

# RESEARCH & POLLING INC



**PNM**  
**NORTHERN NEW MEXICO COMMUNITY SURVEY**  
**AUGUST 2015**

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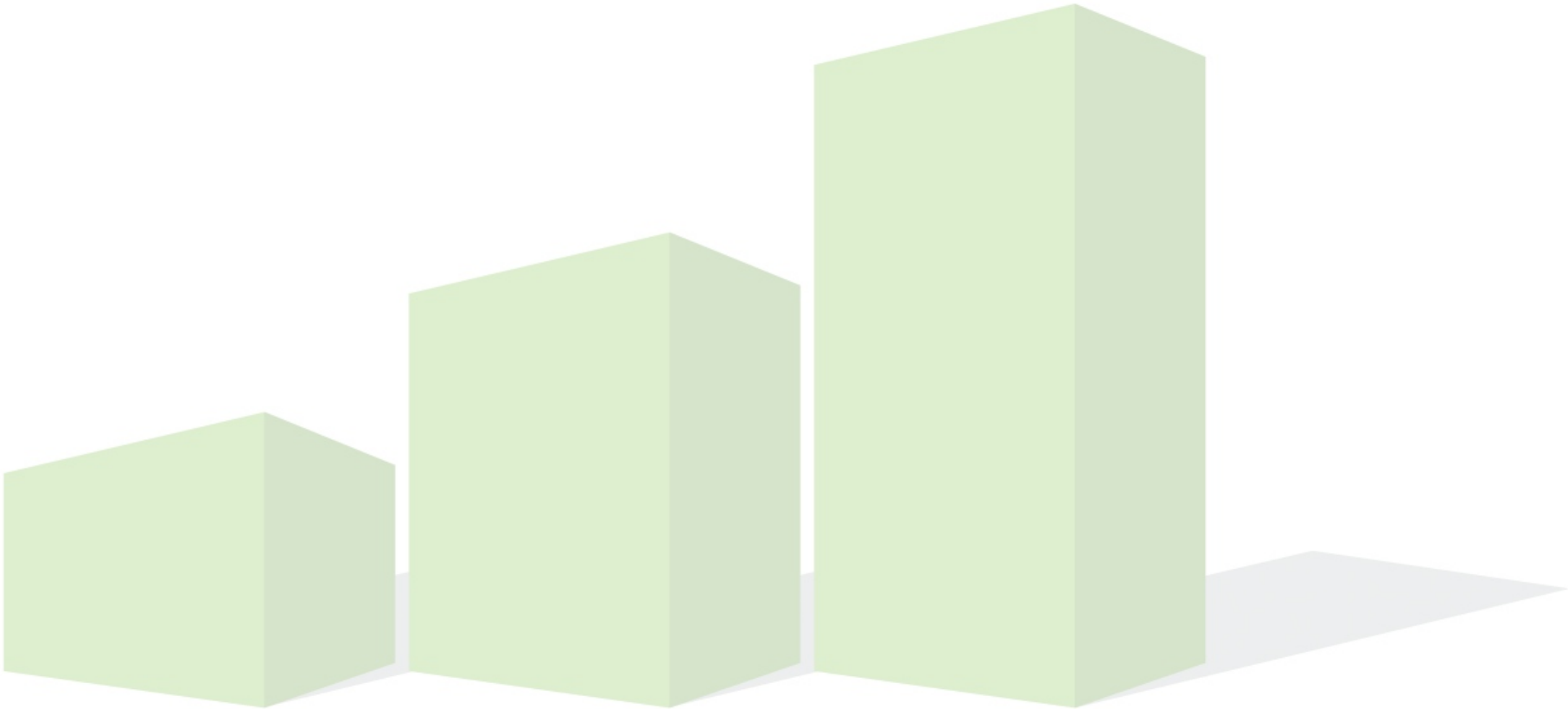
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I. INTRODUCTION



## 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:

- **Northern New Mexico (n=200)**
- Albuquerque Metro Area (n=401)
- Santa Fe (n=406)
- Southwestern New Mexico (n=306)
- Southeastern New Mexico (n=205)

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 Northern New Mexico 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 200 PNM customers in the Northern area completed interviews. PNM's Northern region service area includes Las Vegas and Clayton.

### MARGIN OF ERROR

A sample size of 200 at a 95% confidence level provides a maximum margin of error of approximately 6.9%. In theory, in 95 out of 100 cases, the results based on a sample of 200 will differ by no more than 6.9 percentage points in either direction from what would have been obtained by interviewing all PNM customers in the Northern region service 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

## EXECUTIVE SUMMARY

PNM customers in the Northern region service 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 Northern region service area 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. Having the most reliable electric service is rated as important by the vast majority (94%) of PNM customers, followed closely by providing the highest quality customer service (88%). Eighty-one percent rate having the lowest electric rates as important, 71% say developing more renewables is important, and 69% say reducing pollution from power plants is important.

When 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 (38%) was selected most often, followed by having the lowest rates in the West (24%), developing more renewables (15%), reducing pollution (12%), and providing the highest quality customer service (9%).

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

Nearly three-quarters of PNM customers in the Northern region service area (72%) are unaware of PNM's plan to close two of the four coal-fired units at the San Juan Generating Station. Men are more likely than women to be aware of PNM's plan to close two of the four units.

Customers were read two different viewpoints regarding the closure at the San Juan Generating Station. Three-fifths of 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.

When asked to give reasons for their opinions of whether PNM should close two units or close the entire plant, 15% of customers who say that PNM should close the entire plant mention that PNM should be pursuing more renewables, while 14% 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 a need for more reliable electricity (28%), that solar/wind are not as reliable (18%), will cut jobs (6%), and to take electric generating unit closures one step at a time (6%). Eight percent say they need more information.

BIGGEST ISSUES OR PROBLEMS FACING THE COMMUNITY	
TOP 10 UNAIDED RESPONSES	
NORTHERN NEW MEXICO TOTAL SAMPLE (N=200)	
LACK OF GOOD JOBS	23%
WATER SHORTAGE/WATER SUPPLY	20%
WEAK ECONOMY	12%
CRIME	11%
ILLEGAL DRUG USE	8%
LOW WAGES	8%
UTILITIES TOO HIGH	6%
ROADS/STREETS/HIGHWAYS ARE IN BAD CONDITION	5%
NOTHING IN PARTICULAR	14%
DON'T KNOW/WON'T SAY	8%

PNM customers in the Northern region service area were asked, in an unaided, open-ended manner, what they believe are the **biggest issues or problems facing their community**. Nearly one-quarter (23%) of PNM customers say that a lack of good jobs is the biggest issue or problem, followed by one-fifth who mention water shortage/water supply, and 12% who mention the weak economy. Eight percent mention illegal drug use and another 8% mention low wages, while 5% say roads/streets/highways are in bad condition. Six percent say utility costs are too high, 2% mention the high cost of electricity, and 2% mention power outages. Twenty-two percent of PNM customers did not mention a particular problem or issue facing their community.

CUSTOMERS' EXPECTATIONS FROM THEIR ELECTRIC UTILITY COMPANY (SUMMARY TABLE)													
NORTHERN NEW MEXICO TOTAL SAMPLE (N=200) 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	77%	11%	6%	-	1%	4%	1%	-	-	-	-	-	9.5
HAVING THE LOWEST ELECTRIC RATES IN THE WEST	64%	10%	7%	3%	2%	6%	3%	1%	-	-	-	4%	9.0
PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE	59%	15%	14%	1%	2%	4%	-	1%	2%	-	-	1%	9.0
REDUCING POLLUTION FROM POWER PLANTS	51%	10%	8%	5%	5%	12%	1%	1%	1%	2%	2%	3%	8.2
DEVELOPING MORE RENEWABLE ENERGY SOURCES, SUCH AS SOLAR AND WIND	50%	13%	8%	5%	4%	9%	1%	1%	2%	2%	1%	3%	8.3

† 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.

PNM customers in the Northern region service area 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

The vast majority (94%) of PNM customers in the Northern region service area rate providing the most reliable electric service to their homes as important (a score of 8, 9, or 10), with 77% saying this is *extremely important*.

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

More than four-fifths (81%) of PNM customers say that having the lowest rates in the West is important with nearly two-thirds (64%) saying this is *extremely important*. Eleven percent have a neutral opinion or felt this was slightly important (a score of 5, 6 or 7).

### **PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE**

Eighty-eight percent of PNM customers rate providing the highest quality customer service as important (a score of 8, 9, or 10), with nearly three-fifths (59%) saying this is *extremely important*.

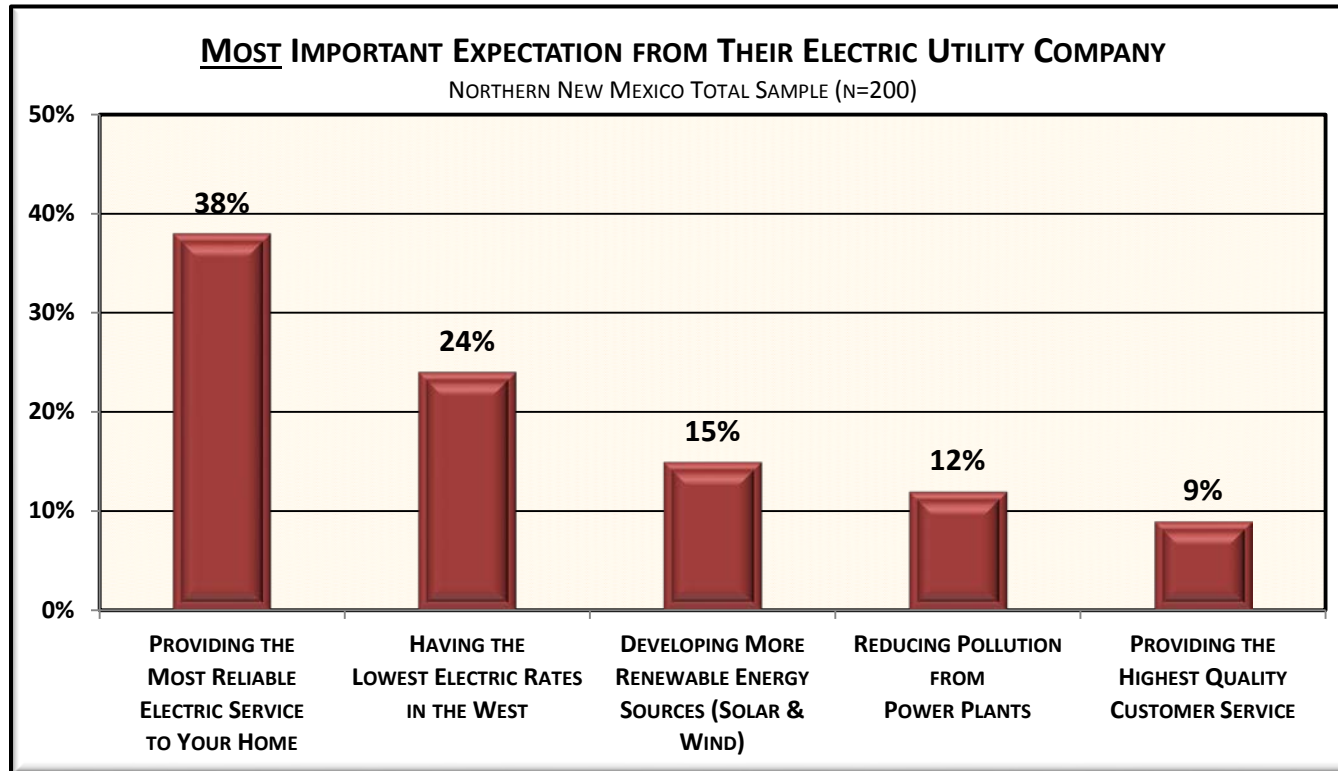
### **REDUCING POLLUTION FROM POWER PLANTS**

More than two-thirds (69%) of PNM customers rate reducing pollution from power plants as important, with half (51%) saying this is *extremely important*. One-fifth (22%) have a neutral opinion or felt this was slightly important, while 7% say this is unimportant.

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

More than two-thirds (71%) of PNM customers rate developing more renewable energy sources as important, with half who say this is *extremely important*. Eighteen percent have a neutral opinion or felt this was slightly important, while 7% say this is unimportant.

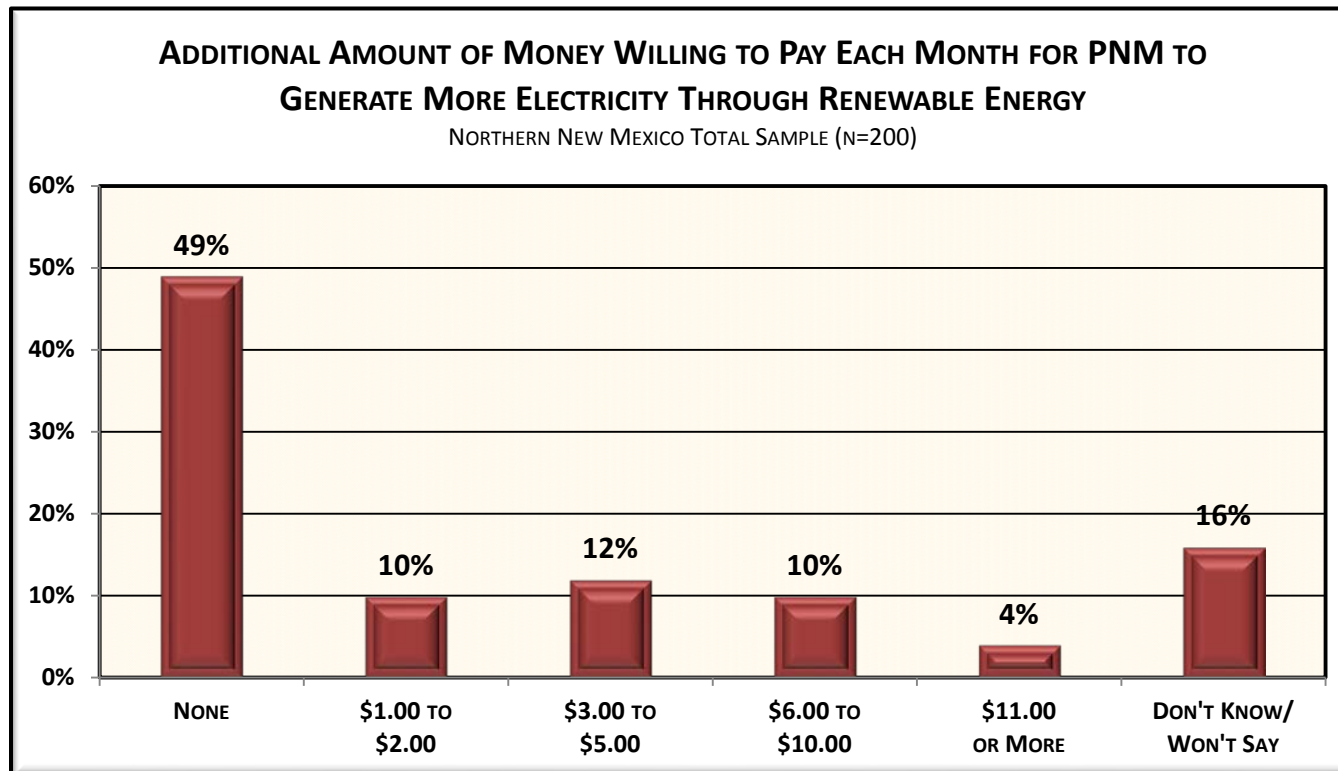




Customers were reread the five attributes from page seven and asked **which item is the most important to them** in what they expect from their electric utility. Overall, providing the most reliable electric utility service (38%) is the most important attribute, followed by 24% who say having the lowest electric rates in the West is the most important. The third most important attribute among PNM customers in the Northern region service area is developing more renewable energy sources (15%), followed by reducing pollution from power plants (12%), and providing the highest quality customer service (9%).

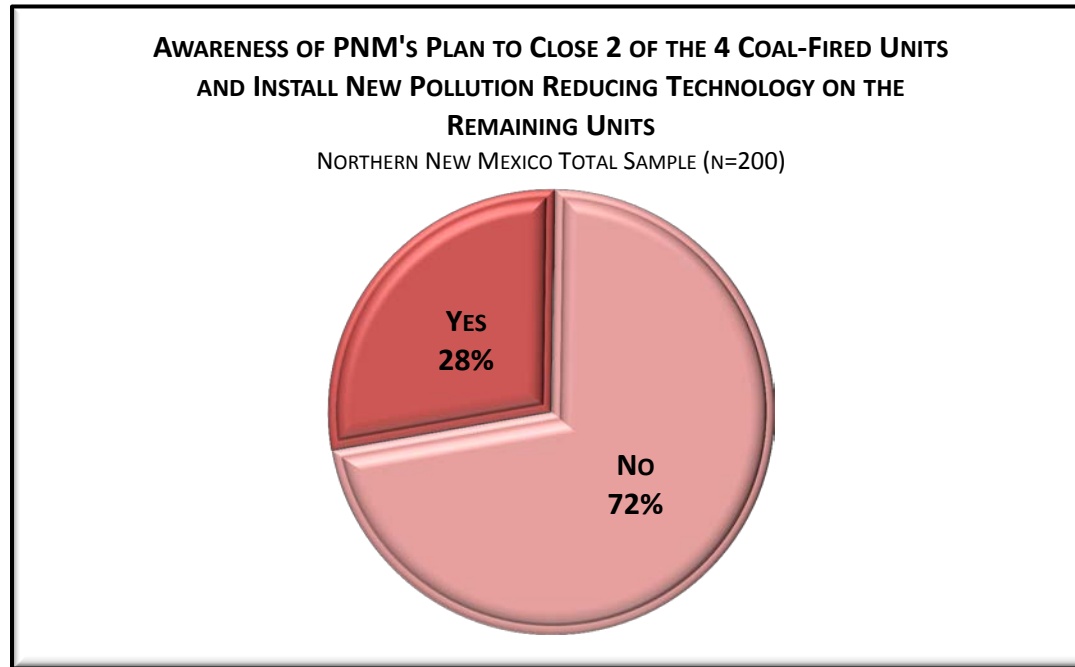
<b><u>MOST IMPORTANT EXPECTATION FROM THEIR ELECTRIC UTILITY COMPANY</u></b>						
SEGMENTED BY PNM SERVICE REGIONS						
	ABQ METRO	SANTA FE	NORTHERN NM	SOUTHWEST NM	SOUTHEAST NM	TRIBAL AREAS
PROVIDING THE MOST RELIABLE ELECTRIC SERVICE TO YOUR HOME	30%	25%	38%	30%	31%	27%
HAVING THE LOWEST ELECTRIC 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. 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 regions 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.



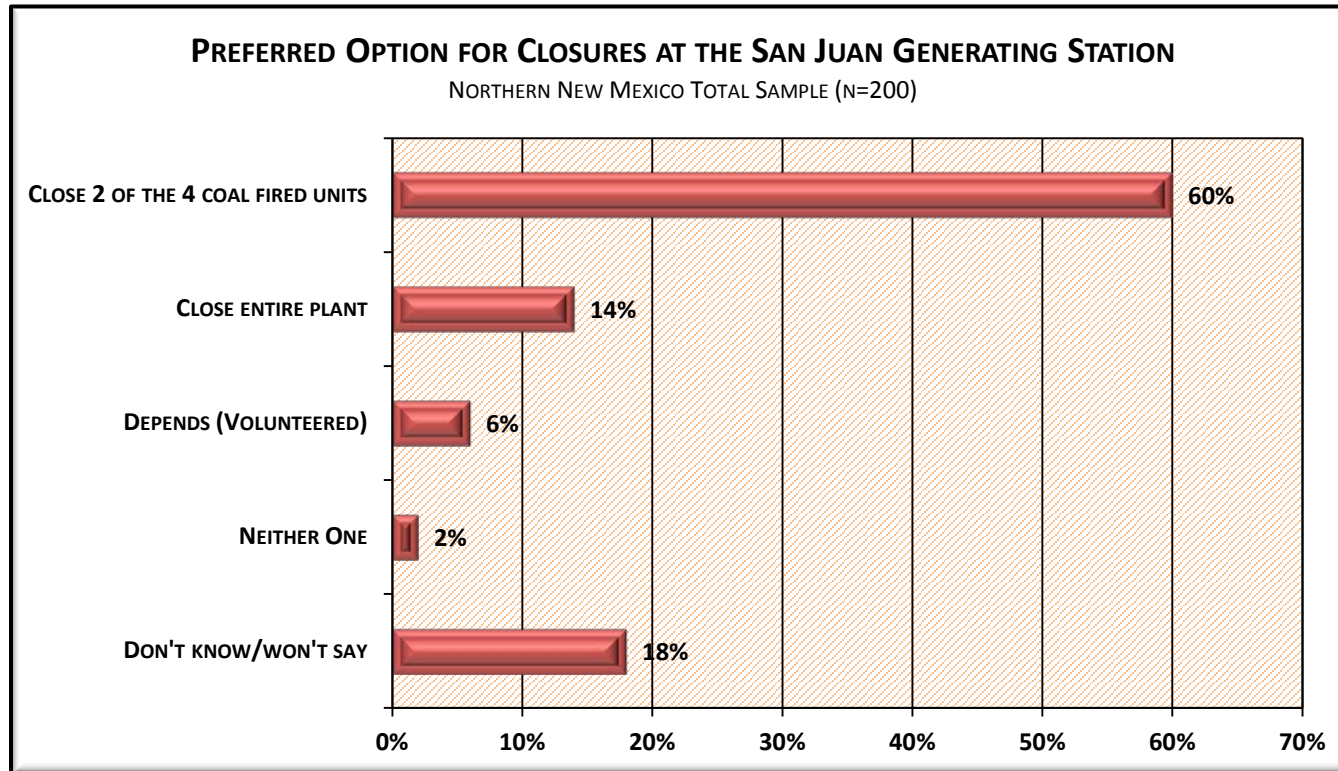
Customers were asked how much of a **dollar increase in their monthly electric bill** they would be willing to pay for PNM to generate more electricity through renewable energy sources, such as solar and wind. Almost half (49%) of PNM customers in the Northern region service area say they are unwilling to pay any additional amount on their monthly bill, while 10% mention they are willing to pay one to two dollars more a month. Twelve percent are willing to pay three to five dollars more a month, while 14% are willing to pay six dollars or more.

Of note, those with graduate degrees are more likely than others to say they are willing to pay six dollars or more for PNM to generate more electricity through renewable energy sources. Conversely, those with a high school education or less are more likely to say they are unwilling to pay more each month for PNM to generate more electricity through renewable sources.



Customers 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. Customers 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%. They were then **asked if they had heard of this plan**.

Nearly three-quarters (72%) of PNM customers in the Northern region service area say they have not heard of PNM's plan, while 28% say they have heard of it. Men are more likely than women to be aware of PNM's plan to close two of the four units.



*“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.”*

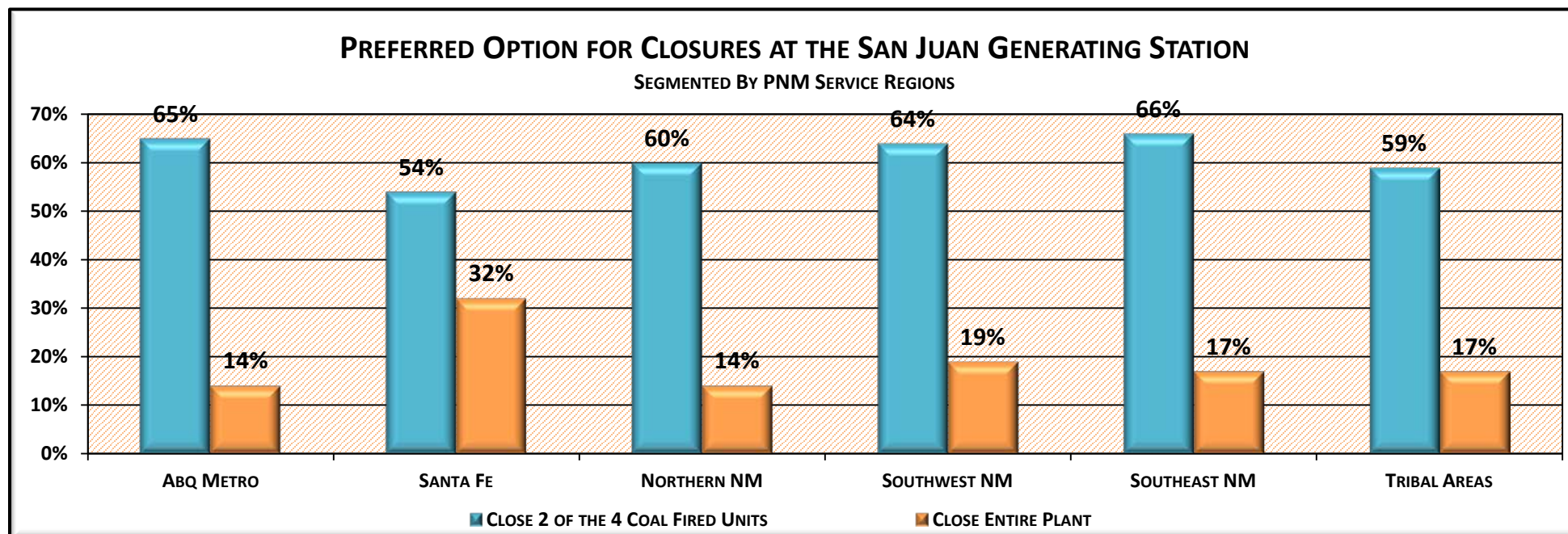
Customers were read **two different viewpoints (shown above, rotated when read to survey participants)** about the San Juan Generating Station operated by PNM and were asked, after being read both statements, if they support PNM’s plan to close two of the four coal-fired units at the San Juan plant, or if they prefer that PNM close the entire power plant. Three-fifths of PNM customers in the Northern region service area say they support PNM’s plan to close two of the four coal-fired units, while 14% say PNM should close the entire plant. Six percent say “it depends” and almost one-fifth (18%) did not offer an opinion.

#### **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 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%

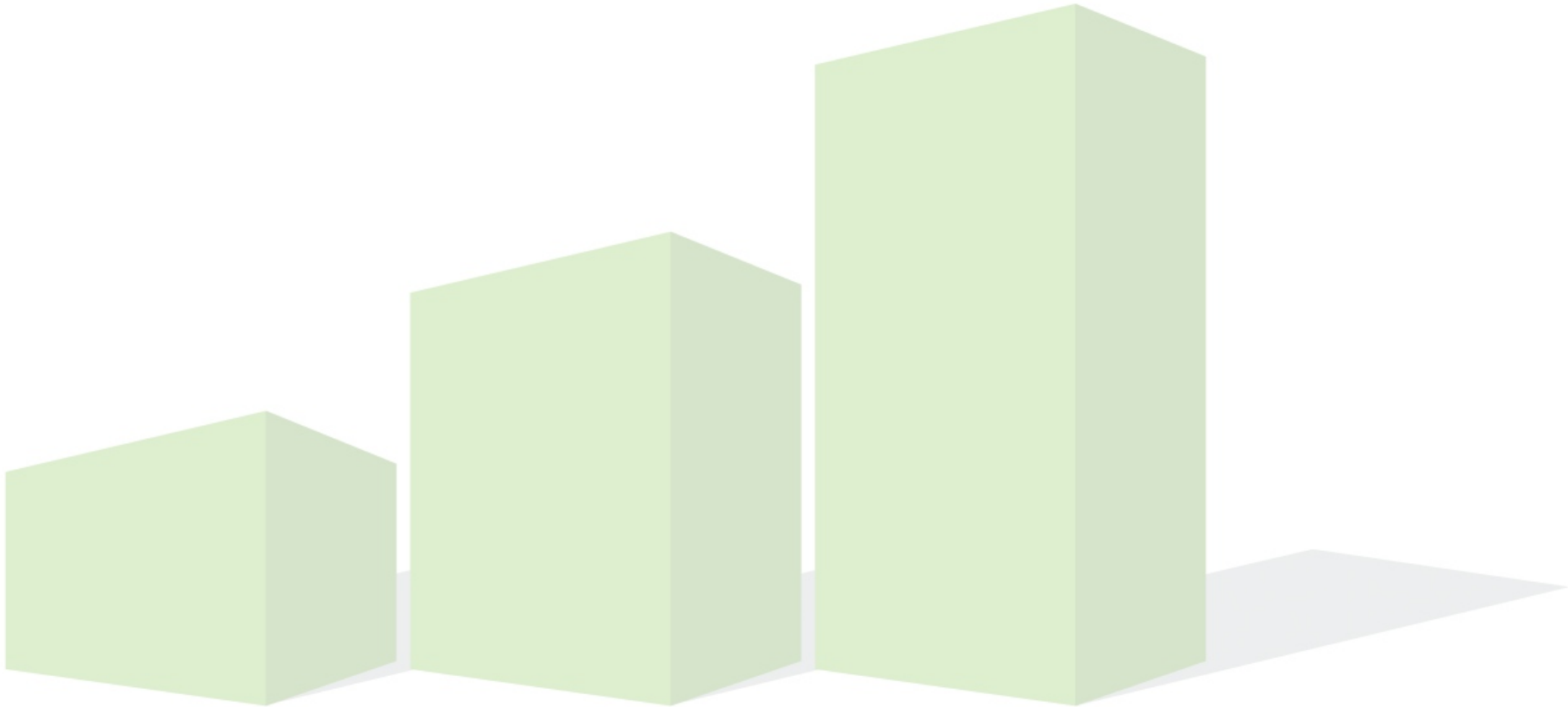
As shown above, the majority of PNM customers in each service region throughout the state are apt to support PNM's plan to close two of the four coal-fired units. Santa Fe customers are more likely than those in other regions to say that PNM should close the entire plant. However, the majority of Santa 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 NORTHERN NEW MEXICO RESPONSES TOP 8 UNAIDED RESPONSES	
<b>PNM SHOULD CLOSE ENTIRE PLANT</b>	
SHOULD BE PURSUING MORE RENEWABLES (SOLAR/WIND)	15%
WILL REDUCE AIR POLLUTION	14%
COAL IS BAD/MORE POLLUTANTS	6%
<b>SHOULD CLOSE 2 OF THE 4 COAL FIRED UNITED</b>	
NEED MORE RELIABLE ELECTRICITY	28%
SOLAR/WIND ARE NOT AS RELIABLE	18%
TAKE CLOSURES ONE STEP AT A TIME	6%
WILL CUT JOBS	6%
<b>NEUTRAL</b>	
NEED MORE INFORMATION	8%

Customers 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. Fifteen percent of customers in the Northern region who say that PNM should close the entire plant mention that PNM should be pursuing more renewables, while 14% 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 a need for more reliable electricity (28%), that solar/wind are not as reliable (18%), will cut jobs (6%), and to take generating unit closures one step at a time (6%). Eight percent say they need more information.



II. SUMMARY OF RESULTS



## BIGGEST ISSUES OR PROBLEMS FACING THE COMMUNITY

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

CRIME	28%	LACK OF SERVICES FOR ELDERLY	*	LACK OF AWARENESS OF ENVIRONMENTAL ISSUES	*
LACK OF GOOD JOBS	8%	TRAFFIC: LIGHTS	*	LACK OF TOURISM	*
WATER SHORTAGE/WATER SUPPLY	7%	WATER POLLUTION	*	CLIMATE CHANGE	*
ILLEGAL DRUG USE	5%	SEWERS/DRAINS	*	ZONING ISSUES	*
EDUCATIONAL SYSTEM IS POOR	5%	FIRES	*	MORE UNDERGROUND WIRING/LOW POWER LINES	*
WEAK ECONOMY	5%	NOT ENOUGH ROADS/HIGHWAYS	*	ZONING COMMISSION	*
ROADS/STREETS/HIGHWAYS ARE IN BAD CONDITION	4%	TAXES ARE HIGH/UNREASONABLE	*	INCOME INEQUALITY	*
HOMELESS	4%	NEIGHBORS: NOISY/DOGS BARKING/PARKED CAR/ETC.	*	WELFARE ABUSE	*
LOW WAGES	3%	ILLEGAL IMMIGRATION	*	RECEIVING MAIL 2 MONTHS LATER	*
POLICE/LEGAL SYSTEM	3%	GRAFFITI	*	LACK OF SERVICES	*
DWI RATE HIGH	2%	FUTURE SCHOOL FUNDING	*	LACK OF HOUSING	*
POVERTY	2%	QUALITY OF SCHOOL FACILITIES	*	BLOCKING THE GILA RIVER	*
COST OF LIVING IS HIGH/UNREASONABLE	2%	GOVERNMENT/POLITICAL LEADERSHIP IS INCOMPETENT	*	GLOBAL WARMING	*
GUN CONTROL	2%	PNM NOT MEETING PEOPLE'S NEEDS: DROP BOX/OFFICE HOURS/NOT LISTENING	*	PNM INVESTING IN UNSTABLE COAL PLANT/LACK OF RESPONSE ON ENVIRONMENT ISSUES	*
DROUGHT	2%	DESTRUCTION OF OUR CONSTITUTION	*	SPACE	*
GANGS	1%	VIOLENCE	*	TREATMENT CENTERS FOR ADULTS AND TEENS	*
POWER OUTAGES	1%	LOW PAY FOR TEACHERS	*	HIGH GASOLINE PRICES	*
CONGESTION	1%	INFRASTRUCTURE	*	CULTURE	*
UTILITIES TOO HIGH	1%	POLITICIANS/POLITICS	*	DIRTY PARKS	*
BAD DRIVERS: SPEEDERS/CELL USERS	1%	ILLEGAL DUMPING	*	COYOTE KILLING	*
LACK OF YOUTH ACTIVITIES	1%	DAY CARE (TO BE SAFE/RELIABLE/OFFER BEFORE SCHOOL CARE)	*	SCHOOL ADMINISTRATORS GETTING HIGHER PAY	*
PEOPLE'S YARDS (TRASH/CARS/ETC.)	1%	ROACHES	*	TEEN PREGNANCY	*
ORANGE BARRELS/CONSTANT STREET MAINTENANCE	1%	MEDICAL CARE: DIABETES/HEALTH ISSUES/MEDICAL FACILITIES	*	MONOPOLY ON UTILITIES	*
HIGH COST OF ELECTRICITY	1%	POOR TASTE IN DESIGN	*	GAMBLING	*
LACK OF ECONOMIC DEVELOPMENT	1%	BETTER SERVICES: INTERNET/CELL/PHONE/WIFI	*	ACCESS TO CLEANER POWER	*
YOUTH PROBLEMS	1%	TRAFFIC: HIGH	*	FLOOD INSURANCE SHOULDN'T BE REQUIRED IN AREA	*
NEED MORE BUSINESSES/SMALL	1%	HIGH COST OF INTERNET	*	RENTAL PROPERTIES NOT MAINTAINED	*
DOMESTIC VIOLENCE/FAMILY PROBLEMS	1%	NEED ANIMAL CONTROL	*	NO NATURAL GAS	*
GOVERNMENT/POLITICAL LEADERSHIP IS CORRUPT	1%	FLOOD CONTROL: ARROYOS RUN OFFS/PIPES	*	LACK OF SERVICES FOR THE DISABLED	*
DECLINE OF FAMILY VALUES	1%	LACK OF RENEWABLE ENERGY/TECHNOLOGY	*	INSURANCE PREMIUMS TOO HIGH	*
PEOPLE: RUDE/ANGRY/ETC.	1%	NEED GROWTH	*	SMART READERS ARE DANGEROUS	*
LABOR FORCE/SKILLED LABOR UNAVAILABLE	1%	AFFORDABLE DAY CARE	*	MINES GET AWAY WITH THINGS DUE TO CORPORATE SIZE	*
ALCOHOLISM	1%	LACK OF ENTERTAINMENT/RECREATION	*	POOR COVERAGE OF THEIR LOCAL NEWSPAPER	*
AIR POLLUTION	1%	FRACKING	*	GMO'S	*
OVER POPULATION	1%	NOISE POLLUTION	*	RURAL AREAS DON'T GET A FAIR SHARE OF STATE BENEFITS	*
LANDSCAPING IS BAD	1%	RECYCLING	*		
LACK OF TRAINING FOR GOOD JOBS	*	LACK OF YOUNG POPULATION	*	NOTHING IN PARTICULAR	21%
GROWING TOO BIG/TOO FAST	*	NATURAL RESOURCES AVAILABILITY	*	DON'T KNOW/WON'T SAY	14%
TOO MANY VACANT LOTS/HOUSES/BUILDINGS/ETC.	*	NUCLEAR WASTE TRANSPORT	*		
COST OF HOUSING IS HIGH/UNREASONABLE	*	LACK OF/INSUFFICIENT PUBLIC TRANSPORTATION	*		
HEALTHCARE REFORM	*				

\* 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=1518)	COMPONENT					GENDER		ETHNICITY			AGE			
		ABQ	SANTA FE	NORTHERN NM	SOUTHWEST NM	SOUTHEAST	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>	51%	51%	43%	64%	59%	54%	49%	53%	59%	43%	61%	55%	53%	48%	49%
<b>9</b>	8%	8%	5%	10%	8%	7%	10%	7%	7%	8%	26%	6%	11%	8%	7%
<b>8</b>	13%	13%	10%	7%	11%	14%	13%	12%	11%	15%	5%	15%	11%	12%	12%
<b>7</b>	5%	5%	8%	3%	8%	7%	6%	4%	6%	5%	1%	5%	7%	4%	5%
<b>6</b>	4%	4%	4%	2%	1%	3%	4%	3%	3%	4%	1%	3%	6%	2%	5%
<b>5</b>	13%	13%	18%	6%	8%	12%	12%	13%	10%	17%	5%	5%	8%	20%	16%
<b>4</b>	1%	1%	2%	3%	-	1%	1%	1%	*	2%	-	1%	2%	1%	1%
<b>3</b>	1%	1%	3%	1%	1%	2%	2%	1%	1%	1%	1%	3%	1%	2%	1%
<b>2</b>	*	*	3%	-	-	-	1%	*	*	1%	-	1%	1%	*	*
<b>1</b>	1%	1%	-	-	1%	-	1%	1%	2%	-	-	2%	-	*	1%
<b>0 – NOT IMPORTANT AT ALL</b>	2%	2%	3%	-	-	-	2%	2%	1%	2%	-	1%	1%	2%	2%
<b>DON'T KNOW/WON'T SAY</b>	1%	1%	1%	4%	2%	1%	1%	1%	1%	1%	-	2%	-	1%	1%
<b>MEAN †</b>	8.3	8.3	7.6	9.0	8.8	8.5	8.2	8.3	8.6	7.9	9.3	8.5	8.5	8.1	8.0
<b>MEDIAN</b>	10.0	10.0	8.0	10.0	10.0	10.0	9.0	10.0	10.0	9.0	10.0	10.0	10.0	9.0	9.0

	TOTAL SAMPLE (N=1518)	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>	51%	58%	61%	57%	36%	39%	58%	55%	44%	37%
<b>9</b>	8%	6%	10%	8%	5%	6%	5%	12%	11%	4%
<b>8</b>	13%	10%	10%	13%	26%	10%	8%	15%	17%	13%
<b>7</b>	5%	3%	5%	4%	9%	6%	3%	5%	4%	11%
<b>6</b>	4%	2%	2%	3%	6%	6%	3%	1%	7%	7%
<b>5</b>	13%	13%	9%	9%	11%	20%	15%	9%	11%	17%
<b>4</b>	1%	-	-	*	*	4%	*	-	2%	5%
<b>3</b>	1%	-	-	1%	2%	5%	1%	*	1%	2%
<b>2</b>	*	-	*	-	-	2%	*	*	-	2%
<b>1</b>	1%	3%	1%	1%	-	-	2%	-	1%	-
<b>0 – NOT IMPORTANT AT ALL</b>	2%	2%	1%	2%	3%	2%	2%	2%	1%	1%
<b>DON'T KNOW/WON'T SAY</b>	1%	3%	*	1%	1%	-	2%	*	*	2%
<b>MEAN †</b>	8.3	8.5	8.8	8.6	7.8	7.3	8.3	8.7	8.2	7.5
<b>MEDIAN</b>	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=1518)	COMPONENT					GENDER		ETHNICITY			AGE			
		ABQ	SANTA FE	NORTHERN NM	SOUTHWEST NM	SOUTHEAST	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%	55%	53%	59%	59%	57%	54%	56%	56%	53%	51%	60%	53%	52%	55%
9	10%	10%	12%	15%	9%	11%	10%	10%	12%	9%	1%	6%	12%	8%	15%
8	15%	15%	13%	14%	17%	16%	15%	15%	12%	16%	46%	14%	13%	16%	17%
7	7%	7%	6%	1%	5%	7%	9%	5%	5%	9%	2%	8%	9%	7%	5%
6	2%	2%	4%	2%	2%	2%	1%	4%	1%	4%	-	1%	4%	2%	1%
5	5%	5%	8%	4%	5%	4%	7%	4%	6%	5%	-	5%	2%	9%	2%
4	1%	1%	2%	-	1%	-	*	1%	1%	1%	-	1%	*	1%	2%
3	2%	2%	1%	1%	1%	1%	2%	2%	3%	2%	-	2%	4%	2%	1%
2	*	-	1%	2%	-	-	*	*	*	*	-	-	-	*	*
1	*	*	-	-	-	-	*	-	1%	-	-	-	-	-	1%
0 – NOT IMPORTANT AT ALL	1%	1%	*	-	-	-	1%	1%	2%	-	-	-	2%	2%	*
DON'T KNOW/WON'T SAY	1%	1%	-	1%	1%	-	-	2%	1%	1%	-	2%	2%	-	-
MEAN †	8.7	8.7	8.6	9.0	8.9	8.9	8.6	8.8	8.6	8.7	9.0	8.9	8.6	8.4	8.9
MEDIAN	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=1518)	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%	57%	56%	60%	47%	54%	55%	59%	51%	54%
9	10%	6%	8%	11%	12%	13%	8%	11%	12%	11%
8	15%	19%	12%	15%	19%	13%	12%	13%	20%	16%
7	7%	3%	6%	11%	10%	7%	5%	8%	7%	11%
6	2%	2%	2%	*	1%	5%	2%	2%	4%	3%
5	5%	7%	7%	2%	6%	3%	6%	4%	6%	5%
4	1%	1%	3%	-	-	-	3%	-	-	-
3	2%	3%	3%	*	2%	3%	4%	2%	1%	*
2	*	*	*	-	-	-	*	-	-	-
1	*	-	1%	-	-	-	1%	-	-	-
0 – NOT IMPORTANT AT ALL	1%	-	3%	1%	-	1%	2%	1%	1%	-
DON'T KNOW/WON'T SAY	1%	3%	-	-	3%	-	3%	*	-	-
MEAN †	8.7	8.7	8.3	9.0	8.7	8.7	8.4	8.9	8.7	8.9
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=1518)	COMPONENT					GENDER		ETHNICITY			AGE			
		ABQ	SANTA FE	NORTHERN NM	SOUTHWEST NM	SOUTHEAST	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	68%	68%	68%	77%	68%	68%	65%	70%	70%	68%	60%	71%	67%	69%	63%
9	11%	12%	12%	11%	12%	10%	14%	10%	10%	12%	13%	11%	10%	13%	10%
8	11%	11%	10%	6%	11%	13%	11%	11%	11%	12%	25%	11%	11%	10%	14%
7	4%	5%	3%	-	3%	4%	3%	5%	4%	4%	2%	2%	7%	3%	6%
6	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	-	-	2%	1%	1%
5	2%	2%	3%	4%	2%	3%	3%	1%	3%	2%	-	2%	2%	3%	1%
4	*	*	-	1%	1%	-	*	*	1%	-	-	-	-	-	1%
3	*	*	1%	-	-	-	*	*	1%	*	-	1%	-	*	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	*	*	-	-	-	-	*	-	1%	-	-	-	-	-	1%
0 – NOT IMPORTANT AT ALL	1%	1%	1%	-	-	-	1%	*	-	-	-	1%	-	1%	-
DON'T KNOW/WON'T SAY	*	*	-	-	1%	1%	-	*	*	*	-	-	-	-	1%
MEAN †	9.2	9.2	9.2	9.5	9.3	9.3	9.1	9.3	9.2	9.3	9.3	9.3	9.3	9.3	9.1
MEDIAN	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=1518)	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	68%	64%	70%	70%	72%	68%	69%	67%	67%	70%
9	11%	6%	14%	8%	13%	11%	8%	11%	15%	14%
8	11%	17%	10%	15%	9%	7%	10%	11%	13%	11%
7	4%	9%	3%	3%	5%	2%	5%	7%	1%	1%
6	1%	1%	*	2%	-	2%	*	2%	2%	*
5	2%	3%	*	1%	-	3%	5%	*	1%	1%
4	*	*	1%	-	-	-	1%	-	-	-
3	*	-	*	-	-	1%	*	-	-	1%
2	-	-	-	-	-	-	-	-	-	-
1	*	-	1%	-	-	-	1%	-	-	-
0 – NOT IMPORTANT AT ALL	1%	-	-	1%	-	3%	1%	1%	1%	-
DON'T KNOW/WON'T SAY	*	-	-	-	-	1%	*	-	-	1%
MEAN †	9.2	9.1	9.4	9.3	9.5	9.0	9.1	9.3	9.4	9.4
MEDIAN	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0

\* LESS THAN 1% REPORTED.

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**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=1518)	COMPONENT					GENDER		ETHNICITY			AGE			
		ABQ	SANTA FE	NORTHERN NM	SOUTHWEST NM	SOUTHEAST	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>	45%	44%	56%	50%	47%	40%	42%	49%	45%	46%	37%	49%	43%	47%	42%
<b>9</b>	8%	7%	8%	13%	5%	12%	8%	7%	7%	8%	11%	7%	10%	7%	7%
<b>8</b>	11%	10%	12%	8%	14%	16%	11%	10%	9%	13%	8%	13%	12%	10%	7%
<b>7</b>	7%	7%	5%	5%	8%	7%	8%	5%	7%	6%	3%	6%	8%	7%	5%
<b>6</b>	4%	4%	2%	4%	1%	4%	4%	5%	4%	4%	1%	4%	4%	3%	5%
<b>5</b>	11%	12%	8%	9%	12%	8%	12%	11%	12%	11%	28%	11%	8%	13%	13%
<b>4</b>	2%	2%	2%	1%	1%	1%	2%	2%	2%	2%	-	2%	2%	2%	2%
<b>3</b>	3%	3%	2%	1%	2%	1%	3%	3%	4%	3%	7%	4%	2%	2%	4%
<b>2</b>	1%	1%	1%	2%	2%	3%	2%	1%	1%	2%	-	1%	1%	*	3%
<b>1</b>	2%	2%	*	2%	2%	1%	1%	2%	1%	2%	-	-	1%	3%	2%
<b>0 – NOT IMPORTANT AT ALL</b>	3%	3%	3%	1%	2%	3%	4%	2%	3%	2%	5%	2%	2%	4%	5%
<b>DON'T KNOW/WON'T SAY</b>	3%	3%	*	3%	4%	3%	2%	4%	4%	2%	-	-	6%	1%	6%
<b>MEAN †</b>	7.8	7.7	8.4	8.3	8.0	7.9	7.6	8.1	7.7	8.0	7.2	8.1	8.1	7.7	7.4
<b>MEDIAN</b>	9.0	9.0	10.0	10.0	9.0	9.0	9.0	10.0	9.0	9.0	8.0	9.0	9.0	9.0	9.0

	TOTAL SAMPLE (N=1518)	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>	45%	46%	52%	51%	34%	41%	49%	42%	46%	46%
<b>9</b>	8%	3%	7%	7%	13%	11%	4%	11%	9%	9%
<b>8</b>	11%	10%	10%	13%	12%	11%	5%	13%	17%	11%
<b>7</b>	7%	1%	9%	4%	10%	6%	4%	10%	7%	6%
<b>6</b>	4%	3%	5%	3%	3%	5%	5%	2%	5%	3%
<b>5</b>	11%	16%	7%	12%	13%	11%	16%	11%	6%	10%
<b>4</b>	2%	3%	1%	2%	4%	2%	*	2%	2%	6%
<b>3</b>	3%	3%	1%	4%	2%	7%	3%	4%	1%	4%
<b>2</b>	1%	*	1%	1%	2%	*	*	2%	2%	1%
<b>1</b>	2%	4%	1%	*	1%	2%	2%	1%	3%	-
<b>0 – NOT IMPORTANT AT ALL</b>	3%	2%	5%	2%	3%	2%	6%	1%	2%	2%
<b>DON'T KNOW/WON'T SAY</b>	3%	8%	-	1%	3%	2%	6%	2%	1%	1%
<b>MEAN †</b>	7.8	7.7	8.1	8.2	7.5	7.7	7.6	8.0	8.0	7.9
<b>MEDIAN</b>	9.0	9.0	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=1518)	COMPONENT					GENDER		ETHNICITY			AGE			
		ABQ	SANTA FE	NORTHERN NM	SOUTHWEST NM	SOUTHEAST	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	48%	46%	63%	51%	50%	42%	44%	50%	56%	41%	32%	53%	47%	45%	45%
9	9%	8%	8%	10%	6%	11%	8%	9%	6%	10%	12%	9%	10%	8%	7%
8	13%	13%	11%	8%	12%	13%	14%	12%	11%	15%	10%	11%	13%	14%	13%
7	6%	6%	6%	5%	6%	5%	8%	4%	7%	6%	1%	5%	7%	6%	7%
6	5%	6%	2%	5%	3%	2%	8%	2%	4%	7%	1%	5%	5%	6%	4%
5	10%	10%	5%	12%	11%	13%	8%	12%	11%	10%	22%	7%	13%	11%	9%
4	2%	2%	2%	1%	3%	1%	2%	2%	1%	2%	1%	2%	1%	3%	1%
3	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	-	*	3%
2	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	-	2%	1%	2%	2%
1	1%	*	1%	2%	1%	2%	*	1%	1%	*	5%	*	*	*	2%
0 – NOT IMPORTANT AT ALL	3%	3%	1%	2%	3%	4%	3%	3%	1%	4%	15%	2%	1%	4%	4%
DON'T KNOW/WON'T SAY	1%	1%	1%	3%	3%	4%	1%	2%	*	2%	-	-	3%	1%	3%
MEAN †	8.1	8.0	8.8	8.2	8.0	7.8	7.9	8.2	8.3	7.9	6.5	8.3	8.3	7.9	7.8
MEDIAN	9.0	9.0	10.0	10.0	10.0	9.0	9.0	10.0	10.0	8.0	8.0	10.0	9.0	9.0	9.0

	TOTAL SAMPLE (N=1518)	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	48%	45%	56%	50%	41%	47%	48%	45%	50%	48%
9	9%	8%	6%	9%	12%	10%	4%	9%	14%	9%
8	13%	13%	15%	12%	16%	10%	11%	16%	12%	12%
7	6%	3%	5%	5%	11%	7%	4%	8%	6%	8%
6	5%	2%	5%	2%	10%	5%	7%	5%	4%	4%
5	10%	13%	8%	10%	6%	15%	14%	7%	7%	12%
4	2%	4%	*	3%	2%	2%	2%	2%	2%	2%
3	1%	2%	1%	-	1%	2%	1%	1%	1%	2%
2	2%	*	1%	5%	-	-	1%	3%	1%	1%
1	1%	2%	*	1%	-	-	1%	*	-	1%
0 – NOT IMPORTANT AT ALL	3%	5%	3%	3%	1%	2%	5%	3%	1%	1%
DON'T KNOW/WON'T SAY	1%	4%	-	*	-	-	2%	1%	2%	*
MEAN †	8.1	7.7	8.4	8.0	8.2	8.1	7.8	8.1	8.5	8.1
MEDIAN	9.0	9.0	10.0	10.0	9.0	9.0	9.0	9.0	10.0	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=1518)	COMPONENT					GENDER		ETHNICITY			AGE			
		ABQ	SANTA FE	NORTHERN NM	SOUTHWEST NM	SOUTHEAST	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%	30%	25%	38%	30%	31%	33%	27%	24%	36%	27%	35%	28%	29%	28%
HAVING THE LOWEST ELECTRIC RATES IN THE WEST	25%	27%	13%	24%	27%	25%	25%	26%	34%	17%	38%	21%	26%	27%	27%
DEVELOPING MORE RENEWABLE ENERGY SOURCES, SUCH AS SOLAR AND WIND	21%	20%	35%	15%	16%	18%	21%	22%	20%	22%	22%	22%	22%	23%	16%
REDUCING POLLUTION FROM POWER PLANTS	14%	14%	17%	12%	13%	12%	14%	15%	12%	16%	2%	14%	13%	14%	18%
PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE	7%	7%	5%	9%	9%	10%	6%	8%	8%	6%	9%	8%	7%	5%	9%
DON'T KNOW/WON'T SAY	2%	2%	4%	2%	5%	5%	2%	2%	2%	2%	1%	1%	2%	3%	2%

	TOTAL SAMPLE (N=1518)	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%	23%	22%	31%	38%	41%	21%	33%	32%	39%
HAVING THE LOWEST ELECTRIC RATES IN THE WEST	25%	36%	30%	26%	16%	12%	37%	23%	17%	13%
DEVELOPING MORE RENEWABLE ENERGY SOURCES, SUCH AS SOLAR AND WIND	21%	20%	20%	24%	17%	27%	19%	19%	25%	24%
REDUCING POLLUTION FROM POWER PLANTS	14%	11%	18%	12%	18%	16%	15%	14%	12%	19%
PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE	7%	7%	8%	6%	7%	3%	7%	8%	10%	2%
DON'T KNOW/WON'T SAY	2%	3%	2%	1%	3%	1%	2%	2%	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=1518)	COMPONENT					GENDER		ETHNICITY			AGE			
		ABQ	SANTA FE	NORTHERN NM	SOUTHWEST NM	SOUTHEAST	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
NONE	39%	40%	31%	49%	45%	39%	41%	37%	40%	37%	42%	34%	38%	41%	43%
\$1.00 TO \$2.00	12%	12%	11%	10%	11%	11%	11%	13%	13%	12%	13%	8%	13%	14%	14%
\$3.00 TO \$5.00	14%	13%	18%	12%	14%	17%	16%	12%	13%	16%	7%	16%	17%	11%	13%
\$6.00 TO \$10.00	9%	9%	13%	10%	6%	9%	9%	9%	8%	10%	9%	12%	9%	8%	8%
\$11.00 OR MORE	6%	6%	11%	4%	3%	8%	6%	7%	3%	8%	2%	10%	5%	6%	4%
DON'T KNOW/WON'T SAY	19%	20%	16%	16%	20%	16%	17%	21%	23%	17%	27%	20%	18%	20%	19%

	TOTAL SAMPLE (N=1518)	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	39%	47%	36%	37%	38%	35%	45%	36%	37%	34%
\$1.00 TO \$2.00	12%	7%	16%	13%	13%	11%	12%	12%	14%	11%
\$3.00 TO \$5.00	14%	10%	15%	18%	15%	12%	8%	23%	12%	13%
\$6.00 TO \$10.00	9%	10%	6%	9%	9%	12%	6%	7%	14%	14%
\$11.00 OR MORE	6%	3%	2%	7%	6%	19%	2%	6%	6%	16%
DON'T KNOW/WON'T SAY	19%	22%	25%	16%	18%	10%	27%	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=1518)	COMPONENT					GENDER		ETHNICITY			AGE			
		ABQ	SANTA FE	NORTHERN NM	SOUTHWEST NM	SOUTHEAST	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
Yes	42%	43%	47%	28%	34%	19%	48%	36%	37%	49%	23%	32%	38%	47%	51%
No	58%	57%	53%	72%	66%	80%	52%	64%	63%	51%	77%	68%	62%	52%	49%
DON'T KNOW/WON'T SAY	*	*	-	-	-	1%	-	1%	*	*	-	-	-	1%	-

	TOTAL SAMPLE (N=1518)	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	42%	24%	35%	50%	57%	52%	29%	39%	53%	62%
No	58%	76%	65%	50%	43%	48%	71%	61%	47%	38%
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=1518)	COMPONENT					GENDER		ETHNICITY			AGE			
		ABQ	SANTA FE	NORTHERN NM	SOUTHWEST NM	SOUTHEAST	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>	64%	65%	54%	60%	64%	66%	68%	60%	64%	65%	78%	73%	57%	66%	60%
<b>CLOSE ALL</b>	16%	14%	32%	14%	19%	17%	17%	16%	14%	18%	7%	15%	20%	14%	17%
<b>DEPENDS (VOLUNTEERED)</b>	8%	8%	7%	6%	7%	4%	8%	8%	7%	8%	2%	8%	11%	6%	6%
<b>NEITHER ONE</b>	2%	2%	1%	2%	1%	1%	2%	1%	2%	*	-	1%	*	2%	2%
<b>DON'T KNOW/WON'T SAY</b>	10%	10%	6%	18%	9%	12%	5%	15%	13%	8%	13%	3%	12%	11%	15%

	TOTAL SAMPLE (N=1518)	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>	64%	60%	65%	66%	59%	72%	65%	62%	67%	65%
<b>CLOSE ALL</b>	16%	10%	16%	18%	24%	16%	8%	16%	21%	27%
<b>DEPENDS (VOLUNTEERED)</b>	8%	7%	7%	9%	8%	8%	9%	11%	4%	5%
<b>NEITHER ONE</b>	2%	1%	3%	1%	2%	1%	3%	1%	1%	*
<b>DON'T KNOW/WON'T SAY</b>	10%	23%	8%	7%	6%	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?

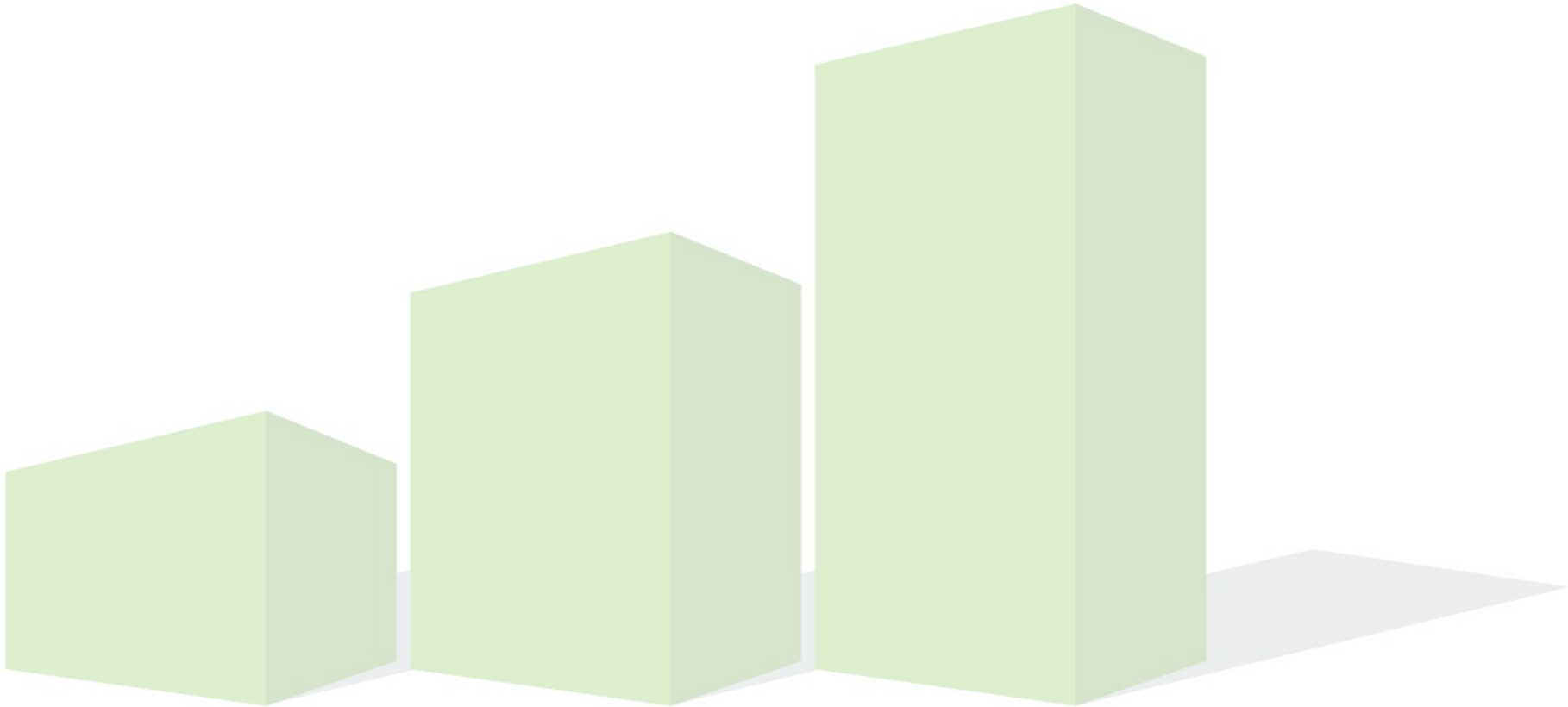
SHOULD BE PURSUING MORE RENEWABLES (SOLAR/WIND)	19%
SOLAR/WIND NOT RELIABLE	12%
NEED RELIABLE ELECTRICITY	11%
NEED MORE INFORMATION	11%
WILL CUT JOBS	9%
WILL REDUCE AIR POLLUTION	8%
TAKE STEP AT A TIME (CLOSE DOWN 2)	7%
DIVERSE SOURCE OF ENERGY IS BETTER	6%
COAL IS BAD/MORE POLLUTANTS	6%
TRANSITION OVER IN TIME	4%
DEPENDS ON COST	4%
NATURAL GAS IS CLEANER	4%
NEED RELIABLE SOURCES OF POWER/SERVICE/SAFE	3%
RENEWABLES ARE MORE EXPENSIVE	3%
ELECTRIC RATES WILL GO UP	3%
ELECTRIC RATES WILL GO DOWN	3%
HAD LONG ENOUGH TIME TO CHANGE/CLOSE IT DOWN	3%
PNM NEEDS TO DO WHAT THEY NEED TO DO	3%
CLOSING PLANT NOT FEASIBLE - WILL HAVE NEGATIVE IMPACT	3%
NEED A BACKUP SYSTEM	2%
COAL IS LESS EXPENSIVE	2%
DEPENDS ON HOW MUCH MY BILL WILL GO UP	2%
UTILIZE ALL RESOURCES OF ENERGY AVAILABLE	2%
U.S. HAS ABUNDANT SUPPLY OF COAL	2%
GLOBAL WARMING IS A PROBLEM	2%
THINGS SHOULD STAY THE WAY THEY ARE	1%
CUSTOMERS WILL END UP PAYING FOR IT	1%
MAKE IT ENERGY EFFICIENT/CONSERVING ENERGY	1%
NEED PROVEN TECHNOLOGY	1%
MORE ECONOMICAL/COST EFFECTIVE	1%
NATURAL GAS IS LESS EXPENSIVE	1%

ENVIRONMENTALISTS: GETTING THEIR WAY/PUT FEAR IN PEOPLE/DON'T KNOW WHAT THEY'RE TALKING ABOUT	1%
U.S. HAS ABUNDANT SUPPLY OF NATURAL GAS	1%
TECHNOLOGY: CLEANER/EXISTS/NEW/NUCLEAR	1%
WILL COST MORE TO CLOSE ALL 4 UNITS	1%
ASSESS IMPACT ON ENVIRONMENT	1%
COAL: DIRTY/GET RID OF/REDUCE USAGE	1%
BETTER FOR THE FUTURE	1%
WILL NOT BE PROGRESSIVE	1%
GLOBAL WARMING IS NOT REAL	1%
NATURAL GAS CREATES A DEMAND FOR "FRACKING"	1%
WILL CREATE JOBS	1%
WE NEED COAL	1%
NOT TRUTHFUL WHO IS GOING TO BENEFIT FROM ALL THIS	1%
WILL BETTER SERVE THE COMMUNITY	1%
NATURAL GAS: LIMITED/DANGEROUS/EXPENSIVE	1%
THEY ARE MOVING THE RIGHT DIRECTION	*
TAX BREAKS FOR THOSE WITH SOLAR POWER	*
OUT DATED TECHNOLOGY	*
PLAN ON HOW TO ACQUIRE THOSE NATURAL RESOURCES TO SUSTAIN OUR NEEDS	*
DOES NOT REACH US - WE ARE FAR FROM IT	*
PNM HAS NOT DONE ENOUGH/TO LOWER BILLS/JUST INCREASING BILL	*
NEW MEXICO DOESN'T REALLY HAVE A BAD POLLUTION PROBLEM	*
NEED VIABILITY PLAN/ADDRESS ISSUES	*
NOT IN FAVOR OF NUCLEAR	*
NATURAL GAS CONTAINS METHANE	*
HEALTH HAZARD	*
THEY DON'T HAVE TO CLOSE ANY - PNM SELLS TO CALIFORNIA	*
IT'S ALREADY COSTING TOO MUCH	*
HUGE PART OF THE ECONOMY	*

NEED TO CLEAN UP ENVIRONMENT/WATER	*
PIPELINES CAN BE A PROBLEM	*
THE REST OF THE WORLD NOT DOING THEIR JOB	*
NOT GOOD FOR WILDLIFE	*
PNM OWNS THE COAL SUPPLY/PNM WILL DO NOTHING TO CREATE NEW ENERGY	*
NEED COMPETITION	*
TREE HUGGERS CAN AFFORD THIS	*
MONEY IS AN OBJECT FOR PNM	*
WATER: BAD/USING UP	*
SOLAR NOT GOOD FOR FIRE FIGHTERS	*
EITHER OPTION WOULD NOT HELP	*
NEED OBJECTIVITY OF NON-POLITICAL SCIENTISTS	*
NEED A BALANCE BETWEEN HIPPIE VIEWS AND MASS MISCONCEPTIONS	*
PNM NEEDS TO FIND A NEW PROFIT MODEL	*
INTERRUPTION OF SERVICE - HOW LONG TO REPLACE?	*
NOT A MEMBER OF ENVIRONMENTAL GROUP	*
WOULD BE LESS EXPENSIVE TO INSTALL POLLUTION CONTROLS THAN CREATING NEW POWER PLANTS	*
ALL THE DRILLING IS BURNING OFF THE NATURAL GAS	*
DAMAGE TO COAL MINES	*
PEOPLE/COMMUNITIES SHOULD RECREATE THE UTILITIES NOT BIG COMPANIES	*
GENERATOR SHOULD BE BUILT	*
CONSIDER 1200 PSI SYSTEM BOILERS USED ON NAVAL SHIPS	*
WIND/SOLAR MORE DAMAGE FROM BATTERIES STORAGE	*
NO REASON IN PARTICULAR	4%
DON'T KNOW/WON'T SAY	2%

\* LESS THAN 1% REPORTED.

III. DEMOGRAPHICS



## DEMOGRAPHICS: RANDOM COMPONENT OF PNM SERVICE AREA

NORTHERN NEW MEXICO TOTAL SAMPLE (N=200)

### GENDER

MALE	48%
FEMALE	52%

### AGE

18 TO 34 YEARS	23%
35 TO 49 YEARS	16%
50 TO 64 YEARS	38%
65 YEARS OR OLDER	22%
WON'T SAY	1%

### EDUCATION

HIGH SCHOOL GRADUATE OR LESS	46%
SOME COLLEGE/ASSOCIATE DEGREE/VOCATIONAL CERTIFICATE	32%
COLLEGE GRADUATE (4 YEARS)	11%
GRADUATE DEGREE	10%
WON'T SAY	1%

### ETHNICITY

HISPANIC	76%
ANGLO	20%
BLACK/AFRICAN-AMERICAN	1%
OTHER DESCENT	1%
WON'T SAY	2%

### HOUSEHOLD INCOME

LESS THAN \$20,000	35%
\$20,000 TO \$39,999	29%
\$40,000 TO \$59,999	15%
\$60,000 TO \$79,999	6%
\$80,000 AND OVER	9%
WON'T SAY	6%

