

# 5 Main Opinions from Customer Surveys

Kyushu Electric Power conducts a customer survey annually to listen to the opinions of its customers and incorporate them into its corporate management. The opinions below are those concerning Kyushu Electric Power's environmental activities from the fiscal 2003 survey.

## 1 Outline of the survey

### Survey area

Service area of Kyushu Electric Power (excluding remote islands)

### Survey population

Men and women (Ages 20 – 64): 3,500  
Valid responses: 3,100 (collection rate of 88.6%)  
Survey locations: 310

### Survey method

Combination of the interviews and questionnaires by surveyors under exclusive contract and the self-administered and mail questionnaires handed to the subjects after the interview and collected by mail after being completed at home

### Survey period

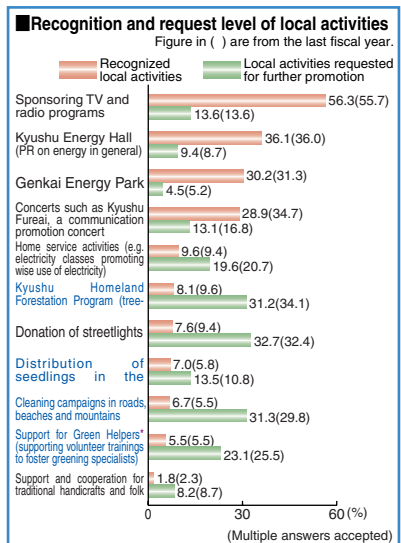
From July to August 2003

\* Sampling method: Stratified two-stage random sampling based on population (ratios of daytime and nighttime populations to the total population) and industrial ratios (ratios of employees in three major industrial categories.) In this method, first, municipalities in the surveyed area were grouped according to the above two basis, and then survey locations (section and block) were randomly selected followed by individual residents.

## 2 Opinions concerning environmental activities

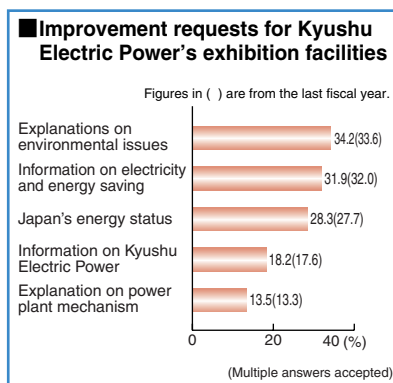
### Evaluation of local activities

Although the environmental activities are relatively unrecognized compared to other local activities that Kyushu Electric Power is involved in, further enhancement of these activities is strongly requested.



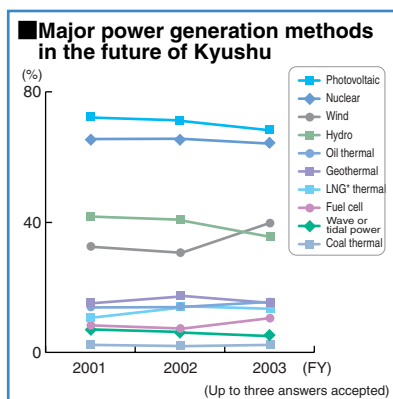
### Evaluation of exhibition facilities

The most requested improvements for Kyushu Electric Power's exhibition facilities are explanations on environmental issues, followed by information on electricity and energy saving and Japan's energy status.



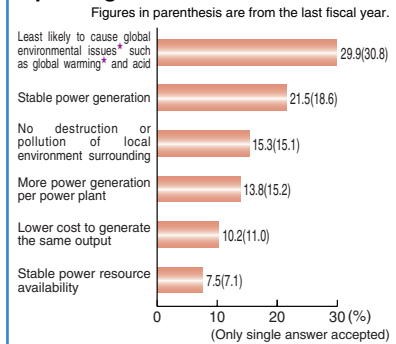
### Recognition of the major power generation methods

More than half of the survey population (52.4% with only single answer accepted) was aware that the main power generation method in Kyushu is nuclear power, and those who expect photovoltaic power generation to become the major source of power over nuclear power in 10 years lead the charts as they did last year and the year before.



Reasons for choosing a major power generation method in the future were "least likely to cause global environmental issues," followed by "stable power generation." This shows a tendency to value "measures against environmental problems" along with "stable power supply."

### Requirement for choosing a future power generation method

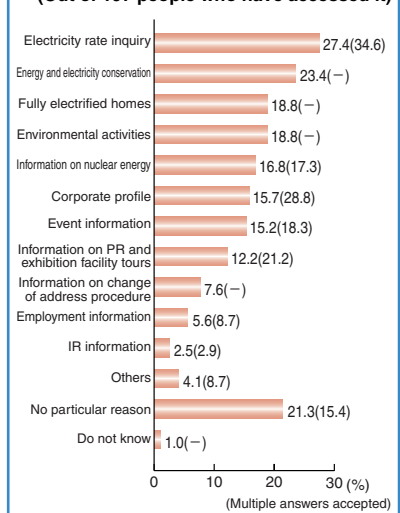


### Access to the company website

Those respondents who have seen or thought they may have seen the website of Kyushu Electric Power account for 9.3% and 8.8% respectively. The combined result is 18.1%, a 6.1 points increase from the previous year.

As for the purpose of accessing the website, finding "environmental activities" was the third highest reason, along with wanting to know about "fully electrified homes," following "electricity rate inquiry" and "energy and electricity conservation."

### Purposes of the website access (Out of 197 people who have accessed it)



## 3 General comments

The customers' interests in environmental activities are generally high. The survey suggests great demand for information on environmental issues and energy saving as well as for further promotion of existing environmental activities, such as forestation and cleaning campaigns.