

# 2011 GPL CUSTOMER SATISFACTION SURVEY REPORT

**March 2011**

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## 1. Introduction

Guyana Power & Light (GPL), the principal electric utility in Guyana, is a vertically integrated utility and is currently fully owned by the Government of Guyana. GPL's operation comprises generation, transmission and distribution. With the recent commissioning of the new 20.6 MW modern generating station at Kingston, GPL now has a total installed capacity of 163.47 MW.

GPL has embarked on a series of customer surveys (eight customer surveys in a two year period), to enable the organisation to obtain feedback from its customers on a regular basis. In this respect a contract was awarded to CEMCO Inc. to undertake the series of customer surveys. The first set of surveys (two surveys – GPL Customer Satisfaction Survey and GPL Call Centre survey) was completed in August and September 2010. This survey is part of the second set of surveys (two surveys – GPL Customer Satisfaction Survey and GPL Bill survey) which was completed in January and February 2011.

## 2. Objectives of the study

The primary objective of the 2011 January and February GPL Customer Satisfaction Survey is to measure customer satisfaction over the past six months. Specific objectives include:

- GPL customers satisfaction with services provided by GPL;
- GPL customers satisfaction with GPL's billing system;
- GPL customers belief that GPL gives value for money;
- GPL customers view of staff from GPL who they interact with;
- GPL customers satisfaction with services provided by GPL at their office;
- Other pertinent issues.

### 3. Research methodology

#### 3.1 Study Design

Data was collected from a representative sample of GPL customers using probability sampling. Concurrent surveys 3 and 4, were administered to the same target group, especially given the 3 month completion time frame for these surveys. There are benefits of administering both surveys to one target group (comparisons among survey groups possible, less field time etc).

**Table 1: Survey respondents by Region**

Region	Sample
<b>2</b>	50
<b>3</b>	48
<b>4</b>	192
<b>5</b>	19
<b>6</b>	80
<b>7</b>	11
<b>Total</b>	<b>400</b>

There are 135,884 (or 91.3%) Tariff A customers, 12,215 (or 8.2%) Tariff B customers, 349 (or 0.2%) Tariff C customers and 407 (or 0.3%) Tariff D customers. From this, the sample size per Tariff would be as given in line 3 in table 2 below for a 400 sample. However, one customer from Tariff C and one from Tariff D is not feasible so oversampling of these tariffs was done, as given in line 4 below.

**Table 2: Number of customers by Tariff in GPL database and sample**

	Tariff A	Tariff B	Tariff C	Tariff D	Total
<b>GPL Total</b>	<b>135,884</b>	<b>12,215</b>	<b>349</b>	<b>407</b>	<b>148,855</b>
% of Overall Total	91.3%	8.2%	0.2%	0.3%	100%
Sample -400 customers	365	33	1	1	400
<b>Suggested sample</b>	<b>345</b>	<b>33</b>	<b>10</b>	<b>12</b>	<b>400</b>

From the GPL database, Tariff C and D customers was selected at random on a geographic basis (regional basis). Interviewers selected samples of Tariff B customers as suggested by the Survey Coordinator.

Table 3 gives number of Tariff B, C and D Customers by region in the sample (including “Georgetown” and “Region 4 excluding Georgetown”).

**Table 3: Tariff B, C and D Customers by region in the sample**

Sample (Tariff B, C, D) by regions	Tariff B	Sample	Tariff C	Sample	Tariff D	Sample
<b>Regions 2, 3</b>	2,277	6	32	1	34	1
<b>Region 4</b>	7,192	20	261	8	326	10
<b>Georgetown</b>	4,329	12	188	6	235	7
<b>Region 4 excluding Georgetown</b>	2,863	8	73	2	91	3
<b>Regions 5,6</b>	2,297	6	48	1	36	1
<b>Region 7</b>	426	1	3	0	0	0
<b>Total</b>	12,192	33	344	10	396	12

As recommended by Power Planning Associates (PPA) in its report - Section 9.3.5 page 45, a two stage sampling design was used with coastal areas of Guyana stratified by location (GPL district). A number of GPL districts was randomly selected from a list of GPL districts and then a sample (select with randomization) from each selected district chosen. A list of districts selected by the Team Leader/Survey Coordinator was submitted to GPL for perusal and approval. Each team of Supervisor and interviewers received a list of GPL Districts to be visited and instructions on obtaining the sample from each selected

District. A systematic random sample of houses (residential customers) from each selected district was done and persons age 16 to 65 in seven regions (2, 3, 4, 5, 6 and 7) thus selected was interviewed. A separate sample from each selected district was taken of the other categories of GPL customers (commercial and industrial customers).

For each survey, a sample size of 400 was used as required by GPL (and recommended by previous study undertaken by PPA – to get a confidence of 96% and a precision of the results of about 5%). Thus, a sample size of 400 was used - 345 residential customers (Tariff A), 33 Tariff B, 10 Tariff C and 12 Tariff D. The study design includes the collection of both qualitative and quantitative data.

### **3.2 Questionnaires**

Questionnaires of moderate length – maximum four pages (in accordance with PPA report –Appendix 5 page 79) with multiple topics will be used for the collection of data for the surveys. PPA drafted the initial customer satisfaction questionnaire which was pretested and finalized by CEMCO in consultation with senior management of GPL.

The GPL Customer Satisfaction Survey questionnaire had two sections, a Demographic section and a Customer Satisfaction section. The demographic section contained questions on location, age, gender and type of respondent; the Customer Satisfaction section contained a variety of questions relating to customer satisfaction and all questions utilized a rating scale from 1 to 10.

The questionnaires were pre-tested in December 2010 and based on the results of the pretest, minor modifications were made to the questionnaires. For the final questionnaires, see Appendix C.

### **3.3 Fieldwork and processing**

A training manual was developed for use in training and distributed to all supervisors and enumerators to standardize data collection. Nine (9) enumerators were selected and each enumerator received a list of areas to visit. The field staff was trained and the field work commenced simultaneously in the various regions on Saturday 15<sup>th</sup> January, 2011. Data was collected through face to face interviews conducted by the trained enumerators. The Survey Coordinator provided overall supervision of the fieldwork.

All completed questionnaires were submitted by the enumerators and these forms were checked for omissions and errors then the data was entered using Microsoft Excel by a trained and experienced data entry operator. After data entry was completed, the tables were generated using Microsoft Excel 2007. The survey design was such that overall tables and by gender, location (urban/rural and by region) and by age groups could be generated and used. The results of the survey were analyzed and presented in this report.

## **4 Results**

### **4.1 Response Rates**

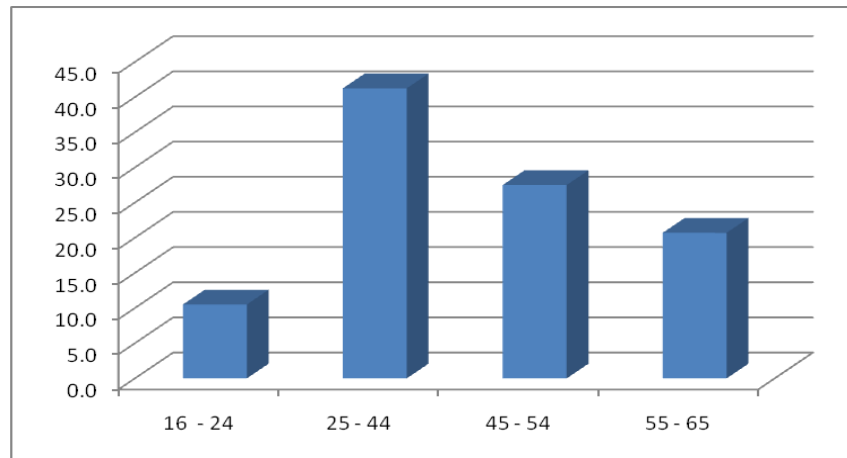
The goal was to interview four hundred respondents, eighteen persons declined to be interviewed giving a response rate of over ninety five percent. Enumerators conducted interviews in the regions they reside in and this (in addition to being trained) may have contributed to the high response rate.

### **4.2 Sample Characteristics**

The number of respondents in a region was relative to the GPL's customer database. Table 1 in the Appendix presents the distribution of respondents by gender, 46 % (184) of the 400 respondents male, 54 % (216) were female.

Table 2 presents the distribution of respondents by age, one respondent (aged between twenty five and sixty five) from each selected household was interviewed. 41% of respondents were in the 25 – 44 age group and 79 % of the respondents were aged 25 – 54. Figure 1 shows the percentage of respondents by age.

**Figure 1: Percentage of Respondents by Age**



32.5% of respondents were from an urban area (Georgetown, New Amsterdam or Rose Hall) and 67.5% were from rural areas. The Guyana 2002 Census results show Guyana has 28.5% of the population located in urban areas with the remaining 71.5% of the population in rural areas.

### **4.3 Customer Satisfaction**

A rating scale from 1 to 10 was used for each question, where for questions B1 to B12, “1” represents “Extremely Dissatisfied” and “10” represents “Extremely Satisfied” and for question B13 and B14 “1” represents “No familiarity” and “10” represents “Very familiar”.

The mean and standard deviation for each question for all 400 respondents was calculated, the dataset was divided into two – urban and rural – and the mean and standard deviation for each question calculated. The mean and standard deviation for each question for all female respondents and all male respondents was calculated. Similarly, the mean and standard deviation for each question for all Regions 2, 3 & 7 respondents, for all Region 4 respondents and all Regions 5 & 6 respondents was calculated. The mean and standard deviation for each question for all respondents aged 16 to 24, respondents aged 25 to 44, respondents aged 45 to 54 and respondents aged 55 to 65 was calculated.

Below is an analysis of the results by question. This report contains in the appendix, the current survey data (January and February 2011) and the previous survey data (August and September 2010). In the results section below, this is done in the table after each question. The analysis of the data in the results section refers **only** to the current survey (January and February 2011).

### **B.1 What is your general level of satisfaction with the services that GPL provide to you?**

	<b>B1 (September 2010)</b>	<b>B1 (January 2011)</b>
<b>Mean</b>	66	72
<b>Standard Deviation</b>	25	24

The mean response from all 400 respondents to question B1 was 7.2 (on a scale of 1 to 10) or 72 (on a scale of 1 to 100). The standard deviation for all 400 responses was 24, thus there was considerable variation in the data. All responses would be given using a scale of 1 to 100, since this is the second in a series of GPL customer satisfaction surveys and it would be better to observe changes using a scale of 1 to 100 rather than 1 to 10.

The mean response from all rural respondents (73) was slightly higher than the overall average response, whereas, the mean response from all urban respondents (69) was lower than the overall average response.

The mean response from all Regions 5 and 6 respondents (81) was substantially higher than the overall average response, the mean response from Regions 2, 3 and 7 respondents (69) and Region 4 (68) was lower than the overall average response.

The mean response from all residential respondents (72) was the same as the overall average response, whereas, the mean response from all commercial respondents (67) was lower than the overall average response.

The mean response from all male respondents (73) and female respondents (71) was similar to the overall average response.

Surprisingly, the mean response from all respondents aged 16 to 24 (76) and respondents aged 25 to 44 (73) was higher than the overall average response, the mean response from respondents aged 45 to 54 (69) and respondents aged 55 to 65 (69) was lower than the overall average response.

For all categories of respondents, there was considerable variation in the data.

### **B.2 How satisfied are you with GPL's efforts to keep blackouts to a minimum?**

	<b>B2 (September 2010)</b>	<b>B2 (January 2011)</b>
<b>Mean</b>	64	69
<b>Standard Deviation</b>	25	26

The mean response from all 400 respondents to question B2 was 69. The standard deviation for all 400 responses was 26 thus, there was considerable variation in the data.

The mean response from all rural respondents (68) was slightly lower than the overall average response, whereas, the mean response from all urban respondents (69) was the same as the overall average response.

The mean response from all Regions 5 and 6 respondents (79) was substantially higher than the overall average response, the mean response from Regions 2, 3 and 7 respondents (67) was slightly lower than the overall average response. However, Region 4 respondents' mean (64) was much lower than the overall average response.

The mean response from all residential respondents (69) was the same as the overall average response, whereas, the mean response from all commercial respondents (63) was much lower than the overall average response.

The mean response from all male respondents (69) was the same as the overall average response and female respondents (68) was similar to the overall average response.

The mean response from all respondents aged 25 to 44 (70) was slightly higher than the overall average response, the mean response from respondents aged 45 to 54 (66) and respondents aged 55 to 65 (65) was lower than the overall average response, the mean response from all respondents aged 16 to 24 (75) was much higher than the overall average response.

For all categories of respondents, there was considerable variation in the data.

**B.3 When there is a blackout, are you satisfied at how good are GPL at getting electricity going again?**

	<b>B3 (September 2010)</b>	<b>B3 (January 2011)</b>
<b>Mean</b>	64	68
<b>Standard Deviation</b>	25	25

The mean response from all 400 respondents to question B3 was 68. The standard deviation for all 400 responses was 25 thus, there was considerable variation in the data.

The mean response from all rural respondents (69) was slightly higher than the overall average response, whereas, the mean response from all urban respondents (66) was lower than the overall average response.

It should be noted the experience by consumers as related to blackouts would differ by region. The mean response from all Regions 5 and 6 respondents (81) was substantially higher than the overall average response, the mean response from Regions 2, 3 and 7 respondents (66) was lower than the overall average response. However, Region 4 respondents' mean (62) was much lower than the overall average response.

The mean response from all residential respondents (69) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (62) was much lower than the overall average response.

The mean response from all male respondents (68) and female respondents (68) was the same as the overall average response.

The mean response from all respondents aged 16 to 24 (69) and those aged 25 to 44 (69) was slightly higher than the overall average response, the mean response from respondents aged 45 to 54 (67) and respondents aged 55 to 65 (67) was slightly lower than the overall average response.

For all categories of respondents, there was considerable variation in the data.

**B.4 Are you satisfied that GP&L Bills are delivered with adequate time between delivery and payment due date?**

	<b>B4 (September 2010)</b>	<b>B4 (January 2011)</b>
<b>Mean</b>	64	72
<b>Standard Deviation</b>	31	27

The mean response from all 400 respondents to question B4 was 72. The standard deviation for all 400 responses was 27 thus, there was substantial variation in the data.

It should be noted the experience by consumers as related to delivery of bills may differ by region.

The mean response from all rural respondents (72) and the mean response from all urban respondents (72) were identical to the overall average response.

The mean response from all Regions 5 and 6 respondents (85) was substantially higher than the overall average response. However, Region 4 respondents' mean (68) and the mean response from Regions 2, 3 and 7 respondents (66) was much lower than the overall average response.

The mean response from all residential respondents (72) was identical to the overall average response, whereas, the mean response from all commercial respondents (69) was lower than the overall average response.

The mean response from all female respondents (73) and the mean response from all male respondents (71) were similar to the overall average response.

The mean response from all respondents aged 25 to 44 (72) was identical to the overall average response, whereas the mean response from all respondents aged 16 to 24 (73) was slightly higher than the overall average response, the mean response from respondents aged 45 to 54 (71) and the respondents aged 55 to 65 (71) was slightly lower than the overall average response.

For all categories of respondents, there was considerable variation in the data.

#### **B.5 How satisfied are you with understanding GPL's bills?**

	<b>B5 (September 2010)</b>	<b>B5 (January 2011)</b>
<b>Mean</b>	80	82
<b>Standard Deviation</b>	25	20

GPL has recently introduced a new Customer Information System, this has resulted in a new and improved format for the GPL bill.

The mean response from all 400 respondents to question B5 was 82. The standard deviation for all 400 responses was 20 thus there was substantial variation in the data. This question did not measure how often a consumer is asked to pay for electricity without receiving a bill but if the consumer is familiar with the process for paying your GPL bill even though you have not received a bill.

The mean response from all rural respondents (82) and the mean response from all urban respondents (82) were identical to the overall average response.

The mean response from all Regions 5 and 6 respondents (86) was substantially higher than the overall average response, whereas, the mean response from Regions 2, 3 and 7 respondents (81) and Region 4 respondents' mean (81) was slightly lower than the overall average response.

The mean response from all residential respondents (83) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (77) was lower than the overall average response.

The mean response from all female respondents (83) and the mean response from all male respondents (81) was similar to the overall average response.

The mean response from all respondents aged 16 to 24 (88) was much higher than the overall average response, whereas the mean response from all respondents aged 45 to 54 (79) was lower than the overall average response, the mean response from respondents aged 25 to 44 (83) and the respondents aged 55 to 65 (83) was slightly higher than the overall average response.

For all categories of respondents, there was considerable variation in the data.

**B.6 Are you satisfied that the electricity that you buy and the service that you receive from GPL are value for money?**

	<b>B6 (September 2010)</b>	<b>B6 (January 2011)</b>
<b>Mean</b>	64	68
<b>Standard Deviation</b>	29	25

This is an important question, as it deals with the customer's perception of receiving value for money for the electricity, they buy from GPL.

The mean response from all 400 respondents to question B6 was 68 indicating considerable satisfaction. The standard deviation for all 400 responses was 25, thus there was substantial variation in the data.

The mean response from all rural respondents (69) was slightly higher than the overall average response and the mean response from all urban respondents (66) was lower than the overall average response.

The mean response from all Regions 5 and 6 respondents (80) was substantially higher than the overall average response, whereas, the mean response from Regions 2, 3 and 7 respondents (64) and Region 4 respondents' mean (63) was lower than the overall average response.

The mean response from all residential respondents (69) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (58) was substantially lower than the overall average response.

The mean response from all female respondents (68) and the mean response from all male respondents (67) were slightly lower to the overall average response.

The mean response from all respondents aged 16 to 24 (73) and the mean response from all respondents aged 25 to 44 (71) were higher than the overall average response, whereas the mean response from respondents aged 45 to 54 (63) and respondents aged 55 to 65 (65) were lower than the overall average response.

For all categories of respondents, there was considerable variation in the data.

**B.7 Are you satisfied that when you have contact with GPL staff they are able to deal with the matter that you are raising with them to your satisfaction?**

	<b>B7 (September 2010)</b>	<b>B7 (January 2011)</b>
<b>Mean</b>	69	72
<b>Standard Deviation</b>	28	26

The mean response from all 400 respondents to question B7 was 72. The standard deviation for all 400 responses was 26, thus there was substantial variation in the data.

The mean response from all rural respondents (72) was identical to the overall average response, whereas the mean response from all urban respondents (70) was lower than the overall average response.

The mean response from all Regions 5 and 6 respondents (89) was substantially higher than the overall average response, whereas, the mean response from Regions 2, 3 and 7 respondents (64) was lower than the overall average response. However, Region 4 respondents' mean (67) was lower than the overall average response.

The mean response from all residential respondents (73) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (61) was much lower than the overall average response.

The mean response from all female respondents (73) and the mean response from all male respondents (71) were similar to the overall average response.

The mean response from all respondents aged 16 to 24 (76) was much higher than the overall average response and the mean response from respondents aged 25 to 44 (74) was higher than the overall average response, whereas, the mean response from all respondents aged 45 to 54 (70) was lower than the overall average response and the respondents aged 55 to 65 (66) was lower than the overall average response. The mean response for this question decreased by age group.

For all categories of respondents, there was considerable variation in the data.

**B.8 Are you satisfied that when you have contact with GPL staff that they are knowledgeable about the matter that you are raising with them?**

	<b>B8 (September 2010)</b>	<b>B8 (January 2011)</b>
<b>Mean</b>	75	74
<b>Standard Deviation</b>	25	23

The mean response from all 400 respondents to question B8 was 74. The standard deviation for all 400 responses was 23, thus there was substantial variation in the data.

The mean response from all rural respondents (75) and the mean response from all urban respondents (73) were similar to the overall average response.

The mean response from all Regions 5 and 6 respondents (91) was substantially higher than the overall average response, whereas, the mean response from Regions 2, 3 and 7 respondents (68) and Region 4 respondents' mean (69) was lower than the overall average response.

The mean response from all residential respondents (76) was higher than the overall average response, whereas, the mean response from all commercial respondents (63) was much lower than the overall average response.

The mean response from all female respondents (75) and the mean response from all male respondents (73) were similar to the overall average response.

The mean response from all respondents aged 16 to 24 (78) and the mean response from respondents aged 25 to 44 (77) was higher than the overall average response, whereas the respondents aged 45 to 54 (72) and the mean response from all respondents aged 55 to 65 (70) were lower than the overall average response.

For all categories of respondents, there was considerable variation in the data.

### **B.9 Are you satisfied with the friendliness and politeness of GPL staff ?**

The GPL staff would be different in the various regions and this would result in different experiences of customers interacting with them.

	<b>B9 (September 2010)</b>	<b>B9 (January 2011)</b>
<b>Mean</b>	74	76
<b>Standard Deviation</b>	25	24

The mean response from all 400 respondents to question B9 was 76. The standard deviation for all 400 responses was 24, thus there was substantial variation in the data.

The mean response from all rural respondents (77) was slightly higher than the overall average response, whereas the mean response from all urban respondents (73) was lower than the overall average response.

The mean response from all Regions 5 and 6 respondents (94) was substantially higher than the overall average response, whereas, the mean response from Regions 2, 3 and 7 respondents (71) and Region 4 respondents mean (69) was lower than the overall average response.

The mean response from all residential respondents (78) was higher than the overall average response, whereas, the mean response from all commercial respondents (63) was much lower than the overall average response.

The mean response from all female respondents (77) was slightly higher than the overall average response, whereas the mean response from all male respondents (76) was identical to the overall average response.

The mean response from all respondents aged 16 to 24 (81) was much higher than the overall average response, whereas, the mean response from respondents aged 25 to 44 (77) and the respondents aged 55 to 65 (77) was slightly higher than the overall average response, the mean response from all respondents aged 45 to 54 (73) was lower than the overall average response.

For all categories of respondents, there was considerable variation in the data.

**B.10 Are you satisfied with the amount of effort that GPL is making in seeking to prevent people from stealing electricity?**

The GPL staff would be different in the various regions and this would result in different experiences of customers interacting with them.

	<b>B10 (September 2010)</b>	<b>B10 (January 2011)</b>
<b>Mean</b>	69	71
<b>Standard Deviation</b>	25	23

The mean response from all 400 respondents to question B10 was 71. The standard deviation for all 400 responses was 23, thus there was substantial variation in the data.

The mean response from all rural respondents (72) was slightly higher than the overall average response, whereas the mean response from all urban respondents (68) was lower than the overall average response.

The mean response from all Regions 5 and 6 respondents (78) was substantially higher than the overall average response, whereas, the mean response from Regions 2, 3 and 7 respondents (71) was identical to the overall average response. However, Region 4 Respondents' mean (67) was lower than the overall average response.

The mean response from all residential respondents (72) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (62) was much lower than the overall average response.

The mean response from all female respondents (70) was similar to the overall average response and the mean response from all male respondents (71) was identical to the overall average response.

The mean response from all respondents aged 16 to 24 (80) was much higher than the overall average response, whereas, the mean response from respondents aged 25 to 44 (71) was identical to the overall average response. The respondents aged 45 to 54 (69) and respondents aged 55 to 65 (68) was lower than the overall average response.

For all categories of respondents, there was considerable variation in the data.

**B.11 If you have telephoned GPL recently how satisfied were you with the service provided by GPL?**

	<b>B11 (September 2010)</b>	<b>B11 (January 2011)</b>
<b>Mean</b>	69	69
<b>Standard Deviation</b>	26	23

The mean response from all 400 respondents to question B11 was 69. The standard deviation for all 400 responses was 23, thus there was substantial variation in the data.

The mean response from all rural respondents (67) was lower than the overall average response, whereas the mean response from all urban respondents (71) was higher than the overall average response.

The mean response from all Regions 5 and 6 respondents (86) was substantially higher than the overall average response, whereas, and Regions 2, 3 and 7 respondents (69) was identical to the overall average

response. However, Region 4 respondents' mean (62) was substantially lower than the overall average response.

The mean response from all residential respondents (70) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (61) was much lower than the overall average response.

The mean response from all female respondents (69) was identical to the overall average response, whereas, the mean response from all male respondents (68) were similar to the overall average response.

The mean response from all respondents aged 16 to 24 (73) and respondents aged 55 to 65 (71) was higher than the overall average response, whereas, the mean response from respondents aged 45 to 54 (67) and the respondents aged 25 to 44 (67) was lower than the overall average response.

For all categories of respondents, there was considerable variation in the data.

**B12. If you have visited GPL's offices recently how satisfied were you with the service provided by GPL?**

	<b>B12 (September 2010)</b>	<b>B12 (January 2011)</b>
<b>Mean</b>	74	73
<b>Standard Deviation</b>	24	24

The mean response from all 400 respondents to question B12 was 73. The standard deviation for all 400 responses was 24, thus there was substantial variation in the data.

The mean response from all rural respondents (73) and the mean response from all urban respondents (73) were identical to the overall average response.

The mean response from all Regions 5 and 6 respondents (94) was substantially higher than the overall average response and Regions 2, 3 and 7 respondents (71) was lower than the overall average response. However, Region 4 respondents' mean (62) was much lower than the overall average response.

The mean response from all residential respondents (75) was higher than the overall average response, whereas, the mean response from all commercial respondents (62) was much lower than the overall average response.

The mean response from all female respondents (73) and the mean response from all male respondents (73) were identical to the overall average response.

The mean response from all respondents aged 16 to 24 (80) was much higher than the overall average response. The respondents aged 25 to 44 (72) and respondents aged 45 to 54 (72) were similar to the overall average response. The mean response from all respondents aged 55 to 65 (73) was identical to the overall average response.

For all categories of respondents, there was considerable variation in the data.

**B.13 Are you familiar with the process for paying your GPL bill even though you have not received a bill?**

This question is to be answered by customers who *recently* telephoned GPL.

	<b>B13 (September 2010)</b>	<b>B13 (January 2011)</b>
<b>Mean</b>	69	64
<b>Standard Deviation</b>	32	31

The mean response from all 400 respondents to question B13 was 64. The standard deviation for all 400 responses was 31, thus there was substantial variation in the data.

The mean response from all rural respondents (58) was substantially lower than the overall average response, whereas the mean response from all urban respondents (76) was substantially higher than the overall average response.

The mean response from all Regions 5 and 6 respondents (58) and Regions 2, 3 and 7 respondents mean (51) was substantially lower than the overall average response and Region 4 respondents (74) were substantially higher than the overall average response.

The mean response from all residential respondents (65) was slightly higher than the overall average response, whereas, the mean response from all commercial respondents (55) was much lower than the overall average response.

The mean response from all female respondents (65) was slightly higher than the overall average response and the mean response from all male respondents (62) was lower to the overall average response.

The mean response from all respondents aged 16 to 24 (57) was much lower than the overall average response. The respondents aged 25 to 44 (64) was identical to the overall average response, whereas, and respondents aged 45 to 54 (67) was higher than the overall average response. The mean response from all respondents aged 55 to 65 (61) was lower than the overall average response.

For all categories of respondents, there was considerable variation in the data.

#### **B.14 How familiar are you with the pre paid electricity service?**

The prepaid meter electricity is a fairly new initiative of GPL.

This question is to be answered by customers who **recently** visited GPL's office.

	<b>B11 (September 2010)</b>	<b>B11 (January 2011)</b>
<b>Mean</b>	38	43
<b>Standard Deviation</b>	28	29

The mean response from all 400 respondents to question B12 was 43. The standard deviation for all 400 responses was 29, thus there was substantial variation in the data.

The mean response from all rural respondents (44) was slightly higher than the overall average response, whereas the mean response from all urban respondents (39) was lower than the overall average response.

The mean response from all Regions 5 and 6 respondents (26) was much lower than the overall average response, whereas, Regions 2, 3 and 7 respondents (40) were lower than the overall average response. However, Region 4 respondents' mean (53) was much higher than the overall average response.

The mean response from all residential respondents (42) was slightly lower than the overall average response, whereas, the mean response from all commercial respondents (48) was higher than the overall average response.



The mean response from all female respondents (43) and the mean response from all male respondents (43) were identical to the overall average response.

The mean response from all respondents aged 16 to 24 (47) was higher than the overall average response. The respondents aged 25 to 44 (43) was identical to the overall average response, whereas, and respondents aged 45 to 54 (44) was slightly higher than the overall average response. The mean response from all respondents aged 55 to 65 (39) was lower than the overall average response.

For all categories of respondents, there was considerable variation in the data.

**B.15 What are your reasons for the overall level of satisfaction that you have with the service that you receive from GPL?**

The comments were similar to those given below:

-  Improved supply of electricity has been received
-  GPL can improve some of its services

- ✚ My overall level of satisfaction is good. This company has to work with the resources available to them. So with limited resources the company is doing a good job
- ✚ Distribution of electricity on the coast of Guyana is good based on the funds available

**B.16 Do you think that GPL should do more to reduce blackouts and,**

**If so, what?**

The comments were similar to those given below:

- ✚ Increase manpower to remedy transformers
- ✚ Should have a blackout schedule
- ✚ Have improved generation
- ✚ Have standby generators

**B.17 How could GPL improve?**

The comments were similar to those given below:

- ✚ Giving business areas blackouts at nights and giving blackouts in the day to areas with mostly residences
- ✚ Have adequate supply of fuel
- ✚ They should give advance information on blackouts
- ✚ Setting up of hydropower as early as possible
- ✚ Have regular meetings with customers to find out problems in area

**B.18 Do you have any further comments about the service that you receive from GPL?**

The comments were similar to those given below:

- ✚ Be more prompt in issuing meters to new customers
- ✚ Work on hydropower as early as possible
- ✚ Inform customers when there will be blackouts and the durations
- ✚ Set up reward scheme to the public to catch those stealing electricity

It should be noted that many respondents made no comment.

## 5. Conclusion and Recommendations

Respondents were in general, fairly satisfied with the services provided by GPL, there was an increase in overall satisfaction now compared to the level obtained in the August 2010 survey. Similarly, respondents were in general, fairly satisfied that the electricity they buy and the services they receive from GPL are value for money, there was an increase in overall satisfaction for this now compared to the level obtained in the August 2010 survey. Notably, Region 4 and business customers were less satisfied whereas Regions 5 & 6 customers were very satisfied. GPL should be commended for providing little blackouts in December 2010 and taking initiatives to improve the level of satisfaction of their customers.

Respondents were still not so familiar with the prepaid meter (there was a modest increase in the proportion of customers who were familiar with the pre paid electricity services).

Based on the information obtained by this study, the following recommendations are made:

1. Seek to understand why satisfaction scores of Region 4 and business customers were less than the overall average mean GPL customer score and examine practical and feasible initiatives to address the issues of the Region 4 and business customers.
2. Examine current strategy for sensitizing the public about prepaid services and establish better ways to sensitize customers to its benefits, especially energy conservation and demand side management and most importantly, the operation of the prepaid services in a GPL customer home/business.
3. Sensitize GPL customers to steps taken by GPL to keep its rates stable even when oil prices have surged i.e. steps taken by GPL to subsidize rates when oil prices surged on the global markets.
4. Review survey results and examine ways GPL can improve in the short and long term.

5. Seek to improve customer services at the GPL offices by having adequate number of tellers, cashiers and customer service representatives to avoid lengthy waiting times by customers to do their transactions. Whenever there is an appreciable increase in the number of persons in a section of the office, more tellers, cashiers and customer service representatives should be asked to work in that section to reduce the waiting time of that section customers.

## APPENDICES

**Appendix A**                      **Tables**

**List of Tables**

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**Table 1: Gender of Respondents**

	Number	Percentage
Male	184	46%
Female	216	54%
<b>Total</b>	<b>400</b>	<b>100%</b>

**Table 2: Age of Respondents**

	Number	Percentage
16 -24	42	11 %
25 - 44	165	41 %
45 -54	110	28 %
55 -65	83	21 %
<b>Total</b>	<b>400</b>	<b>100%</b>

**Table 3: Urban/Rural composition of Respondents**

	Number	Percentage
Urban	130	32.5 %
Rural	270	67.5 %
<b>Total</b>	<b>400</b>	<b>100%</b>

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**Table 4: Questions B1 and B2 from GPL Customer Satisfaction Surveys**

		August 2010 (Survey 1)	January 2011 (Survey 2)	August 2010 (Survey 1)	January 2011 (Survey 2)
	(Scale of 1 to 100)	B1	B1	B2	B2
<b>All Respondents</b>	Mean	66	72	64	69
<b>All Respondents</b>	Standard Deviation	25	24	25	26
<b>Urban</b>	Mean	59	69	59	69
<b>Urban</b>	Standard Deviation	26	24	24	26
<b>Rural</b>	Mean	68	73	66	68
<b>Rural</b>	Standard Deviation	24	24	25	26
<b>Regions 2, 3 &amp; 7</b>	Mean	68	69	68	67
<b>Regions 2, 3 &amp; 7</b>	Standard Deviation	22	28	21	28
<b>Region 4</b>	Mean	58	68	57	64
<b>Region 4</b>	Standard Deviation	25	24	27	26
<b>Regions 5 &amp; 6</b>	Mean	80	81	76	79
<b>Regions 5 &amp; 6</b>	Standard Deviation	18	16	18	20
<b>Male</b>	Mean	67	73	65	69
<b>Male</b>	Standard Deviation	24	22	25	24
<b>Female</b>	Mean	65	71	64	68
<b>Female</b>	Standard Deviation	25	25	26	27
<b>16 – 24</b>	Mean	70	76	64	75
<b>16 – 24</b>	Standard Deviation	21	22	27	22
<b>25 – 44</b>	Mean	68	73	68	70
<b>25 – 44</b>	Standard Deviation	24	22	24	24
<b>45 – 54</b>	Mean	62	69	61	66
<b>45 – 54</b>	Standard Deviation	26	24	26	27
<b>55 – 65</b>	Mean	63	69	60	65
<b>55 – 65</b>	Standard Deviation	26	28	26	30
<b>Residential</b>	Mean	68	72	66	69
<b>Residential</b>	Standard Deviation	24	24	25	25
<b>Business</b>	Mean	54	67	53	63
<b>Business</b>	Standard Deviation	26	26	24	28

Table 5: Questions B3 and B4 from GPL Customer Satisfaction Surveys

		August 2010 (Survey 1)	January 2011 (Survey 2)	August 2010 (Survey 1)	January 2011 (Survey 2)
	(Scale of 1 to 100)	B3	B3	B4	B4
<b>All Respondents</b>	Mean	64	68	64	72
<b>All Respondents</b>	Standard Deviation	25	25	31	27
<b>Urban</b>	Mean	59	66	64	72
<b>Urban</b>	Standard Deviation	25	26	30	26
<b>Rural</b>	Mean	66	69	64	72
<b>Rural</b>	Standard Deviation	25	25	31	28
<b>Regions 2, 3 &amp; 7</b>	Mean	70	66	76	66
<b>Regions 2, 3 &amp; 7</b>	Standard Deviation	20	26	25	27
<b>Region 4</b>	Mean	56	62	53	68
<b>Region 4</b>	Standard Deviation	27	26	32	27
<b>Regions 5 &amp; 6</b>	Mean	77	81	78	85
<b>Regions 5 &amp; 6</b>	Standard Deviation	18	20	23	24
<b>Male</b>	Mean	64	68	69	71
<b>Male</b>	Standard Deviation	24	25	30	26
<b>Female</b>	Mean	65	68	62	73
<b>Female</b>	Standard Deviation	26	26	31	29
<b>16 – 24</b>	Mean	53	69	58	73
<b>16 – 24</b>	Standard Deviation	28	25	31	26
<b>25 – 44</b>	Mean	69	69	67	72
<b>25 – 44</b>	Standard Deviation	23	24	30	27
<b>45 – 54</b>	Mean	62	67	61	71
<b>45 – 54</b>	Standard Deviation	25	27	32	28
<b>55 – 65</b>	Mean	60	67	66	71
<b>55 – 65</b>	Standard Deviation	25	27	31	29
<b>Residential</b>	Mean	67	69	65	72
<b>Residential</b>	Standard Deviation	24	25	31	27
<b>Business</b>	Mean	47	62	5.9	69
<b>Business</b>	Standard Deviation	24	28	32	28

Table 6: Questions B5 and B6 from GPL Customer Satisfaction Surveys

		August 2010 (Survey 1)	January 2011 (Survey 2)	August 2010 (Survey 1)	January 2011 (Survey 2)
	(Scale of 1 to 100)	B5	B5	B6	B6
<b>All Respondents</b>	Mean	80	82	64	68
<b>All Respondents</b>	Standard Deviation	25	20	29	25
<b>Urban</b>	Mean	79	82	57	66
<b>Urban</b>	Standard Deviation	27	20	29	26
<b>Rural</b>	Mean	81	82	66	69
<b>Rural</b>	Standard Deviation	25	20	28	25
<b>Regions 2, 3 &amp; 7</b>	Mean	86	81	72	64
<b>Regions 2, 3 &amp; 7</b>	Standard Deviation	21	21	22	26
<b>Region 4</b>	Mean	73	81	51	63
<b>Region 4</b>	Standard Deviation	29	21	28	25
<b>Regions 5 &amp; 6</b>	Mean	90	86	83	80
<b>Regions 5 &amp; 6</b>	Standard Deviation	12	13	19	22
<b>Male</b>	Mean	84	81	66	67
<b>Male</b>	Standard Deviation	23	21	28	23
<b>Female</b>	Mean	78	83	62	68
<b>Female</b>	Standard Deviation	26	19	29	27
<b>16 – 24</b>	Mean	78	88	57	73
<b>16 – 24</b>	Standard Deviation	25	14	31	23
<b>25 – 44</b>	Mean	82	83	65	71
<b>25 – 44</b>	Standard Deviation	25	19	28	25
<b>45 – 54</b>	Mean	78	79	61	63
<b>45 – 54</b>	Standard Deviation	25	22	28	24
<b>55 – 65</b>	Mean	81	83	66	65
<b>55 – 65</b>	Standard Deviation	25	20	29	27
<b>Residential</b>	Mean	8.2	83	6.6	69
<b>Residential</b>	Standard Deviation	2.4	19	2.8	26
<b>Business</b>	Mean	6.9	77	5.1	58
<b>Business</b>	Standard Deviation	3.1	25	2.6	22

Table 7: Questions B7 and B8 from GPL Customer Satisfaction Surveys

		August 2010 (Survey 1)	January 2011 (Survey 2)	August 2010 (Survey 1)	January 2011 (Survey 2)
	(Scale of 1 to 100)	B7	B7	B8	B8
All Respondents	Mean	69	72	75	74
All Respondents	Standard Deviation	28	26	25	23
Urban	Mean	58	70	65	73
Urban	Standard Deviation	31	26	29	24
Rural	Mean	73	72	78	75
Rural	Standard Deviation	26	26	23	23
Regions 2, 3 & 7	Mean	77	64	85	68
Regions 2, 3 & 7	Standard Deviation	23	24	21	21
Region 4	Mean	57	67	63	69
Region 4	Standard Deviation	29	25	27	24
Regions 5 & 6	Mean	83	89	88	91
Regions 5 & 6	Standard Deviation	23	20	14	15
Male	Mean	70	71	79	73
Male	Standard Deviation	28	25	23	22
Female	Mean	68	73	73	75
Female	Standard Deviation	28	27	27	25
16 – 24	Mean	66	76	70	78
16 – 24	Standard Deviation	25	23	23	19
25 – 44	Mean	68	74	76	77
25 – 44	Standard Deviation	29	26	25	24
45 – 54	Mean	68	70	71	72
45 – 54	Standard Deviation	28	25	27	25
55 – 65	Mean	75	66	80	70
55 – 65	Standard Deviation	27	26	22	22
Residential	Mean	7.2	73	7.7	76
Residential	Standard Deviation	2.7	25	2.4	22
Business	Mean	5.2	61	6.4	63
Business	Standard Deviation	3.1	28	3.0	26

Table 8: Questions B9 and B10 from GPL Customer Satisfaction Surveys

		August 2010 (Survey 1)	January 2011 (Survey 2)	August 2010 (Survey 1)	January 2011 (Survey 2)
	(Scale of 1 to 100)	B9	B9	B10	B10
All Respondents	Mean	75	76	69	71
All Respondents	Standard Deviation	25	24	25	23
Urban	Mean	65	73	64	68
Urban	Standard Deviation	29	27	27	24
Rural	Mean	78	77	71	72
Rural	Standard Deviation	23	22	24	23
Regions 2, 3 & 7	Mean	85	71	77	71
Regions 2, 3 & 7	Standard Deviation	21	21	22	26
Region 4	Mean	63	69	61	67
Region 4	Standard Deviation	27	25	27	24
Regions 5 & 6	Mean	88	94	78	78
Regions 5 & 6	Standard Deviation	14	13	18	16
Male	Mean	79	77	70	71
Male	Standard Deviation	23	21	24	23
Female	Mean	73	76	68	70
Female	Standard Deviation	27	26	26	24
16 – 24	Mean	70	81	61	80
16 – 24	Standard Deviation	23	19	27	19
25 – 44	Mean	76	77	72	71
25 – 44	Standard Deviation	25	25	24	22
45 – 54	Mean	71	73	65	69
45 – 54	Standard Deviation	27	25	26	23
55 – 65	Mean	80	77	71	68
55 – 65	Standard Deviation	22	23	24	26
Residential	Mean	7.7	78	7.2	72
Residential	Standard Deviation	2.4	23	2.3	23
Business	Mean	6.4	63	5.3	62
Business	Standard Deviation	3.0	26	2.8	23

Table 9: Questions B11 and B12 from GPL Customer Satisfaction Surveys

		August 2010 (Survey 1)	January 2011 (Survey 2)	August 2010 (Survey 1)	January 2011 (Survey 2)
	(Scale of 1 to 100)	B11	B11	B12	B12
All Respondents	Mean	69	69	74	73
All Respondents	Standard Deviation	26	23	24	24
Urban	Mean	58	71	69	73
Urban	Standard Deviation	28	25	27	27
Rural	Mean	71	67	76	73
Rural	Standard Deviation	25	22	23	23
Regions 2, 3 & 7	Mean	79	69	79	71
Regions 2, 3 & 7	Standard Deviation	23	21	23	22
Region 4	Mean	55	62	64	62
Region 4	Standard Deviation	26	23	26	24
Regions 5 & 6	Mean	80	86	85	94
Regions 5 & 6	Standard Deviation	14	17	14	11
Male	Mean	68	68	75	73
Male	Standard Deviation	27	22	25	22
Female	Mean	69	69	74	73
Female	Standard Deviation	26	24	23	26
16 – 24	Mean	69	73	72	80
16 – 24	Standard Deviation	26	18	21	18
25 – 44	Mean	70	67	75	72
25 – 44	Standard Deviation	26	23	23	25
45 – 54	Mean	67	67	74	72
45 – 54	Standard Deviation	26	24	25	25
55 – 65	Mean	68	71	76	73
55 – 65	Standard Deviation	27	23	26	25
Residential	Mean	7.2	70	7.7	75
Residential	Standard Deviation	2.4	23	2.2	24
Business	Mean	5.7	61	6.1	62
Business	Standard Deviation	3.0	23	2.9	26

Table 10: Questions B13 and B14 from GPL Customer Satisfaction Surveys

		August 2010 (Survey 1)	January 2011 (Survey 2)	August 2010 (Survey 1)	January 2011 (Survey 2)
	(Scale of 1 to 100)	B13	B13	B14	B14
All Respondents	Mean	69	64	38	43
All Respondents	Standard Deviation	32	31	28	29
Urban	Mean	70	76	43	39
Urban	Standard Deviation	35	25	32	29
Rural	Mean	69	58	37	44
Rural	Standard Deviation	32	32	26	29
Regions 2, 3 & 7	Mean	64	51	34	40
Regions 2, 3 & 7	Standard Deviation	36	36	29	32
Region 4	Mean	69	74	47	53
Region 4	Standard Deviation	33	27	27	28
Regions 5 & 6	Mean	74	58	25	26
Regions 5 & 6	Standard Deviation	27	26	19	19
Male	Mean	65	62	36	43
Male	Standard Deviation	34	33	26	28
Female	Mean	71	65	40	43
Female	Standard Deviation	31	29	28	30
16 – 24	Mean	71	57	50	47
16 – 24	Standard Deviation	25	30	32	29
25 – 44	Mean	71	64	38	43
25 – 44	Standard Deviation	33	31	27	28
45 – 54	Mean	67	67	39	44
45 – 54	Standard Deviation	33	31	28	29
55 – 65	Mean	68	61	35	39
55 – 65	Standard Deviation	33	32	27	30
Residential	Mean	7.1	65	3.8	42
Residential	Standard Deviation	3.2	31	2.7	29
Business	Mean	5.8	55	4.3	48
Business	Standard Deviation	3.3	31	2.8	28

**Appendix B GPL Customer Surveys Sample Design**

For each survey, a sample size of 400 would be used as required by GPL (and recommended by previous studies undertaken by PPA – to get a level of confidence of 95% and a precision of the results of about 5%).

As recommended by PPA in its report - Section 9.3.5 page 45, a two stage sampling design would be used with coastal areas of Guyana stratified by location (GPL area), a number of GPL areas would be randomly selected from a list of GPL areas and then a sample (select with randomisation) from each selected area chosen.

Information from GPL Database

Below are the number of GPL customers, and percentages by Tariff.

<b>ALL CUSTOMERS</b>									
	<b>Tariff A</b>		<b>Tariff B</b>		<b>Tariff C</b>		<b>Tariff D</b>		<b>Total</b>
<b>GT</b>	24,742	18%	4,329	35%	188	54%	235	58%	
<b>Region 4 excluding GT</b>	42,921	32%	2,863	23%	73	21%	91	22%	
<b>Region 3</b>	21,228	16%	1,270	10%	23	7%	14	3%	
<b>Region 7</b>	1,669	1%	426	3%	3	1%	0	0%	
<b>Region 2</b>	9,537	7%	1,007	8%	9	3%	20	5%	
<b>Region 5</b>	9,528	7%	678	6%	14	4%	11	3%	
<b>Region 6</b>	26,259	19%	1,619	13%	34	10%	25	6%	
<b>No name</b>	0	0%	23	0%	5	1%	11	3%	
<b>Coordinator</b>									
<b>Total</b>	<b>135,848</b>	<b>100%</b>	<b>12,215</b>	<b>100%</b>	<b>349</b>	<b>100%</b>	<b>407</b>	<b>100%</b>	<b>148,855</b>
<b>GPL Total</b>	<b>135,884</b>	<b>100%</b>	<b>12,215</b>	<b>100%</b>	<b>349</b>	<b>100%</b>	<b>407</b>	<b>100%</b>	<b>148,855</b>

There are 135,884 (or 91.3%) Tariff A customers, 12,215 (or 8.2%) Tariff B customers, 349 (or 0.2%) Tariff C customers and 407 (or 0.3%) Tariff D customers. From this, the sample size per Tariff would be as given

in line 3 below for a 400 sample. However, one customer from Tariff C and one from Tariff D is not feasible so oversampling of these tariffs were done, as given in line 4 below.

	<b>Tariff A</b>	<b>Tariff B</b>	<b>Tariff C</b>	<b>Tariff D</b>	<b>Total</b>
<b>GPL Total</b>	<b>135,884</b>	<b>12215</b>	<b>349</b>	<b>407</b>	<b>148,855</b>
% of Overall Total	91.3%	8.2%	0.2%	0.3%	100%
Sample -400 customers	365	33	1	1	400
<b>Suggested sample</b>	<b>345</b>	<b>33</b>	<b>10</b>	<b>12</b>	<b>400</b>

Sampling with probability proportional to size (pps) – the larger the geographic area the bigger the sample – would be done, a systematic pps sampling with geographic arrangement of the sampling frame would be done to achieve implicit stratification.

A two stage sampling design would be used with coastal areas of Guyana (Regions 2, 3, 4, 5, 6 and 7) stratified by location (GPL area), a number of GPL areas would be randomly selected as outlined above from a list of GPL areas and then a sample (select with randomisation) from each selected area chosen. A list of areas selected by the Team Leader is submitted to GPL for perusal and approval.

There are 71 GPL areas (Area 10 –Area 80) with similar number of Tariff A customers in each. A random number was selected between 1 and 4 using Microsoft Excel and 3 was chosen, thus area 3 (corresponding to GPL area 12) was the first area selected and then systematically every 4<sup>th</sup> area thereafter:

12, 12 + 4 = 16<sup>th</sup> area, 16+ 4 = 20<sup>th</sup> area, ... , 75 + 4 = 79<sup>th</sup> area.

Thus 19 areas were selected in the first stage of sampling as given on the next page. This information is being used to select a representative sample using smaller areas that interviewers could enumerate.

Using the tariff totals and adjusting because we need to enumerate Bartica (sample size 11) and Leguan (sample size 9) which were not selected in the sample, the sample sizes were obtained and the regional proportions in the sample (next page) is the same as regional totals in the population (GPL database of tariff A customers), given in table below:

<b>Percentage by regions</b>	<b>Tariff A</b>	<b>%</b>
<b>Regions 2, 3</b>	30765	23%
<b>Region 4</b>	67,663	50%
<b>Regions 5,6</b>	35,787	26%
<b>Region 7</b>	1,669	1%
<b>Total</b>	135,884	100%

Description of areas selected in sample (Tariff A – Residential Customers)	Sample Size
BOURDA,LACYTOWN,ROBBSTOWN,NEWTOWN	10
LA PENITENCE,LAING AVENUE,CASTELLO H/SCHEME	10
SOUTH R/VELDT PARK	13
C/VILLE,BLYGEZIGHT,BEL AIR GDNS.,BEL AIR SPRINGS,PRASHADNAGAR,LAMAHA GARDENS	34
CRAIG, FRIENDSHIP, SOESDYKE	30
SUCCESS,CHATEAU MARGOT,LA BONNE INTENTION,VRYHEID'S LUSTH/SCHEME,BETERVERWAGTING,TRIUMPH	31
HASLINGTON,GOLDEN GROVE,NABACLIS,COVE&JOHN,CRAIG MILL,VICTORIA,BELFIELD,NOOT-EN-ZUIL,LOWLANDS,HOPE,DOUCHFOUR,TWO FRIENDS,ANN'S GROVE	27
GOED INTENT TO PLANTATION VRIESLAND	18
GOOD SUCCESS, SANS SOUCI,BELLE PLAINE,SARAH,FRIENDSHIP,ZEELANDIA,ARTHURVILLE,MARIA JOHANNA	15
CHARITY,POMEROON,NEW ROAD,SOMERSET&BERKS,MARIA'S DELIGHT,ANDREWS,BETTER SUCCESS,WESTBURG,DARTMOUTH,WALTON HALL,DEVONSHIRE CASTLE,HAMPTON COURT	26
MARIA'S LODGE,SUDDIE,ONDERNEEMING,ADVENTURE,AIRY HALL,RIVERTOWN,POMONA,HUIST DIEREN,MIDDLESEX,VILVORDEN,FAIRFIELD,DRYSHORE,AURORA,GOOD INTENT,GOOD HOPE,SUPENAAM	22
ROSIGNOL,SHIELDSTOWN,BLAIRMONT,ITACA VILLAGE	17
STRAND-LAD LANE TO PHILADELPHIA STREET/SANDFOORT	15
#7 VILLAGE TO #23 VILLAGE,COURTLAND, FYRISH, KILCOY, ALBION, SAND REEF, CHESNEY/ KILCOY SOUTH, CHESNEY/KILROY NORTH	20

PORTUGESE QUART.,PORT MOURANT,ANKERVILLE,RESOURCE	10
#41 TO #43 VILLAGE,#44 TO #50 VILLAGE,#51 TO #57 VILLAGE	14
#79 VILLAGE,SKELDON,GANGARAM	15
LEGUAN	9
BARTICA	11
<b>Total sample size</b>	<b>345</b>

Each team of Supervisor and interviewers will receive a list of GPL areas to be visited and instructions on obtaining the sample from each selected area. A systematic random sample of houses (residential customers) from each selected area would be done and persons age 16 to 65 in seven regions (2, 3, 4, 5, 6 and 7) thus selected will be interviewed. A separate sample from each selected area would be taken of the other categories of GPL customers – commercial (Tariff B and Tariff C) and industrial customers (Tariff D). Two Supervisors and nine Interviewers will participate in the data collection.

Tariff B, C and D Customers

Below is the regional breakdown of Tariff B, C and D Customers, the no name data was not included in this table so there is a slight difference in totals. The regional sample distribution is given below.

Percentage by regions	Tariff A	%	Tariff B	%	Tariff C	%	Tariff D	%
Regions 2, 3	30,765	23%	2,277	19%	32	9%	34	9%
Region 4	67,663	50%	7,192	59%	261	76%	326	82%
Regions 5,6	35,787	26%	2,297	19%	48	14%	36	9%
Region 7	1,669	1%	426	3%	3	1%	0	0%
<b>Total</b>	135,884	100%	12,192	100%	344	100%	396	100%

From the GPL database, Tariff C and D customers will be selected at random on a geographic basis (regional basis). Interviewers would be given samples of Tariff B customers and would select samples as suggested by the Survey Coordinator.

Table below give number of Tariff B, C and D Customers by region in the sample (including “Georgetown” and “Region 4 excluding Georgetown”).

<b>Sample (Tariff B, C, D) by regions</b>	<b>Tariff B</b>	<b>Sample</b>	<b>Tariff C</b>	<b>Sample</b>	<b>Tariff D</b>	<b>Sample</b>
<b>Regions 2, 3</b>	2,277	6	32	1	34	1
<b>Region 4</b>	7,192	20	261	8	326	10
<b>Regions 5,6</b>	2,297	6	48	1	36	1
<b>Georgetown</b>	4,329	12	188	6	235	7
<b>Region 4 excluding Georgetown</b>	2,863	8	73	2	91	3
<b>Region 7</b>	426	1	3	0	0	0
<b>Total</b>	12,192	33	344	10	396	12

**Appendix C Questionnaire**

**CUSTOMER SATISFACTION SURVEY**

Questionnaire No. \_\_\_\_\_

Interviewer \_\_\_\_\_

Date \_\_\_\_\_

Supervisor \_\_\_\_\_

Date \_\_\_\_\_

Data Entry \_\_\_\_\_

Date \_\_\_\_\_

*Hello Customer,*

*I am carrying out a survey for GPL. Electricity is provided to you by GPL and the company wants to know more about whether customers are satisfied with the services that it is providing so that it can find ways of improving them. You have been randomly selected to help us with this and we would be grateful for your assistance. Your responses will be confidential and not communicated to the company.*

*Please could you answer the following questions?*

<b>Section B (Customer Satisfaction)</b>	Extremely satisfied	Extremely dissatisfied
--	------------------------	---------------------------

**Section A**

**(Demographics)**

A.1 **Respondent's Initials** \_\_\_\_\_

A.2 **Respondent's Address** \_\_\_\_\_

A.3 (Do not ask) **GPL Area No.** \_\_\_\_      Urban .....1      Rural .....2

A.4 (Do not ask) **Region** \_\_\_\_\_

A.5 (Do not Ask) **Gender**    Male ..... 1                      Female ..... 2

A.6 **Type of Respondent**    Residential.....1              Commercial .....2              Industrial .....3

A.7 **What was your age last birthday?**  
     16 – 24 ...1              25 – 44...2              45 – 54 ...3              55 – 65 ...4

Questions										
	10	9	8	7	6	5	4	3	2	1
B.1 What is your general level of satisfaction with the services that GPL provide										
B.2 How satisfied are you with GPL's efforts to keep blackouts to a minimum?										
B.3 When there is a blackout are you satisfied at how good are GPL at getting										
B.4 Are you satisfied that GP&L Bills are delivered with adequate time between										
B.5 How satisfied are you with understanding GPL's bills?										
B.6 Are you satisfied that the electricity that you buy and the service that you value for money?										
B.7 Are you satisfied that when you have contact with GPL staff they are able to that you are raising with them to your satisfaction?										
B.8 Are you satisfied that when you have contact with GPL staff that they are matter that you are raising with them?										
B.9 Are you satisfied with the friendliness and politeness of GPL staff when you them?										
B.10 Are you satisfied with the amount of effort that GPL is making in seeking to stealing electricity?										
B.11 If you have telephoned GPL recently how satisfied were you with the service provided by GPL?										
B.12 If you have visited GPL's offices recently how satisfied were you with the GPL?										

Section B (Customer Satisfaction) Questions	Completely familiar					Completely unfamiliar				
	10	9	8	7	6	5	4	3	2	1
B.13 How familiar are you with paying your bill even though you										
B14. How familiar are you with the pre paid electricity service?										

B.15 What are your reasons for the overall level of satisfaction that you have with the service that you receive from GPL?	
B.16 Do you think that GPL should do more to reduce blackouts and, If so, what?	
B.17 How could GPL improve?	
B.18 Do you have any further comments about the service that you receive from GPL?	
The Survey Coordinator would like to contact some of the respondents to find out how well the interview was done. Could you tell me your phone number:	
<b>***Thank you for taking the time to answer these questions***</b>	

***Appendix D: Training Manual***

**2011 GPL Customer Survey**

**Training Manual**

**January 2011**

**INSTRUCTIONS FOR INTERVIEWERS**

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## HOW TO HANDLE AN INTERVIEW

Conduct yourself in a relaxed informal way, but be thorough. Use the questionnaire carefully.

- Ensure that you understand the exact purpose of each question. This will help you to know if the responses you are receiving are adequate.
- Ask the questions exactly as they are written. Even small changes in wording can alter the meaning of a question.
- Ask the questions in the same order as they are given on the questionnaire.
- Ask all the questions, (unless there is a skip pattern) even if the respondent answers two questions at once. You can explain that you must ask each question individually, or say “Just so that I am sure...” or “Just to refresh my memory...”, and then ask the question.
- Help your respondents to feel comfortable, but make sure you do not suggest answers to your questions.
- Do not leave a question unanswered unless you have been instructed to skip the question. Questions left blank are difficult to deal with later. In the office it may look as though you forgot to ask the question. Always write in 0 when a zero answer is given.
- Record answers immediately. Check the whole questionnaire before you leave the household to be sure it is completed correctly.
- Thank the respondent for his (or her) cooperation. Remember the survey schedule and do not stay and talk for too long. Do **not** ask personal questions e.g. person’s marital status etc.

## General Points

- *Dress neatly.*
- *Gain rapport with the respondent.*
- *Probe for adequate responses.*

## GPL Customer Satisfaction Survey

### How to Fill In the Questionnaire

Read introduction (Hello Customer ... following questions) to respondent at start of interview.

Do not write anything on space after questionnaire number, the survey coordinator will use this space.

### Section A: Demographics

Q. A.1 Write the Respondents Initials e.g. M.S. or R.K.

Q.A.2 Write the Respondent's Address e.g. 12 Alexander Street, Kitty

*Do not ask Questions A.3, A.4 or A.5.*

Q.A.3 Use List Provided for Area No. Circle 1 if the area is "Urban" and circle 2 if the area is 'Rural'.  
Urban areas – Georgetown, Linden, New Amsterdam, Rose Hall, Corriverton and Anna Regina.

Q.A.4 Write Region Number e.g. 2, 5 or 6.

Q. A.5 Circle 1 if the answer is "Male". If the answer is "Female" circle 2.

Q.A.6 There are three types of GPL customers. The two types you are enumerating are:

- Residential Customers
- (Small) Business Customers

Q.A.7 Obtain the respondent's age in completed years, that is, his/her age at his/her last birthday and circle appropriate category e.g. If respondent is 38 years you should circle 2.

## Section B: Customer Satisfaction

For questions B.1 to B.4, B.6 to B.11 and B.13 and B.14, read respondent instructions “Please give a rating between 1 to 10, where “1” represents “Extremely Dissatisfied” and “10” represents “Extremely Satisfied” and explain this to the respondent, ensuring that the respondent understands the instructions.

- B.1 **Tick** appropriate column, tick a single column.
- B.2 **Tick** appropriate column, tick a single column.
- B.3 **Tick** appropriate column, tick a single column.
- B.4 **Tick** appropriate column, tick a single column.
- B.5 **Tick** appropriate column, tick a single column.
- B.6 **Tick** appropriate column, tick a single column.
- B.7 **Tick** appropriate column, tick a single column.
- B.8 **Tick** appropriate column, tick a single column.
- B.9 **Tick** appropriate column, tick a single column.
- B.10 **Tick** appropriate column, tick a single column.
- B.11 **Tick** appropriate column, tick a single column.
- B.12 **Tick** appropriate column, tick a single column.
- B.13 The rating scale here is 1 represents “No familiarity” and 10 represents “Very familiar”. Explain this to respondents. **Tick** appropriate column, tick a single column.
- B.14 The rating scale here is 1 represents “No familiarity” and 10 represents “Very familiar”. Explain this to respondents. **Tick** appropriate column, tick a single column.
- B.15 Listen to response, summarise and write answer.
- B.16 Listen to response, summarise and write answer. This question has two parts.
- B.17 Listen to response, summarise and write answer.
- B.18 Listen to response, summarise and write answer.

**Appendix E**                      **List of Personnel involved in the survey**

**Principal**

Raymond Latchmansingh

**Survey Coordinator/Team Leader**

C. Rajcoomar Narine

**Enumerators**

Yunika Baird

Farouk Baksh

Latecia John

Dwayne Loncke

Demallea Perrier

Eugene Perrier

Narain Ramjit

Parasram Sookdeo

Lester Valentine

**Data Entry**

Teina Narine

**GPL Managerial Staff**

Renford Homer

**Administrative Support**

Berlinda Persaud

Nadia Persaud