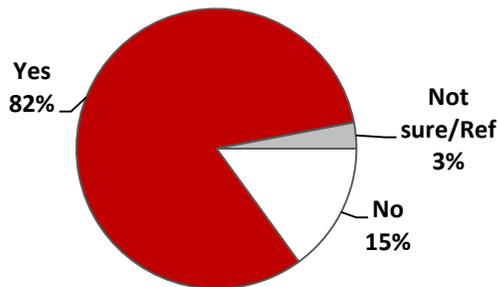


## 2014 AARP CONNECTICUT ELECTRIC UTILITY SURVEY SUMMARY

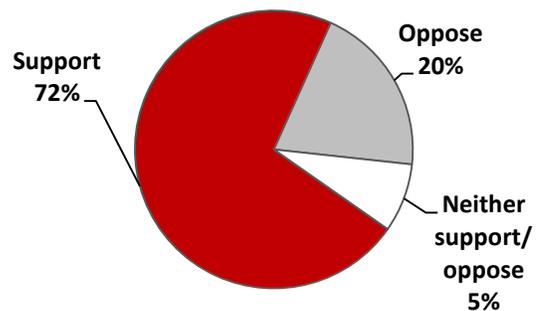
While the vast majority of Connecticut electricity customers age 50 and older (88%) are concerned about the costs of electricity going up, most (71%) feel elected officials are not doing enough to help people affected by rising energy cost. This study also suggests that Connecticut residents want elected officials to do more to ensure adequate consumer protections are in place in the alternative electric supply market.

Results from the survey show there is active marketing of electricity plans in Connecticut, as four out of five electricity customers age 50 and older say they have been contacted in the past year by an alternative supply company about switching from their current supplier. However, it appears that **most respondents would prefer less marketing** as nearly three-quarters of respondents support limiting the number of times an alternative electric supplier can market to a customer to once a year.

**Solicited in Past Year by Electric Supplier?**  
(n=768)



**Support for Limiting Marketing to Once a Year**  
(n=768)



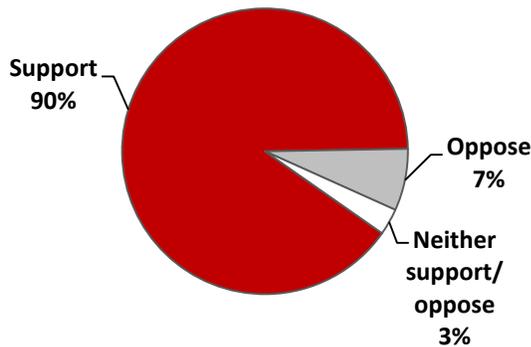
Despite the widespread marketing only one-quarter (25%) of the customers surveyed say they have changed suppliers during this time frame. Customers who have not switched to another supplier in the past year most often cite loyalty or satisfaction with their current supplier (35%), or not finding alternative suppliers to offer more competitive rates (21%). However, a number of respondents say they have not switched due to negative perceptions about alternative suppliers, such as bad reputations (6%), being untrustworthy (4%), having variable rates (4%), or being bound by contracts (2%).

While the majority of customers say they get offers from alternative suppliers through the mail (74%) and by phone (58%), a considerable number (13%) say representatives have come to their home. In fact, there is strong support for **three proposals being considered to change the way alternative electric suppliers can market their services to Connecticut consumers in their homes:**

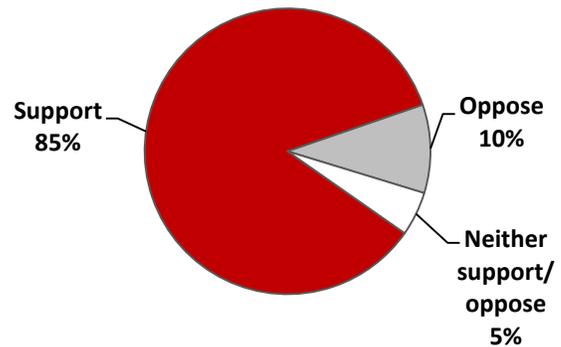
- 84 percent support requiring salesmen to wear badges to identify themselves and their company,
- 65 percent support requiring salesmen to tell consumers they have seven days in which they can terminate their contract, and
- 64 percent support requiring salesmen to provide written terms of sales agreements while onsite.

**Electricity customers age 50 and older also strongly support proposals to protect consumers** by requiring suppliers to disclose all costs associated with their prices, including early termination fees and minimum monthly charges; and requiring suppliers who offer variable rate contracts to provide customers with an example of how their prices would have changed in the past year or more if the contract had been in place.

**Support for Disclosure of All Costs Associated with Company Prices**  
(n=768)

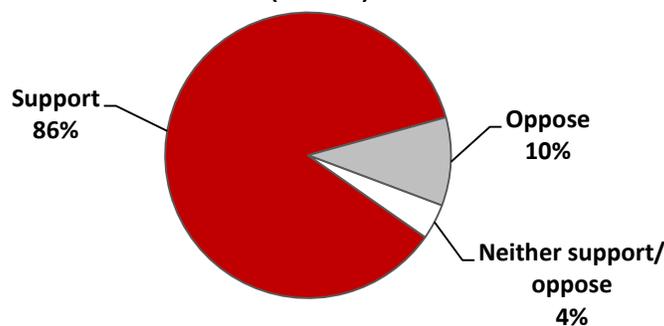


**Support for Requiring Companies to Disclose 12 Month Variable Rate Pricing**  
(n=768)



Currently, Connecticut electric regulators do not have an enforcement division to punish alternative electric suppliers who break the rules or otherwise engage in marketing practices that can harm consumers. As such, **nearly nine out of ten customers say they would support policy makers giving regulators the resources and enforcement tools necessary to properly supervise the state’s third-party supply market.** Further, more than half (51%) say they would be more likely to support a candidate for state offices that would strengthen consumer protections for electric utility customers.

**Support for Giving Regulators Enforcement Resources to Supervise Alternative Supply Market**  
(n=768)



As part of their efforts to ensure affordable energy and marketplace protection for all electricity customers, AARP Connecticut commissioned a telephone survey of 800 Connecticut residents age 50 and older to learn about their opinions on electric utility marketing and regulations. This report highlights results from electricity customers who were interviewed for the study between March 11 and March 16, 2014. The data in this report has been weighted to reflect the Connecticut population age 50 and older. The survey has a margin of error of ±3.5 percent.

**2014 Connecticut Electric Utilities Survey**  
**(Survey Sample: 50+ Residents in Connecticut)**  
**(N=800, sampling error = ±3.5%)**

**INTRODUCTION/SCREENER**

Hello, this is \_\_\_\_\_ calling from Precision Opinion, a national opinion research firm. We are not telemarketers and are not trying to sell you anything. We are interested in your opinions on your **utilities**. Your views are important and we would greatly appreciate your participation. All your responses will be kept entirely confidential.

S1. Our study is interested in the opinions of certain age groups. Could you please tell me your age as of your last birthday? **[IN YEARS]** \_\_\_\_\_ **[RECORD ACTUAL AGE AND USE THE AGE GROUPS BELOW TO KEEP TRACK OF HOW MANY RESPONDENTS WE ARE GETTING IN EACH GROUP.]**

800	BASE
-	<b>[DO NOT READ] Under 50 [ASK TO SPEAK TO SOMEONE 50 OR OLDER AND REPEAT INTRO AND THEN ASK S1. IF NO ONE 50 OR OLDER, TERMINATE]</b>
59.2%	50-64
40.8%	65 or older
	<b>[DO NOT READ] Refused [GO TO S1B]</b>

S2. **RECORD RESPONDENT'S GENDER. ASK ONLY IF ABSOLUTELY NECESSARY:** "To ensure it is recorded accurately, could you please state your gender?"

800	BASE
45.9%	Male
54.1%	Female

S3. And just to confirm, are you a resident of Connecticut?

800	BASE
100.0%	Yes
-	No <b>[TERMINATE]</b>

Next I'd like to ask you some questions about electric services in Connecticut.

EL-1. Does your household pay an electricity bill?

800	BASE
96.0%	Yes
3.4%	No <b>[GO TO D1]</b>
0.6%	<b>[DO NOT READ] Not sure [GO TO D1]</b>

EL-2. How concerned are you about the costs of your electricity going up? Are you extremely concerned, very concerned, somewhat concerned, not very concerned or not at all concerned?

768	BASE
35.2%	Extremely concerned
27.3%	Very concerned
25.4%	Somewhat concerned
6.9%	Not very concerned
3.9%	Not at all concerned
1.2%	[DO NOT READ] Not sure

EL-3. Do you believe your elected officials are doing enough to help people affected by rising energy costs?

768	BASE
18.0%	Yes
70.6%	No
10.9%	[DO NOT READ] Not sure
0.5%	[DO NOT READ] Refused

EL-4. Does your electric bill come from Connecticut Light and Power (CL&P) or United Illuminating (UI)?

768	BASE
76.9%	Connecticut Light and Power
15.7%	United Illuminating
5.1%	[DO NOT READ] Neither
2.3%	[DO NOT READ] Not Sure

EL-5. Your electric bill is divided into two major sections: delivery and generation supply. Connecticut Light & Power—or CL&P, and United Illuminating—or UI, are the delivery companies in Connecticut. Since 2000 the supply portion of your bill has been deregulated, meaning that independent companies, known as “electric suppliers,” can compete to sell or supply you electricity. Standard service is provided by (INSERT “CL&P” or “UI” FROM EL-4; IF EL-4=NEITHER, NOT SURE OR REFUSED: INSERT “CL&P AND UI”), but you have the option to select an alternative electric supplier if you want, much like consumers can currently choose their long distance telephone company.

Does an alternative supplier-- that is one other than (INSERT “CL&P” or “UI” FROM EL-4; IF EL-4=NEITHER, NOT SURE OR REFUSED: INSERT “CL&P AND UI”) -- provide your generation service? (IF NEEDED: “The name of your generation provider is also listed on the bill issued by CL&P or UI).

768	BASE
48.8%	Yes
45.4%	No
5.5%	[DO NOT READ] Not sure
0.4%	[DO NOT READ] Refused

EL-6. In the past 12 months, since March 2013, have any alternative electricity suppliers contacted you about switching from your current electricity provider?

768	BASE
82.2%	Yes [GO TO QUESTION EL-7]
14.9%	No [GO TO QUESTION EL-8]
2.6%	Not sure [DO NOT READ] [GO TO QUESTION EL-8]
0.3%	Refused [DO NOT READ] [GO TO QUESTION EL-8]

EL-7. How have these alternative electricity suppliers contacted you? Did they contact you by telephone, mail, email, in a public setting, such as a shopping mall, or did they come to your home? [ACCEPT MULTIPLE RESPONSES]

631	BASE
58.2%	Telephone
73.5%	Mail
10.3%	E-mail
5.0%	Public setting, such as a shopping mall
12.9%	Home
0.5%	Not sure [DO NOT READ]
0.2%	Refused [DO NOT READ]

EL-8. Within the 12 months, have you changed electricity suppliers?

768	BASE
24.7%	Yes [SKIP TO EL-10]
73.8%	No [GO TO EL-10]
1.5%	Not Sure (Do not read) [SKIP TO EL-10]

EL-9. Is there a reason you haven't switched to another electric supplier? [INTERVIEWERS DO NOT READ ANSWER CATEGORIES BELOW. LET RESPONDENT PROVIDE THE ANSWER AND CODE RESPONDENT ANSWERS. ALLOW RESPONDENTS TO PROVIDE MULTIPLE ANSWERS.]

	567	BASE
<b><u>35.1%</u></b>		<b><u>Loyalty/Satisfaction (Net)</u></b>
	31.0%	I am happy with my current electric company
	3.1%	Loyalty/been with a long time
	0.7%	Perks/discounts
	0.3%	Employed by/affiliated with/stockholder in electric company
<b><u>33.1%</u></b>		<b><u>No Value/Benefit (Net)</u></b>
	20.6%	The rates offered by other companies were not lower than my current electric company
	9.1%	No interest in switching
	3.0%	All the same
	0.4%	Use very little electricity/Don't use enough electricity
<b><u>22.7</u></b>		<b><u>Negative perceptions (Net)</u></b>
	5.8%	Competitors have a bad reputation
	5.4%	Switching causes problems
	4.2%	Do not want to have variable rates
	3.6%	Don't believe/trust other companies
	2.3%	Bound by contract
	1.4%	Customer service
<b><u>11.1%</u></b>		<b><u>Process Barrier (Net)</u></b>
	7.7%	I don't have time to shop around
	3.4%	It was too complicated to compare electric plans
<b><u>7.9%</u></b>		<b><u>Awareness (Net)</u></b>
	4.0%	Unfamiliar with competitors' service/rates
	3.1%	I don't know any other electric companies that service my area
	0.8%	Did not know I could switch companies in my area
<b><u>2.4%</u></b>		<b><u>No Choice (Net)</u></b>
	1.6%	Someone else takes care of electric bill issues/Not my decision
	0.8%	My area has its own power company/No other choices
<b><u>2.7%</u></b>		<b><u>Other</u></b>
	1.2%	Already switched or got service recently
	1.2%	Thinking about switching/Might switch soon
	0.3%	Have/want a solar/green energy system
	4.6%	Not sure [DO NOT READ]
	2.7%	Don't know [DO NOT READ]

EL-10. There are currently several proposals being considered in Connecticut to change the way alternative electric suppliers can market their services to consumers. For each of the following proposals, I'd like you to tell me whether you would support or oppose it. Would you support or oppose... [RANDOMIZE AND INSERT ITEMS A-F]

- a. Requiring door to door salesmen to wear badges to identify themselves and the electric supplier they represent.

768	BASE
78.4%	Strongly support
5.5%	Somewhat support
1.7%	Neither support nor oppose
3.3%	Somewhat oppose
9.6%	Strongly oppose
1.0%	Don't know [DO NOT READ]
0.6%	Refused [DO NOT READ]

- b. Requiring door to door salesmen to provide onsite the written terms of their electric sales agreement.

768	BASE
55.1%	Strongly support
8.6%	Somewhat support
3.3%	Neither support nor oppose
6.5%	Somewhat oppose
23.0%	Strongly oppose
2.6%	Don't know [DO NOT READ]
0.9%	Refused [DO NOT READ]

- c. Requiring door to door salesmen to let consumers know that they can terminate their electric sales contract within seven days of entering into it.

768	BASE
56.2%	Strongly support
9.0%	Somewhat support
2.9%	Neither support nor oppose
7.1%	Somewhat oppose
22.2%	Strongly oppose
1.7%	Don't know [DO NOT READ]
0.9%	Refused [DO NOT READ]

- d. Limit the number of times an alternative electric supplier can market to a customer to once a calendar year.

768	BASE
56.7%	Strongly support
14.8%	Somewhat support
5.0%	Neither support nor oppose
8.7%	Somewhat oppose
11.6%	Strongly oppose
2.5%	Don't know [DO NOT READ]
0.8%	Refused [DO NOT READ]

- e. Requiring electric suppliers to disclose all the costs associated with their price in a uniform manner including hidden fees, early termination fees and minimum monthly charges.

768	BASE
82.6%	Strongly support
7.3%	Somewhat support
1.7%	Neither support nor oppose
1.9%	Somewhat oppose
4.7%	Strongly oppose
1.7%	Don't know [DO NOT READ]
0.1%	Refused [DO NOT READ]

- f. Requiring all alternative electric suppliers who offer variable rate contracts to provide customer with an accurate example of how the price of their contract would have changed in the past 12 to 24 months if the contract had been in place, just like the Truth in Lending Act requires for variable rate mortgages.

768	BASE
70.8%	Strongly support
14.2%	Somewhat support
1.4%	Neither support nor oppose
3.3%	Somewhat oppose
6.7%	Strongly oppose
3.2%	Don't know [DO NOT READ]
0.4%	Refused [DO NOT READ]

EL-11. Currently, Connecticut electric regulators do not have an enforcement division to punish alternative electric suppliers who break the rules or otherwise engage in marketing practices that can harm consumers. Would you support or oppose policy makers giving regulators the resources and enforcement tools necessary to properly supervise Connecticut's alternative supply market?

768	BASE
70.2%	Strongly support
15.9%	Somewhat support
1.4%	Neither support nor oppose
3.7%	Somewhat oppose
6.4%	Strongly oppose
1.6%	Don't know [DO NOT READ]
0.7%	Refused [DO NOT READ]

EL-12. If a candidate for state office supports legislation that would strengthen consumer protections for electric utility customers would you be more likely to support the candidate, less likely or would it make no difference?

768	BASE
51.1%	More likely
40.9%	Make no difference
3.1%	Less likely
4.2%	Not sure [DO NOT READ]
0.7%	Refused [DO NOT READ]

## Demographics

The last few questions are for classification purposes only and will be kept entirely confidential.

**D1. What is your current marital status? Are you...[INSERT AND READ EACH ANSWER CATEGORY]?**

800	BASE
56.1%	Married
4.2%	Not married, living with your partner or significant other
0.6%	Separated
11.4%	Divorced
14.0%	Widowed
11.3%	Or are you currently single and never married
0.1%	[DO NOT READ] Not sure
2.4%	[DO NOT READ] Refused

**D2. [IF D1 = 1 ASK: “Are you or your spouse currently a member of A-A-R-P?” IF D1 = 2 ASK: “Are you or your partner currently a member of AARP?” OTHERWISE ASK “Are you currently a member of AARP?”]**

800	BASE
50.2%	Yes
47.4%	No
1.6%	[DO NOT READ] Not sure
0.8%	[DO NOT READ] Refused

**D3. What is the highest level of education that you completed? Was it...[INSERT AND READ EACH ANSWER CATEGORY]**

800	BASE
4.7%	0 to 12 <sup>th</sup> grade, but with no diploma
21.5%	High school graduate or equivalent
11.4%	Post high school education, but with no degree
10.6%	2 year degree
18.3%	4 year degree
9.0%	Post graduate study, but with no degree
23.3%	Graduate or professional degree
0.3%	[DO NOT READ] Not sure
0.9%	[DO NOT READ] Refused

**D4. Which of the following best describes your current employment status? Are you...  
[INSERT AND READ EACH ANSWER CATEGORY]**

800	BASE
7.2%	Self-employed full-time
3.5%	Self-employed part-time
32.1%	Employed full-time
6.6%	Employed part-time
38.2%	Retired and not working at all
3.5%	Unemployed and looking for work
7.8%	Or are you not in the labor force for other reasons
0.5%	[DO NOT READ] Not sure
0.6%	[DO NOT READ] Refused

**D5. Do you own or rent your primary residence?**

800	BASE
80.5%	Own
18.1%	Rent
0.5%	[DO NOT READ] Not sure
0.9%	[DO NOT READ] Refused

**D6. What type of home is your primary residence? Is it a ... [INSERT AND READ EACH ANSWER CATEGORY]?**

800	BASE
74.8%	Single family home
5.9%	Town home or duplex
8.9%	Apartment
6.5%	Condominium or coop
2.4%	[DO NOT READ] Something else
0.4%	[DO NOT READ] Not sure
1.0%	[DO NOT READ] Refused

**D7. Thinking about your state elections for Connecticut Governor and Legislators in the last 10 years, which of the following best describes your voting behavior? Would you say you vote always, most of the time, about half of the time, seldom, or would you say you never vote?**

800	BASE
62.1%	Always
22.1%	Most of the time
6.2%	About half of the time
4.3%	Seldom
4.7%	Never
0.3%	[DO NOT READ] Not sure
0.3%	[DO NOT READ] Refused

**D8.** Do you consider yourself to be a .....[READ AND RANDOMIZE]..or something else?

800	BASE
29.4%	Democrat
19.8%	Republican
38.5%	Independent
5.2%	Other [DO NOT READ]
2.6%	None of above [DO NOT READ]
1.0%	Don't know [DO NOT READ]
3.5%	Refused [DO NOT READ]

**D9.** How would you characterize your political views? Would you say you are...  
**[INSERT, READ, AND RANDOMIZE ITEMS A, B, and C.]?**

800	BASE
31.9%	Conservative
40.8%	Moderate
19.9%	Liberal
2.2%	None of these [DO NOT READ]
3.5%	[DO NOT READ] Not sure
1.8%	[DO NOT READ] Refused

**D10.** We realize income is a private matter and so rather than ask you anything specific about your income, I'd like to ask you to please stop me when I get to the category that includes your household's income before taxes in 2013. Was it...**[INSERT AND READ EACH ANSWER CATEGORY]?**

800	BASE
3.6%	Less than \$10,000
5.6%	\$10,000 to less than \$15,000
3.7%	\$15,000 to less than \$20,000
3.5%	\$20,000 to less than \$25,000
3.1%	\$25,000 to less than \$30,000
6.3%	\$30,000 to less than \$40,000
6.4%	\$40,000 to less than \$50,000
13.3%	\$50,000 to less than \$75,000
10.7%	\$75,000 to less than \$100,000
14.1%	\$100,000 to less than \$150,000
10.6%	\$150,000 or more
4.3%	[DO NOT READ] Not sure
14.7%	[DO NOT READ] Refused

**D11.** What is your 5-digit zip code? \_\_\_\_ \_

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; [www.aarp.org](http://www.aarp.org); AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at [www.aarp.org](http://www.aarp.org).

State Research brings the right knowledge at the right time to our state and national partners in support of their efforts to improve the lives of people age 50+. State Research consultants provide strategic insights and actionable research to attain measurable state and national outcomes. The views expressed herein are for information, debate, and discussion, and do not necessarily represent official policies of AARP.



### **AARP Research Center**

**For more information about this survey, please contact Kate Bridges at:**

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