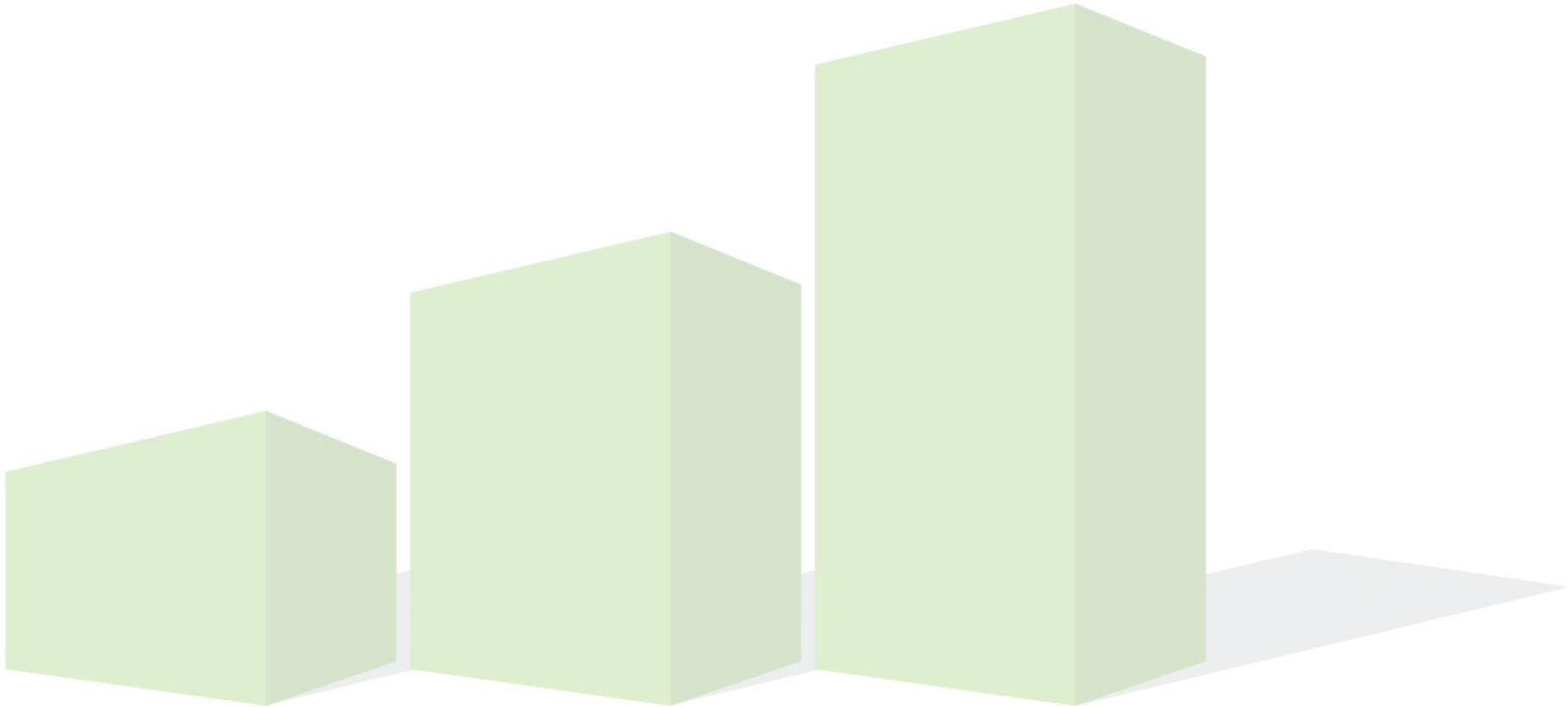
## UNDERLYING REASONS FOR CHOICE IN ADDRESSING CLOSURES AT THE SAN JUAN GENERATING STATIONS

### QUESTION 11: WHY DO YOU FEEL THIS?

SHOULD BE PURSUING MORE RENEWABLES (SOLAR/WIND)	19%	DON'T KNOW WHAT THEY'RE TALKING ABOUT	1%
SOLAR/WIND NOT RELIABLE	12%	U.S. HAS ABUNDANT SUPPLY OF NATURAL GAS	1%
NEED MORE INFORMATION	12%	BETTER FOR THE FUTURE	1%
NEED RELIABLE ELECTRICITY	10%	WILL NOT BE PROGRESSIVE	1%
WILL CUT JOBS	9%	COAL: DIRTY/GET RID OF/REDUCE USAGE	1%
WILL REDUCE AIR POLLUTION	8%	GLOBAL WARMING IS NOT REAL	1%
TAKE STEP AT A TIME (CLOSE DOWN 2)	8%	TECHNOLOGY: CLEANER/EXISTS/NEW/NUCLEAR	1%
DIVERSE SOURCE OF ENERGY IS BETTER	7%	ASSESS IMPACT ON ENVIRONMENT	1%
COAL IS BAD/MORE POLLUTANTS	6%	NOT TRUTHFUL WHO IS GOING TO BENEFIT FROM ALL THIS	1%
DEPENDS ON COST	4%	WILL CREATE JOBS	1%
TRANSITION OVER IN TIME	4%	WILL BETTER SERVE THE COMMUNITY	1%
NEED RELIABLE SOURCES OF POWER/SERVICE/SAFE	4%	WE NEED COAL	1%
NATURAL GAS IS CLEANER	3%	TAX BREAKS FOR THOSE WITH SOLAR POWER	1%
RENEWABLES ARE MORE EXPENSIVE	3%	NATURAL GAS: LIMITED/DANGEROUS/EXPENSIVE	1%
ELECTRIC RATES WILL GO DOWN	3%	NATURAL GAS CREATES A DEMAND FOR "FRACKING"	*
HAD LONG ENOUGH TIME TO CHANGE/CLOSE IT DOWN	3%	THEY ARE MOVING THE RIGHT DIRECTION	*
PNM NEEDS TO DO WHAT THEY NEED TO DO	3%	DOES NOT REACH US - WE ARE FAR FROM IT	*
NEED A BACKUP SYSTEM	3%	NEW MEXICO DOESN'T REALLY HAVE A BAD POLLUTION PROBLEM	*
CLOSING PLANT NOT FEASIBLE - WILL HAVE NEGATIVE IMPACT	3%	PLAN ON HOW TO ACQUIRE THOSE NATURAL RESOURCES TO SUSTAIN OUR NEEDS	*
ELECTRIC RATES WILL GO UP	2%	HEALTH HAZARD	*
COAL IS LESS EXPENSIVE	2%	THEY DON'T HAVE TO CLOSE ANY - PNM SELLS TO CALIFORNIA	*
UTILIZE ALL RESOURCES OF ENERGY AVAILABLE	2%	HUGE PART OF THE ECONOMY	*
DEPENDS ON HOW MUCH MY BILL WILL GO UP	2%	OUT DATED TECHNOLOGY	*
MAKE IT ENERGY EFFICIENT/CONSERVING ENERGY	2%	IT'S ALREADY COSTING TOO MUCH	*
CUSTOMERS WILL END UP PAYING FOR IT	2%	NATURAL GAS CONTAINS METHANE	*
U.S. HAS ABUNDANT SUPPLY OF COAL	2%	NEED VIABILITY PLAN/ADDRESS ISSUES	*
THINGS SHOULD STAY THE WAY THEY ARE	1%	NEED TO CLEAN UP ENVIRONMENT/WATER	*
MORE ECONOMICAL/COST EFFECTIVE	1%	PIPELINES CAN BE A PROBLEM	*
NATURAL GAS IS LESS EXPENSIVE	1%	THE REST OF THE WORLD NOT DOING THEIR JOB	*
GLOBAL WARMING IS A PROBLEM	1%	NOT IN FAVOR OF NUCLEAR	*
NEED PROVEN TECHNOLOGY	1%		
WILL COST MORE TO CLOSE ALL 4 UNITS	1%	NO REASON IN PARTICULAR	4%
ENVIRONMENTALISTS: GETTING THEIR WAY/PUT FEAR IN PEOPLE/		DON'T KNOW/WON'T SAY	2%

\* LESS THAN 1% REPORTED.

III. DEMOGRAPHICS



## DEMOGRAPHICS: RANDOM COMPONENT OF PNM SERVICE AREA

ALBUQUERQUE TOTAL SAMPLE (N=401)

### GENDER

MALE	48%
FEMALE	52%

### AGE

18 TO 34 YEARS	25%
35 TO 49 YEARS	25%
50 TO 64 YEARS	31%
65 YEARS OR OLDER	18%
WON'T SAY	1%

### EDUCATION

HIGH SCHOOL GRADUATE OR LESS	34%
SOME COLLEGE/ASSOCIATE DEGREE/VOCATIONAL CERTIFICATE	31%
COLLEGE GRADUATE (4 YEARS)	21%
GRADUATE DEGREE	13%
WON'T SAY	1%

### ETHNICITY

ANGLO	46%
HISPANIC	42%
OTHER DESCENT	5%
NATIVE AMERICAN INDIAN	2%
BLACK/AFRICAN-AMERICAN	1%
WON'T SAY	3%

### HOUSEHOLD INCOME

LESS THAN \$20,000	16%
\$20,000 TO \$39,999	28%
\$40,000 TO \$59,999	18%
\$60,000 TO \$79,999	14%
\$80,000 AND OVER	16%
WON'T SAY	8%