

RESEARCH & POLLING INC



PNM
SANTA FE COMMUNITY SURVEY
AUGUST 2015

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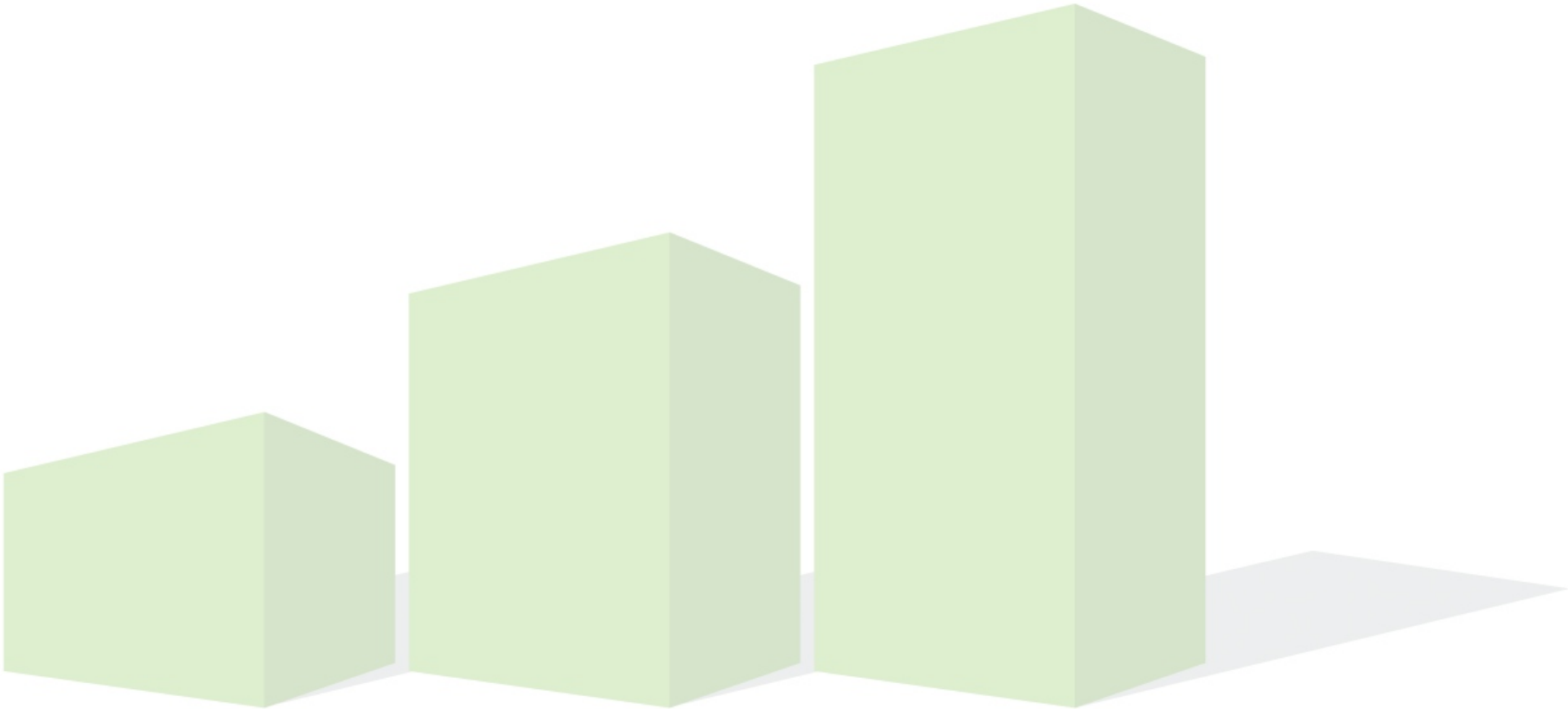
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I. INTRODUCTION



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:

- **Santa Fe* (n=406)**
 - Southwest: 87507
 - Southeast: 87505
 - North: 87501, 87506, 87574
 - Eldorado/Highway 14: 87508, 87540
- Albuquerque Metro Area (n=401)
- 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 Santa Fe 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 Santa Fe 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 406 PNM customers in Santa Fe completed interviews.

MARGIN OF ERROR

A sample size of 406 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 406 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 Santa Fe.

SAMPLE BIAS

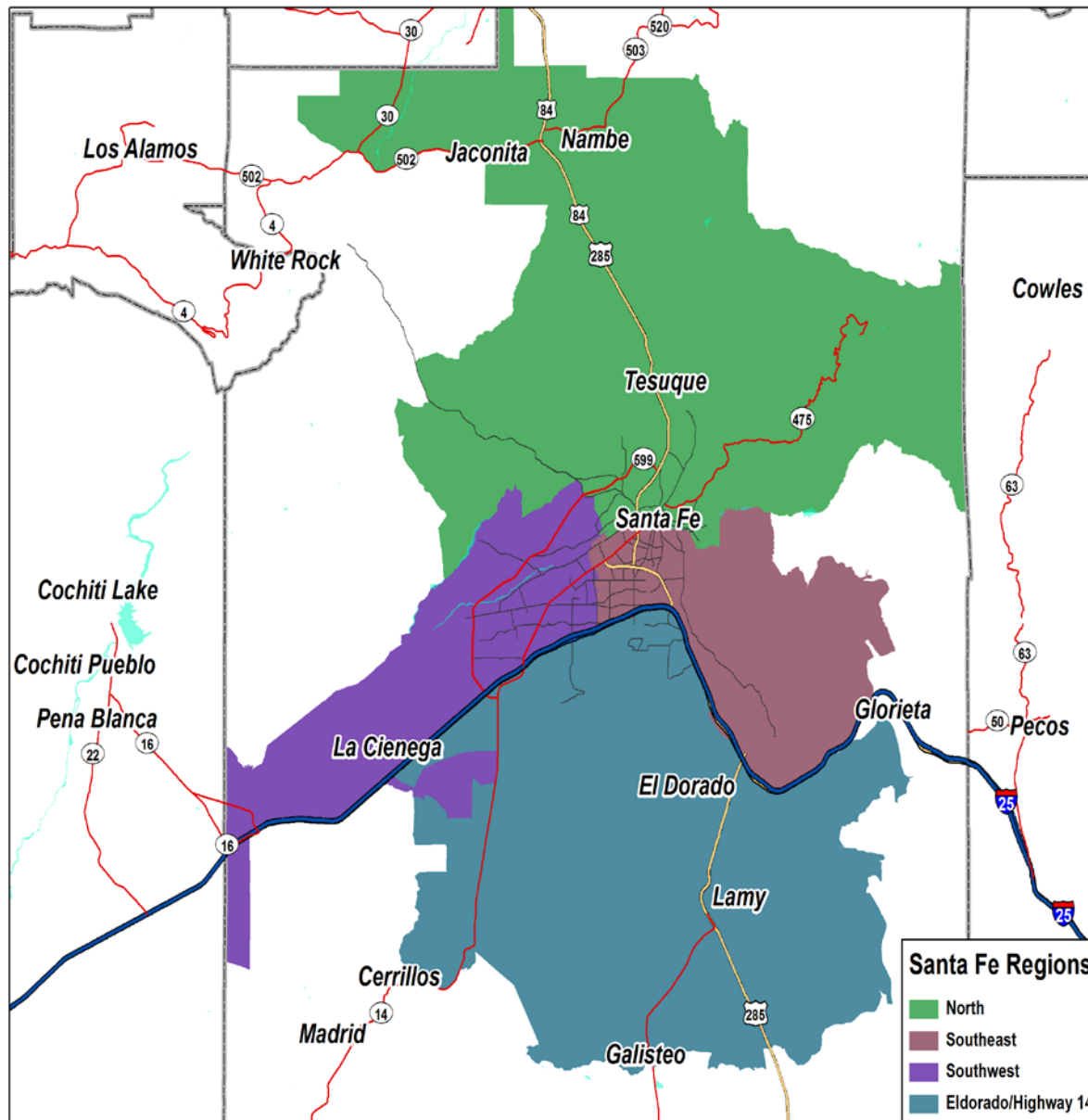
In any survey, there are some respondents who will refuse to speak to the professional interviewer. A lower response rate among certain types of individuals can result in a sample wherein certain types of individuals are over-represented or under-represented. The potential for sampling bias increases 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

SANTA FE COUNTY REGIONS (GROUPED BY ZIP CODE BOUNDARIES)



SANTA FE

NORTH:

NAMBÉ, LAS CAMPANAS, IN SANTA FE EAST OF EL RANCHO RD. AND NORTH OF PASEO DE PERALTA AND AGUA FRIA ST.

SOUTHEAST:

SOUTH OF PASEO DE PERALTA AND AGUA FRIA, EAST OF CAMINO CARLOS REY, OLD SANTA FE TRAIL AREA

SOUTHWEST:

NORTH OF I-25, WEST OF CAMINO CARLOS REY

ELDORADO/HIGHWAY 14:

SOUTH OF I-25 FROM HIGHWAY 14 EAST TO ELDORADO AND LAMY

EXECUTIVE SUMMARY

PNM customers in Santa Fe 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 Santa Fe customers 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 (90%) of PNM customers, followed closely by reducing pollution from power plants (82%). Seventy-eight percent say providing the highest quality customer service is important, 76% rate developing more renewable energy sources as important, and 58% say having the lowest electric rates in the West 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, developing more renewable energy sources (35%) was selected most often, followed by providing the most reliable electric service (25%), reducing pollution from power plants (17%), having the lowest electric rates in the West (13%), and providing the highest quality customer service (5%).

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

The majority (53%) of Santa Fe PNM customers 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 the Eldorado/Highway 14 area
- Males
- Anglos
- Those ages 50 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 (54%) of Santa Fe PNM customers agree with PNM's plan to close two of the four coal-fired units versus closing the entire plant, while 32% say PNM should close the entire plant. Of note, males, Hispanics, and those with lower education attainment levels are more likely than others to say PNM should close two of the four generating units, while those in the Eldorado/Highway 14 area, Anglos, and those with higher education attainment levels are more likely to 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, those in favor of closing two of the four coal-fired units mention reliability issues (25%) and job cuts (7%). Those in favor of closing the entire plant give reasons such as PNM should be pursuing more renewables (25%), coal is bad/more pollutants (13%), and reducing air pollution (11%).

BIGGEST ISSUES OR PROBLEMS FACING THE COMMUNITY	
TOP 10 UNAIDED RESPONSES	
SANTA FE TOTAL SAMPLE (N=406)	
CRIME	12%
LACK OF GOOD JOBS	12%
WATER SHORTAGE/WATER SUPPLY	10%
EDUCATIONAL SYSTEM POOR	8%
ILLEGAL DRUG USE	5%
WEAK ECONOMY	5%
ROADS/STREETS/HIGHWAYS ARE IN BAD CONDITION	3%
COST OF LIVING IS HIGH/UNREASONABLE	3%
NOTHING IN PARTICULAR	24%
DON'T KNOW/WON'T SAY	13%

Santa Fe PNM customers were asked, in an unaided, open-ended manner, what they believe are the **biggest issues or problems facing their community**. Twelve percent mention crime or lack of good jobs, while one-in-ten mention water shortage/water supply. Other frequently mentioned responses include: poor educational system (8%), illegal drug use (5%), weak economy (5%), roads/streets/highways in bad condition (3%), and cost of living is high/unreasonable (3%). Importantly, 37% of Santa Fe PNM customers did not mention a particular problem or issue facing their community.

Of note, Hispanics are more likely than others to mention crime, while those in the Eldorado/Highway 14 area and Anglos are more likely than others to mention water shortage/water supply.

CUSTOMERS' EXPECTATIONS FROM THEIR ELECTRIC UTILITY COMPANY (SUMMARY TABLE)													
SANTA FE TOTAL SAMPLE (N=406) 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%	10%	3%	2%	3%	-	1%	-	-	1%	-	9.2
REDUCING POLLUTION FROM POWER PLANTS	63%	8%	11%	6%	2%	5%	2%	1%	1%	1%	1%	1%	8.8
DEVELOPING MORE RENEWABLE ENERGY SOURCES, SUCH AS SOLAR AND WIND	56%	8%	12%	5%	2%	8%	2%	2%	1%	*	3%	*	8.4
PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE	53%	12%	13%	6%	4%	8%	2%	1%	1%	-	*	-	8.6
HAVING THE LOWEST ELECTRIC RATES IN THE WEST	43%	5%	10%	8%	4%	18%	2%	3%	3%	-	3%	1%	7.6

* 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.

Santa Fe 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 Santa Fe PNM customers 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*. Notably, those in Southwestern Santa Fe and Hispanics are more likely than others to say providing the most reliable electric service is *extremely important*.

REDUCING POLLUTION FROM POWER PLANTS

Over eight-in-ten (82%) Santa Fe PNM customers rate reducing pollution from power plants as important, with nearly two-thirds (63%) saying this is *extremely important*. Thirteen percent have a neutral opinion or felt this was slightly important, while just 6% say this is unimportant. Interestingly, females are more likely than males to say reducing pollution is *extremely important*.

DEVELOPING MORE RENEWABLE ENERGY SOURCES, SUCH AS SOLAR AND WIND

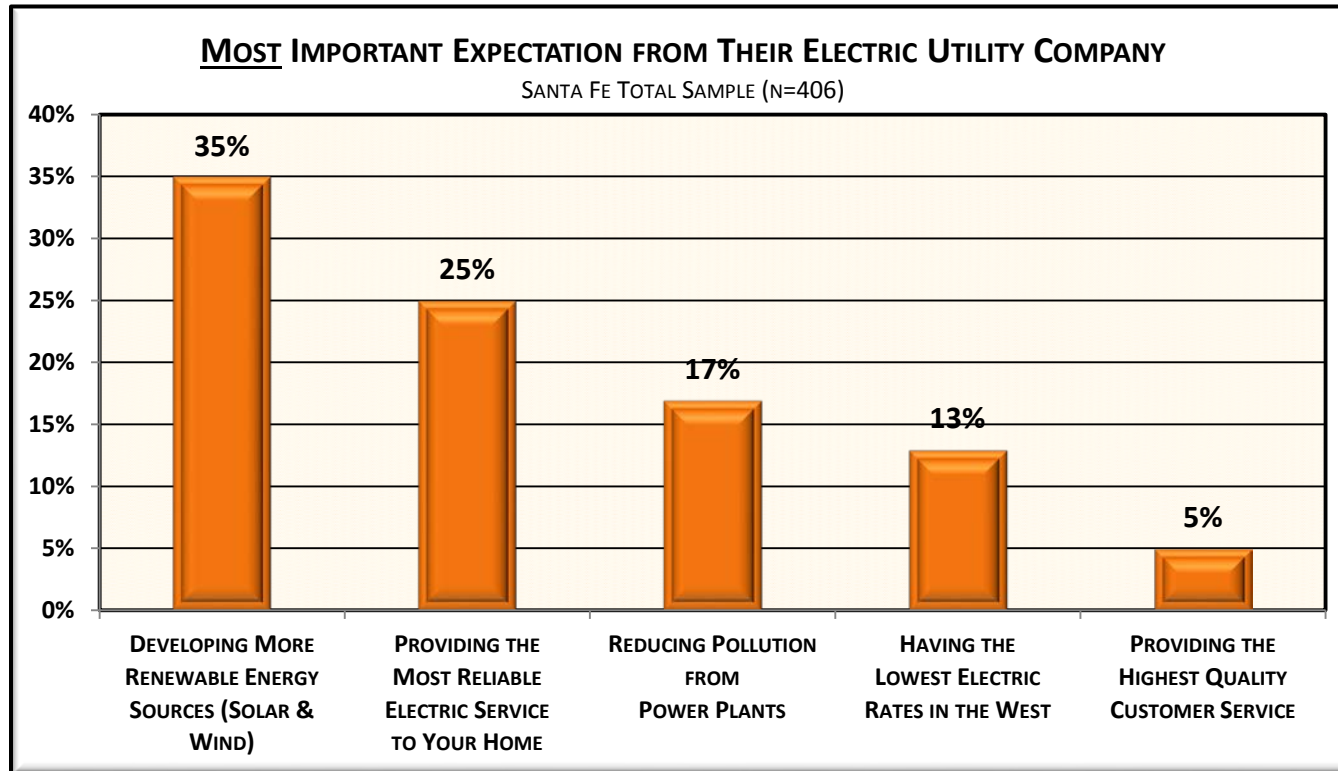
Over three-quarters (76%) of Santa Fe PNM customers rate developing more renewable energy sources as important, with over half (56%) who say this is *extremely important*. Fifteen percent have a neutral opinion or felt this was slightly important, while just 8% say this is unimportant. Of note, Anglos and those with higher education attainment levels are more likely than others to say developing more renewable energy sources is *extremely important*.

PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE

Nearly eight-in-ten (78%) Santa Fe PNM customers rate providing the highest quality customer service as important (a score of 8, 9, or 10), with over half (53%) saying this is *extremely important*. Nearly one-fifth (18%) have a neutral opinion or felt this was slightly important, while just 4% say this is unimportant. Hispanics and those with lower education attainment levels are more likely than others to say providing the highest quality customer service is *extremely important*.

HAVING THE LOWEST ELECTRIC RATES IN THE WEST

Over half (58%) of Santa Fe PNM customers say that having the lowest rates in the West is important with 43% saying this is *extremely important*. Three-in-ten have a neutral opinion or felt this was slightly important (a score of 5, 6 or 7), while 11% say this is unimportant (a score of 4, 3, 2, 1 or 0). Of note, those of lower socio-economic status are more likely to say that having the lowest rates is *extremely important*.

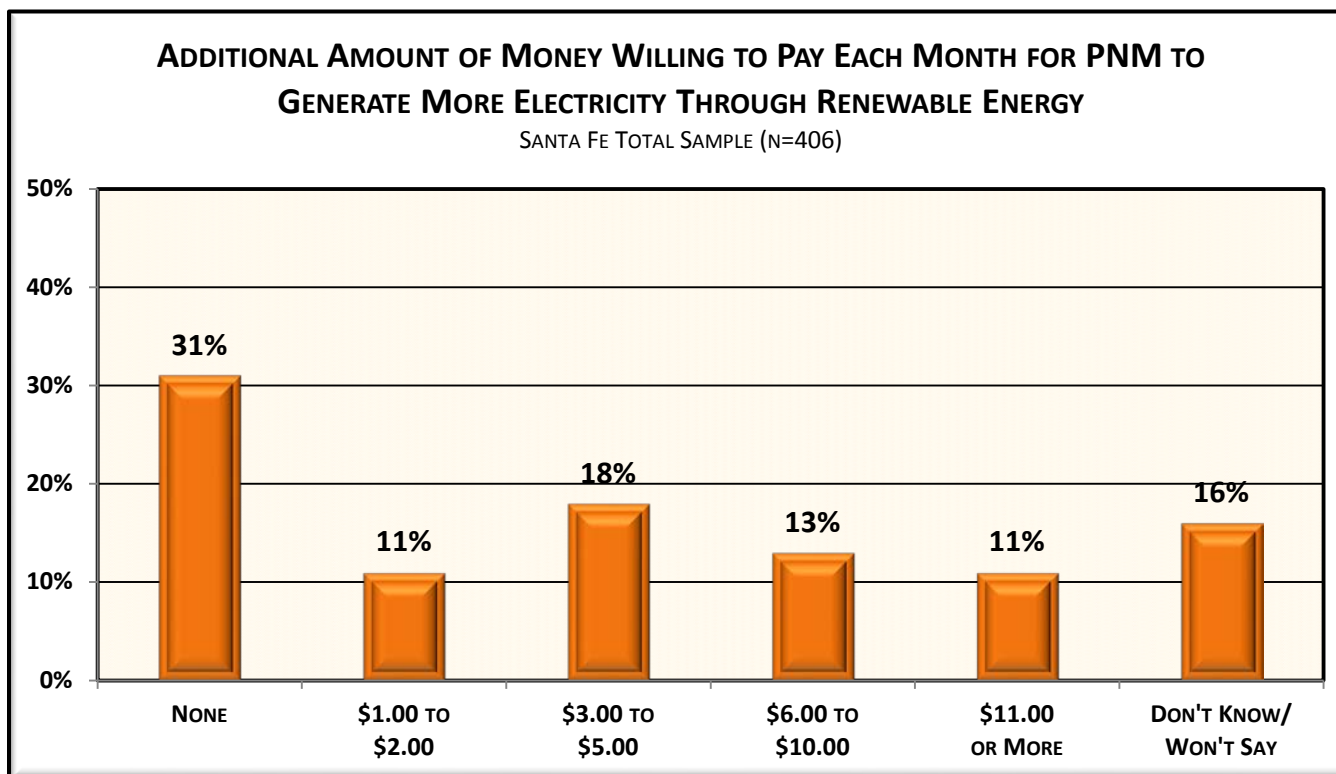


Santa Fe PNM customers were reread the five attributes from page seven and asked **which item is the most important to them** in what they expect from their electric utility. Overall, developing more renewable energy sources (35%) is the most important attribute, followed by one-quarter who say providing the most reliable electric service is the most important. The third most important attribute among Santa Fe PNM customers is reducing pollution from power plants (17%), followed by 13% who say having the lowest electric rates in the West and 5% who say providing the highest quality customer service.

Interestingly, Hispanics and those who are high school graduates or less are more likely than others to say that having the lowest electric rates in the West is most important, while Anglos are more likely than others to say that developing more renewable energy sources is most important. Further, males are more likely than females to say that providing the most reliable electric service is the most important.

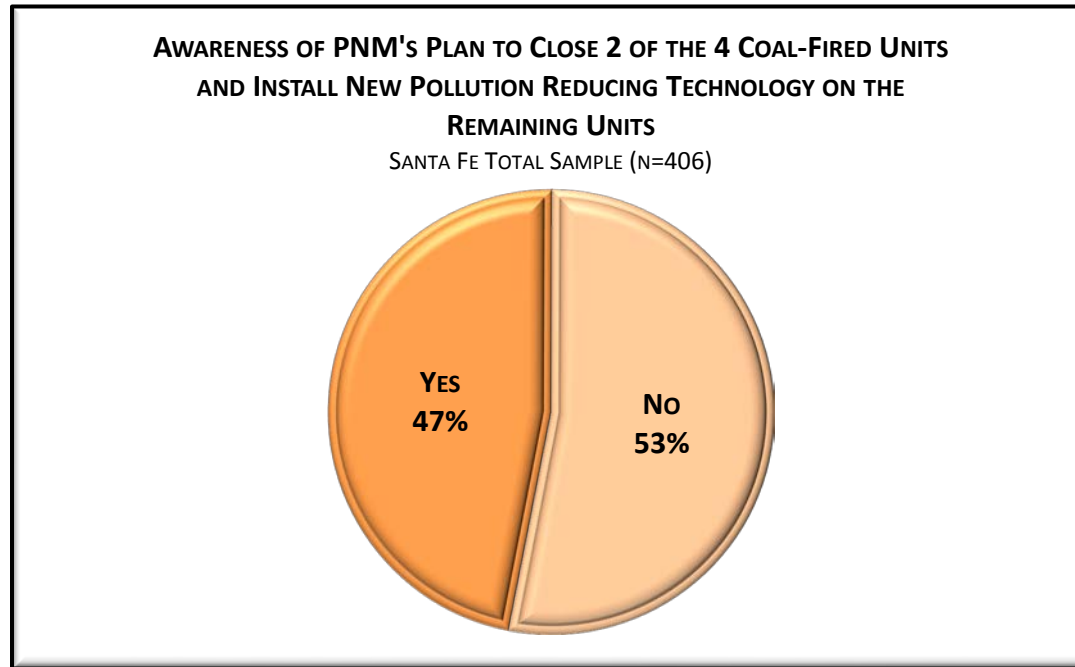
<u>MOST IMPORTANT EXPECTATION FROM THEIR ELECTRIC UTILITY COMPANY</u> SEGMENTED BY PNM SERVICE REGIONS						
	ABQ METRO	SANTA FE	NORTHERN NM	SOUTHWEST NM	SOUTHEAST NM	TRIBAL AREAS
PROVIDING THE MOST RELIABLE ELECTRIC SERVICE TO YOUR HOME	30%	25%	38%	30%	31%	27%
HAVING THE LOWEST ELECTRIC RATES IN THE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



Santa Fe 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. Three-in-ten (31%) PNM customers say they are unwilling to pay any additional amount on their monthly bill, while 11% mention they are willing to pay one to two dollars more a month. Nearly one-fifth (18%) are willing to pay three to five dollars more a month, while nearly one-quarter (24%) 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 residing in Southwestern Santa Fe. Those more likely than others to say they are willing to pay six dollars or more a month include Anglos, those earning over \$80,000 annually, and those who are at least college graduates.



Santa Fe PNM 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. 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**.

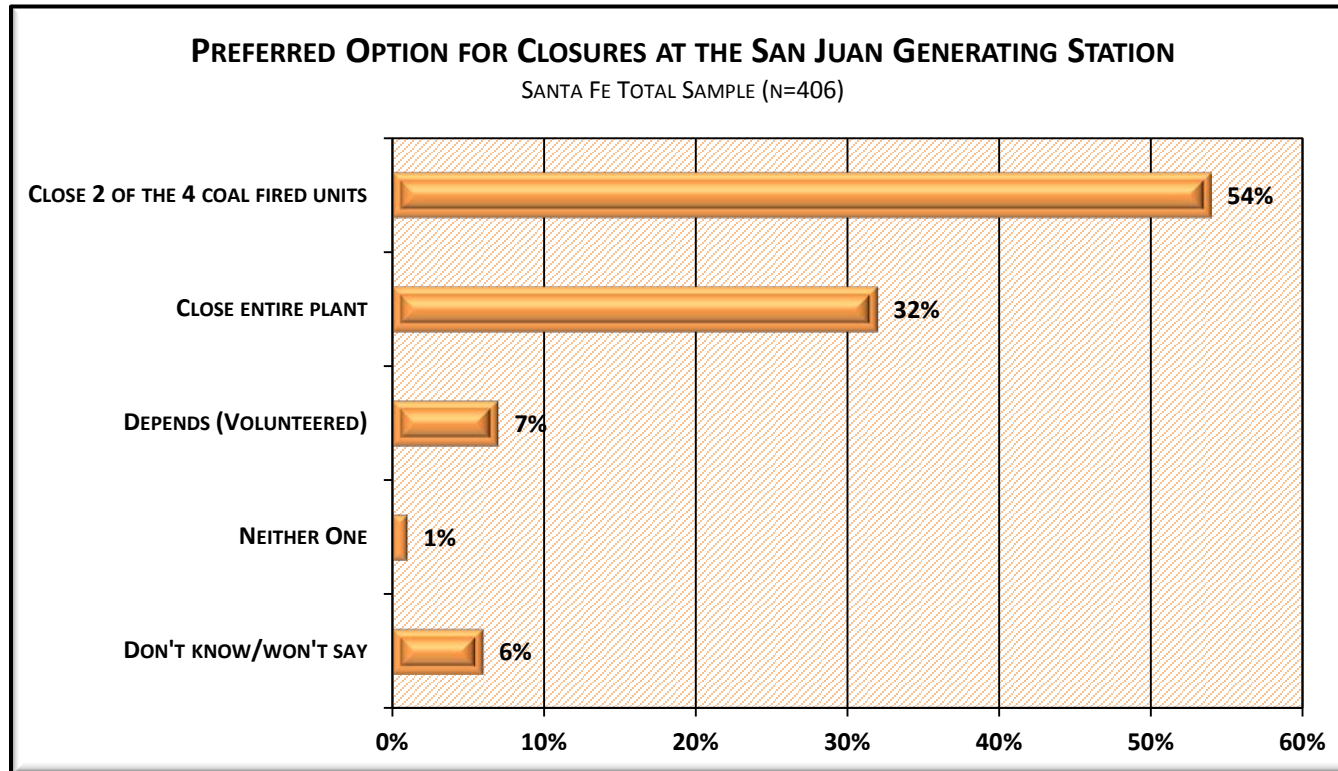
The majority (53%) of Santa Fe PNM customers say they have not heard of PNM's plan, while 47% say they have heard of it.

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

- Those in the Eldorado/Highway 14 area
- Males
- Anglos
- Those age 50 and older
- Those of higher socio-economic status

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

- Those in Southwestern Santa Fe
- Females
- Hispanics
- Those ages 18-34
- Those of lower socio-economic status



“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.”

Santa Fe PNM 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. The majority (54%) of Santa Fe PNM customers say they support PNM’s plan to close two of the four coal-fired units, while approximately one-third (32%) say PNM should close the entire plant. Seven percent say “it depends” and 7% did not offer an opinion.

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

- Males
- Hispanics
- Those with lower education attainment levels

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

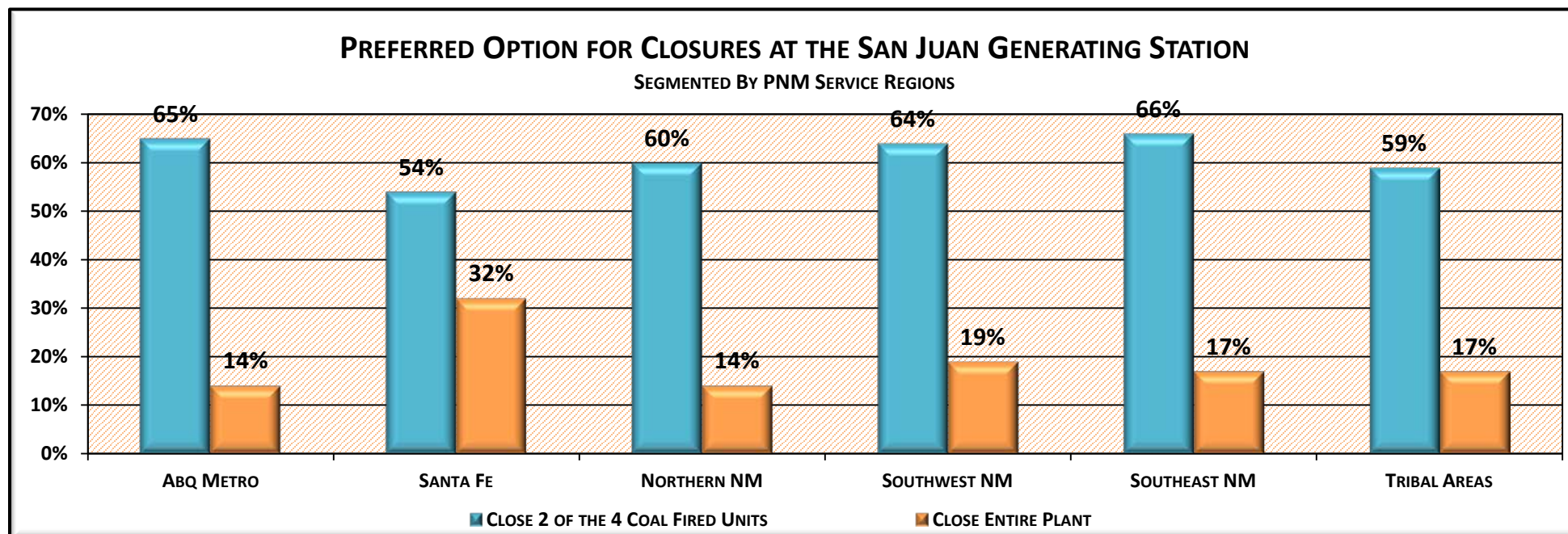
- Those in the Eldorado/Highway 14 area
- Anglos
- Those who are at least college graduates

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%

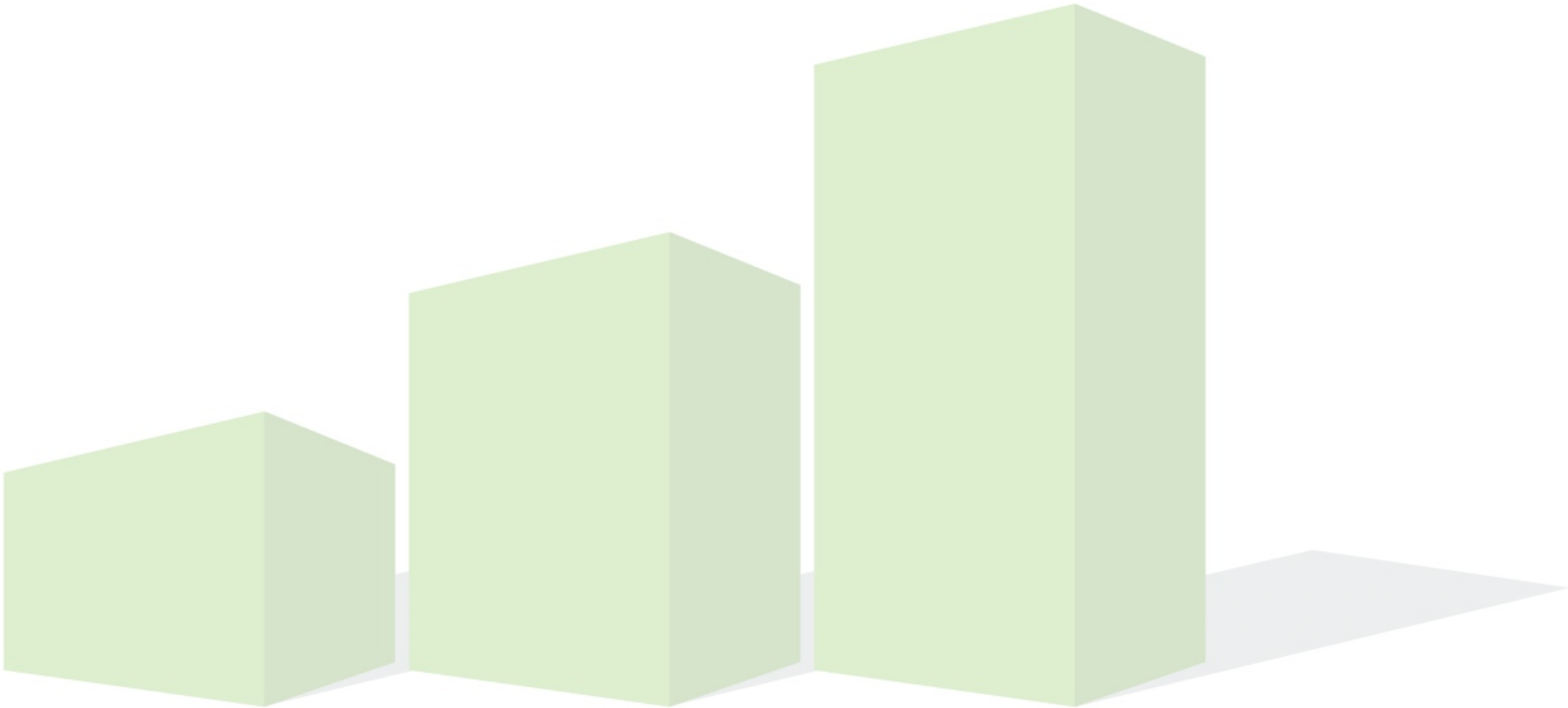
As shown above, the majority of PNM customers in each service region throughout the state are apt to support PNM's plan to close two of the four coal-fired units. Santa Fe customers are more likely than those in other regions to say that PNM should close the entire plant. However, the majority of Santa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

REASONS FOR CHOOSING PREFERRED OPTION FOR ADDRESSING CLOSURE AT THE SAN JUAN GENERATING STATION	
AMONG THOSE WHO CHOSE A CLOSURE OPTION SANTA FE TOTAL RESPONSES (N=382) TOP 9 UNAIDED RESPONSES	
PNM SHOULD CLOSE ENTIRE PLANT	
SHOULD BE PURSUING MORE RENEWABLES (SOLAR/WIND)	25%
COAL IS BAD/MORE POLLUTANTS	13%
WILL REDUCE AIR POLLUTION	11%
NATURAL GAS IS CLEANER	5%
GLOBAL WARMING IS A PROBLEM	5%
SHOULD CLOSE 2 OF THE 4 COAL FIRED UNITS	
SOLAR/WIND ARE NOT AS RELIABLE	15%
NEED MORE RELIABLE ELECTRICITY	10%
WILL CUT JOBS OTHERWISE	7%
NEUTRAL	
NEED MORE INFORMATION	6%

Santa Fe PNM 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. One-quarter of customers who say that PNM should close the entire plant mention that PNM should be pursuing more renewables, while 13% say coal is bad/more pollutants, and 11% say it will reduce air pollution. Those who say PNM should close two of the four coal-fired units mention that solar/wind are not as reliable (15%), a need for more reliable electricity (10%), and will cut jobs (7%).

Of note, Anglos, those ages 18 to 34, and those with graduate degrees are more likely than others to say that PNM should be pursuing more renewables. However, those ages 18 to 34 and Hispanics are also likely to say that solar/wind are not reliable.

II. SUMMARY OF RESULTS



BIGGEST ISSUES OR PROBLEMS FACING THE COMMUNITY

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

LACK OF GOOD JOBS	12%	NOT ENOUGH ROADS/HIGHWAYS	1%	ZONING COMMISSION	*
CRIME	12%	UTILITIES TOO HIGH	1%	LACK OF YOUNG POPULATION	*
WATER SHORTAGE/WATER SUPPLY	10%	HEALTHCARE REFORM	1%	FRACKING	*
EDUCATIONAL SYSTEM IS POOR	8%	MEDICAL CARE: DIABETES/HEALTH ISSUES/MEDICAL FACILITIES	1%	SPACE	*
ILLEGAL DRUG USE	5%	LACK OF ECONOMIC DEVELOPMENT	1%	TREATMENT CENTERS FOR ADULTS AND TEENS	*
WEAK ECONOMY	5%	ALCOHOLISM	1%	BAD DRIVERS: SPEEDERS/CELL USERS	*
COST OF LIVING IS HIGH/UNREASONABLE	3%	QUALITY OF SCHOOL FACILITIES	1%	CULTURE	*
ROADS/STREETS/HIGHWAYS ARE IN BAD CONDITION	3%	AFFORDABLE DAY CARE	1%	LANDSCAPING IS BAD	*
POVERTY	2%	NOISE POLLUTION	1%	LACK OF/INSUFFICIENT PUBLIC TRANSPORTATION	*
LOW WAGES	2%	RECYCLING	1%	PNM INVESTING IN UNSTABLE COAL PLANT/LACK OF RESPONSE OF ENVIRONMENT ISSUES	*
LACK OF YOUTH ACTIVITIES	2%	LACK OF TRAINING FOR GOOD JOBS	1%	DOMESTIC VIOLENCE/FAMILY PROBLEMS	*
YOUTH PROBLEMS	2%	NATURAL RESOURCES AVAILABILITY	*	LOW PAY FOR TEACHERS	*
GOVERNMENT/POLITICAL LEADERSHIP IS INCOMPETENT	2%	NUCLEAR WASTE TRANSPORT	*	COYOTE KILLING	*
POWER OUTAGES	2%	LACK OF AWARENESS OF ENVIRONMENTAL ISSUES	*	SCHOOL ADMINISTRATORS GETTING HIGHER PAY	*
WATER POLLUTION	2%	OVER POPULATION	*	TAXES ARE HIGH/UNREASONABLE	*
GOVERNMENT/POLITICAL LEADERSHIP IS CORRUPT	1%	CLIMATE CHANGE	*	LACK OF SERVICES	*
BETTER SERVICES: INTERNET/CELL/PHONE/WIFI	1%	ORANGE BARRELS/CONSTANT STREET MAINTENANCE	*	FLOOD CONTROL: ARROYOS RUN OFFS/PIPES	*
GROWING TOO BIG/TOO FAST	1%	ZONING ISSUES	*	NEED GROWTH	*
DROUGHT	1%	PNM NOT MEETING PEOPLES' NEEDS: DROP BOX/OFFICE HOURS/NOT LISTENING	*	PEOPLE'S YARDS (TRASH/CARS/ETC.)	*
AIR POLLUTION	1%	LABOR FORCE/SKILLED LABOR UNAVAILABLE	*	LACK OF HOUSING	*
COST OF HOUSING IS HIGH/UNREASONABLE	1%	POLICE/LEGAL SYSTEM	*	GUN CONTROL	*
CONGESTION	1%	TOO MANY VACANT LOTS/HOUSES/BUILDINGS/ETC.	*		
FUTURE SCHOOL FUNDING	1%	INCOME INEQUALITY	*	NOTHING IN PARTICULAR	24%
HIGH COST OF ELECTRICITY	1%	RECEIVING MAIL 2 MONTHS LATER	*	DON'T KNOW/WON'T SAY	13%
ILLEGAL IMMIGRATION	1%	GLOBAL WARMING	*		
HOMELESS	1%	INFRASTRUCTURE	*		
LACK OF RENEWABLE ENERGY/TECHNOLOGY	1%	FIRES	*		
DWI RATE HIGH	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=406)	REGION				GENDER		ETHNICITY			AGE			
		SOUTHWEST SANTA FE	SOUTHEAST SANTA FE	NORTH SANTA FE	ELDORADO HWY 14	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	43%	50%	36%	41%	39%	41%	45%	57%	27%	53%	42%	43%	43%	47%
9	5%	8%	3%	2%	7%	4%	6%	6%	4%	7%	7%	8%	3%	3%
8	10%	11%	10%	9%	9%	8%	12%	8%	14%	-	14%	5%	12%	8%
7	8%	9%	8%	7%	9%	10%	6%	7%	10%	-	14%	4%	8%	5%
6	4%	3%	4%	4%	5%	4%	3%	3%	6%	-	1%	6%	3%	6%
5	18%	11%	27%	20%	18%	19%	18%	13%	21%	30%	19%	14%	20%	20%
4	2%	1%	2%	1%	5%	2%	3%	-	4%	-	1%	3%	3%	1%
3	3%	3%	3%	4%	3%	3%	2%	1%	4%	11%	-	6%	3%	3%
2	3%	-	5%	6%	2%	4%	2%	2%	5%	-	-	9%	1%	3%
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0 – NOT IMPORTANT AT ALL	3%	2%	2%	6%	2%	3%	2%	2%	4%	-	-	1%	4%	4%
DON'T KNOW/WON'T SAY	1%	1%	-	-	2%	1%	1%	2%	-	-	2%	-	1%	1%
MEAN †	7.6	8.2	7.1	7.0	7.5	7.4	7.8	8.4	6.8	7.7	8.1	7.3	7.5	7.5
MEDIAN	8.0	10.0	7.0	8.0	8.0	8.0	9.0	10.0	7.0	10.0	9.0	9.0	8.0	9.0

	TOTAL SAMPLE (N=406)	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	43%	53%	53%	50%	37%	29%	60%	52%	30%	29%
9	5%	7%	8%	7%	5%	1%	7%	8%	5%	1%
8	10%	10%	10%	8%	16%	11%	5%	15%	12%	9%
7	8%	6%	9%	8%	8%	8%	6%	6%	11%	10%
6	4%	1%	-	3%	6%	8%	-	-	8%	7%
5	18%	16%	14%	18%	20%	23%	15%	10%	22%	27%
4	2%	-	-	2%	4%	4%	-	1%	3%	4%
3	3%	-	-	1%	3%	8%	-	2%	3%	6%
2	3%	1%	5%	-	-	6%	4%	2%	1%	4%
1	-	-	-	-	-	-	-	-	-	-
0 – NOT IMPORTANT AT ALL	3%	3%	1%	2%	2%	1%	4%	3%	4%	1%
DON'T KNOW/WON'T SAY	1%	2%	1%	1%	-	1%	-	1%	2%	1%
MEAN †	7.6	8.2	8.3	8.1	7.5	6.6	8.2	8.3	7.1	6.7
MEDIAN	8.0	10.0	10.0	10.0	8.0	6.0	10.0	10.0	7.0	6.0

† 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=406)	REGION				GENDER		ETHNICITY			AGE			
		SOUTHWEST SANTA FE	SOUTHEAST SANTA FE	NORTH SANTA FE	ELDORADO HWY 14	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	53%	60%	45%	45%	57%	50%	56%	61%	44%	55%	52%	57%	53%	49%
9	12%	11%	18%	12%	6%	15%	10%	11%	14%	7%	12%	9%	14%	14%
8	13%	7%	16%	12%	23%	15%	12%	6%	21%	31%	10%	10%	12%	19%
7	6%	6%	2%	14%	5%	6%	6%	5%	7%	7%	3%	11%	6%	5%
6	4%	4%	3%	4%	2%	2%	5%	3%	4%	-	5%	5%	3%	1%
5	8%	5%	12%	5%	6%	7%	8%	7%	7%	-	12%	3%	9%	5%
4	2%	3%	1%	5%	-	2%	3%	5%	-	-	5%	3%	-	3%
3	1%	1%	2%	-	-	1%	1%	1%	1%	-	-	2%	1%	2%
2	1%	1%	1%	-	-	1%	1%	1%	1%	-	-	-	2%	1%
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0 – NOT IMPORTANT AT ALL	*	-	-	3%	-	1%	-	-	1%	-	-	-	1%	1%
MEAN †	8.6	8.7	8.4	8.2	8.9	8.6	8.6	8.7	8.5	9.1	8.5	8.7	8.6	8.5
MEDIAN	10.0	10.0	9.0	9.0	10.0	10.0	10.0	10.0	9.0	10.0	10.0	10.0	10.0	9.0

	TOTAL SAMPLE (N=406)	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	53%	56%	55%	54%	49%	49%	61%	62%	46%	42%
9	12%	11%	13%	8%	16%	15%	5%	16%	14%	14%
8	13%	8%	12%	12%	22%	13%	7%	5%	20%	20%
7	6%	4%	2%	8%	4%	9%	3%	3%	9%	10%
6	4%	-	5%	3%	1%	5%	2%	4%	5%	4%
5	8%	10%	6%	10%	7%	6%	11%	5%	4%	10%
4	2%	9%	3%	-	-	-	9%	-	-	-
3	1%	1%	1%	3%	-	-	-	3%	2%	-
2	1%	-	3%	-	-	1%	2%	-	1%	1%
1	-	-	-	-	-	-	-	-	-	-
0 – NOT IMPORTANT AT ALL	*	-	-	2%	2%	-	-	2%	-	-
MEAN †	8.6	8.5	8.6	8.4	8.7	8.7	8.4	8.9	8.6	8.5
MEDIAN	10.0	10.0	10.0	10.0	10.0	9.0	10.0	10.0	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:
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=406)	REGION				GENDER		ETHNICITY			AGE			
		SOUTHWEST SANTA FE	SOUTHEAST SANTA FE	NORTH SANTA FE	ELDORADO HWY 14	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%	74%	63%	65%	68%	70%	66%	77%	58%	89%	72%	64%	70%	66%
9	12%	11%	12%	12%	13%	10%	13%	6%	19%	7%	9%	15%	9%	15%
8	10%	7%	9%	15%	14%	10%	11%	8%	12%	-	7%	10%	14%	7%
7	3%	5%	3%	4%	1%	3%	4%	2%	4%	5%	7%	3%	1%	4%
6	2%	1%	5%	-	1%	2%	2%	3%	2%	-	-	3%	3%	3%
5	3%	1%	5%	3%	2%	3%	2%	2%	3%	-	6%	5%	1%	2%
4	-	-	-	-	-	-	-	-	-	-	-	-	-	1%
3	1%	1%	1%	-	-	-	1%	1%	1%	-	-	-	2%	-
2	-	-	1%	-	-	-	-	-	-	-	-	-	-	1%
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0 – NOT IMPORTANT AT ALL	1%	-	1%	2%	-	-	1%	-	1%	-	-	-	1%	2%
MEAN †	9.2	9.4	9.0	9.1	9.4	9.2	9.2	9.4	9.1	9.8	9.3	9.2	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

	TOTAL SAMPLE (N=406)	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%	74%	70%	73%	69%	58%	77%	75%	66%	55%
9	12%	8%	11%	4%	21%	15%	6%	10%	12%	17%
8	10%	10%	7%	10%	3%	17%	7%	2%	17%	16%
7	3%	3%	1%	5%	3%	4%	2%	5%	3%	3%
6	2%	-	3%	6%	1%	1%	2%	4%	1%	2%
5	3%	4%	5%	1%	-	3%	4%	2%	1%	3%
4	-	-	-	1%	-	-	-	-	-	1%
3	1%	-	3%	-	-	1%	2%	-	-	1%
2	-	-	-	1%	-	-	-	1%	-	-
1	-	-	-	-	-	-	-	-	-	-
0 – NOT IMPORTANT AT ALL	1%	-	-	-	3%	1%	-	1%	-	1%
MEAN †	9.2	9.4	9.2	9.2	9.3	9.0	9.3	9.3	9.4	9.0
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.

† 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=406)	REGION				GENDER		ETHNICITY			AGE			
		SOUTHWEST SANTA FE	SOUTHEAST SANTA FE	NORTH SANTA FE	ELDORADO HWY 14	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	56%	57%	57%	62%	53%	55%	58%	51%	61%	78%	58%	60%	52%	58%
9	8%	7%	10%	8%	6%	9%	6%	7%	9%	-	8%	10%	9%	3%
8	12%	14%	9%	6%	17%	9%	14%	14%	10%	-	10%	15%	11%	10%
7	5%	3%	7%	4%	8%	5%	5%	3%	7%	13%	1%	2%	6%	11%
6	2%	1%	-	4%	7%	1%	3%	2%	-	9%	2%	-	4%	-
5	8%	11%	8%	5%	5%	10%	7%	10%	8%	-	13%	7%	8%	5%
4	2%	2%	2%	5%	1%	2%	2%	3%	1%	-	5%	4%	-	2%
3	2%	3%	1%	2%	3%	3%	2%	4%	2%	-	-	3%	2%	6%
2	1%	-	2%	2%	-	2%	-	1%	1%	-	-	-	2%	1%
1	*	-	-	-	-	1%	-	1%	-	-	-	-	1%	-
0 – NOT IMPORTANT AT ALL	3%	2%	5%	2%	-	3%	2%	4%	1%	-	2%	-	4%	4%
DON'T KNOW/WON'T SAY	*	1%	-	-	-	-	1%	-	1%	-	-	-	1%	1%
MEAN †	8.4	8.4	8.3	8.4	8.5	8.2	8.5	8.0	8.8	9.3	8.5	8.8	8.1	8.2
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

	TOTAL SAMPLE (N=406)	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	56%	62%	53%	55%	58%	51%	44%	56%	67%	61%
9	8%	5%	7%	7%	7%	10%	6%	10%	8%	7%
8	12%	7%	12%	12%	22%	10%	8%	16%	8%	13%
7	5%	1%	3%	7%	-	9%	5%	4%	5%	5%
6	2%	2%	3%	1%	4%	2%	3%	1%	2%	1%
5	8%	15%	3%	7%	8%	10%	16%	4%	7%	6%
4	2%	3%	4%	2%	-	3%	4%	1%	1%	2%
3	2%	1%	8%	1%	2%	2%	4%	4%	1%	1%
2	1%	-	-	2%	-	2%	2%	-	-	2%
1	*	-	-	2%	-	-	2%	-	-	-
0 – NOT IMPORTANT AT ALL	3%	3%	8%	-	-	2%	6%	1%	2%	1%
DON'T KNOW/WON'T SAY	*	-	-	2%	-	-	-	1%	-	1%
MEAN †	8.4	8.4	7.8	8.4	8.8	8.2	7.3	8.7	8.9	8.7
MEDIAN	10.0	10.0	10.0	10.0	10.0	10.0	9.0	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:
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=406)	REGION				GENDER		ETHNICITY			AGE			
		SOUTHWEST SANTA FE	SOUTHEAST SANTA FE	NORTH SANTA FE	ELDORADO HWY 14	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	63%	64%	65%	58%	63%	56%	69%	64%	62%	45%	63%	65%	60%	64%
9	8%	10%	7%	6%	10%	8%	8%	5%	11%	13%	8%	8%	9%	8%
8	11%	13%	12%	11%	8%	13%	10%	12%	11%	18%	14%	11%	12%	9%
7	6%	5%	3%	9%	9%	6%	5%	5%	6%	9%	2%	4%	7%	9%
6	2%	3%	-	2%	1%	1%	3%	1%	2%	9%	5%	-	1%	1%
5	5%	1%	6%	5%	10%	8%	2%	7%	3%	-	5%	10%	3%	2%
4	2%	1%	2%	4%	-	2%	1%	1%	2%	7%	2%	-	2%	2%
3	1%	1%	2%	-	-	1%	-	1%	1%	-	-	-	-	3%
2	1%	1%	1%	-	-	1%	1%	1%	1%	-	-	-	2%	-
1	1%	-	1%	1%	-	1%	1%	1%	-	-	-	1%	1%	1%
0 – NOT IMPORTANT AT ALL	1%	1%	1%	-	-	2%	-	2%	-	-	2%	-	1%	1%
DON'T KNOW/WON'T SAY	1%	-	-	4%	-	-	1%	1%	-	-	-	-	2%	-
MEAN †	8.8	9.0	8.7	8.8	9.0	8.4	9.2	8.7	9.0	8.5	8.9	8.9	8.7	8.8
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

	TOTAL SAMPLE (N=406)	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	63%	66%	67%	59%	65%	56%	57%	64%	68%	62%
9	8%	7%	4%	11%	5%	12%	7%	4%	8%	13%
8	11%	13%	10%	12%	20%	6%	12%	14%	10%	10%
7	6%	1%	3%	5%	5%	13%	2%	8%	6%	7%
6	2%	4%	1%	1%	-	2%	2%	2%	3%	-
5	5%	4%	8%	4%	4%	6%	12%	1%	4%	3%
4	2%	-	-	3%	-	4%	-	1%	1%	4%
3	1%	2%	-	-	2%	1%	1%	1%	-	1%
2	1%	-	-	4%	-	-	2%	1%	-	-
1	1%	-	2%	2%	-	1%	2%	1%	-	1%
0 – NOT IMPORTANT AT ALL	1%	-	4%	-	-	1%	2%	1%	-	1%
DON'T KNOW/WON'T SAY	1%	3%	-	-	-	-	1%	1%	-	-
MEAN †	8.8	9.1	8.6	8.6	9.1	8.6	8.4	8.8	9.2	9.0
MEDIAN	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0

† 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=406)	REGION				GENDER		ETHNICITY			AGE			
		SOUTHWEST SANTA FE	SOUTHEAST SANTA FE	NORTH SANTA FE	ELDORADO HWY 14	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
DEVELOPING MORE RENEWABLE ENERGY SOURCES, SUCH AS SOLAR AND WIND	35%	35%	34%	40%	37%	34%	37%	27%	44%	58%	40%	42%	31%	30%
PROVIDING THE MOST RELIABLE ELECTRIC SERVICE TO YOUR HOME	25%	24%	25%	25%	27%	33%	18%	28%	22%	22%	26%	19%	29%	23%
REDUCING POLLUTION FROM POWER PLANTS	17%	15%	21%	15%	21%	15%	20%	13%	21%	20%	16%	14%	15%	28%
HAVING THE LOWEST ELECTRIC RATES IN THE WEST	13%	17%	12%	11%	5%	11%	16%	20%	7%	-	7%	15%	17%	13%
PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE	5%	5%	3%	2%	9%	3%	6%	6%	2%	-	3%	6%	6%	4%
DON'T KNOW/WON'T SAY	4%	4%	5%	6%	1%	5%	3%	5%	3%	-	8%	5%	2%	1%

	TOTAL SAMPLE (N=406)	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
DEVELOPING MORE RENEWABLE ENERGY SOURCES, SUCH AS SOLAR AND WIND	35%	45%	35%	31%	31%	31%	18%	42%	39%	42%
PROVIDING THE MOST RELIABLE ELECTRIC SERVICE TO YOUR HOME	25%	22%	24%	24%	28%	29%	30%	26%	25%	20%
REDUCING POLLUTION FROM POWER PLANTS	17%	11%	14%	19%	23%	21%	16%	12%	19%	24%
HAVING THE LOWEST ELECTRIC RATES IN THE WEST	13%	13%	15%	20%	10%	10%	24%	13%	7%	8%
PROVIDING THE HIGHEST QUALITY CUSTOMER SERVICE	5%	4%	2%	5%	8%	6%	6%	6%	3%	4%
DON'T KNOW/WON'T SAY	4%	6%	10%	1%	-	3%	6%	1%	6%	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=406)	REGION				GENDER		ETHNICITY			AGE			
		SOUTHWEST SANTA FE	SOUTHEAST SANTA FE	NORTH SANTA FE	ELDORADO HWY 14	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
NONE	31%	39%	31%	20%	25%	31%	32%	34%	28%	33%	29%	29%	33%	33%
\$1.00 TO \$2.00	11%	8%	8%	18%	14%	13%	9%	13%	10%	-	5%	13%	12%	16%
\$3.00 TO \$5.00	18%	15%	21%	25%	16%	22%	15%	18%	20%	27%	25%	15%	15%	20%
\$6.00 TO \$10.00	13%	15%	11%	13%	13%	13%	13%	10%	18%	7%	14%	12%	11%	14%
\$11.00 OR MORE	11%	6%	15%	11%	13%	8%	12%	5%	16%	-	11%	18%	8%	6%
DON'T KNOW/WON'T SAY	16%	18%	14%	13%	19%	13%	19%	20%	9%	33%	16%	14%	20%	11%

	TOTAL SAMPLE (N=406)	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	31%	35%	26%	38%	37%	26%	37%	34%	31%	24%
\$1.00 TO \$2.00	11%	4%	13%	23%	6%	10%	16%	12%	10%	6%
\$3.00 TO \$5.00	18%	15%	23%	13%	20%	21%	13%	20%	19%	22%
\$6.00 TO \$10.00	13%	12%	17%	8%	13%	13%	8%	18%	9%	15%
\$11.00 OR MORE	11%	7%	3%	6%	12%	19%	4%	1%	15%	21%
DON'T KNOW/WON'T SAY	16%	26%	18%	11%	12%	12%	22%	15%	16%	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=406)	REGION				GENDER		ETHNICITY			AGE			
		SOUTHWEST SANTA FE	SOUTHEAST SANTA FE	NORTH SANTA FE	ELDORADO HWY 14	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
Yes	47%	33%	54%	50%	62%	53%	41%	32%	64%	36%	25%	42%	54%	64%
No	53%	66%	46%	50%	38%	47%	58%	68%	36%	64%	75%	58%	46%	34%
DON'T KNOW/WON'T SAY	-	-	1%	-	-	-	1%	1%	-	-	-	-	-	2%

	TOTAL SAMPLE (N=406)	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	47%	27%	38%	46%	56%	64%	29%	40%	59%	62%
No	53%	73%	61%	53%	44%	36%	71%	59%	41%	38%
DON'T KNOW/WON'T SAY	-	-	1%	1%	-	-	-	1%	1%	-

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=406)	REGION				GENDER		ETHNICITY			AGE			
		SOUTHWEST SANTA FE	SOUTHEAST SANTA FE	NORTH SANTA FE	ELDORADO HWY 14	MALE	FEMALE	HISPANIC	ANGLO	NATIVE AMERICAN	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OLDER
PNM PLAN 2 OF 4 UNITS	54%	56%	54%	47%	52%	60%	49%	60%	46%	80%	55%	61%	51%	54%
CLOSE ALL	32%	24%	35%	37%	41%	29%	34%	23%	44%	9%	27%	27%	38%	32%
DEPENDS (VOLUNTEERED)	7%	11%	5%	5%	6%	7%	8%	8%	6%	11%	10%	7%	5%	8%
NEITHER ONE	1%	1%	-	4%	-	-	2%	-	1%	-	1%	-	1%	1%
DON'T KNOW/WON'T SAY	6%	8%	6%	7%	-	4%	7%	9%	3%	-	6%	5%	6%	6%

	TOTAL SAMPLE (N=406)	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
PNM PLAN 2 OF 4 UNITS	54%	57%	51%	62%	54%	52%	60%	68%	45%	42%
CLOSE ALL	32%	21%	34%	35%	32%	37%	20%	22%	42%	45%
DEPENDS (VOLUNTEERED)	7%	8%	9%	1%	8%	10%	6%	6%	8%	8%
NEITHER ONE	1%	3%	1%	-	-	1%	1%	1%	1%	1%
DON'T KNOW/WON'T SAY	6%	11%	4%	2%	6%	1%	12%	3%	4%	4%

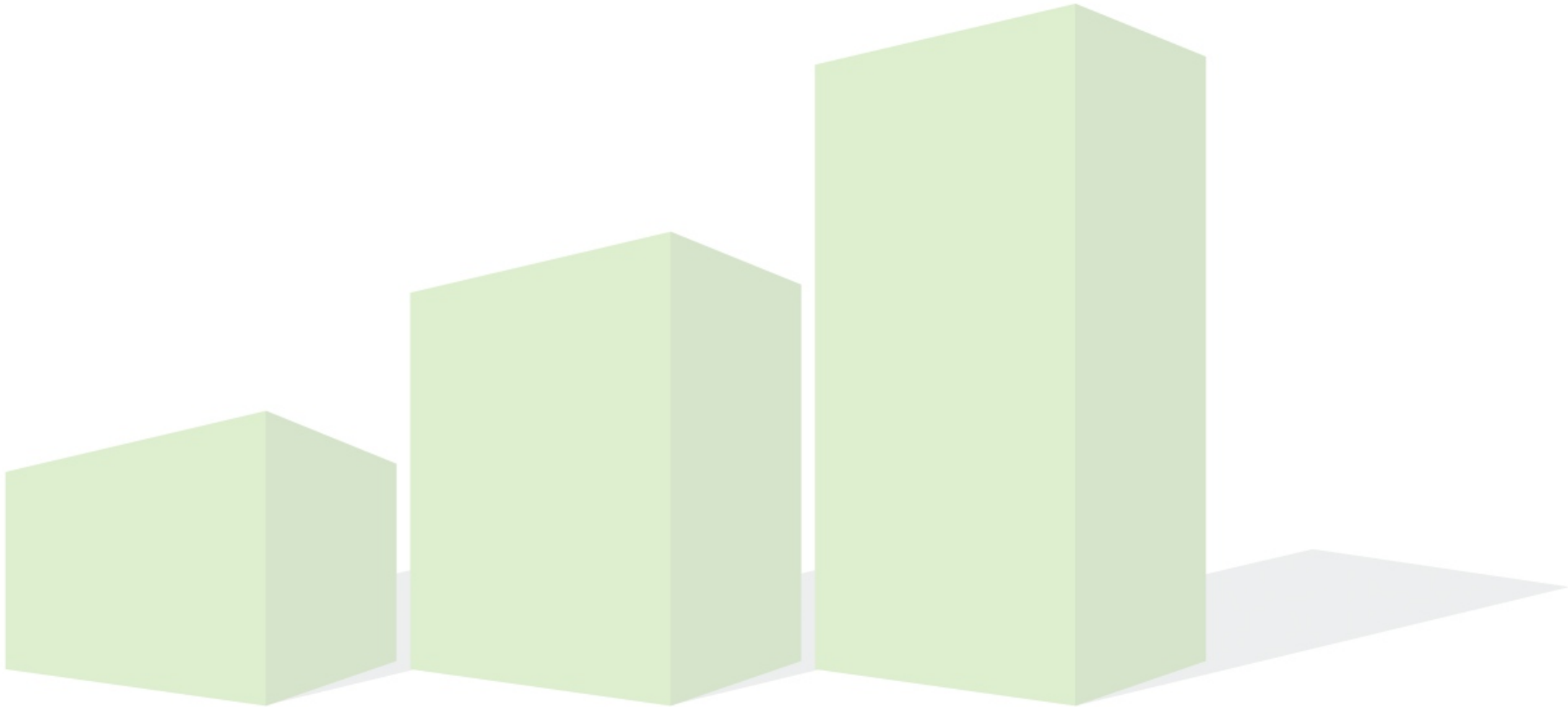
UNDERLYING REASONS FOR CHOICE IN ADDRESSING CLOSURES AT THE SAN JUAN GENERATING STATIONS

QUESTION 11: WHY DO YOU FEEL THIS?

SHOULD BE PURSUING MORE RENEWABLES (SOLAR/WIND)	25%	OUT DATED TECHNOLOGY	2%	NOT TRUTHFUL WHO IS GOING TO BENEFIT FROM ALL THIS	*
SOLAR/WIND NOT RELIABLE	15%	COAL: DIRTY/GET RID OF/REDUCE USAGE	2%	THEY ARE MOVING THE RIGHT DIRECTION	*
COAL IS BAD/MORE POLLUTANTS	13%	ENVIRONMENTALISTS: GETTING THEIR WAY/PUT FEAR IN PEOPLE/ DON'T KNOW WHAT THEY'RE TALKING ABOUT	1%	TREE HUGGERS CAN AFFORD THIS	*
WILL REDUCE AIR POLLUTION	11%	PNM NEEDS TO DO WHAT THEY NEED TO DO	1%	PNM OWNS THE COAL SUPPLY/PNM WILL DO NOTHING TO CREATE NEW ENERGY	*
NEED RELIABLE ELECTRICITY	10%	ELECTRIC RATES WILL GO UP	1%	WILL CREATE JOBS	*
WILL CUT JOBS	7%	UTILIZE ALL RESOURCES OF ENERGY AVAILABLE	1%	EITHER OPTION WOULD NOT HELP	*
NEED MORE INFORMATION	6%	DEPENDS ON HOW MUCH MY BILL WILL GO UP	1%	NEED OBJECTIVITY OF NON-POLITICAL SCIENTISTS	*
GLOBAL WARMING IS A PROBLEM	5%	CUSTOMERS WILL END UP PAYING FOR IT	1%	NEED A BALANCE BETWEEN HIPPIE VIEWS AND MASS MISCONCEPTIONS	*
NATURAL GAS IS CLEANER	5%	NEED VIABILITY PLAN/ADDRESS ISSUES	1%	NOT GOOD FOR WILDLIFE	*
DIVERSE SOURCE OF ENERGY IS BETTER	4%	NATURAL GAS IS LESS EXPENSIVE	1%	BETTER FOR THE FUTURE	*
TRANSITION OVER IN TIME	4%	NEED RELIABLE SOURCES OF POWER/SERVICE/SAFE	1%	PNM NEEDS TO FIND A NEW PROFIT MODEL	*
TAKE STEP AT A TIME (CLOSE DOWN 2)	4%	U.S. HAS ABUNDANT SUPPLY OF NATURAL GAS	1%	HEALTH HAZARD	*
DEPENDS ON COST	3%	THINGS SHOULD STAY THE WAY THEY ARE	1%	WATER: BAD/USING UP	*
U.S. HAS ABUNDANT SUPPLY OF COAL	3%	CLOSING PLANT NOT FEASIBLE - WILL HAVE NEGATIVE IMPACT	1%	WOULD BE LESS EXPENSIVE TO INSTALL POLLUTION CONTROLS THEN CREATING NEW POWER PLANTS	*
ASSESS IMPACT ON ENVIRONMENT	3%	NOT IN FAVOR OF NUCLEAR	1%	MAKE IT ENERGY EFFICIENT/CONSERVING ENERGY	*
RENEWABLES ARE MORE EXPENSIVE	3%	ELECTRIC RATES WILL GO DOWN	1%	NEED TO CLEAN UP ENVIRONMENT/WATER	*
NO REASON IN PARTICULAR	3%	MORE ECONOMICAL/COST EFFECTIVE	1%	IT'S ALREADY COSTING TOO MUCH	*
HAD LONG ENOUGH TIME TO CHANGE/CLOSE IT DOWN	3%	WILL COST MORE TO CLOSE ALL 4 UNITS	1%	GLOBAL WARMING IS NOT REAL	*
NATURAL GAS CREATES A DEMAND FOR "FRACKING"	3%	NATURAL GAS CONTAINS METHANE	1%	PEOPLE/COMMUNITIES SHOULD RECREATE THE UTILITIES NOT BIG COMPANIES	*
NEED A BACKUP SYSTEM	2%	NATURAL GAS: LIMITED/DANGEROUS/EXPENSIVE	1%		
PNM HAS NOT DONE ENOUGH/TO LOWER BILLS/ JUST INCREASING BILL	2%	WILL BETTER SERVE THE COMMUNITY	1%		
TECHNOLOGY: CLEANER/EXISTS/NEW/NUCLEAR	2%	WE NEED COAL	1%		
COAL IS LESS EXPENSIVE	2%	WILL NOT BE PROGRESSIVE	1%	DON'T KNOW/WON'T SAY	3%
NEED PROVEN TECHNOLOGY	2%	NEED COMPETITION	*		

* LESS THAN 1% REPORTED.

III. DEMOGRAPHICS



DEMOGRAPHICS: RANDOM COMPONENT OF PNM SERVICE AREA

SANTA FE TOTAL SAMPLE (N=406)

GENDER

MALE	48%
FEMALE	52%

AGE

18 TO 34 YEARS	23%
35 TO 49 YEARS	20%
50 TO 64 YEARS	37%
65 YEARS OR OLDER	19%
WON'T SAY	1%

EDUCATION

HIGH SCHOOL GRADUATE OR LESS	27%
SOME COLLEGE/ASSOCIATE DEGREE/VOCATIONAL CERTIFICATE	25%
COLLEGE GRADUATE (4 YEARS)	21%
GRADUATE DEGREE	27%
WON'T SAY	1%

ETHNICITY

ANGLO	41%
HISPANIC	50%
OTHER DESCENT	4%
NATIVE AMERICAN INDIAN	3%
WON'T SAY	2%

HOUSEHOLD INCOME

LESS THAN \$20,000	20%
\$20,000 TO \$39,999	18%
\$40,000 TO \$59,999	18%
\$60,000 TO \$79,999	12%
\$80,000 AND OVER	26%
WON'T SAY	6%