

CIAC Customer Survey
July 1998

Contribution In Aid of Construction Survey

July, 1998

Summary of Research Results

CIAC Research

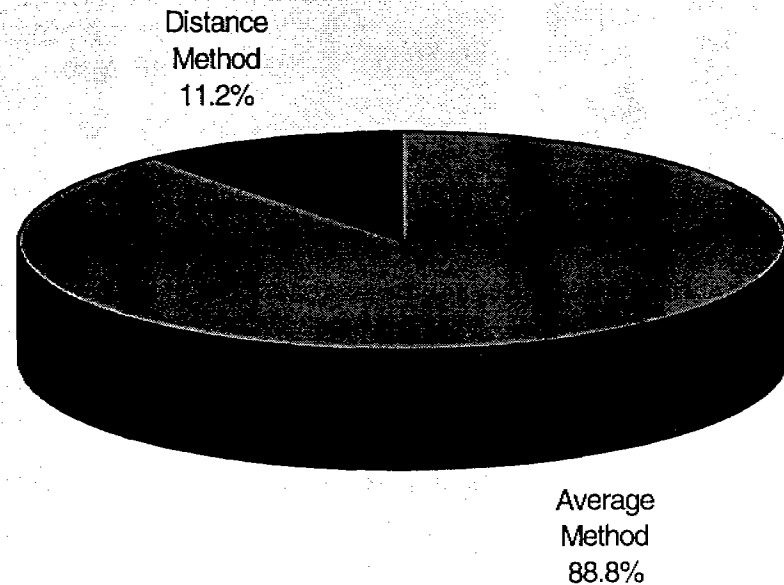
- Mail survey
- Surveys mailed to 1400 leaseholders of provincial crown land; 93% of which own cottages
- 726 responses received
- Sampling error: $\pm 3.6\%$
- 95% confidence interval

Highlights of CIAC Customer Survey:

- Customers prefer the Average Method over the Distance Method for CIAC calculations.
- Customers have very little knowledge of why a CIAC contribution is required or the particulars of the current policy.
- Customers would like to know more about the CIAC policy.

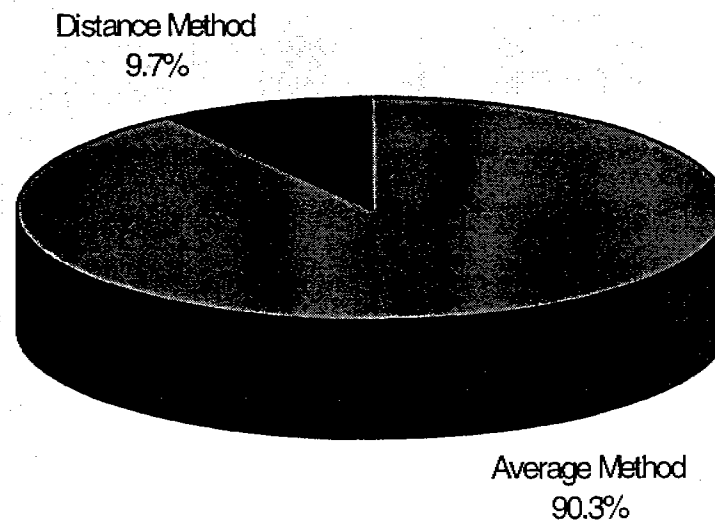
Question 1:

In your opinion which method
should be used to calculate the
CIAC charge?



Question 2:

In your opinion which method
will result in more cabin owners
opting for electrical service
hook-up?

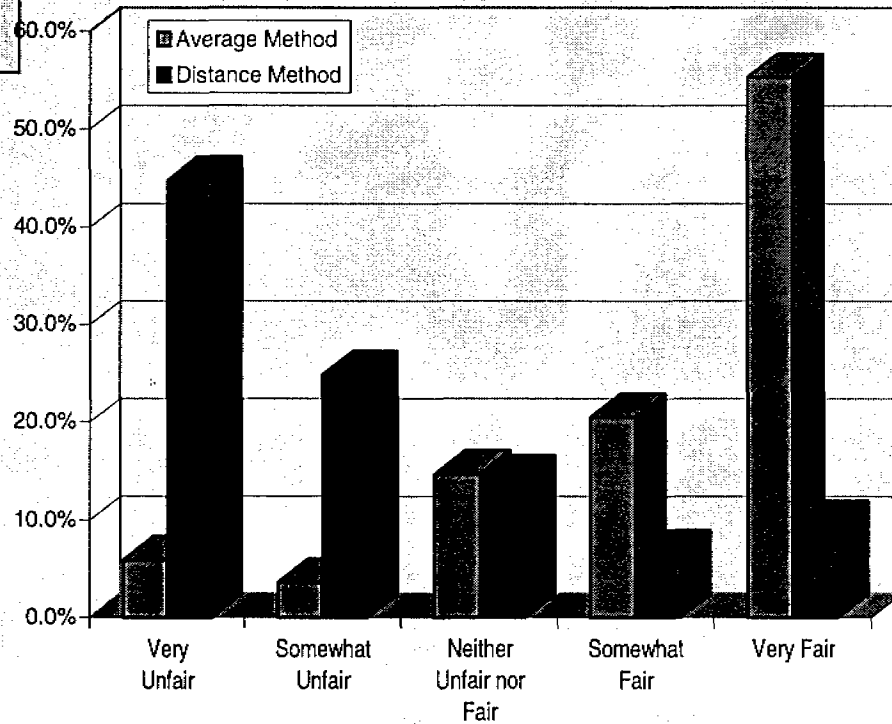


Question 3 & 4:

On a scale of one to five, please indicate how fair you consider the Average Method and the Distance Method?

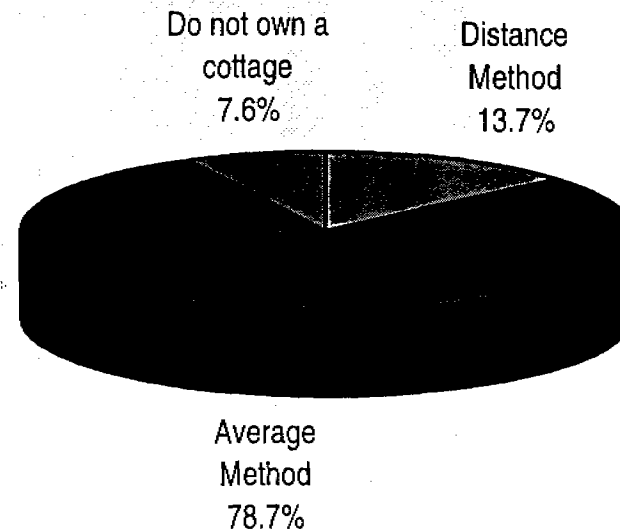
The average response for the Average Method is 4.16.

The average response for the Distance Method is 2.11.



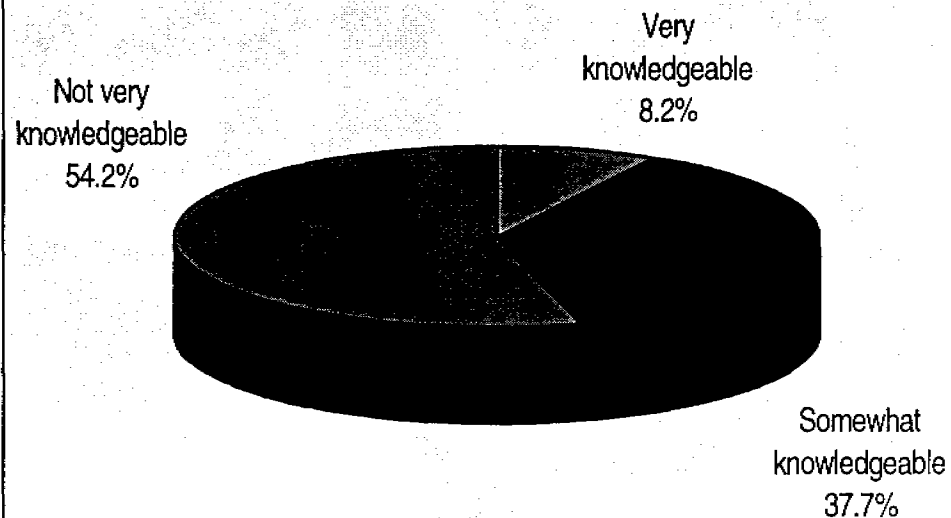
Question 5:

If you were to apply for an electrical hook-up, and a CIAC payment was required, which method of CIAC calculation would you prefer?

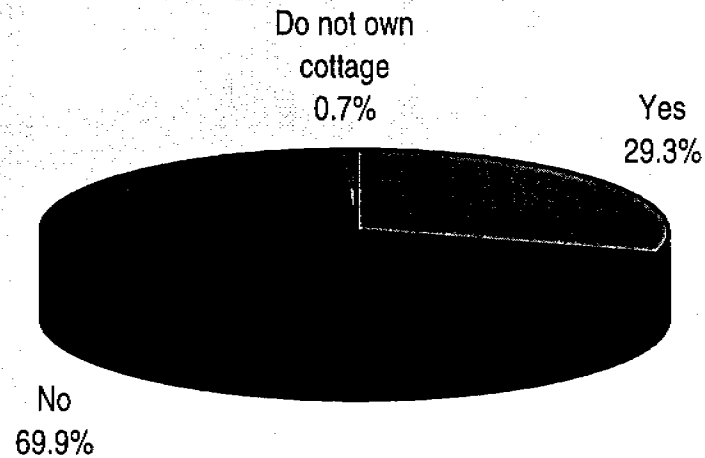


Question 6:

What is your level of knowledge of the current CIAC policy?

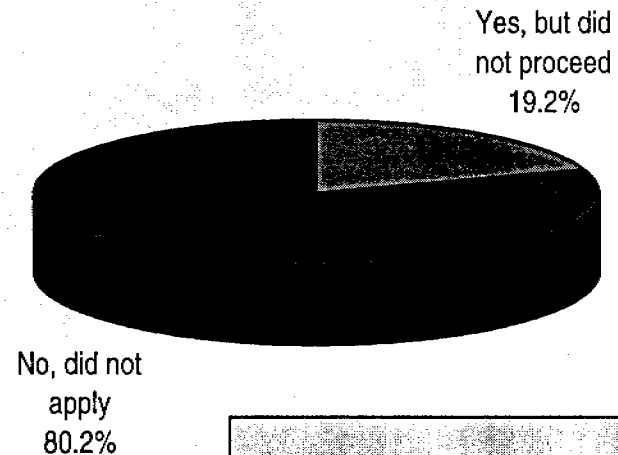


Question 7:
Is your cottage currently supplied with electricity?



Reasons for not proceeding:

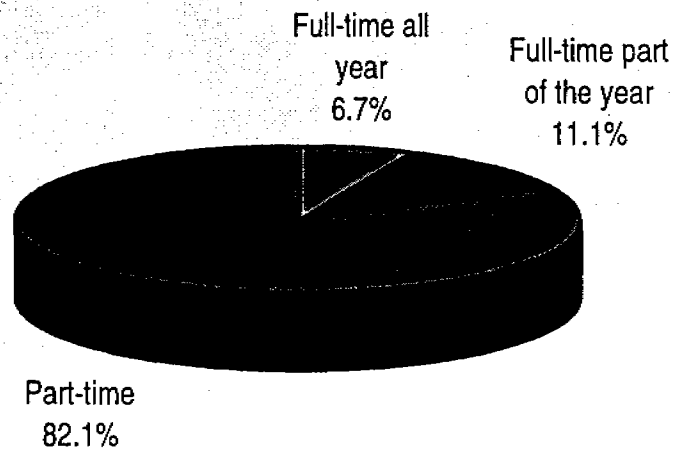
Too expensive	45.9%
Too isolated	6.4%
Own a Generator	5.2%
Others did not proceed	7.6%
Not available	23.8%
Still constructing cottage	2.9%
Application denied	4.1%



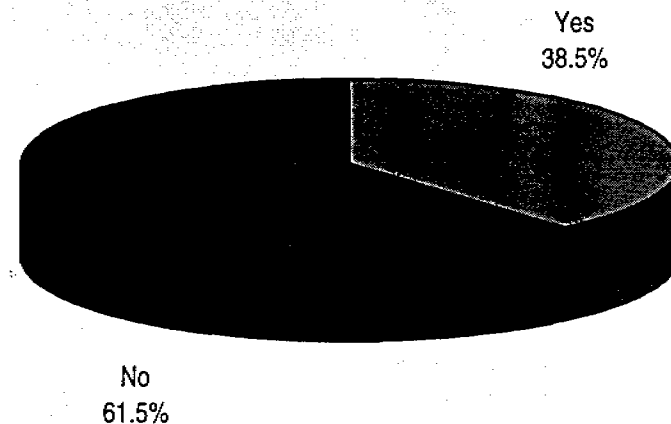
If no, have you applied for hook-up in the past?

Respondents who currently have electrical service at their cottage are more likely to:

- Believe they have a very good knowledge of the current CIAC policy.
- Occupy their cottage on a year-round, full-time basis.
- Prefer the average method over the distance method.



Question 11:
Do you occupy your cottage on a full-time or part-time basis?



Average number of years before cottage is occupied full-time: 8.4

If part-time, will you occupy on full-time basis in the future?