

BLUEBONNET ELECTRIC COOPERATIVE SURVEY

BASELICE & ASSOCIATES, INC.
CONFIDENTIAL DOCUMENT
N=502 residential respondents

STUDY # 08390BB.Q%

Hello, I am _____ of Baselice & Associates, a national survey research firm, and we're talking to people long distance today about issues facing us all. We would like to include your responses to this survey, which will be kept confidential, with the responses of several hundred other people such as yourself.

- A. Are you an adult resident in the _____ ZIP code?
If No, ask: Is there someone else at home who is a resident of the _____ ZIP code?
(If Yes, then ask: May I speak with him/her?)

Yes **(continue)**
No **(thank & terminate)**

- A2.. Are you, or is anyone in your household, employed with an electric company?

Yes **(thank & terminate)**
No **(continue)**

- B. Are you the person - or one of the persons there - who is most familiar with the electric bill?
If No, ask: Is there someone else at home who is more familiar with the electric bill?
(If Yes, then ask: May I speak with him/her?)

100% Yes **(continue)**
0% No **(thank & terminate)**
0% Unsure / refused **(thank & terminate)**

- C. Would you describe where you live to be in the country, in a city, or in a town?

7% City
79% Country
12% Town
1% Other **(vol)**
* Unsure / refused **(vol)**

- D. Are we speaking to you today at a place of residence, at a business or at a place that is both a residence and a business?

91% Residence
1% Business
6% Residence and business
1% Other **(vol)**
* Unsure / refused **(vol)**

NOTE: ALL CLOSE-ENDED RESULTS ROUNDED TO THE NEAREST WHOLE PERCENTAGE

* DENOTES LESS THAN ONE-HALF PERCENT

Now I would like to read you the names of several organizations. For each one, please tell me whether you have heard of that organization and if so, whether you have a positive or a negative impression of them. If you do not recognize the name, just say so. Here is the first name... **(Randomize names)**

Wait for response, then ask: Would that be a strong or just somewhat (positive/negative) impression?

		POSITIVE			NEGATIVE			No	Never
		Strong	Smwht	Total	Smwht	Strong	Total	Opinion	heard of
RANDOMIZE NAMES									
1.	Bluebonnet Electric Co-Op	58%	29%	87%	4%	4%	8%	5%	*
2.	L.C.R.A., the Lower Colorado River Authority	26%	30%	56%	7%	3%	10%	25%	9%
3.	ERCOT (urr-cot), the Electric Reliability Council of Texas	2%	6%	8%	2%	2%	4%	9%	79%
4.	The Texas Public Utility Commission, the state's regulatory oversight agency	6%	20%	26%	5%	7%	12%	32%	30%

IF VALUES 3 or 4 IN QUESTION 1, ASK:

- 1X. And in your own words, please describe why you have a negative impression of Bluebonnet Electric Co-Op. **(Probe: Please tell me more about that)**

	First Mention		Second Mention	
	Cases	Percent	Cases	Percent
Disapproval of present company head	1	.2%	1	.2%
Company spends too much money/waste money	1	.2%	3	.6%
Magazine is wasteful of co op's money	1	.2%	0	0%
Bills/rates are too high/not reasonable considering services	15	3.0%	2	.4%
Inconsistency in rates/rate hikes at certain times	4	.8%	3	.6%
Too many interruptions in electrical services/power outages	1	.2%	2	.4%
Too quick to disconnect/company not work with late payments	5	1.0%	5	1.0%
Distrust of accuracy of bills/rates/meter reading	1	.2%	4	.8%
Use of fossil fuels/not using enough alternative energy	1	.2%	0	0%
Displeased with customer service/interaction with office	6	1.2%	5	1.0%
Poor job of maintaining equipment/power lines	1	.2%	1	.2%
One of their trucks ran over my dog	1	.2%	0	0%
Dk/no answer	1	.2%	11	2.2%
No previous response	0	0%	1	.2%
Not asked	463	92.2%	463	92.2%
TOTAL	502	100.0%	502	100.0%

5. Which of the following best describes how you would rate your electric service? **(Read top-to-bottom / bottom-to-top)**

47% Excellent
 41% Good
 11% Fair
 2% Poor
 0% Unsure / refused **(vol)**

IF VALUEs 3 or 4 IN QUESTION 5, ASK:

- 5X. And in your own words, please tell me why you rate your electric service this way.
(Probe: Please tell me more about that)

	First Mention		Second Mention	
	Cases	Percent	Cases	Percent
Bills/rates are too high/not reasonable considering services	12	2.4%	3	.6%
Displeased with customer service/interaction with office	8	1.6%	4	.8%
Too many interruptions in electrical services/power outages	13	2.6%	0	0%
Distrust of accuracy of bills/rates/meter reading	5	1.0%	0	0%
Faulty/inefficient/old equipment and lines	2	.4%	4	.8%
Too quick to disconnect/company not work with late payments	1	.2%	3	.6%
Decent but not stand out service/over all satisfied	10	2.0%	0	0%
Bills are on time	2	.4%	0	0%
Lack of options of other providers	3	.6%	1	.2%
Late fees	1	.2%	1	.2%
Inconsistency in rates/rate hikes at certain times	1	.2%	1	.2%
Political ties/acts as a special interest	0	0%	1	.2%
Lack of regulation in electric services	1	.2%	0	0%
Dk/no answer	4	.8%	41	8.2%
No previous response	0	0%	4	.8%
Not asked	<u>439</u>	<u>87.5%</u>	<u>439</u>	<u>87.5%</u>
TOTAL	502	100.0%	502	100.0%

6. Would you describe the rates you pay for electricity now as too low, too high, or about right?

* Too low
 40% Too high
 57% About right
 3% Unsure / refused **(vol)**

7. Do you consider yourself to be... **(Rotate)**

25% more of a member of Bluebonnet Electric Co-op
 67% more of a customer of Bluebonnet Electric Co-op
 6% Both **(vol)**
 1% Neither **(vol)**
 1% Unsure / refused **(vol)**

8. Please tell if you get information about electricity from ... **(Randomize questions)**

		<u>YES</u>	<u>NO</u>	<u>Unsure</u> (Vol)
A)	the newspaper	34%	66%	1%
B)	television news reports	40%	57%	3%
C)	your electric bill	78%	18%	4%
D)	the Bluebonnet Electric Co-op website	17%	82%	1%
E)	The Texas Co-Op Power Magazine	74%	24%	2%
F)	Talking with friends and family	46%	53%	1%

9. Do you have computer access to the Internet at your place of residence, at your place of employment, both places or neither place? **(Record only)**

30% Home
7% Employment
37% Both places
25% Neither
0% Unsure **(vol)**
0% Refused **(vol)**

10. **If Values 1 or 3 in previous question, ask:** At your home, do you have a high speed connection through a cable or wireless service or do you have dial-up?

n=341
64% High speed
28% Dial-up
6% Other **(specify _____)**
1% Unsure / refused **(vol)**

11. **If Values 1 or 3 in Question 9, ask:** Is your personal email message inbox that you use at home typically **(read choices top-to-bottom / bottom-to-top)**

n=341
26% Open almost all the time
5% Open during the main hours of nine to five
62% Open only when you decide to check it
4% No message / inbox **(vol)**
3% Unsure / refused **(vol)**

12. Regardless of how often you access the Internet, please tell me in your own words the type of information you would like to see Bluebonnet Electric Co-op make available to its member customers through the Internet?
(PROBE: Please tell me more about that.)

	First Mention		Second Mention	
	Cases	Percent	Cases	Percent
DON'T USE INTERNET				
Don't use Bluebonnet site/do not have internet access	<u>105</u>	<u>20.9%</u>	<u>2</u>	<u>.4%</u>
SUB-TOTAL	105	20.9%	2	.4%
RATES / BILLING				
Rate Changes/rate information in general	49	9.8%	13	2.6%
Billing information/present rates/explanation of bill	28	5.6%	5	1.0%
Break down of peak time rates/seasonal rate differences	5	1.0%	6	1.2%
Ability to pay bill on line	12	2.4%	4	.8%
How they decide their rates/efforts made to keep rates low	28	5.6%	21	4.2%
Savings	7	1.4%	4	.8%
Should offer info/send billing information through email	<u>2</u>	<u>.4%</u>	<u>3</u>	<u>.6%</u>
SUB-TOTAL	131	26.1%	56	11.2%
CONSERVATION TIPS / ALTERNATIVE ENERGY				
Conservation/energy saving tips	38	7.6%	14	2.8%
More information concerning alternative forms of energy	<u>15</u>	<u>3.0%</u>	<u>14</u>	<u>2.8%</u>
SUB-TOTAL	53	10.6%	28	5.6%
GENERAL INFO ABOUT CO-OP				
Fuel prices/surcharges paid by Bluebonnet	6	1.2%	6	1.2%
How electricity is generated/source of Bluebonnet's power	6	1.2%	4	.8%
General information about co op/budget/board members	18	3.6%	10	2.0%
General improvements/updates to present website	3	.6%	1	.2%
The ability to make suggestions/complaints to company	8	1.6%	6	1.2%
Interesting/educational facts for children	1	.2%	0	0%
How co op money is being spent	5	1.0%	1	.2%
Co op money being used for political campaigns/politicians	1	.2%	0	0%
Combining Bluebonnet water information with electricity info	<u>1</u>	<u>.2%</u>	<u>0</u>	<u>0%</u>
SUB-TOTAL	49	9.8%	28	5.6%
MAINTENANCE ISSUES / FUTURE PLANS				
Future plans/projects	12	2.4%	12	2.4%
Contact info such as to have trees removed from power lines	3	.6%	3	.6%
Information on outages/maintenance issues and schedules	<u>14</u>	<u>2.8%</u>	<u>7</u>	<u>1.4%</u>
SUB-TOTAL	29	5.8%	22	4.4%
NOTHING/READ MAGAZINE				
Nothing/no further information needed	68	13.5%	5	1.0%
Magazine gives enough information/use magazines more	8	1.6%	3	.6%
Any/same information in magazine available on the internet	<u>16</u>	<u>3.2%</u>	<u>3</u>	<u>.6%</u>
SUB-TOTAL	92	18.3%	11	2.2%
OTHER				
Recipes	0	0%	1	.2%
Job opportunities	0	0%	1	.2%
Precautions being taken to protect against terrorist attacks	<u>0</u>	<u>0%</u>	<u>1</u>	<u>.2%</u>
SUB-TOTAL	0	0%	3	.6%
UNSURE/REFUSED				
Was not aware website existed	2	.4%	0	0%
Dk/no answer	<u>41</u>	<u>8.2%</u>	<u>41</u>	<u>8.2%</u>
SUB-TOTAL	43	8.6%	41	8.2%
NO FIRST RESPONSE				
No previous response	<u>0</u>	<u>0%</u>	<u>311</u>	<u>62.0%</u>
SUB-TOTAL	0	0%	311	62.0%
TOTAL	502	100.0%	502	100.0%

13. Which of the following best describes the level of involvement Bluebonnet Electric Co-op has in your community?
(Read top-to-bottom / bottom-to-top)

- 30% Very involved
- 40% Somewhat involved
- 11% Not that involved
- 7% Not at all involved
- * Other **(vol)**
- 12% Unsure / refused **(vol)**

IF VALUE 1, 2 or 3 IN PREVIOUS QUESTION, ASK:

14. Please tell me in your own words some of the ways in which Bluebonnet Electric Co-op is involved in your community? **(PROBE: Please tell me more about that.)**

	First Mention		Second Mention	
	Cases	Percent	Cases	Percent
ELECTRIC SERVICE				
By providing electricity/maintaining lines/trimming trees	114	22.7%	7	1.4%
SUB-TOTAL	114	22.7%	7	1.4%
EVENTS & INFORMATION				
Offer training in community	1	.2%	3	.6%
Support and sponsoring various fairs/festivals/parades	39	7.8%	22	4.4%
Printed informative help through magazine/Flier handouts	30	6.0%	16	3.2%
Holding meetings for community and members	15	3.0%	6	1.2%
Advertise/promote small towns and communities	1	.2%	0	0%
Offer recipes	0	0%	1	.2%
They support the local auctions	1	.2%	0	0%
Sponsor Chamber of commerce events	1	.2%	0	0%
SUB-TOTAL	88	17.5%	48	9.6%
DONATIONS & PROGRAMS				
Support and donations to non profit organizations/charities	29	5.8%	17	3.4%
Holiday charity programs/Christmas In The Park/Christmas lights	7	1.4%	6	1.2%
Support of Family Crisis Center	1	.2%	1	.2%
Help with the schools/scholarship programs	43	8.6%	15	3.0%
Fund and are involved with the volunteer fire departments	10	2.0%	1	.2%
Support of youth organizations: i.e. little leagues, 4H	19	3.8%	15	3.0%
Programs to help people having difficulty paying bills	2	.4%	4	.8%
Helped fix community center/add on to Maxwell Social Ctr	3	.6%	0	0%
Help fund cancer research	0	0%	1	.2%
Support Small business owners	0	0%	1	.2%
Hold drives for Toys for Tots	0	0%	1	.2%
SUB-TOTAL	114	22.7%	62	12.4%
OTHER				
Interaction with friendly and helpful employees	10	2.0%	16	3.2%
Have seen/read/heard about involvement but nothing specific	20	4.0%	6	1.2%
Work to protect water resources/various environmental work	3	.6%	4	.8%
Influencing local politicians	2	.4%	0	0%
I just see them in and around the community	3	.6%	0	0%
Confused answer: not involved in community where we are	1	.2%	0	0%
SUB-TOTAL	39	7.8%	26	5.2%

	<u>First Mention</u>		<u>Second Mention</u>	
	<u>Cases</u>	<u>Percent</u>	<u>Cases</u>	<u>Percent</u>
UNSURE/REFUSED				
Dk/no answer	<u>51</u>	<u>10.2%</u>	<u>51</u>	<u>10.2%</u>
SUB-TOTAL	51	10.2%	51	10.2%
NO PREVIOUS RESPONSE				
No previous response	<u>0</u>	<u>0%</u>	<u>212</u>	<u>42.2%</u>
SUB-TOTAL	0	0%	212	42.2%
NOT ASKED				
Not asked	<u>96</u>	<u>19.1%</u>	<u>96</u>	<u>19.1%</u>
SUB-TOTAL	96	19.1%	96	19.1%
TOTAL	502	100.0%	502	100.0%

15. Which of the following methods of how electricity is generated do you prefer most? (**Rotate choices**)

- 4% Coal fired
- 15% Nuclear power
- 15% Natural gas
- 50% Wind or Solar
- 2% Other (**vol**)
- 5% No difference (**vol**)
- 9% Unsure / refused (**vol**)

16.A Are you aware that you can request Bluebonnet Electric Cooperative to provide you with wind generated electricity for an additional five dollars per one thousand kilowatt hours of electricity you use?

- 12% Yes
- 87% No
- 1% Unsure / refused (**vol**)

16.B If your electric bill for one thousand kilowatt hours of electricity generated by coal and natural gas was one hundred and twenty dollars, would you be extremely likely, very likely, somewhat likely or not likely to pay one hundred and twenty-five dollars for the same amount of electricity generated by wind?

- 13% Extremely likely
- 23% Very likely
- 23% Somewhat likely
- 28% Not likely
- 13% Unsure / refused (**vol**)

17. Are you aware your electric provider raises its electric rates to recover any increase in fuel costs, such as natural gas, that is used to produce electricity?

- 75% Yes
- 22% No
- 3% Unsure / refused (**vol**)

CATI TO ROTATE NEXT TWO QUESTIONS AND MAINTAIN VERSION CODE TO DETERMINE WHICH CAME FIRST

18. If you knew that nearly half of electricity is generated using natural gas, and that the price of natural gas used to generate electricity is unstable, with any increased costs in natural gas prices being passed on to consumers, which method of how electricity is generated would you prefer most? **(Rotate choices)**

10% Coal fired
17% Nuclear power
10% Natural gas
54% Wind or Solar
2% Other **(vol)**
1% No difference **(vol)**
6% Unsure / refused **(vol)**

19. Which of the following best describes how much more you would be willing to pay per month to receive electricity generated from green or environmentally friendly sources such as wind or solar energy?

(Read top-to-bottom / bottom-to-top)

42% Nothing
33% Five percent
14% Ten percent
6% Fifteen percent
* More than fifteen percent **(vol)**
2% Other / depends **(vol)**
3% Unsure / refused **(vol)**

End rotation

20. Have you ever given serious consideration to installing solar panels or a windmill to generate some of your own electricity?

45% Yes
51% No
3% Maybe / depends **(vol)**
1% Unsure / refused **(vol)**

21. Sustainable Energy is defined as providing energy so that it meets present day needs without compromising the energy needs of future generations. Having heard this definition, do you favor or oppose Sustainable Energy?
If choice made, ask: Is that strongly or somewhat (favor / oppose)?

49% Favor / Strongly
32% Favor / Somewhat
81% TOTAL FAVOR

5% Oppose / Somewhat
4% Oppose / Strongly
9% TOTAL OPPOSE

1% Depends / other **(vol)**
9% Unsure / refused **(vol)**

For each element of Sustainable Energy that I now read please tell me if you consider it to be extremely important, very important, somewhat important or not important. For example, how important do you consider **(Randomize questions)**

	<u>Extremely Important</u>	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Important</u>	Unsure (vol)
22. Energy Efficiency, which means using less energy to provide the same level of energy service.	36%	45%	14%	2%	2%
23. Energy Conservation, which means reducing the amount of energy used.	34%	42%	20%	4%	1%
ASK THE NEXT TWO QUESTIONS IN A BLOCK					

24. Demand Response, which means having mechanisms in place to manage the demand from member customers in response to supply conditions.	23%	33%	30%	5%	9%
25. And how important would you consider Demand Response if it included allowing member customers to see how much energy they were using at any time.	22%	38%	28%	10%	3%

26. Electric Generation, which means how much of the energy that consumers use comes from natural gas, coal, wind, nuclear or solar sources.	23%	37%	29%	5%	7%

(End randomization)

CATI TO SPLIT SAMPLE THE NEXT QUESTION

27. **Version X:** If you were offered a lower rate or could save money on your monthly bill, would you be willing to act on information provided by Bluebonnet encouraging you to lower your electricity use such as increasing your thermostat and indoor temperature in the summer?

Version Y: Would you be willing to act on information provided by Bluebonnet encouraging you to lower your electricity use such as increasing your thermostat and indoor temperature in the summer if you were offered a lower rate or could save money on your monthly bill?

If choice made, ask: Is that strongly or somewhat (favor / oppose)?

<u>Ver X</u>	<u>Ver Y</u>	<u>Total</u>	
87%	88%	87%	Yes
8%	7%	7%	No
4%	5%	4%	Maybe / depends
1%	1%	1%	Unsure / refused

28. Peak Usage is defined as those times when electricity demand is highest, such as when people wake-up and in the early evening. Would you be willing to shift or reduce your electricity consumption if Bluebonnet offered you rates that varied depending on whether it was a peak or off-peak usage part of the day?

78%	Yes
13%	No
6%	Maybe / depends
3%	Unsure / refused

29. (**Version Y:** If it saved you money,) would you allow Bluebonnet to automatically lower your electricity consumption during times of high usage by communicating directly with your home's thermostat?

If choice made, ask: Is that strongly or somewhat (favor / oppose)?

<u>Ver X</u>	<u>Ver Y</u>	<u>Total</u>	
31%	47%	39%	Yes
54%	39%	46%	No
8%	8%	8%	Maybe / depends
7%	6%	7%	Unsure / refused

30. And would you allow Bluebonnet to automatically lower your electricity consumption during times of high usage if you knew you could override the system controls at any time to use whatever thermostat settings you wanted?

67%	Yes
21%	No
1%	No difference
6%	Maybe / depends
4%	Unsure / refused

31. Would you be willing to share in the up-front cost of the equipment to allow for the automatic reduction of electricity consumption at specific times, (**Version X:** knowing you would be saving money on your monthly bills / **Version Y:** knowing your up-front cost would be recovered in the first year through lower monthly bills)?

<u>Ver X</u>	<u>Ver Y</u>	<u>Total</u>	
37%	46%	41%	Yes
35%	31%	33%	No
23%	17%	20%	Maybe / depends
5%	6%	5%	Unsure / refused

32. If Bluebonnet Electric Co-op offered home energy audits, would you like to have one done at your home?
(Record only)

50% Yes
10% Yes, if it were free / no cost
33% No
6% Maybe / depends
1% Unsure / refused

33. **If Values 1 or 4 in the previous question, ask:** How much would you be willing to pay to have a Bluebonnet representative come to your home and conduct an energy audit for you? **(Record unsure/refused as 99999)**

21% Zero
9% \$1 to \$25
8% \$26 or more
18% Unsure
44% Not asked

34. **(Read this sentence in Version Y:** A sustainable grid is achieved through interconnected and interdependent communities that have quality educational opportunities, an educated workforce, job opportunities, health care, retail and commercial expansion, and an overall quality of life.)

If the situation presented itself, would you want Bluebonnet Electric Co-op to offer lower rates in order to attract new business and jobs to the area?

<u>Ver X</u>	<u>Ver Y</u>	<u>Total</u>	
75%	75%	75%	Yes
17%	19%	18%	No
6%	4%	5%	Maybe / depends
3%	3%	3%	Unsure / refused

35. Do you receive Texas Co-op Power Magazine?

89% Yes **(go to next question)**
7% No **(go to D1)**
3% Unsure / refused **(go to D1)**

IF VALUE 1 (Yes) IN PREVIOUS QUESTION, ASK:

36. Which of the following best describes what you usually do with the magazine? **(Read top-to-bottom / bottom-to-top)**

27% Read all of it
46% Read some articles
12% Just glance at it
4% Don't read it at all
1% Unsure / refused **(vol)**
11% Don't receive magazine

IF VALUE 1 (Yes) IN QUESTION 35, ASK:

37. Please tell me to what extent you feel Texas Co-op Power Magazine is a useful source of information about what is going on with Bluebonnet? **(Read top-to-bottom / bottom-to-top)**

20% Very useful
24% Useful
29% Somewhat useful
7% Not useful
9% Neutral
1% Unsure / refused **(vol)**
11% Don't receive magazine

IF VALUE 1 (Yes) IN QUESTION 35, ASK:

38. And would you like to read articles on any of the following subjects ... **(Randomize questions)**

		<u>YES</u>	<u>NO</u>	<u>Unsure</u> (Vol)	<u>NOT</u> <u>ASKED</u>
A)	Electric generation issues	69%	18%	2%	11%
B)	Environmental issues	73%	16%	1%	11%
C)	Ways to conserve energy or improve energy efficiency	82%	7%	1%	11%
D)	Regional policy issues	56%	30%	3%	11%
E)	Local community news	71%	17%	1%	11%
F)	Monthly calendar of events	64%	24%	2%	11%

Now just a few questions to make sure we have a representative sample...

D1. What is your age, please? (i.e. Record 48 years old as 0 4 8)
(Record Unsure/Refused as 9 9 9)

2%	18-24
3%	25-29
5%	30-34
6%	35-39
8%	40-44
8%	45-49
12%	50-54
12%	55-59
12%	60-64
11%	65-69
5%	70-74
8%	75-79
5%	80-84
1%	85-89
*	90 or over
3%	Unsure / Refused

D2. What is the highest level of education you have completed? **(Do not read, record only)**

4%	Less than high school
30%	High school grad / vocational school
25%	Some college
26%	College graduate
14%	Post graduate (masters or higher)
0%	Unsure
1%	Refused

D3. Do you consider yourself to be... **(Read list by rotating top-to-bottom / bottom-to-top)**

27%	Very conservative
30%	Somewhat conservative
19%	Moderate
13%	Somewhat liberal
8%	Very liberal
4%	Unsure / refused (vol)

D4. Do you own or rent your place of residence?

91%	Own
8%	Rent
1%	Unsure (vol)
1%	Refused (vol)

D5. And how long have you lived at this address?

26%	Less than 5 years
28%	5 to 10 years
21%	11 to 20 years
24%	More than 20 years
1%	Unsure / refused

D6. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

10%	Yes
89%	No
*	Unsure (vol)
1%	Refused (vol)

D7. And is your race Anglo, African-American, Asian, or some other race?

79%	Anglo / White
7%	African-American / Black
1%	Asian
8%	Hispanic (vol)
2%	American Indian (vol)
0%	Other (vol)
*	Unsure (vol)
3%	Refused (vol)

D8. We want to classify people into broad income groups only. Was your total household income last year before taxes... ? **(Read list and fit income into correct category)**

11%	Under \$20,000
11%	At least \$20,000 but less than \$30,000
11%	At least \$30,000 but less than \$40,000
11%	At least \$40,000 but less than \$50,000
10%	At least \$50,000 but less than \$60,000
10%	At least \$60,000 but less than \$80,000
8%	At least \$80,000 but less than \$100,000
9%	At least \$100,000 but less than \$150,000
6%	\$150,000 and over
2%	Unsure (vol)
12%	Refused (vol)

D9. Sex (**By observation**) **Ask of everyone**: Are you employed outside the house, self-employed, not employed, a homemaker, or retired?

27%	Male / employed
20%	Male / not-employed
*	Male / unsure - refused to say
26%	Female / employed
26%	Female / not-employed
*	Female / unsure - refused to say

D10. Did we reach you today on a cell phone or on a traditional land line?

24%	Cell phone
74%	Traditional land line
1%	Other (vol)
1%	Unsure / refused (vol)

D11. Record information (codes) from sample file
