

*Building Communities for **C h a n g e.***

Low Income Energy Study

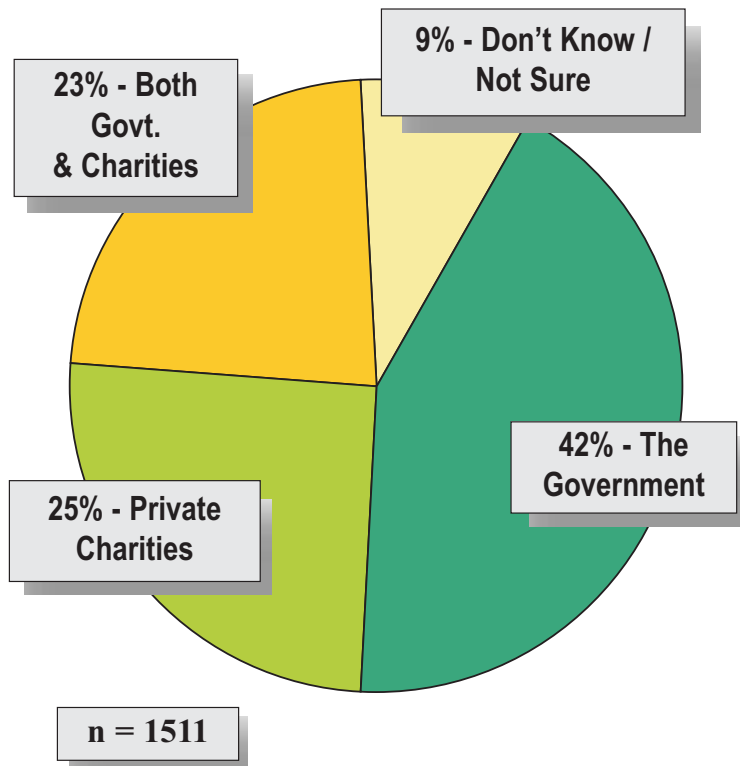
Preliminary Findings

Developed for Entergy by:

Flake Wilkerson

Marketing Insights

What Should Be The Primary Source Of Funding?



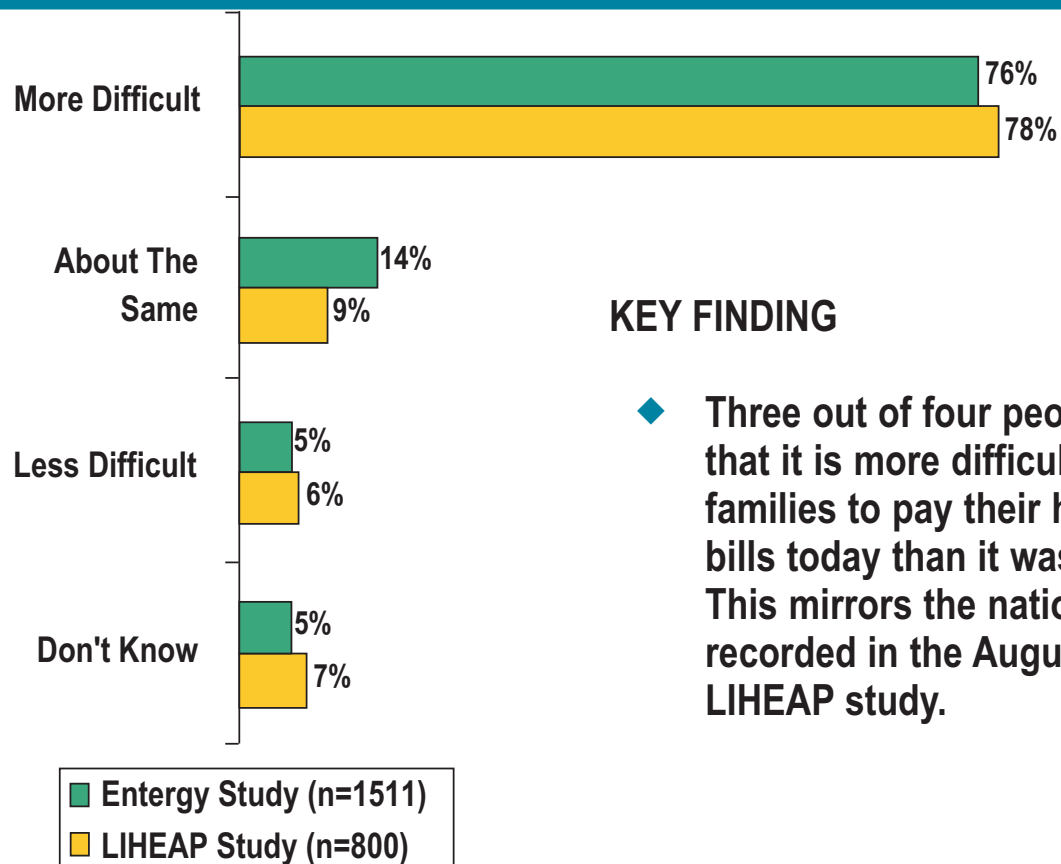
METHODOLOGY:

A total of 1511 telephone interviews were completed by Flake-Wilkerson using a random sample of home telephone numbers across the the entire states of Arkansas, Mississippi, Louisiana, the city of New Orleans, and the twenty-four counties in southeast Texas in which Entergy serves.

Q7. Should the primary source of funding for programs to help poor families, the elderly, and disabled pay their utility bills or weatherize their homes be something that is funded by private charities or the government? (Note: Sources were rotated when the question was asked.)



More Or Less Difficult To Pay Utility Bills Today?



KEY FINDING

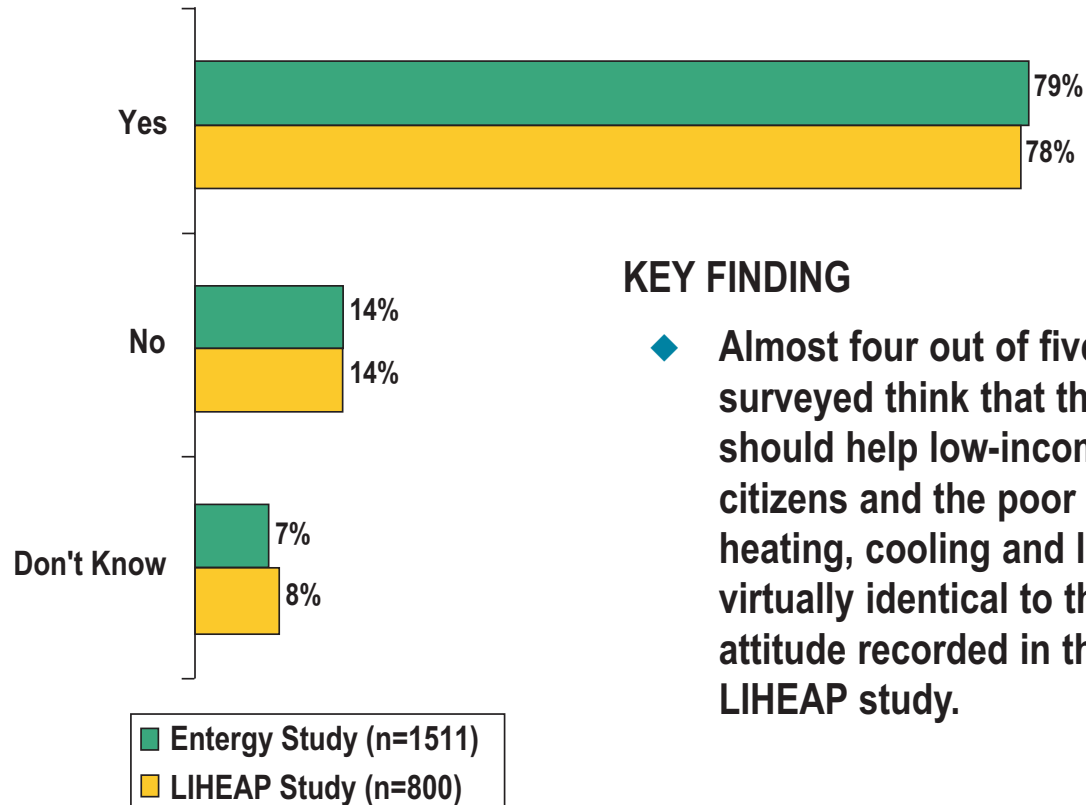
- ◆ Three out of four people surveyed believe that it is more difficult for low income families to pay their heating and cooling bills today than it was five years ago. This mirrors the national attitude recorded in the August 2002 LIHEAP study.



Q8. From what you read or hear, do you think it is more difficult, about the same, or less difficult for low income families to pay their heating and cooling bills today than it was five years ago? (Included in the LIHEAP August 2002 national survey.)



Should The Government Help People Pay?



KEY FINDING

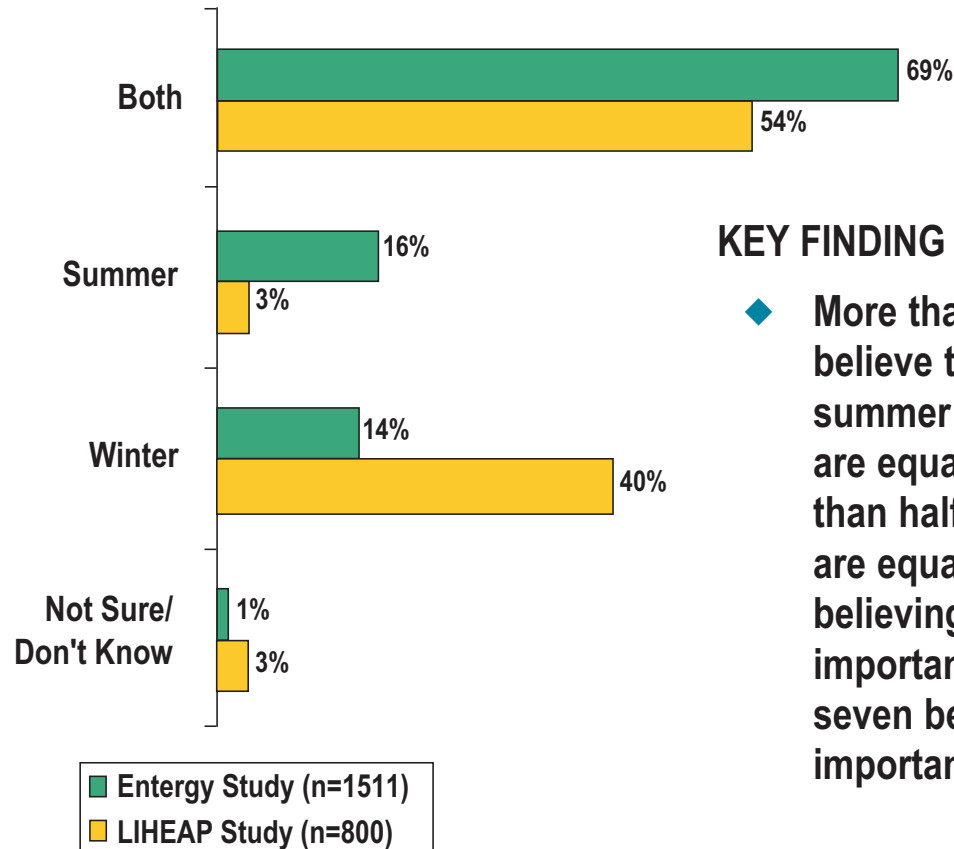
- ◆ Almost four out of five people surveyed think that the government should help low-income senior citizens and the poor pay for home heating, cooling and lighting. This is virtually identical to the national attitude recorded in the August 2002 LIHEAP study.



Q9. Should the government help low-income senior citizens and the poor pay for home heating, cooling and lighting? (Included in the LIHEAP August 2002 national survey.)



Which Is More Important: Summer Or Winter Help?



KEY FINDING

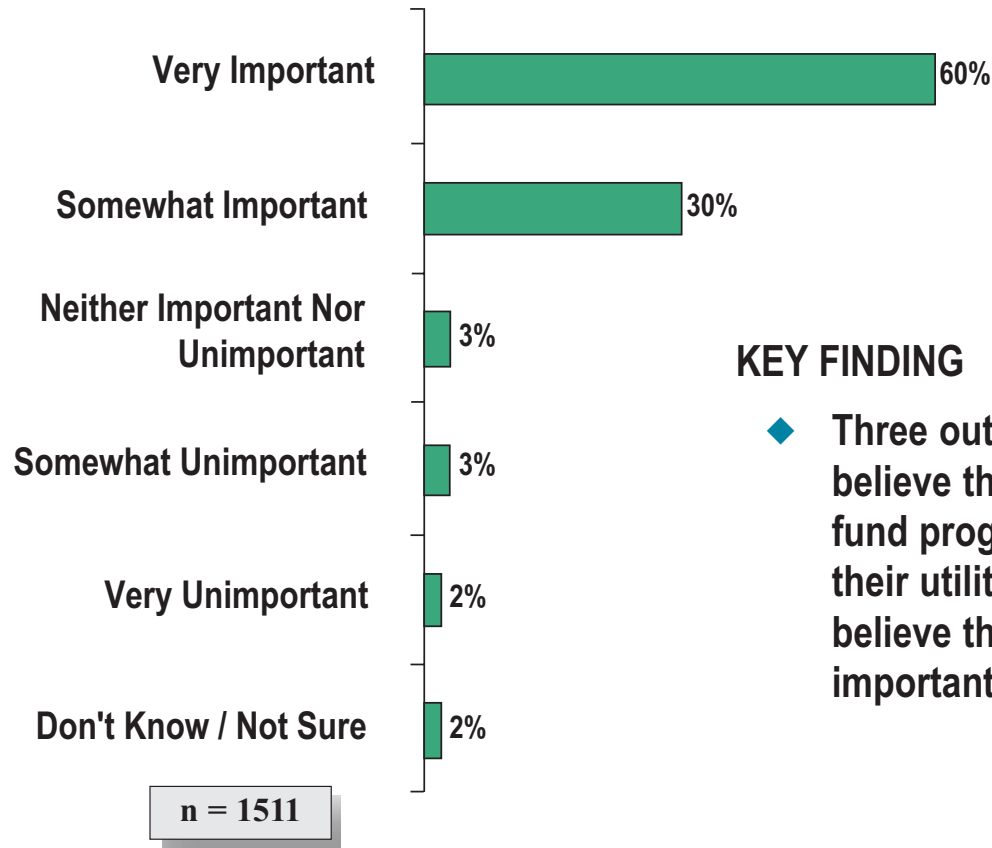
- ◆ More than two out of three people surveyed believe that cooling assistance in the summer and heating assistance in the winter are equally important. Nationally, little more than half of the population believe that both are equally important with two in five believing that winter assistance is more important. (Within the region, only one in seven believe that winter assistance is more important.)



Q10. From your perspective as (an Arkansan, a Louisianan, etc..) which would you say is more important: providing heating assistance in winter, cooling assistance in summer, or are both equally important? (Included in the LIHEAP August 2002 national survey.)



Importance Of Funding Programs To Pay Utility Bills?



KEY FINDING

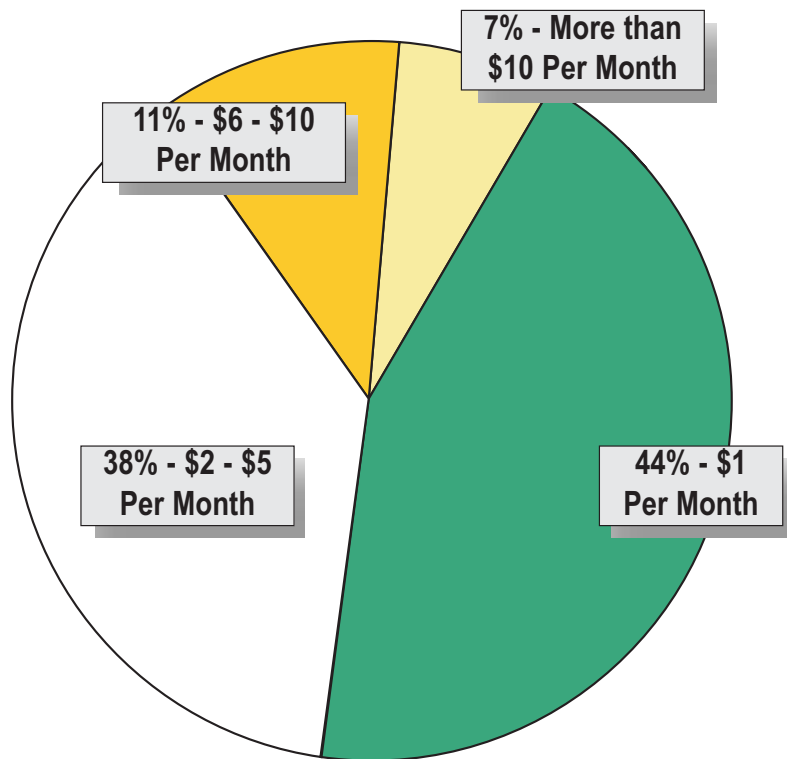
- ◆ Three out of five people surveyed believe that it is very important to fund programs to help people pay their utility bills. Nine out of ten believe that it is somewhat or very important to meet this need.



Q11. How important is it that (state or city) fund programs to help poor families, the elderly, disabled, and others unable to PAY their utility bills?



Willingness To Help To Pay Utility Bills Of Others?



n = 895

KEY FINDINGS

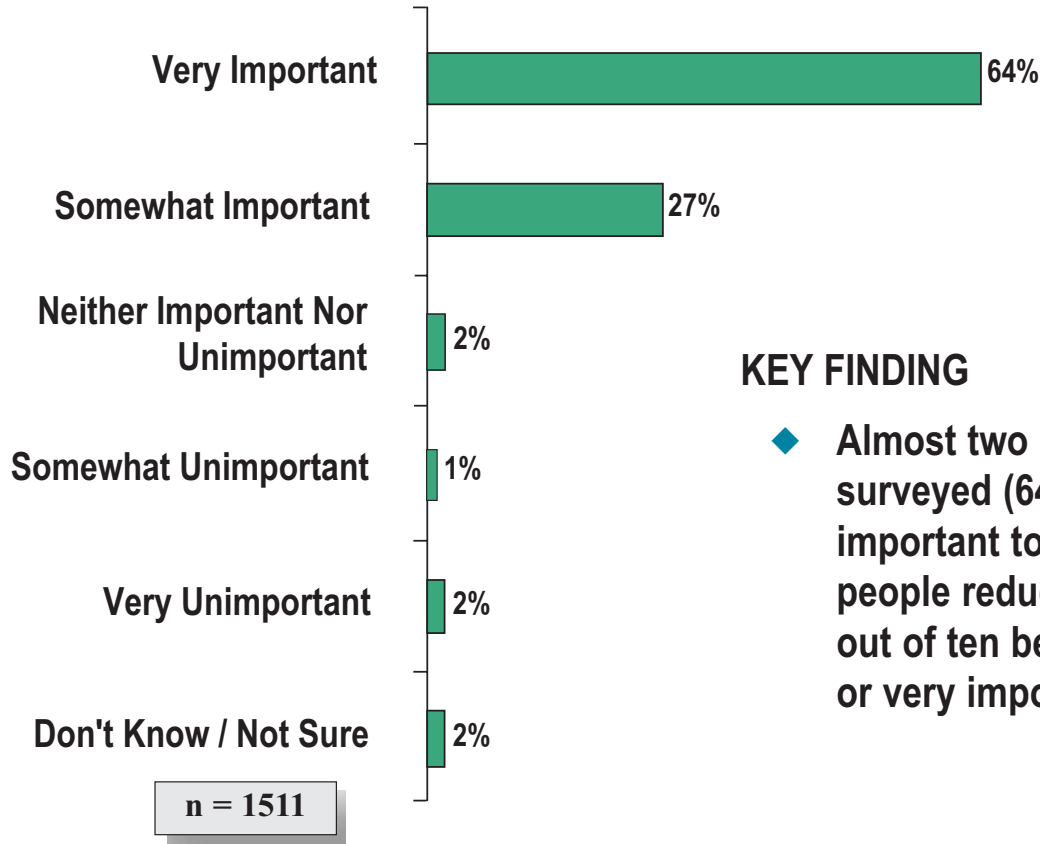
- ◆ Of those surveyed, 59% said they are willing to contribute \$1 or more per month to help to pay the utility bills of others.
- ◆ The chart at left shows how much more respondents said they are willing to pay monthly.



Q12. How much more, if anything would you be willing to pay per month above your current bill to help low income, elderly, and disabled customers and others who can't help themselves PAY their utility bills?



Importance Of Funding Programs To Reduce Utility Bills?



KEY FINDING

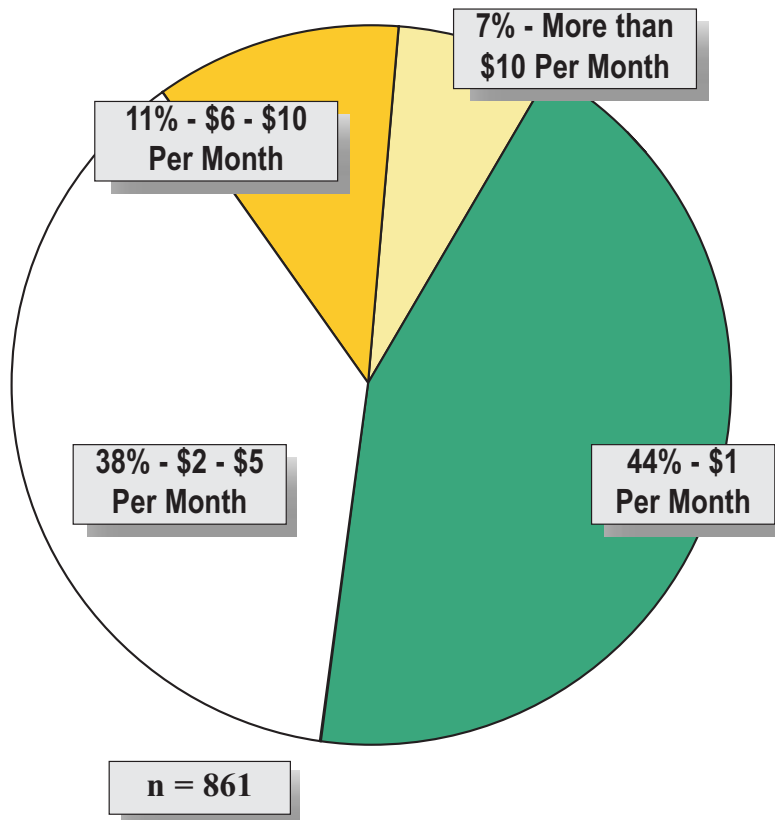
- ◆ Almost two out of three people surveyed (64%) believe that it is very important to fund programs to help people reduce their utility bills. Nine out of ten believe that it is somewhat or very important to meet this need.



Q13. How important is it that (state or city) fund programs to help poor families, the elderly, or disabled individuals REDUCE their utility bills through energy conservation?



Willingness To Help Others Conserve Energy?



KEY FINDINGS

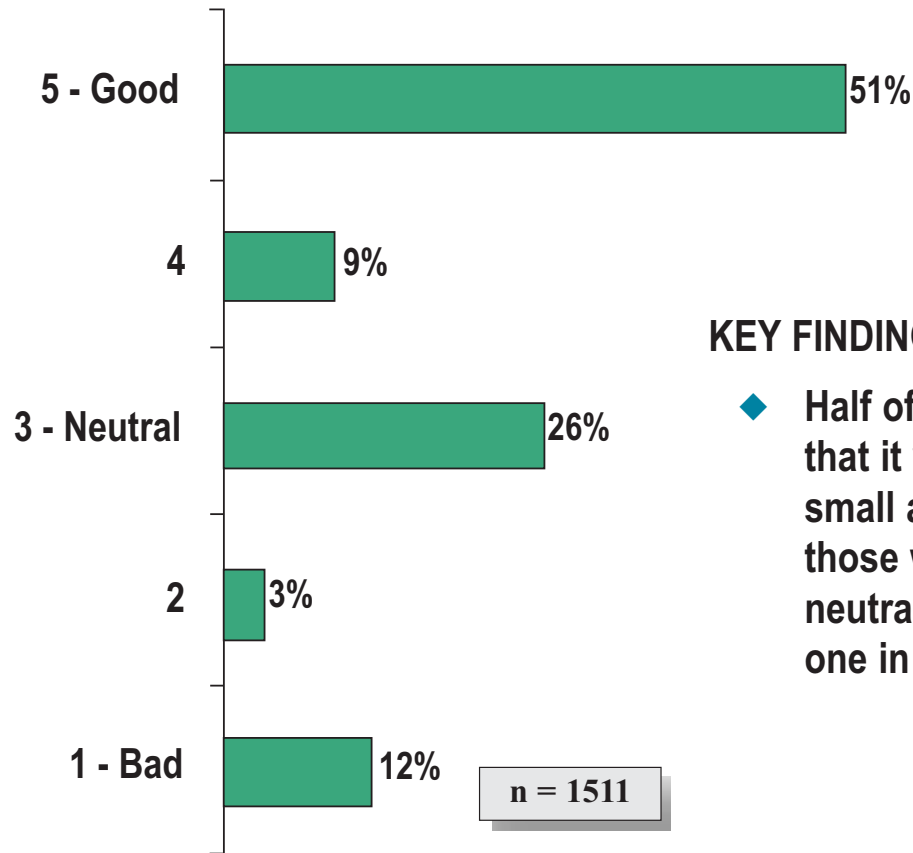
- ◆ Of those surveyed, 57% also said they are willing to contribute \$1 or more per month to help others conserve energy.
- ◆ The chart at left shows how much more respondents said they are willing to pay monthly.



Q14. How much more, if anything would you be willing to pay per month above your current bill to help conserve energy through better weatherization of the homes of low income, elderly, and disabled citizens who can't help themselves?



Collecting A Small Amount From All: Good Or Bad?



KEY FINDING

- ◆ Half of the people questioned (51%) believe that it would be a good idea to collect a small amount from all customers to assist those with hardships. One in four are neutral on this idea. Only little more than one in ten think that this is a bad idea.

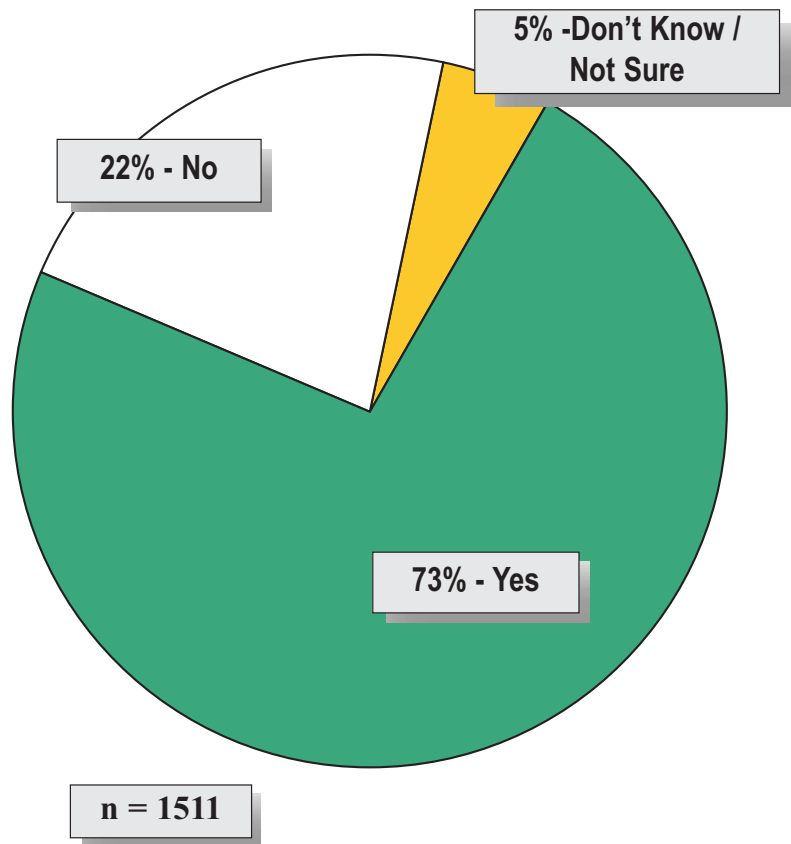
Note: Not asked in SE Texas



Q15. In some states, local utilities collect a small amount from all customers, to assist those with hardships. For example, the average customer pays an additional one-dollar per month to help those with legitimate need. On a scale of one to five where one is "bad," three is "neutral," and five is "good," how do you rate this idea?



Should Small And Large Businesses Participate?



KEY FINDING

- ◆ Almost three out of four people think that both small and large businesses as well as residential customers should be included if a program like this were to be enacted into law in the state or city where they live.



Q17. If a program like this were to be enacted into law, should small and large business customers be included in it as well as residential customers?

