



SURVEY REPORT

CONNECTICUT, GENERAL POPULATION

COMMISSIONED BY

CONDUCTED BY



Emerson College
P O L L I N G

METHODOLOGY

Emerson College Polling is pleased to present REAL with the findings from a survey of Connecticut residents' attitudes towards the state's electric market. All respondents interviewed in this study were part of a fully representative sample using an area probabilistic sampling method of n=1,500 (sample size) residents of Connecticut .

Data was weighted by age, gender, education, race, and region using US census data. The margin of error for the sample is +/- 2.53% in 19 of 20 cases. The survey was administered by contacting landline telephones via IVR, cell phones via text message, and an online panel. Data was collected between August 19-22, 2022.

The results presented in this report include univariate and bivariate analysis of the data. Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between sub-groups of the overall population. In the cases where cross tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown.

A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages.

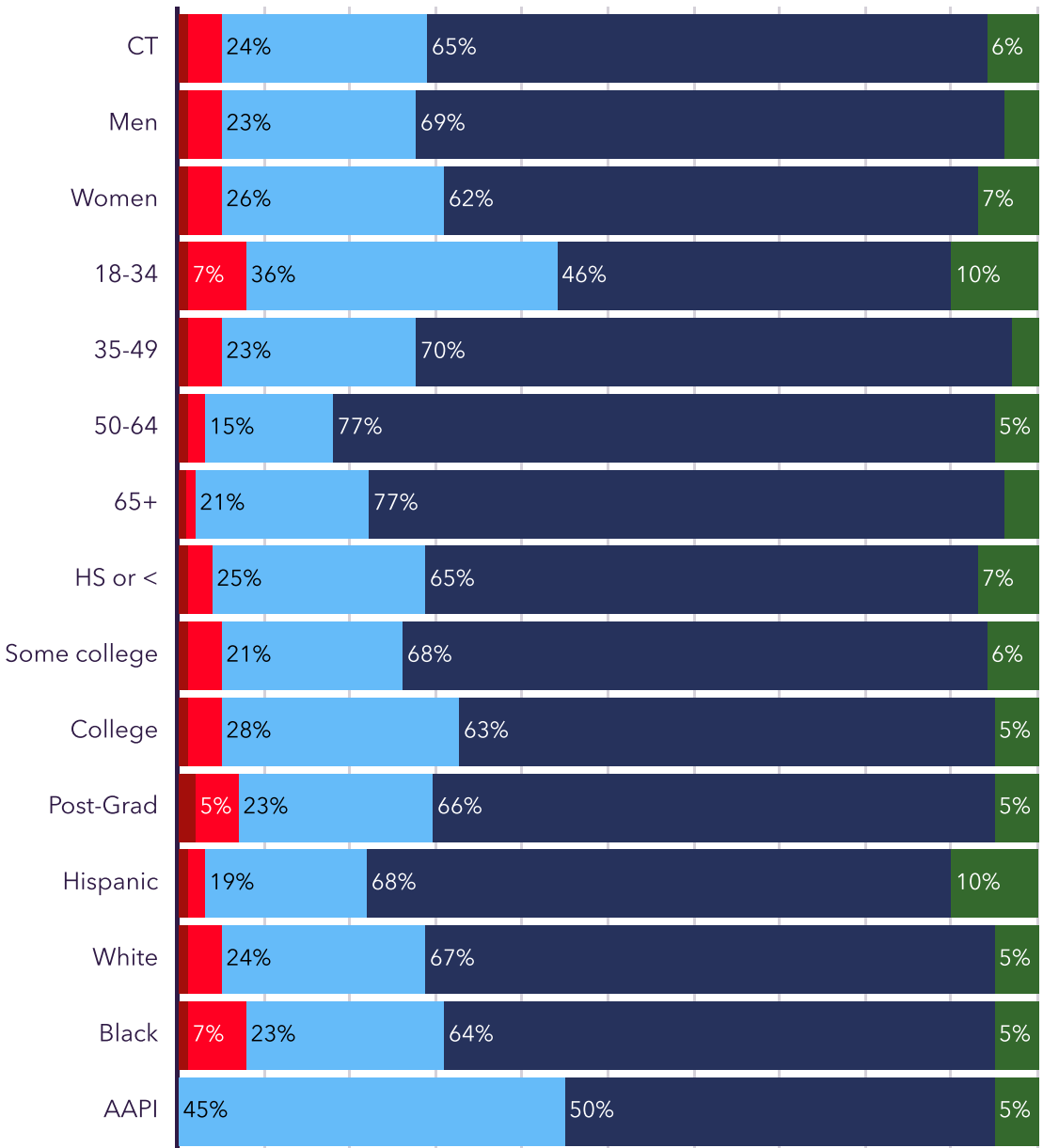
The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups found in the sample is due to a real difference in the population, and not due to sampling error.

A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels respectively.



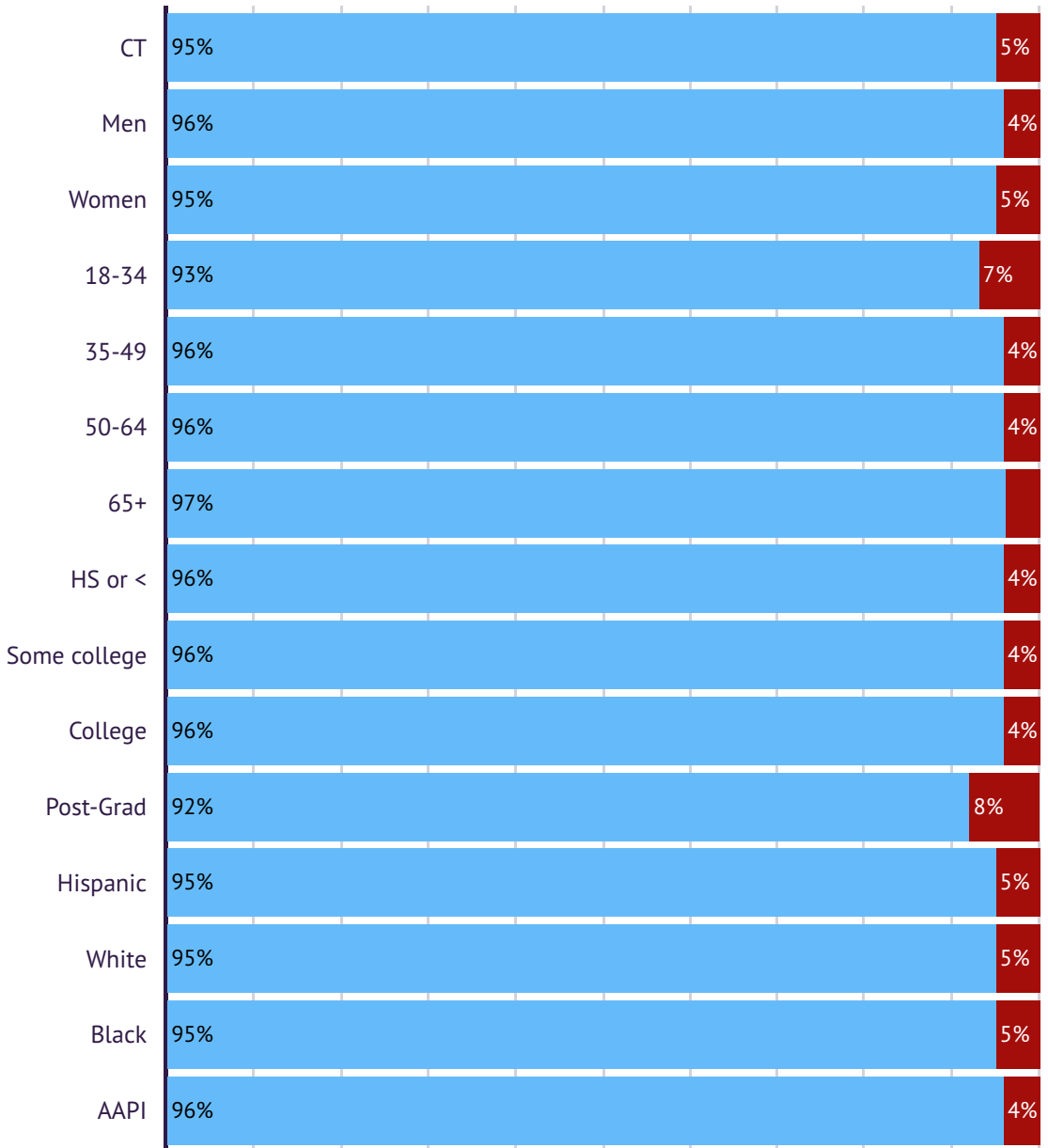
SURVEY RESULTS

Consumers should be able to choose their electric supplier, even if they don't always shop for an electric supplier.



● Disagree Strongly
 ● Disagree, not so strongly
 ● Agree, not so strongly
 ● Agree, strongly
 ● Not sure

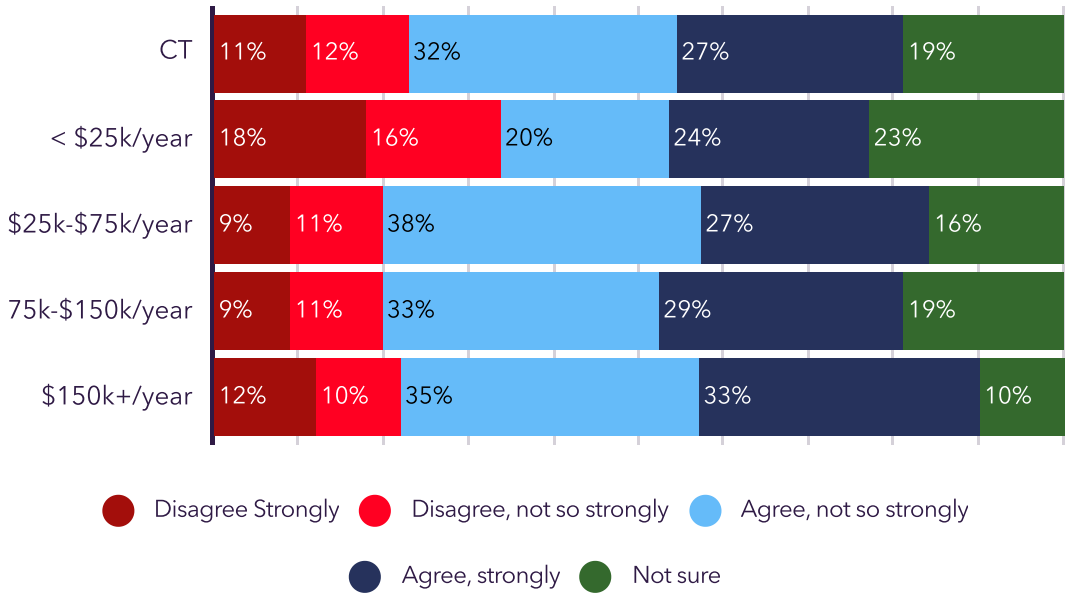
Which is better, a market that allows for choice in the products and services I select, or a market where the choice of products and services are restricted by the government?



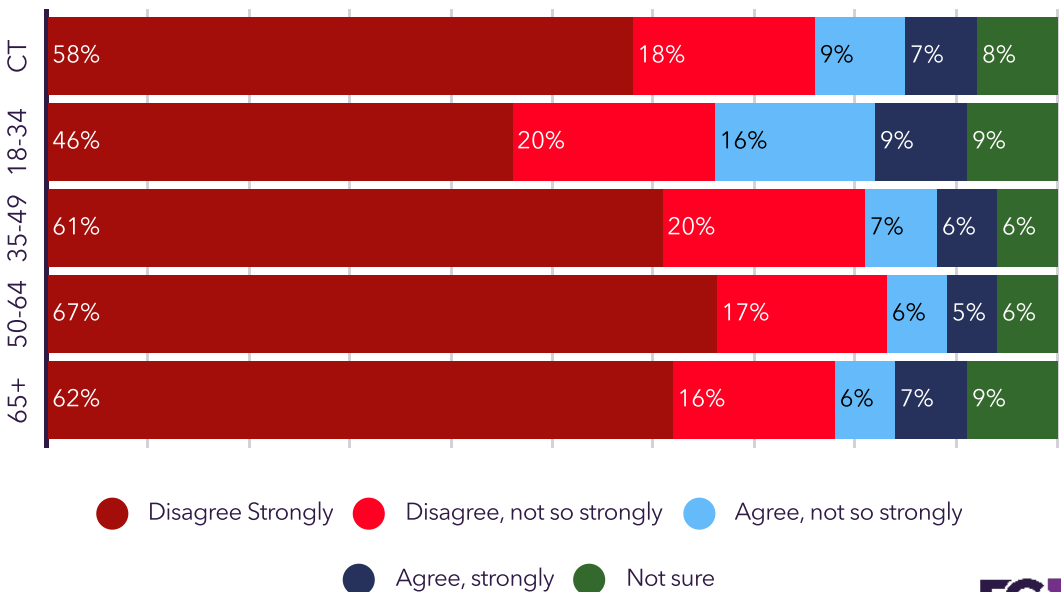
● A market that allows for choice in the products and services I select

● A market where choice of products and services are restricted by the government.

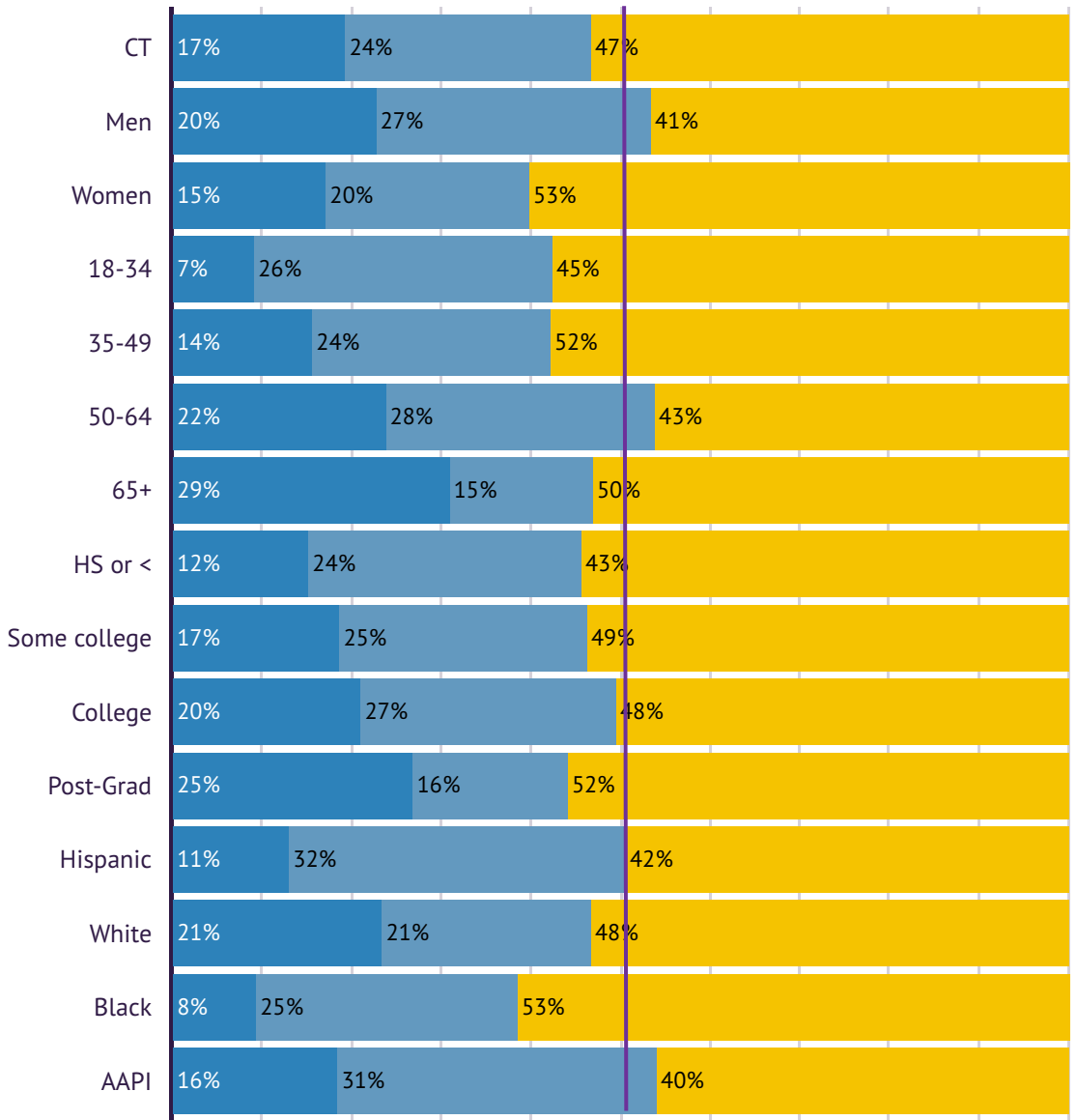
Consumers should have the option to pay a higher price for my electricity supply if the service is bundled with other value-added products or services.



I support the decisions of the government to restrict the choice in products that I purchase.



Have you considered purchasing, or purchased electricity from competitive electric suppliers?

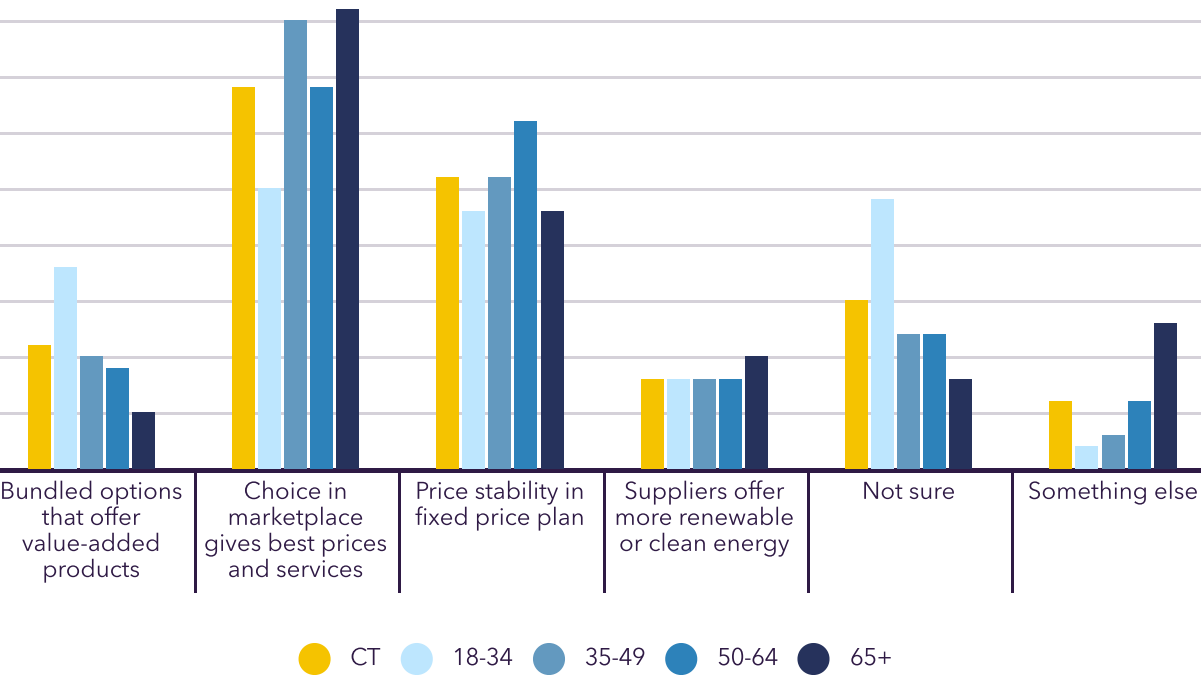


● Yes, I purchased after exploring energy from a competitive electric supplier

● Yes, I've considered purchasing electricity from a competitive electric supplier

● No, I use a regulated utility company, like Eversource (CL&P) or United Illuminating (UI).

Which of the following comes closest to the reason why you use or may consider using a competitive electric supplier instead of a regulated utility company?

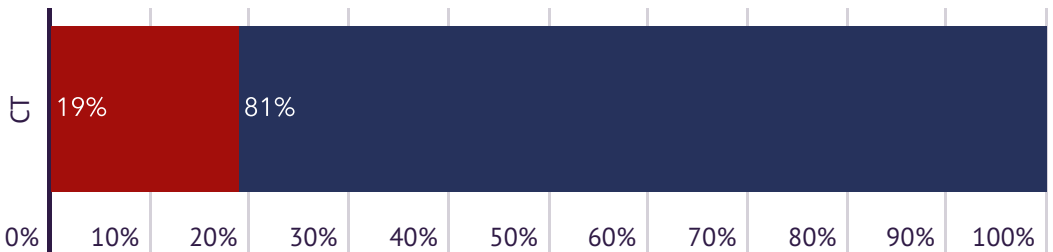


Which of the following is best for consumers?

A system in which nearly everyone purchases their electricity from the regulated utility companies.

OR

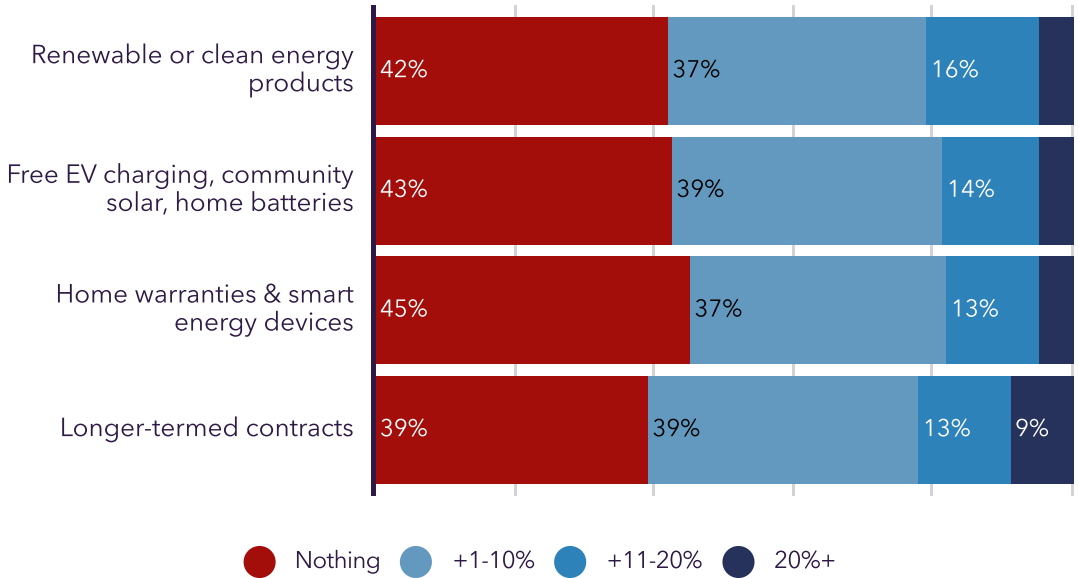
A system that allows people the choice.



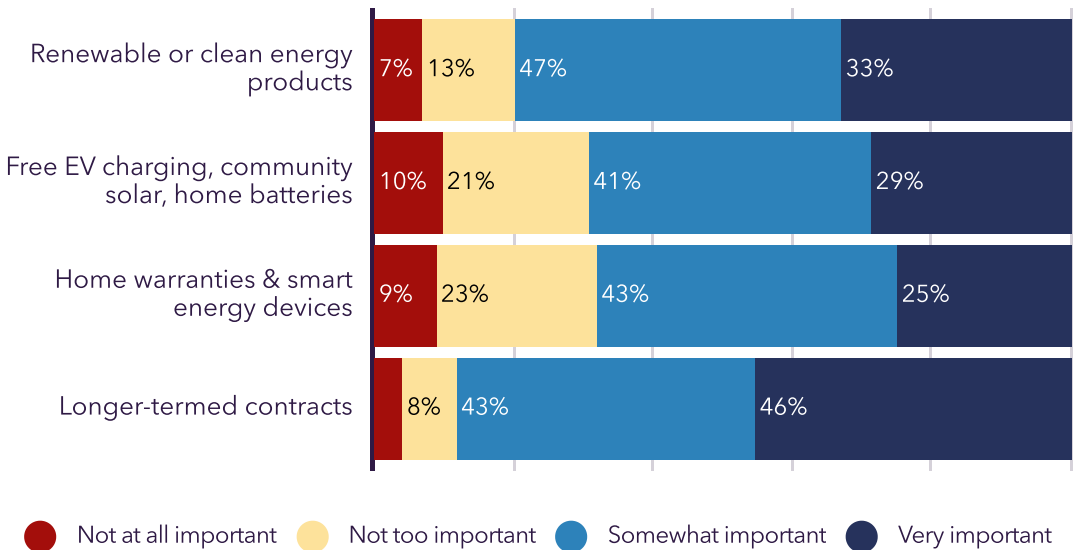
● Everyone purchases their electricity from Utilities ● Allows people the choice

OVERVIEW OF THE FOUR TESTED PRODUCT BUNDLE INCENTIVES

How much more are you willing to pay for the following services?

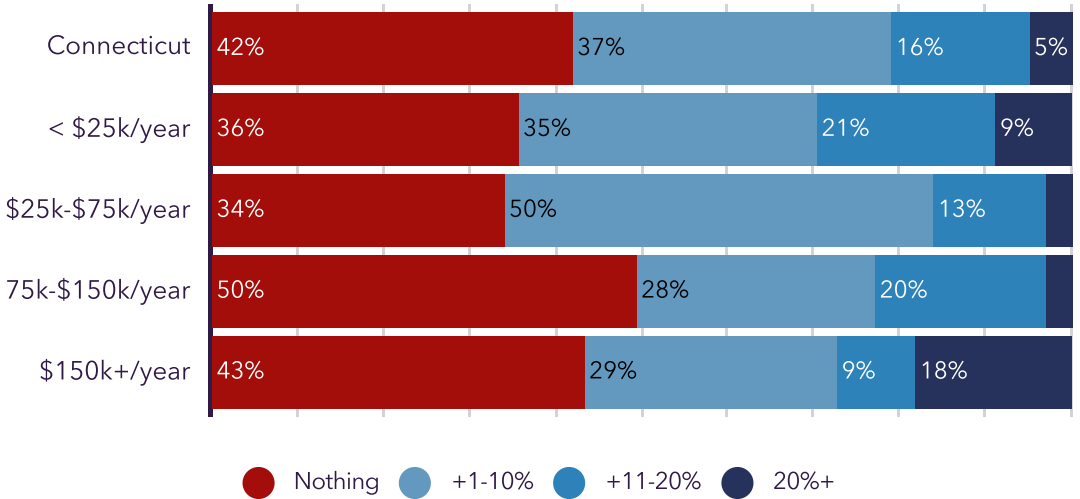


How important are the following services?

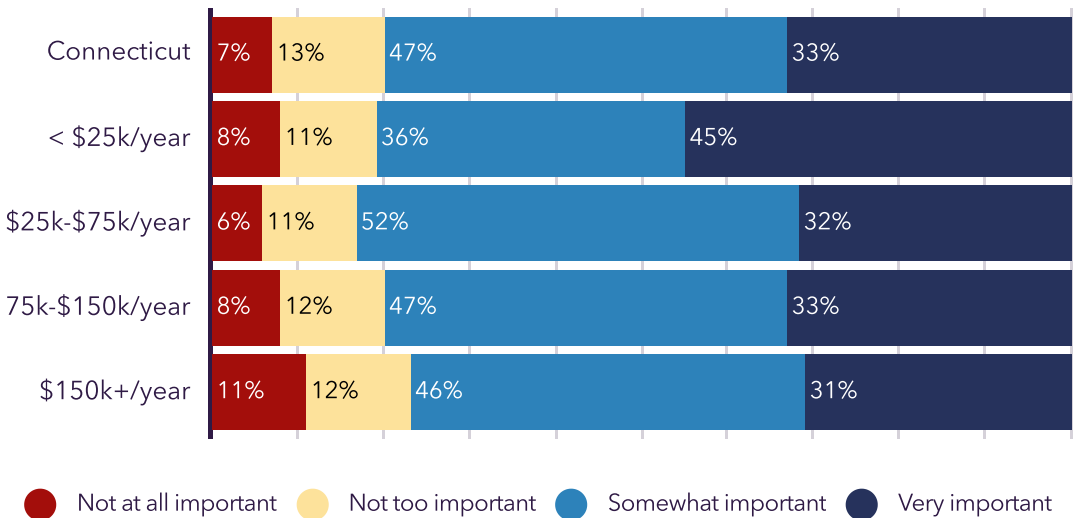


OFFERING ADDED VALUE PRODUCTS OR SERVICES BUNDLED WITH YOUR ELECTRICITY SUPPLY, SUCH AS RENEWABLE OR CLEAN ENERGY PRODUCTS

How much more are you willing to pay for the following services?

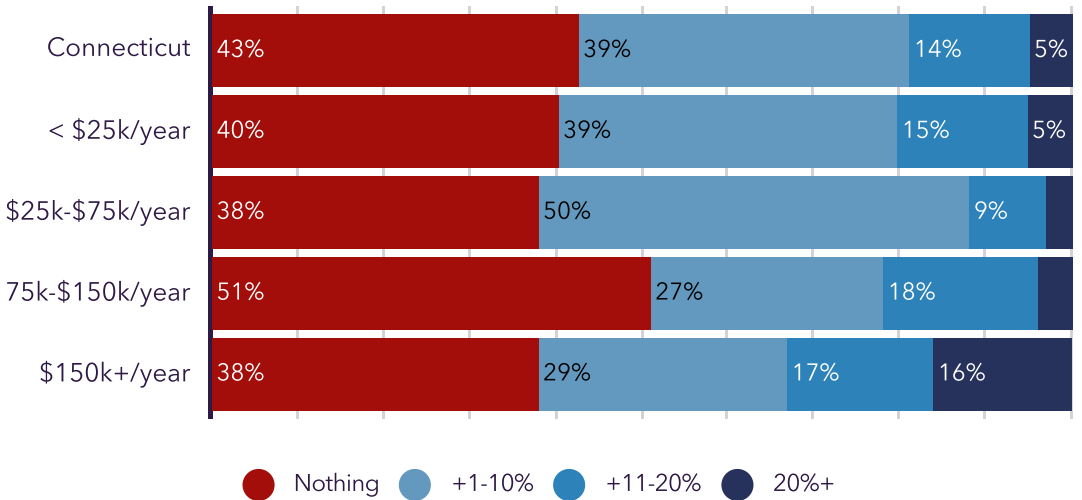


How important are the following services?

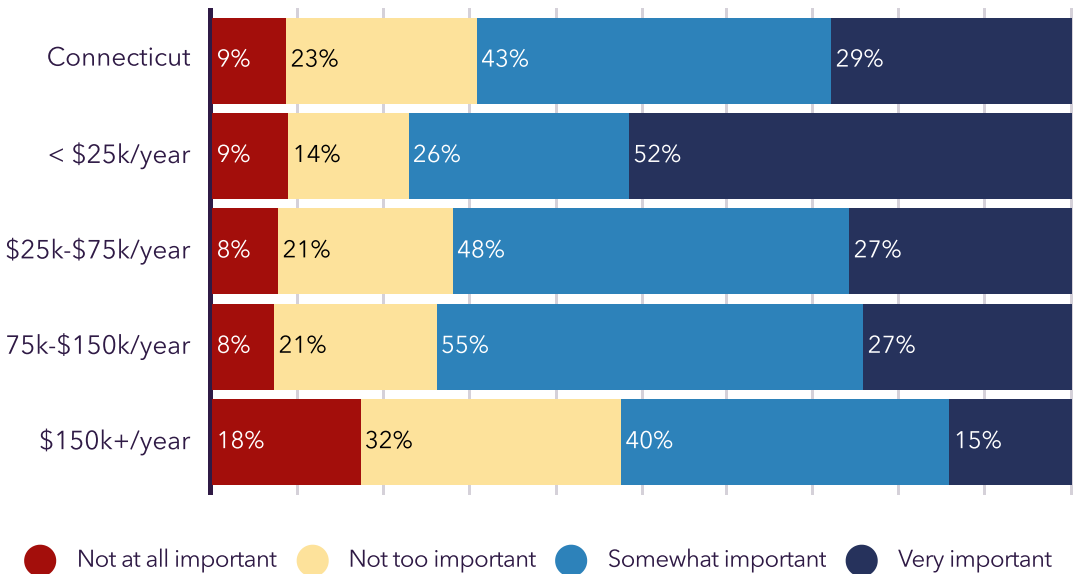


OFFERING ADDED VALUE PRODUCTS OR SERVICES BUNDLED WITH YOUR ELECTRICITY SUPPLY, SUCH AS FREE EV CHARGING ON THE WEEKEND, COMMUNITY SOLAR, OR HOME BATTERY STORAGE DEVICES

How much more are you willing to pay for the following services?

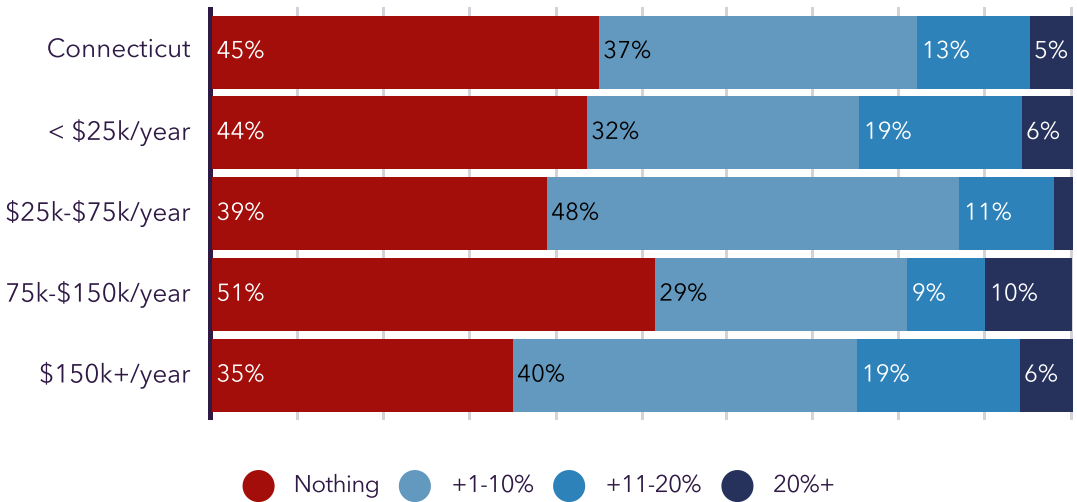


How important are the following services?

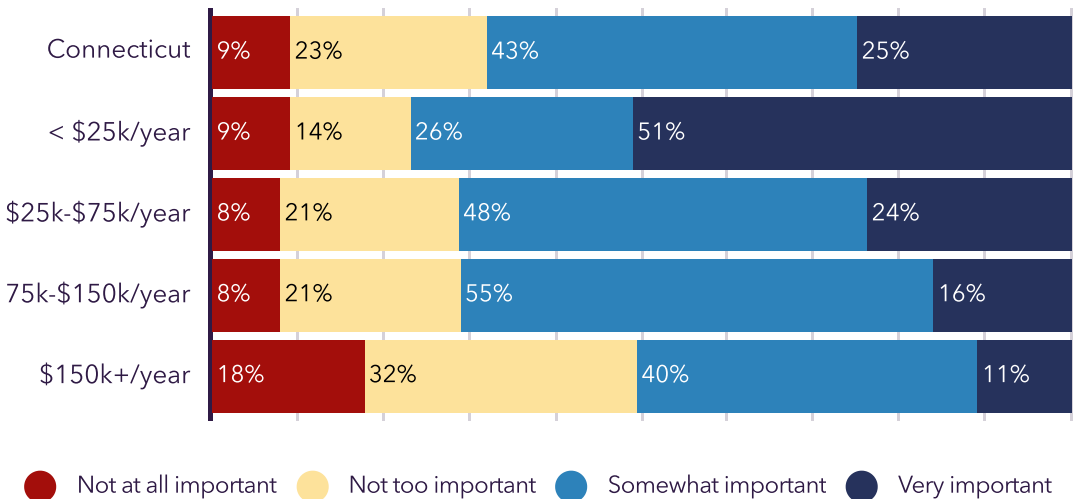


OFFERING ADDED VALUE PRODUCTS OR SERVICES BUNDLED WITH YOUR ELECTRICITY SUPPLY, SUCH AS HOME WARRANTIES, SMART THERMOSTATS, OR OTHER SMART ENERGY DEVICES

How much more are you willing to pay for the following services?

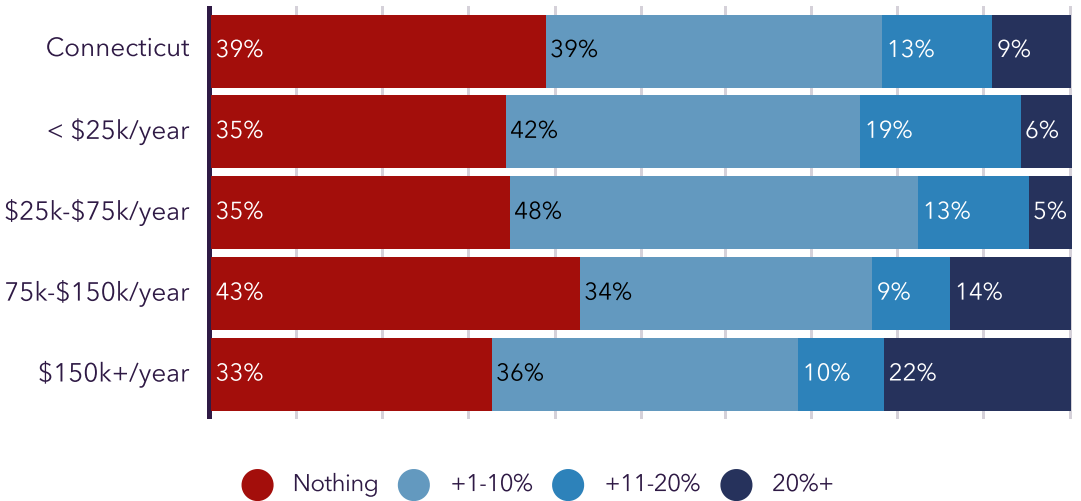


How important are the following services?

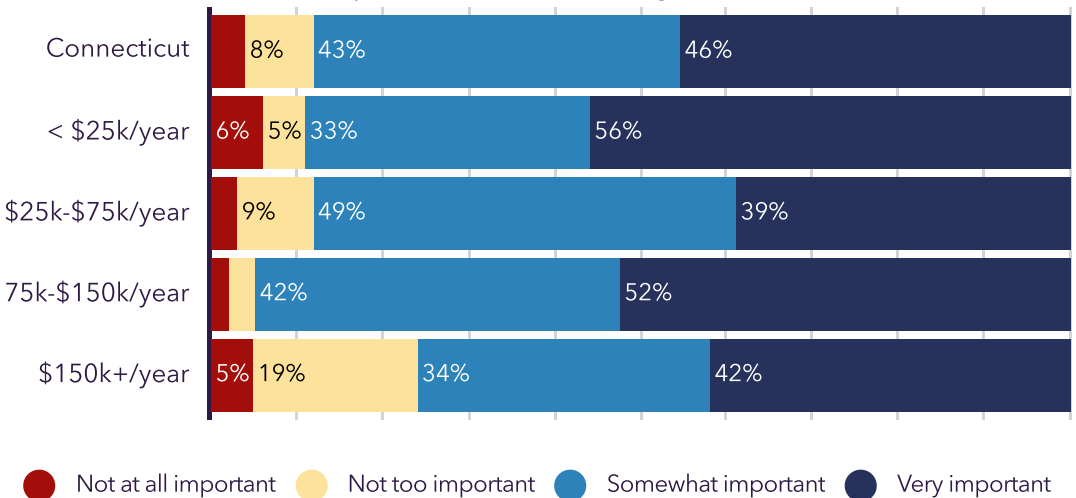


OFFERING LONGER-TERMED CONTRACTS THAT CREATE PRICE STABILITY WITH YOUR ELECTRIC SUPPLY PRICE, WHICH MAY SAVE YOU MONEY IN THE FUTURE

How much more are you willing to pay for the following services?



How important are the following services?



ASKED AT THE BEGINNING OF SURVEY:

Please indicate which one of the two statements comes closer to your own point of view about purchasing electricity, even if neither is exactly right:

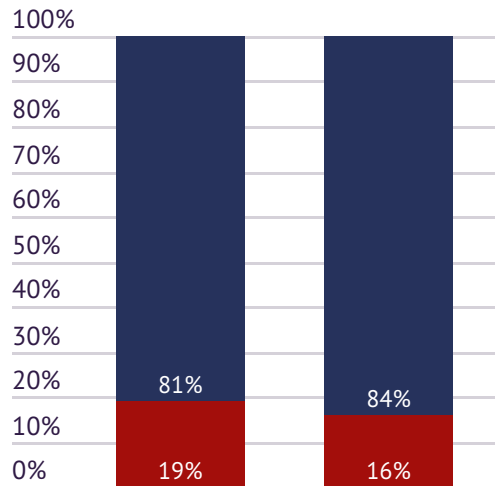
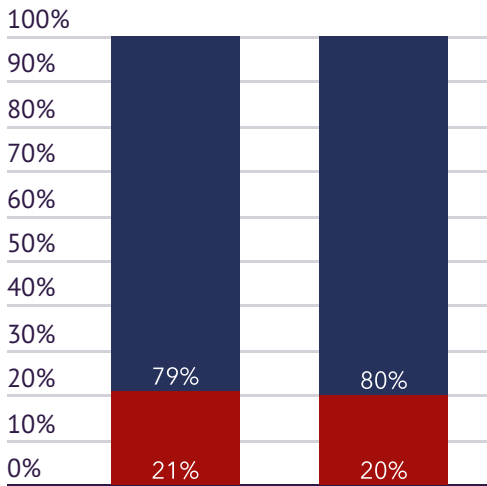
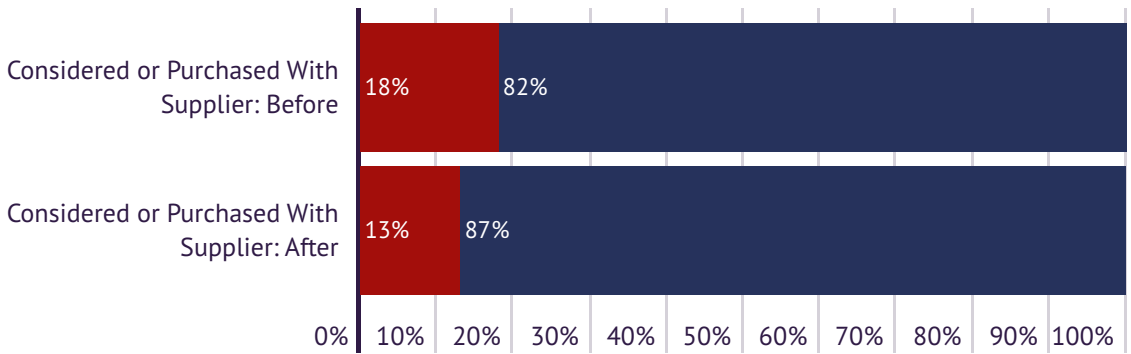
A system in which nearly everyone purchases their electricity from the regulated utility companies is best for consumers

OR

A system that allows people the choice of which company supplies their electricity, is best for consumers.

ASKED AT THE END OF SURVEY:

In some states, customers may only buy electricity from a regulated utility company, while other states allow for customers to choose products among a variety of electricity suppliers. Which of these do you prefer?



Utility Users: Before Utility Users: After

Connecticut: Before Connecticut: After

FULL RESULTS & CROSSTABS

CT August 2022

Crosstabs

Frequency Table

What language would you like to take this survey in?

		Frequency	Valid Percent
Valid	English	1467	97.8
	Si gustaria realizar esta encuesta en Espanol	33	2.2
	Total	1500	100.0

Which is better, a market that allows for choice in the products and services I select, or a market where the choice of products and services are restricted by the government?

		Frequency	Valid Percent
Valid	A market that allows for choice in products and services.	1428	95.2
	A market where choice of products and services are restricted by the government.	72	4.8
	Total	1500	100.0

I support the decisions of the government to restrict the choice in products that I purchase.

		Frequency	Valid Percent
Valid	Agree, strongly	99	6.6
	Agree, not so strongly	134	8.9
	Disagree, not so strongly	273	18.2
	Disagree, strongly	876	58.4
	I'm not sure	117	7.8
	Total	1500	100.0

Consumers should be able to choose their electric supplier, even if they don't always shop for an electric supplier.

		Frequency	Valid Percent
Valid	Agree, strongly	981	65.4



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