

Instant Rebates Program Process Evaluation

INSTANT REBATES PROGRAM PROCESS EVALUATION

NEWFOUNDLAND POWER

Final Report

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ECONOLER



ABBREVIATIONS

CATI	Computer-assisted Telephone Interviewing
CFL	Compact Fluorescent Lamp
CRA	Corporate Research Associates
LED	Light Emitting Diode
POP	Point-of-Purchase



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EXECUTIVE SUMMARY

This report presents results from the 2014 process evaluation of Newfoundland Power's Instant Rebates Program. The Instant Rebates Program is run in collaboration with major retail chains and independent retailers across Newfoundland to offer customers in-store rebates on different energy-efficient products.

SUMMARY OF EVALUATION MANDATE

Econoler (hereinafter the "Evaluator") was mandated to perform the process evaluation of Newfoundland Power's Instant Rebates Program. The goals and objectives of this evaluation were the following:

- › assessing the effectiveness of program delivery;
- › analyzing the program's influence on the purchasing decisions of the participants and the light bulb replacement behaviour;
- › providing clear recommendations aimed at improving the program.

The process evaluation of the Instant Rebates Program has been carried out on the basis of the information gathered from a post-cash survey of 62 participants who purchased compact fluorescent lamps (CFL) and light emitting diode (LED) lamps, 10 mystery shopper in-store visits and a customer telephone survey with 467 respondents.

SUMMARY OF PROCESS EVALUATION

The post-cash and telephone surveys revealed a greater sales trend for LED lamps than CFLs. Approximately two times as many participants purchased LEDs as compared to CFLs. These findings confirm what is regarded as a trend in the marketplace in recent years. For those purchasing CFL or LED bulbs, the most predominant reason was to replace a non-CFL or non-LED bulb.

The customer telephone survey has indicated that one in ten respondents participated in the program, that is, they confirmed purchasing an eligible product during the spring or fall campaign periods and obtaining a rebate for at least one of the eligible products they purchased. Two in three respondents from the customer telephone survey confirmed they had heard about Newfoundland Power's Instant Rebates Program, mainly through television ads and bill inserts.



The vast majority of post-cash survey respondents heard of the program and the rebates mainly because of point-of-purchase (POP) displays. A large percentage of participants knew about the rebate before they purchased their product(s)—95 percent of LED purchasers and 81 percent of CFL purchasers. Among participants aware of the discount, most indicated that knowledge of the discount played a part in their decision to purchase the bulbs. However, approximately one-third of the purchasers of both types of bulbs indicated they would have definitely made the purchase at that time, even if the discount had not been offered.

As part of the mystery shopper in-store visits, the Evaluator observed that the awarding of the rebates at the cash register was done efficiently in the majority of the stores visited, with a few exceptions where the cashiers were not fully informed about the rebate amounts or the product eligibility. A lack of awareness about the program and the POP displays provided by Newfoundland Power was also noticed among a number of salespeople. Considering that the Instant Rebates Program is in its first year, efforts should be made to increase awareness among these groups of individuals.

The mystery shopper noticed a number of shortcomings in the use of POP displays—they were either missing on eligible products or installed on ineligible products. More attention should be given to the installation of the POP displays as they can be misleading to both customers and salespeople if not installed correctly. On a positive note, survey results revealed that POP displays proved to be an important way customers learned about the Instant Rebates Program.



1 PROGRAM DESCRIPTION

In 2014, Newfoundland Power launched its Instant Rebates Program, which helps consumers improve the energy efficiency of their homes by offering them instant cash rebates when purchasing eligible energy-efficient products. The Instant Rebates Program works in collaboration with major retail chains and independent retailers across Newfoundland.

Rebates on eligible products were offered during two campaigns that took place in the spring and the fall of 2014. The campaigns ran from June 1 to June 30, 2014, and from October 1 to November 30, 2014. The Instant Rebates program features the following energy-efficient products, each with a rebate.

Table 1: List of Rebates per Product

Product	Rebate Amount
ENERGY STAR® Regular or Specialty CFL Light Bulbs	Up to \$6.00
ENERGY STAR® LED Light Bulbs	Up to \$8.00
ENERGY STAR® Ceiling Fans with Lights	\$10.00
ENERGY STAR® Ceiling Mounted Light Fixtures	\$5.00
Dimmer Switches (Hardwired)	\$3.00
Lighting Timers (Outdoor and Indoor)	\$3.00
Motion Sensors (Outdoor and Hardwired Indoor)	\$3.00
Smart Power Strips	\$10.00
High Performance Showerheads	\$10.00
ENERGY STAR® Dehumidifiers	\$10.00

In 2014, the Instant Rebates Program was advertised through POP displays, radio spots, television, billboard and newspaper advertising, the Newfoundland Power website and elsewhere online, social media, associate training and in-store events. The purpose of these in-store events, which were held in participating retail stores during the campaign periods, was to promote the program and its eligible products, as well as assist customers with questions on products. A CFL giveaway was organized by Newfoundland Power in the spring of 2014, and an LED giveaway in the fall of 2014.

The Instant Rebates Program is meant for both resource acquisition and market transformation. Its long-term market transformation goal is more than the partial adoption of CFLs and LED lamps in Newfoundland; it is the use of CFLs and LED lamps in all available sockets. From a resource acquisition perspective, as long as customers install CFLs and LED lamps in sockets which previously used lower efficiency technologies and take actions by purchasing and installing other energy-efficient products promoted by the program, the goal will be achieved.

2 METHODOLOGY

This section presents the methodology used and details on the activities carried out for the Instant Rebates process evaluation.

2.1 PRESENTATION OF THE TEAM

To carry out this evaluation, Econoler worked together with Corporate Research Associates (CRA). Tasks were divided as follows:

- › Econoler acted as the team leader and was responsible for coordinating all evaluation activities, as well as preparing and reviewing all deliverables. Econoler also conducted the mystery shopper visits, as well as analyzed and reported on this activity.
- › CRA conducted the post-cash and customer telephone surveys. CRA also analyzed and reported on the data collected from these surveys.

2.2 EVALUATION ACTIVITIES

Figure 1 illustrates the research strategy and data collection activities involved in the evaluation.

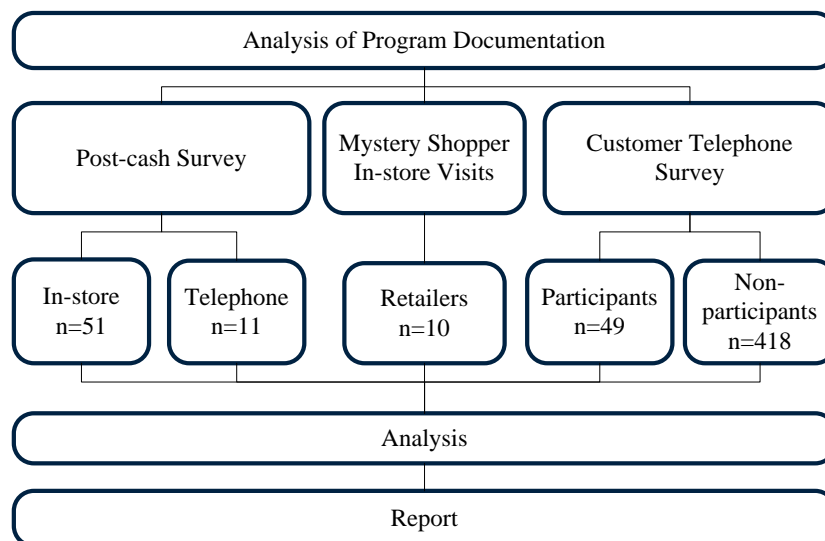


Figure 1: Methodological Model

2.2.1 Post-cash Survey

The post-cash survey was conducted only among CFL and LED buyers as these two products are the highest-selling products under the Instant Rebates Program. The survey involved a two-fold process. An in-store survey with a total of 51 participants who purchased qualifying light bulbs during the fall campaign was first conducted by CRA staff in Newfoundland. Trained interviewers approached potential survey participants exiting selected store locations. A sampling plan was developed to cover

various stores and geographic locations. The interviews were conducted in November 2014 in the stores of six of the participating retail banners on the Newfoundland Power service territory.

The authorization to undertake in-store interviews at Costco was not granted. Based on information provided by Newfoundland Power, Costco sells the majority of the qualifying products part of the province's Instant Rebates Program. Accordingly, telephone interviews were conducted with a sample of Costco customers known to have been present at the time of an in-store event and who gave permission to later be contacted for research purposes. Eleven such Costco customer interviews were conducted via telephone in early December 2014. A total of 62 interviews were thus conducted under this activity.

The average length of the survey was six minutes in both cases. The post-cash survey, whether in-store or by telephone, was meant to generate feedback on the following aspects of the Instant Rebates Program:

- › customer program awareness
- › effectiveness of in-store events and promotions
- › program influence on the purchasing decision
- › light bulb replacement behaviour

The survey questionnaires (in-store and telephone) and the survey respondents' demographic profile are presented in Appendixes I and II respectively. The table below shows the sample sizes and the corresponding sampling error at a 90 percent confidence level for the 2014 post-cash survey.

Table 2: Post-cash Survey Sample Size and Sampling Error

Survey	Sample Size (n)	Sampling Error at 90% Confidence Interval
CFL Participants	21	±13.0%
LED Participants	41	±18.4%
Total Participants	62	±10.6%

2.2.2 Mystery Shopper In-store Visits

In November 2014, a total of 10 visits and observations were conducted by Econoler in various stores on the Newfoundland Power service territory to gather qualitative information that would be used to describe the in-store client experience. Nine major chain retailers were visited.

The following elements were assessed in these mystery visits and observations:

- › effectiveness of the instant rebates awarded at the cash register;
- › promotional displays and in-store signage for products;
- › staff knowledge of products and program;
- › effectiveness of the store events in educating customers and promoting the program.

A copy of the mystery shopper in-store visit protocol is included in Appendix III.

2.2.3 Customer Telephone Survey

A telephone survey with a total of 467 respondents was conducted by CRA staff in November 2014 using computer-assisted telephone interviewing (CATI). In obtaining the requisite information for this survey, questions were included on CRA's *Atlantic Quarterly*® survey. This is a quarterly omnibus survey of the general public that is conducted across Newfoundland and Labrador. The questions included in the research concerning the Instant Rebates Program were only asked in the areas of the province serviced by Newfoundland Power—areas omitted from the research were determined via qualifying postal codes. This survey involved reaching both participants and nonparticipants on the Newfoundland Power service territory—49 participants and 418 nonparticipants were identified through telephone screening based on self-reported product purchases during the two campaign periods.

The following criteria were used to identify program participants:

- › They reported purchasing one or more eligible products during either campaign period.
- › They reported receiving an instant rebate at the cash on one or more of the products purchased during either campaign period.

It was determined that the incidence of program participants was 10 percent.

The customer telephone survey was meant to generate feedback on the following aspects of the Instant Rebates program:

- › customer program awareness (participants and nonparticipants);
- › customer satisfaction with the program and the products (participants);
- › light bulb replacement behaviour (participants);
- › customer participation barriers (nonparticipants).

The survey questionnaire and the survey respondents' demographic profile are presented in Appendixes IV and V respectively. The table below shows the sample sizes and the corresponding sampling error at a 90 percent confidence level for the 2014 telephone survey.

Table 3: Telephone Survey Sample Size and Sampling Error

Survey	Sample Size (n)	Sampling Error at 90% Confidence Interval
Program Participants	49	±11.9%
Program Nonparticipants	418	±4.0%
Total Respondents	467	±3.8%

3 PROCESS EVALUATION

This section presents the findings of the Instant Rebates process evaluation, which has been carried out on the basis of the information gathered from the post-cash survey, the mystery shopper in-store visits and the customer telephone survey.

3.1 POST-CASH SURVEY

A post-cash survey, including both an in-store and a telephone component, was conducted as part of the evaluation of the Instant Rebates Program. The following subsections present the findings of this survey carried out among program participants.

3.1.1 Purchases

As previously mentioned, only CFL and LED buyers took part in the post-cash survey as these two products are the highest-selling products under the Instant Rebates Program. More participants purchased LEDs than CFLs, reflecting what is regarded as a trend in the marketplace that has grown in recent years.

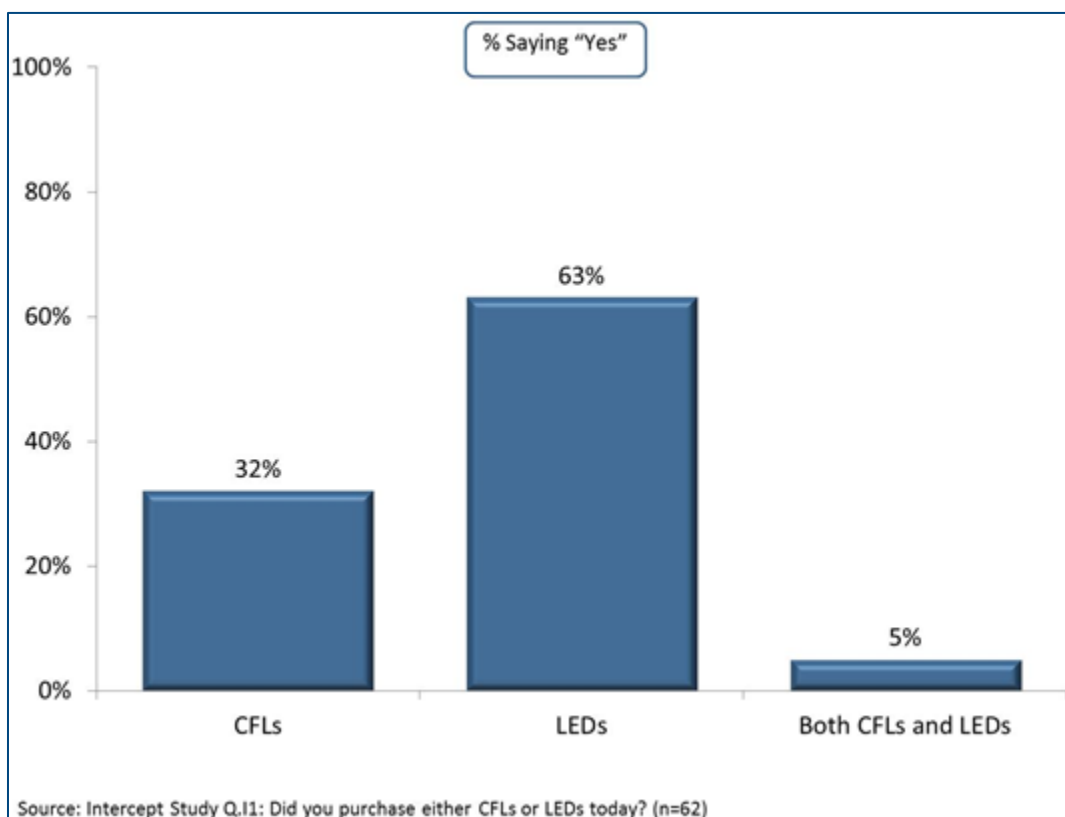


Figure 2: Purchased LEDs or CFLs on Day of Interview or During Promotional Period (Costco)

3.1.2 Program Awareness

Nine in ten participants who purchased qualifying CFL or LED lamps during either the spring or fall campaigns had heard of Newfoundland Power's Instant Rebates Program.

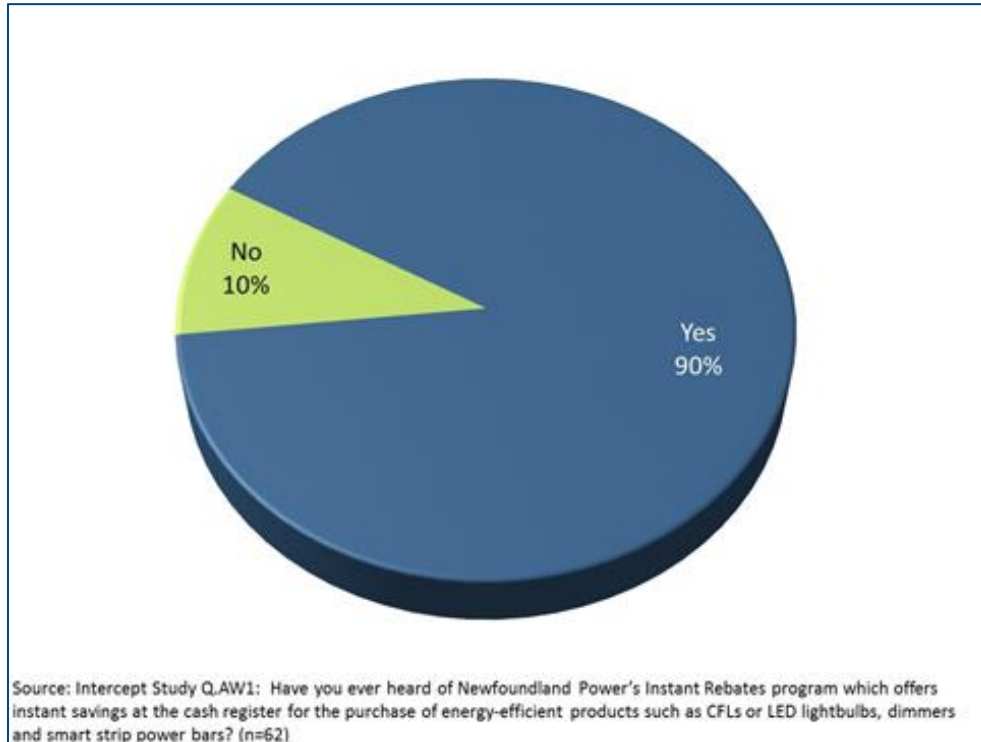


Figure 3: Participants Who Had Heard of Newfoundland Power's Instant Rebates Program

POP displays were the prevalent method of raising awareness about the program. This is followed distantly by television ads, while newspaper and radio ads are also identified by at least one in ten respondents.

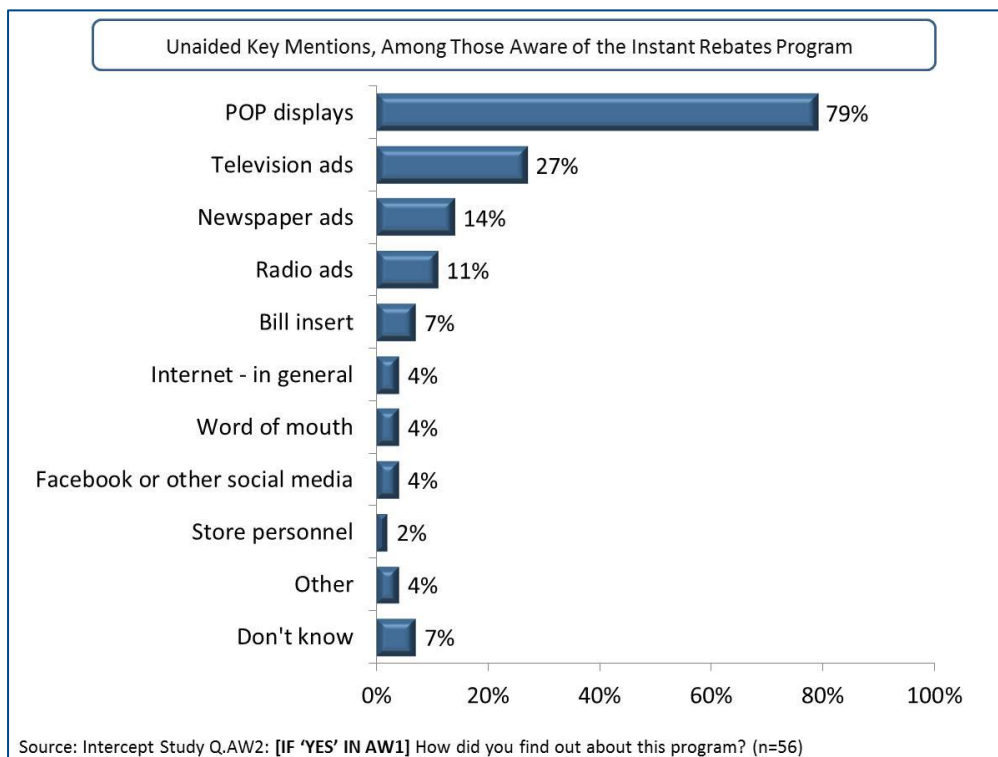


Figure 4: How Participants Found Out About the Program

Respondents who were at a store at the time of an onsite promotion were asked if they had seen an in-store event promoting energy-efficient products. Of these 13 respondents, 11 confirmed they had indeed seen an in-store event, and six confirmed they had spoken with an in-store event representative. Of these six people, four indicated a high level of satisfaction (that is, they provided a rating of eight or more on a ten-point satisfaction scale where 10 means “completely satisfied”), one offered a low level of satisfaction (rating of two) and one did not provide a response. Please note that, due to the small sample sizes, these results should be interpreted with caution.

3.1.3 Program Influence

Please note that for the remaining questions in this section, respondents were asked about CFLs or LEDs. If they had purchased both, they were asked about LEDs during the in-person post-cash survey and about CFLs during the telephone interviews.

Among LED purchasers, 95 percent knew about the rebate before they purchased their product, while five percent were not aware of it. Among CFL purchasers, 81 percent knew about the rebate prior to their purchase, while 19 percent did not. Overall, 90 percent of those purchasing CFLs or LEDs were aware of the rebate prior to their purchase.

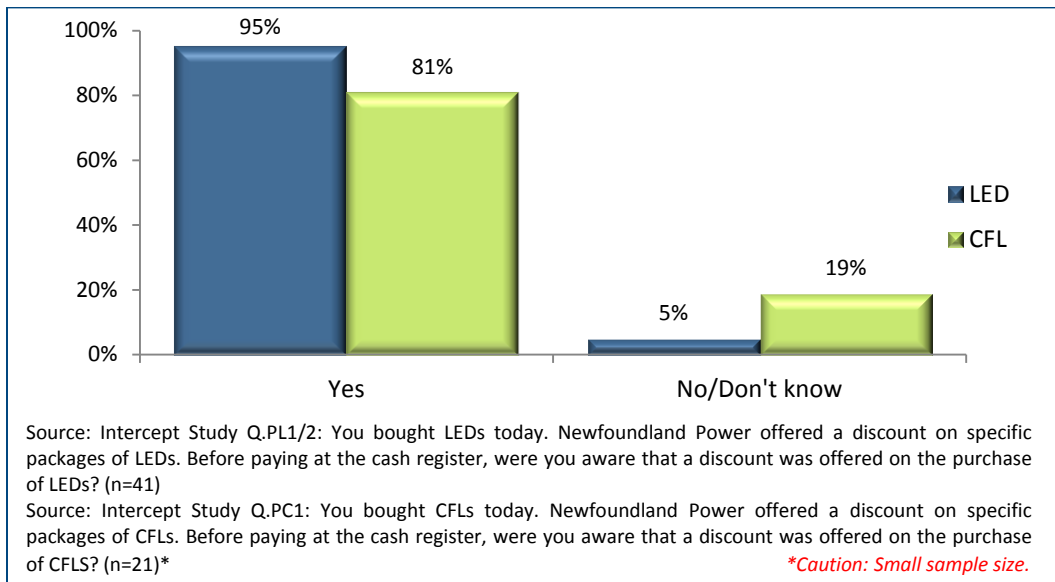


Figure 5: Awareness Prior to Purchase of Discount Offered on Purchase

POP displays were the predominant method of learning about the discount, with almost all LED purchasers and eight in ten CFL purchasers learning about it through POP displays. Television ads also played a role in establishing awareness, albeit to a considerably lesser degree.

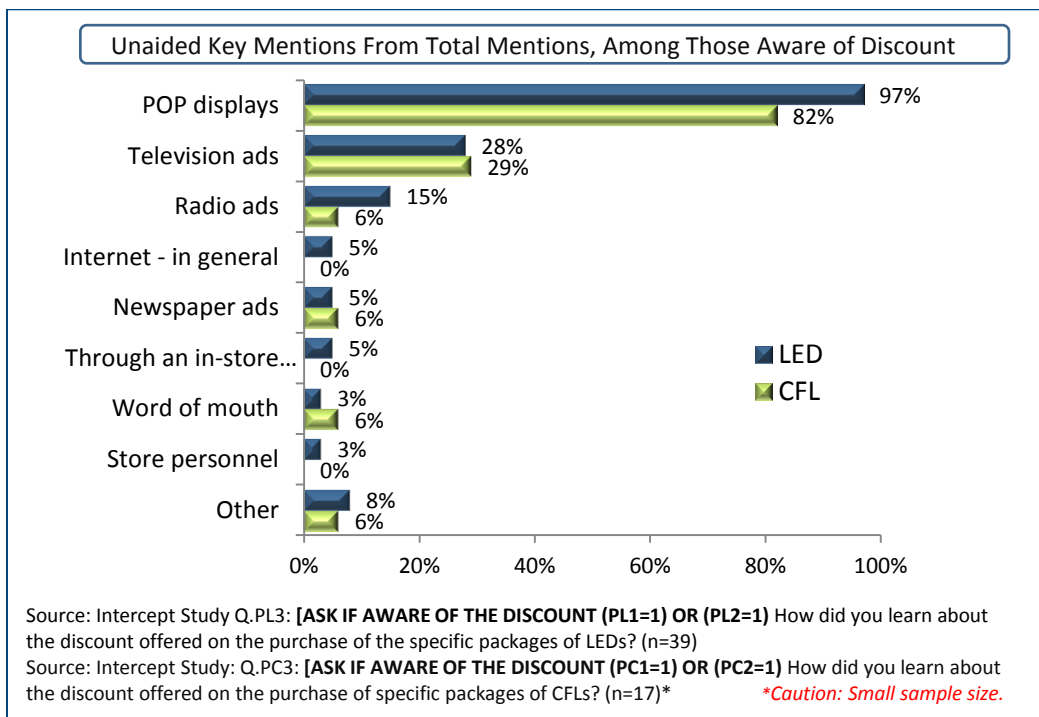


Figure 6: How Participants Learned About the Rebate

Most participants confirmed they had seen stickers, shelf signs or posters in the light bulb section of the store promoting the discount.

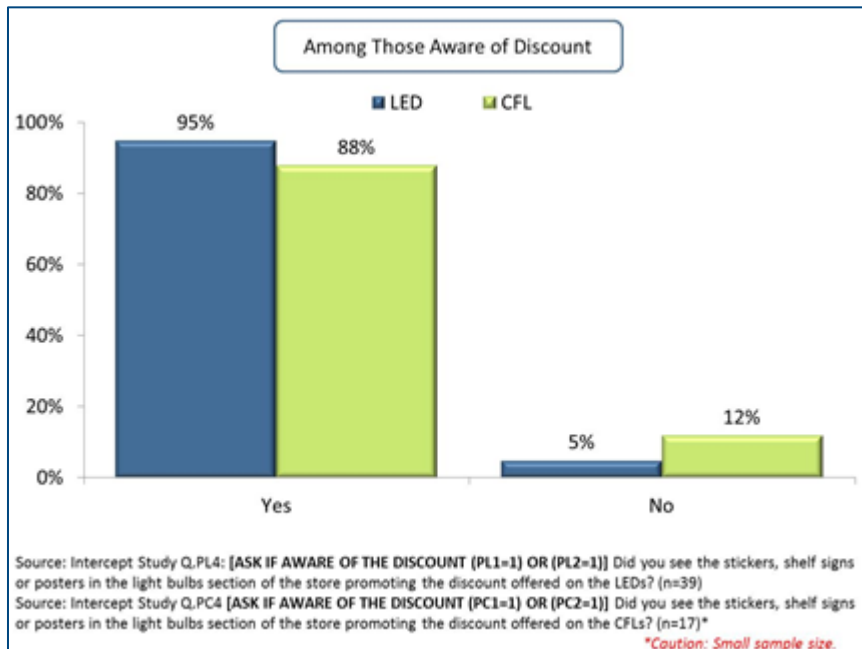


Figure 7: Have Seen Stickers/Shelf Signs/Posters Promoting Discount in Light Bulb Section

Approximately three-quarters of the respondents who were aware of the discount indicated that knowledge of the discount played a part in their decision to purchase the bulbs.

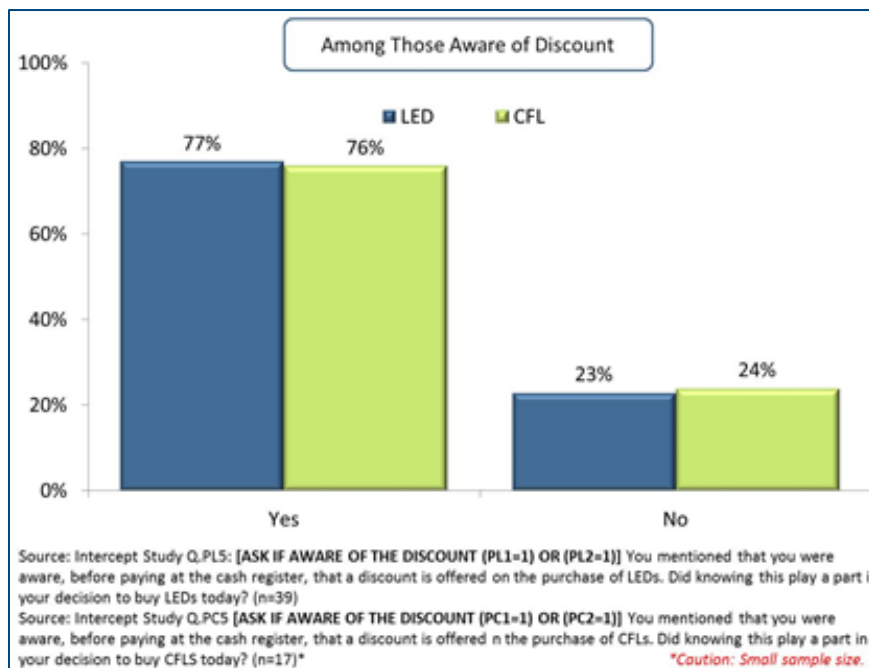


Figure 8: Knowledge of Discount Played a Role in Decision to Purchase

A majority of CFL purchasers and LED purchasers indicated that the discount influenced their decision to purchase.

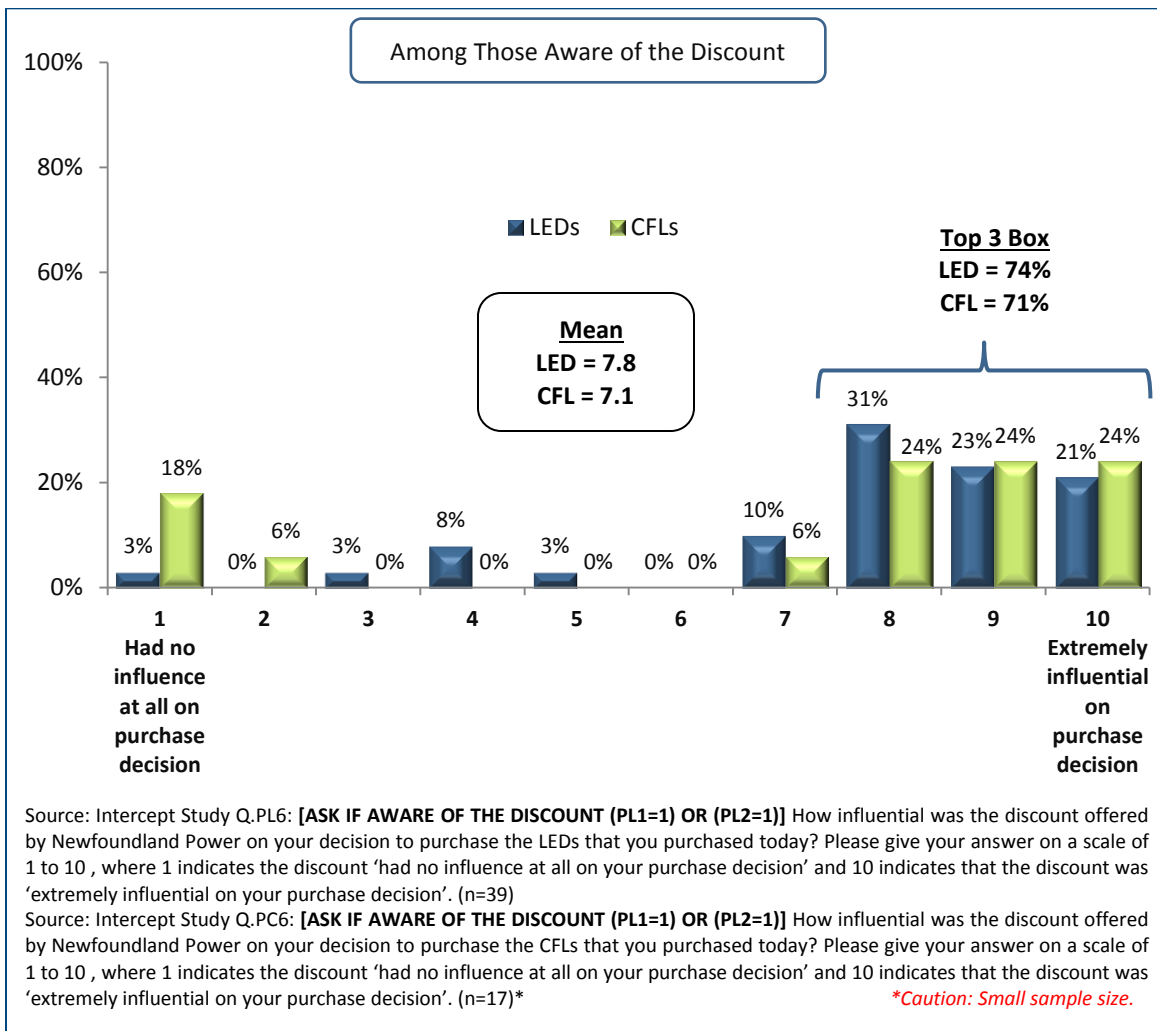


Figure 9: Level of Influence of Discount on Decision to Purchase

Approximately one-third of purchasers of both types of bulbs indicated they would have definitely made the purchase at the time, even if the discount had not been offered. Of note, five percent of LED purchasers and 19 percent of CFL purchasers signified that they had not been aware that a discount was offered before paying at the cash register. The Evaluator considers that these participants would have definitely made the purchase even if the discount had not been offered. Combining customers who bought the product being aware of the discount but who would have still made their purchase had the discount not been offered, and those who bought the product being unaware of the discount, it can be assumed that 39 percent of LED purchasers and 48 percent of CFL purchasers would have definitely bought their respective products at the time, regardless of the discount.

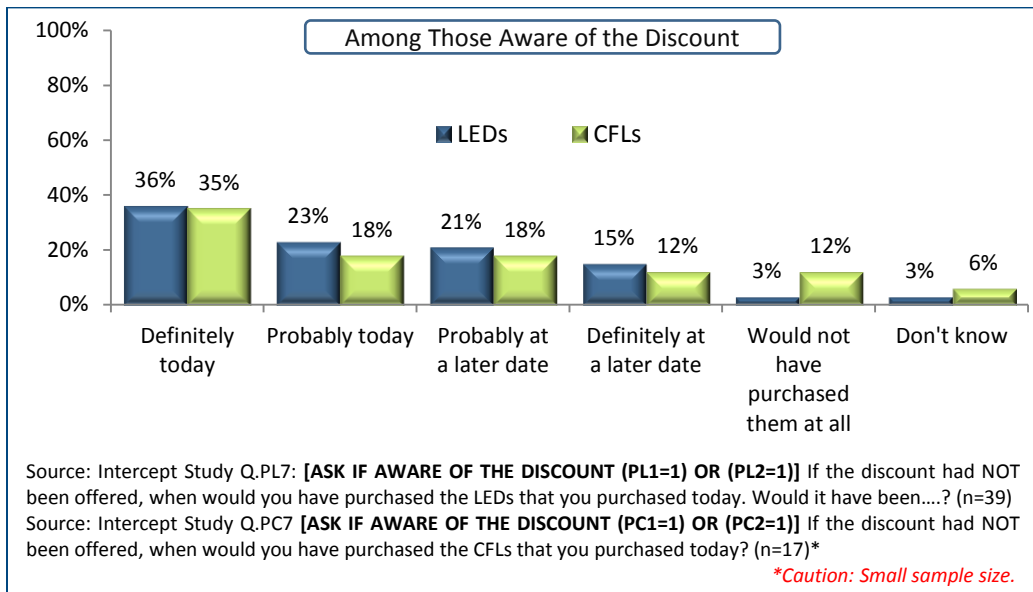


Figure 10: When Participants Would Have Purchased if Discount Not Offered

3.1.4 Bulb Replacement Behaviour Among Post-cash Survey Participants

Nine in ten participants confirmed they had CFLs and/or LEDs installed in their homes. This is relatively equally split between CFLs alone, LEDs alone or both. Consequently, ten percent of participants who bought CFLs or LEDs during the campaigns did not have any CFLs or LEDs installed in their homes at the time the interview was conducted. This result shows high market penetration for energy-efficient light bulbs.

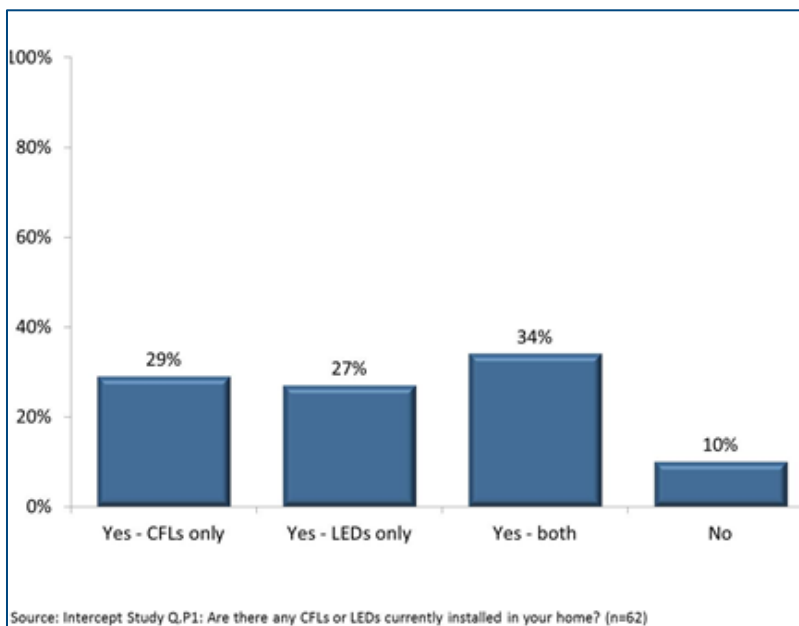


Figure 11: CFL and LED Bulbs Currently Installed in the Home

Close to six in ten LED purchasers compared with close to three in ten CFL purchasers indicated during in-person interviews they planned to install or signified during telephone interviews they had already installed all of the bulbs purchased. Overall, almost all LED purchasers and over eight in ten CFL purchasers indicated they planned to install or had installed at least some of the bulbs purchased.

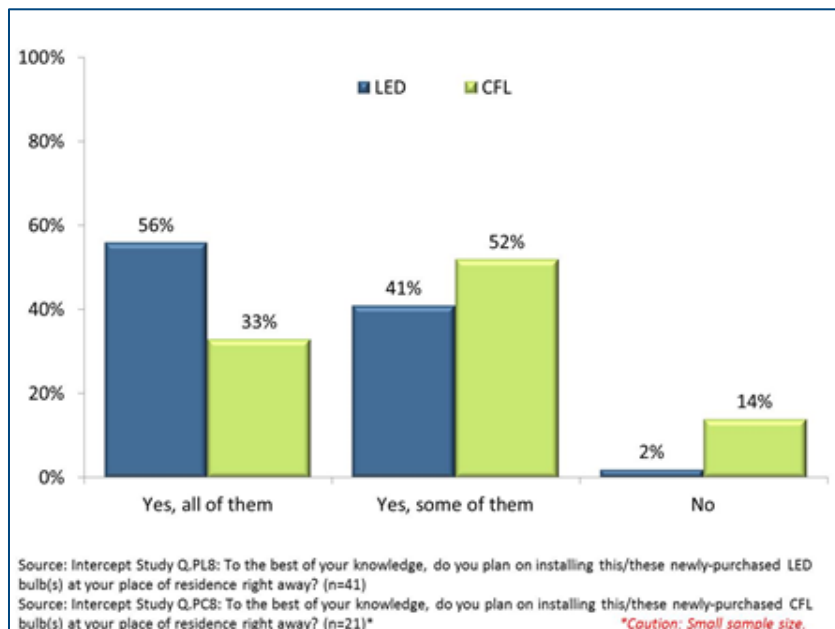


Figure 12: Plan to Install/Have Installed at Place of Residence Right Away

Close to two-thirds of the purchasers either planned to install or had already installed the purchased bulbs to replace bulbs of a different type than the kind purchased.

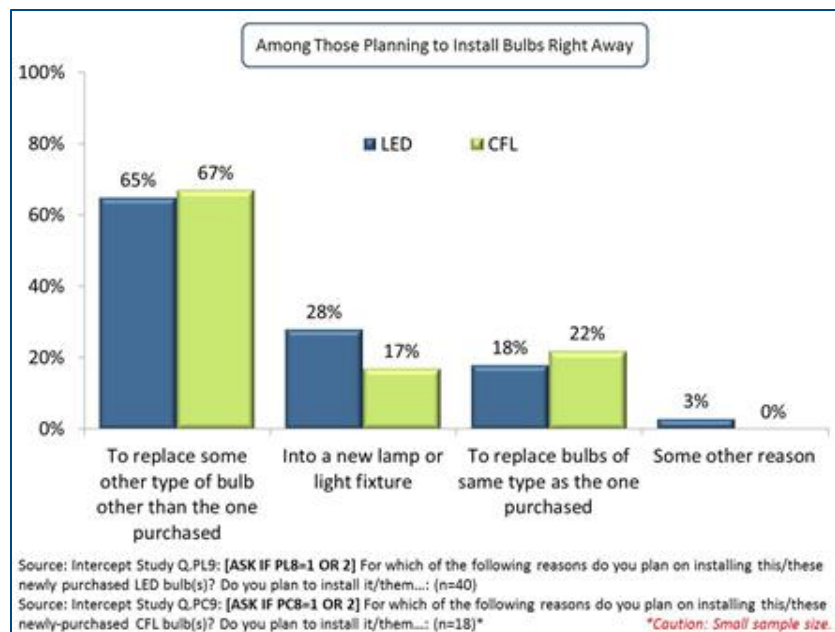


Figure 13: Reasons for Installing Bulbs Purchased

3.1.5 Other Rebated Products

One-third of those aware of the Instant Rebates program indicated they were aware of other products that were discounted through the program. Thermostats were most commonly identified, followed by power bars or smart strips. Other products identified include hardwired dimmer switches. Of note, thermostats, appliances and insulation were identified by participants as part of the Instant Rebates program, but are actually being promoted under other Newfoundland Power programs.

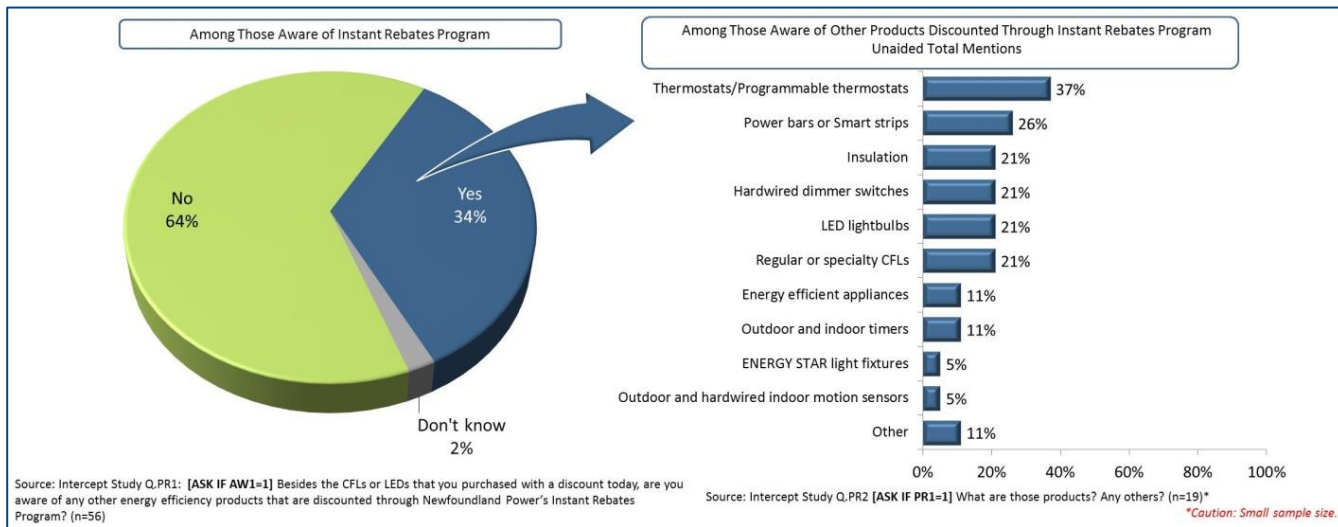


Figure 14:
Awareness of Other Energy Efficient Products Discounted Through the Instant Rebates Program

Figure 15:
Products Aware of

A majority of those aware of other discounted products through the Instant Rebates Program confirmed they had purchased their products before the end of the fall campaign. Another one in ten planned on doing so at the time the interview was conducted.

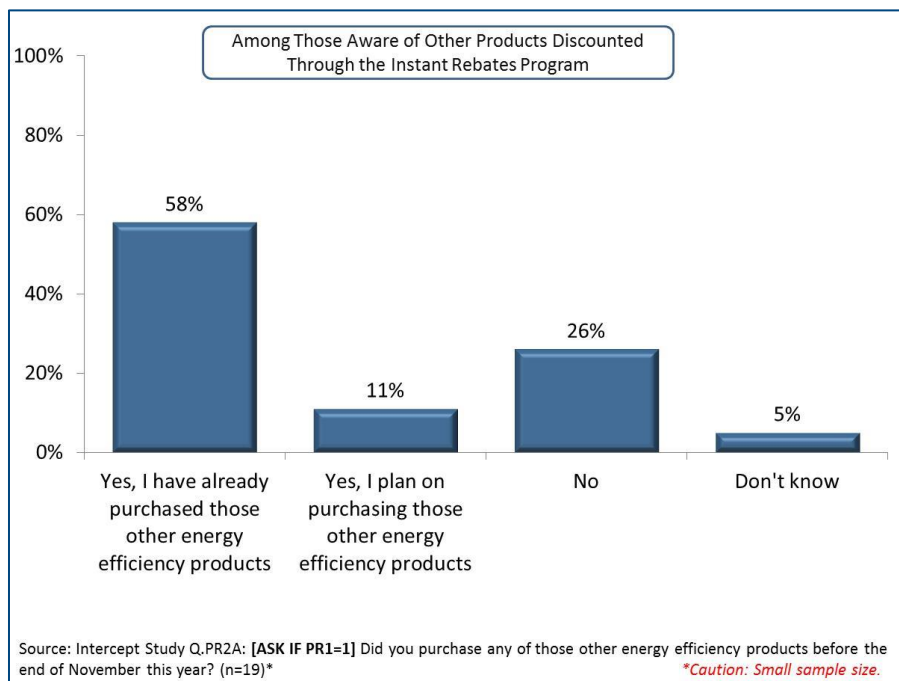


Figure 16: Whether Any of These Energy Efficient Products Were Purchased Before End of Fall Campaign

3.1.6 Post-cash Survey Summary

Approximately two times as many respondents purchased LEDs as compared to CFLs, reflecting what is regarded as a trend in the marketplace that has grown in recent years. The vast majority of participants had heard of Newfoundland Power’s Instant Rebates Program. By far the most prevalent method of learning about the program was through POP displays.

Virtually all those purchasing LEDs and eight in ten participants purchasing CFLs were aware of the discount prior to making their purchase. POP displays were the predominant method of learning about the discount, with almost all LED purchasers and eight in ten CFL purchasers hearing about it through POP displays. Of the 13 respondents who were at a store at the time of an in-store event, 11 confirmed they had seen such an event and six confirmed they had spoken to an in-store event representative.

Approximately three-quarters of the purchasers signified that knowing about the discount played a part in their decision to purchase the bulbs. One-third of the purchasers of both types of bulbs indicated they would have definitely made the purchase at the time, even if the discount had not been offered.

Almost all LED purchasers and over eight in ten CFL purchasers indicated they planned to install or had installed at least some of the bulbs purchased during the campaigns. Close to two-thirds of the purchasers either planned to install or had already installed the bulbs purchased to replace bulbs of a different type than the kind purchased.



3.2 MYSTERY SHOPPER IN-STORE VISITS

In the fall of 2014, a total of 10 visits and observations were conducted in various stores to gather qualitative information that would be used to describe the in-store client experience. The following subsections present the findings of these in-store visits.

3.2.1 Effectiveness of the Instant Rebates Awarded at the Cash Register

Most retailers automatically awarded the rebate at the cash register when a qualifying product was purchased. In three of the ten visits, the cashiers were, however, not fully informed of the rebate. In the first case, the cashier asked the store event representative if there was a rebate on the product bought. In the second case, the mystery shopper had to ask the cashier if a rebate had been applied. In fact, the rebate was not applied automatically when the product was scanned by the cashier. In the third case, the cashier first told the mystery shopper that a \$5 rebate would be applied, but a \$3 rebate was applied instead.

3.2.2 Product Promotional Displays

The majority of the stores visited used the point-of-purchase (POP) displays provided by Newfoundland Power. Most of the proposed promotional tools were used in the stores visited, and mainly included stickers, hang tabs and shelf talkers, as well as some bin violators, insert tags and showerhead hangers. The mystery shopper also noted that three retailers used posters at the entrance of their stores to promote the Instant Rebates Program.

Despite overall good POP displays in nine¹ of the stores that were visited, the mystery shopper noted some shortcomings in the use of the POP displays. Seven of the 10 stores only had POP displays on some of the eligible products, which made it difficult for customers to know which products were rebated. Consequently, the mystery shopper had to ask a salesperson for help finding eligible products in five cases. In two of these cases, the salespeople were not able to help the mystery shopper find the eligible products. In addition, one of these salespeople even sought help from the store event representative. In one store, shelves where the mystery shopper should have found eligible products were empty. In that same store, some POP displays had not always been placed in front of the right product. Two other stores also placed the POP displays in front of ineligible products.

3.2.3 Effectiveness of the Store Events

Out of the 10 stores visited, four had an in-store event when the mystery shopper visited the store. Overall, the in-store events were quite successful—most representatives were able to inform customers adequately about available products and applicable rebates. The information booths were well located in high-traffic areas.

¹ Costco did not use the POP displays provided by Newfoundland Power.



In two cases, however, the representatives suggested the mystery shopper to purchase LED bulbs in another retail banner for more choices, also claiming the bulbs would probably be cheaper. In addition, one of these representatives had to scan several products before they could tell the mystery shopper which ones had an applicable rebate. This was partly due to untidiness in the lighting section.

The mystery shopper noted that a store event representative for the Thermostat Rebate Program was present at one of the stores visited and was able to provide information to the mystery shopper on eligible lighting products.

3.2.4 Staff Knowledge of the Program and Products

Overall, the salespeople were aware of the Instant Rebates Program. More specifically, they were aware of the terms and conditions of the program, such as the end date of the campaign. They were also aware of the rebate amount specific to each product. The mystery shopper noted, however, that the salespeople from three of the stores visited did not exactly know which products were eligible for a rebate. In one case, there was no POP, so the salesperson concluded that no rebate was available for this product. In the two other cases, POP displays were present, but the salespeople did not pay enough attention to spot them. This stresses the importance to have the POP displays properly installed throughout the entire campaign, as salespeople may rely on them to inform customers of eligible rebates, and to ensure that salespeople are familiar with the POP displays.

The salespeople's knowledge of the characteristics associated to energy-efficient products was mixed. Few knew the difference between energy-efficient products and non-energy-efficient products.

3.2.5 In-store Visit Summary

In summary, the awarding of the rebates at the cash register was efficient in most of the stores visited, with a few exceptions in stores where the cashiers were not fully informed about the rebate amounts or product eligibility. The salespeople knew about the Instant Rebates Program, though some of them did not exactly know which products exactly were eligible for a rebate.

Special care was given to using a wide variety of POP displays. On the downside, the mystery shopper noticed a number of shortcomings in the use of POP displays—they were either missing on eligible products or installed on ineligible products. More attention should be given to the installation of the POP displays as they can be misleading to both customers and salespeople if not properly installed.

The events were clearly visible during the campaign since the booths were placed in high-traffic areas. In most cases, the representatives had all the needed information to inform clients about the program.

3.3 CUSTOMER TELEPHONE SURVEY

A customer telephone survey among participants and nonparticipants was conducted as part of the evaluation of the Instant Rebates program. The following subsections present the findings of this survey.

3.3.1 Program Awareness

Two in three Newfoundland residents in areas serviced by Newfoundland Power confirmed awareness of Newfoundland Power’s Instant Rebates Program, which is a positive result for the first year of the program. Awareness is indeed very high among the program participants. There are, however, two percent of participants who mentioned not being aware of the program. This could be due to their remembering they purchased eligible products during either the spring or fall campaign periods, but not remembering the name of the program when asked if they had heard of the Instant Rebates Program. An analysis of the survey results using sociodemographic questions has shown that program awareness increases with age.

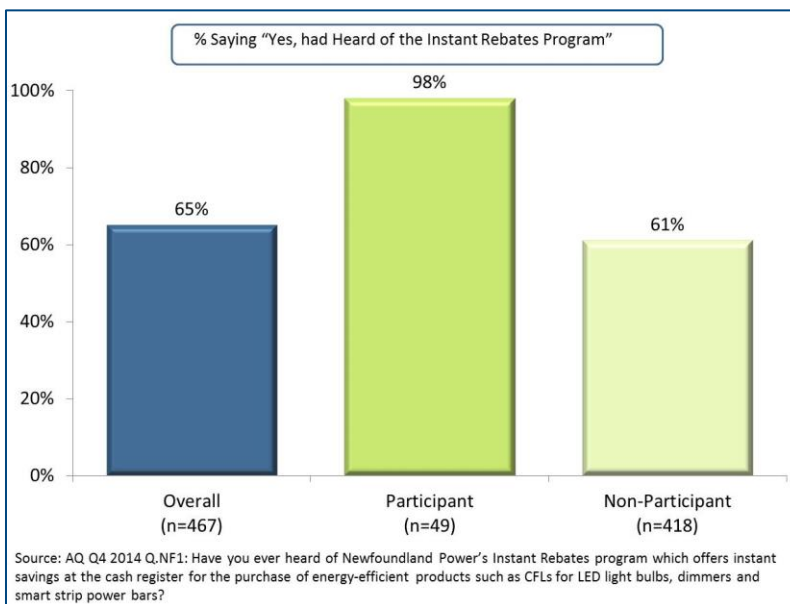


Figure 17: Awareness of Instant Rebates Program

Residents aware of the Instant Rebates Program learned about it through an array of channels. The most predominant channel was television ads, followed by bill inserts. Other sources mentioned by at least one in ten residents aware of the program include POP displays, radio ads, newspaper ads and word-of-mouth. Program participants are considerably more likely than nonparticipants to have learned about the program through POP displays (31% as compared to 12%), suggesting POP displays do have an impact on program participation. Furthermore, the prevalence of learning about the program through bill inserts is much higher outside than inside the Avalon Peninsula region (32% compared to 18%).

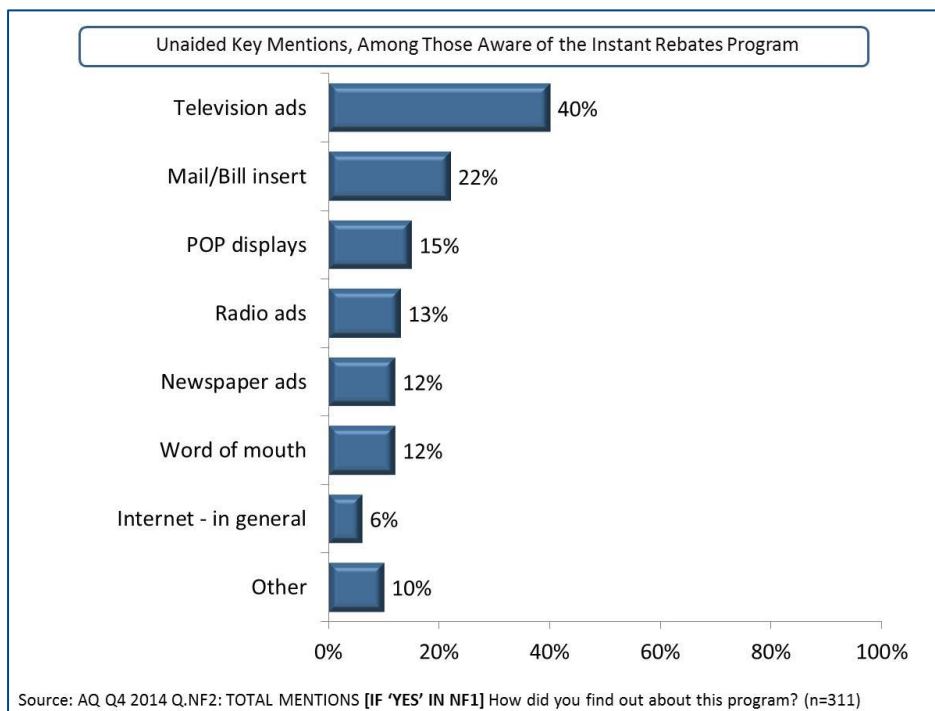


Figure 18: Ways Participants Found Out About the Program

3.3.2 Program Participation and Satisfaction

To determine program participants, respondents were asked if they had purchased one or more eligible products during either the spring or fall campaign, and if they recalled receiving a rebate for their purchased products. Survey results revealed that 10 percent of all residents in the Newfoundland Power service area were participants. Program participation across the Newfoundland Power service area was notably higher among those with household incomes of \$75K or higher (16% as compared to 10%).

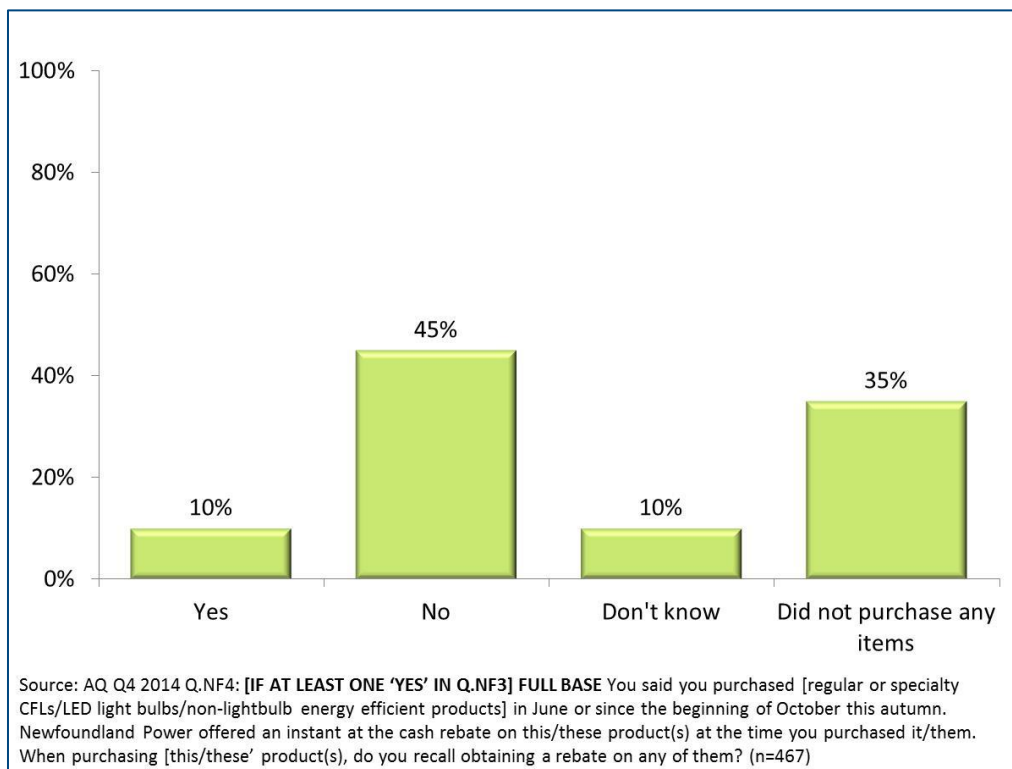


Figure 19: Program Participation: Recalled Obtaining Instant Rebate for Product Purchased During Campaign Period

Among those purchasing at least one of the eligible products and recalling obtaining a rebate, 84 percent purchased LED bulbs, 46 percent purchased CFLs and 48 percent purchased energy-efficient products other than light bulb products.

As shown in the following figure, satisfaction with the program is high among participants, with more than eight in ten program participants expressing a high level of satisfaction (i.e., they offered a rating of 8-10 on a ten-point scale where 1 is “not at all satisfied” and 10 is “completely satisfied”).

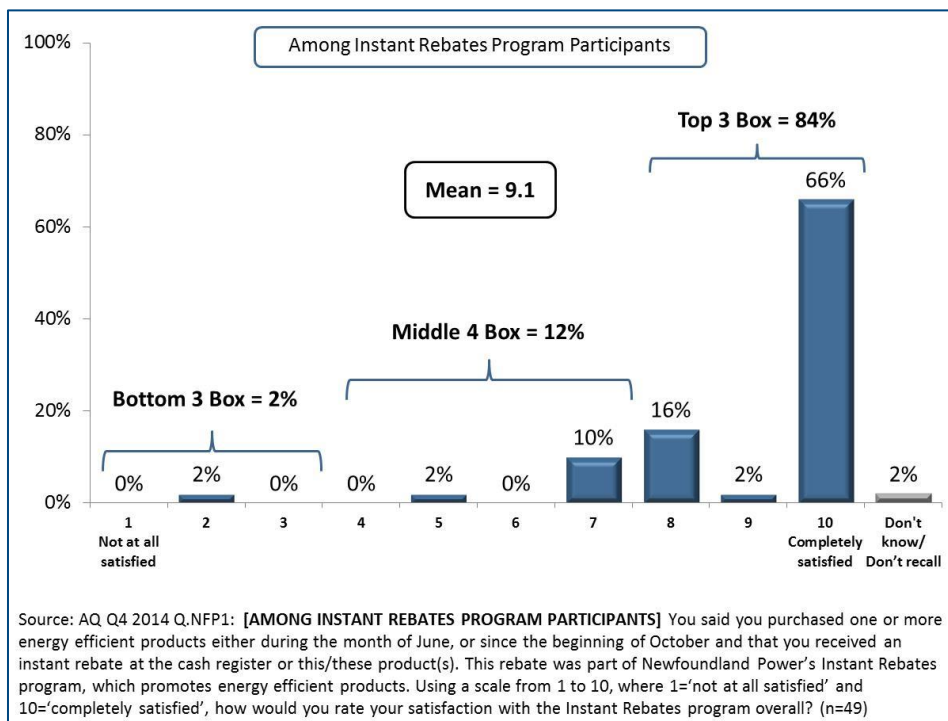


Figure 20: Satisfaction with Instant Rebates Program

Satisfaction with the products purchased is also quite high, with nine in ten expressing a high level of satisfaction with the products bought.

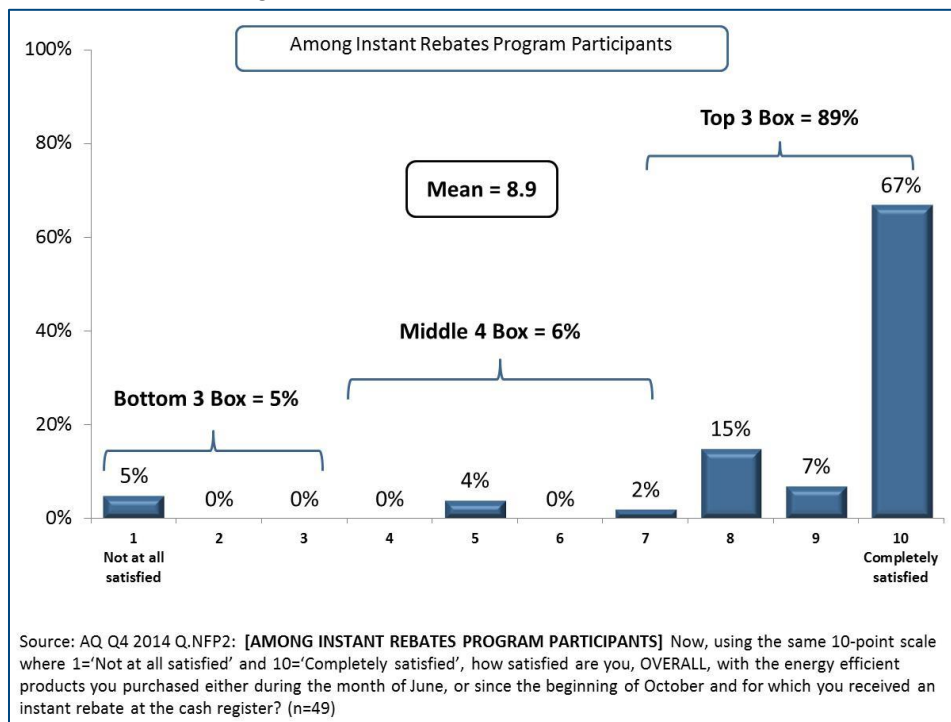


Figure 21: Satisfaction with Energy Efficiency Products Purchased During Campaign

3.3.3 Bulb Replacement Behaviour Among Telephone Survey Participants

Virtually all program participants indicated they had installed at least some of the CFL or LED bulbs they purchased.

Table 4: Proportion of Bulbs Installed

Bulbs Installed	Purchased CFL (n=23)	Purchased LED (n=42)	Purchased CFL and LED (n=47)
All	57%	50%	47%
Some	39%	48%	49%
None	5%	2%	4%

Source: Q4 2014: NFP3a and b: [ASK FOR EACH YES IN NF3a-b. IF YES IN BOTH, ASK QUESTION TWICE, FOR CFLS AND LEDS] Did you install the [CFLs/LED bulb(s)] that you purchased either during the month of June, or since the beginning of October at your place of residence? [DO NOT READ RESPONSES – CODE ONE ONLY – PROBE FOR SPECIFIC RESPONSE IF ‘YES’]

A majority of those purchasing CFL bulbs installed at least some of them to replace a non-CFL or non-LED bulb, while four in ten replaced a CFL bulb. For those purchasing LED bulbs, the most predominant reason was to replace a non-CFL or non-LED bulb, followed by replacing a CFL bulb or replacing a LED bulb. In the case of both CFL and LED purchasers, a smaller number indicated the bulb was for a new light fixture.

Table 5: Reasons for Installing Bulbs Purchased

Reasons for Installing Bulbs Purchased	Purchased CFL (n=22)*	Purchased LED (n=41)*	Purchased CFL and LED (n=45)*
To replace a bulb of the same type	37%	34%	41%
Replace LED with CFL/CFL with LED	25%	32%	35%
To replace another type of bulb (non-CFL and non-LED)	60%	44%	55%
For a new lamp or light fixture	22%	19%	21%
Another reason	4%	10%	11%
Do not know	6%	0%	0%

Source: Q4 2014, Q.NfP4a and b: [ASK IF YES IN NF3a-b. IF YES IN BOTH, ASK QUESTION TWICE, FOR CFLS AND LEDS] For which of the following reasons did you install the [CFLs/L-E-Ds] that you purchased either during the month of June, or since the beginning of October? Did you install it/them...? [READ AND ROTATE RESPONSES, EXCEPT ALWAYS POSE REASON ‘5’ LAST – CODE AS MANY AS APPLY]

*Base: Participants who indicated having installed at least some of the CFL or LED bulbs they purchased.

3.3.4 Participation Barriers

Among those not participating in the program, four in ten made a purchase of the products investigated outside the campaign periods, while one half confirmed that they had not. Among those not making such a purchase, the most predominant reason for not doing so is a lack of need, identified by six in ten. One in ten indicated they were too expensive.

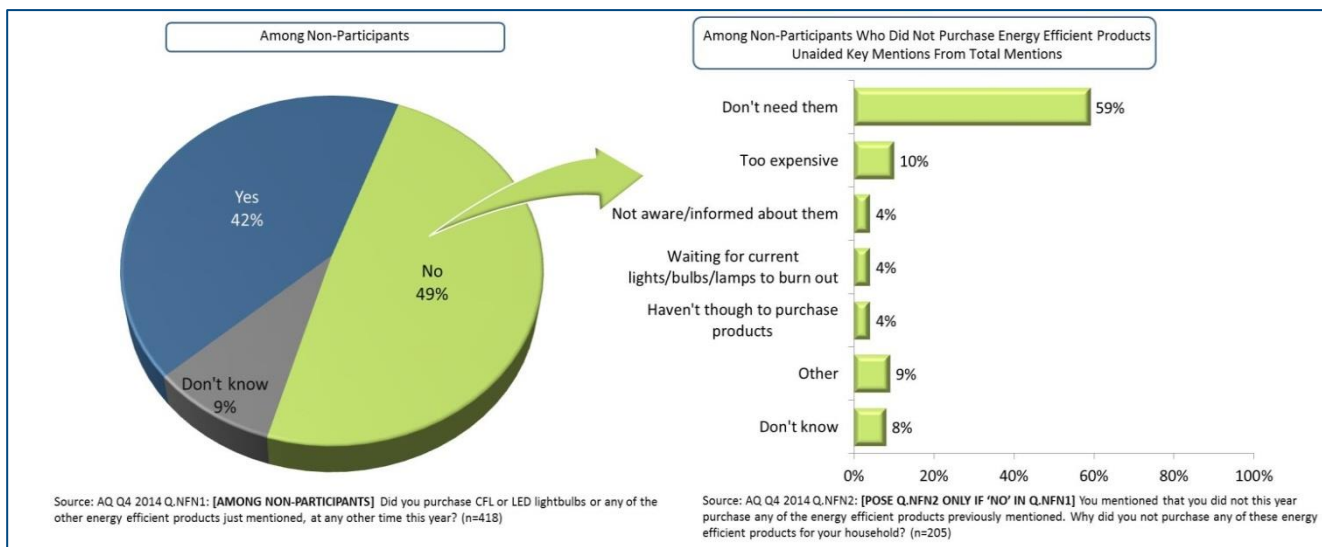


Figure 22: Purchased Energy Efficient Products at Any Other Time of Year

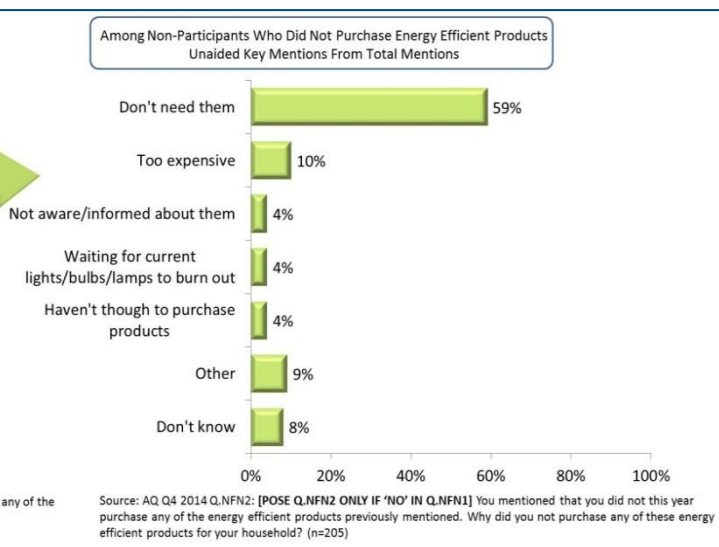


Figure 23: Reasons for Not Purchasing Energy Efficient Products

All residents were asked what would encourage them to buy one or more of the products investigated. Three in ten residents mentioned they would buy them if prices were lowered, while one in ten mentioned rebates. Others indicated they would purchase them to be more energy efficient or to reduce their energy costs. Two in ten indicated they would buy them when needed.

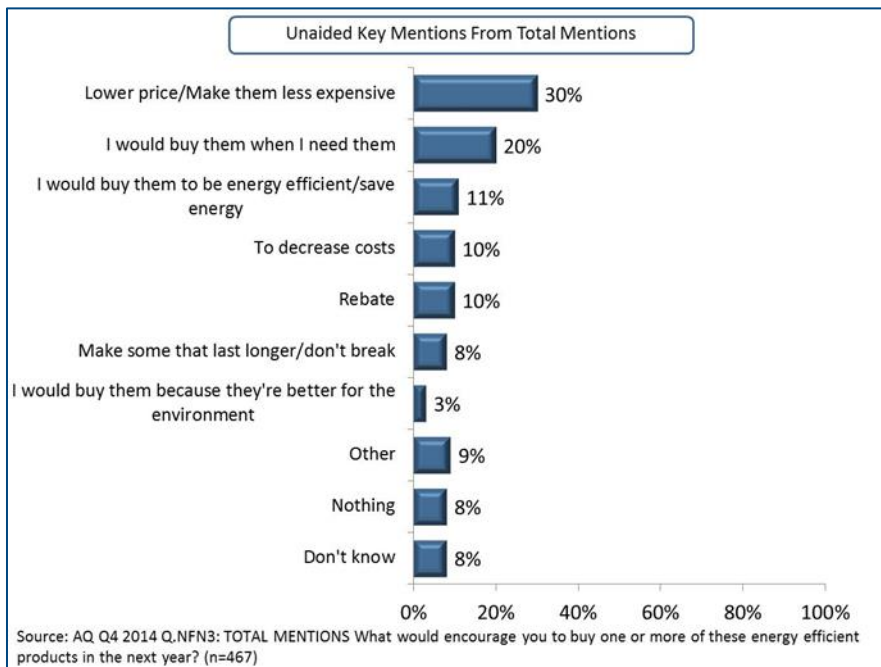


Figure 24: Factors that Would Encourage the Purchase of Energy Efficient Products

3.3.5 Customer Telephone Survey Summary

Two in three Newfoundland general public residents in areas serviced by Newfoundland Power confirmed knowing about Newfoundland Power’s Instant Rebates Program, learning of it through an array of channels with the most predominant channel being television ads, followed by bill inserts.

One in ten survey respondents mentioned that they had purchased one or more eligible products during either the spring or fall campaign, and recalled receiving a rebate for this or these products, translating into a 10 percent program participation rate across the Newfoundland Power service territory. Among those purchasing at least one of the eligible products and recalling obtaining a rebate, 84 percent purchased LED bulbs, 46 percent purchased CFLs, and 48 percent purchased energy-efficient products other than light bulb products. For those purchasing CFL or LED bulbs, the main reason was to replace a non-CFL or non-LED bulb. Satisfaction with the program and the products purchased was high among participants.

Among those not participating in the program, four in 10 purchased the investigated products at another time in 2014, while one half confirmed they had not. Among those not making such a purchase, the most predominant reason for not doing so was a lack of need, identified by six in ten.



CONCLUSION AND RECOMMENDATIONS

The evaluation of Newfoundland Power's Instant Rebates Program demonstrated that the program works well overall. For its first year of operation, the program succeeded in being known by two-thirds of the population residing in the Newfoundland Power service area. The incidence of the program participants in the population is estimated to be 10 percent in 2014.

Newfoundland Power's marketing and advertising contributed to program awareness and influence. Almost all LED buyers and eight in ten CFL buyers knew about the rebate prior to purchasing their light bulbs. A majority of the buyers indicated that knowledge of the discount played a part in their decision to purchase the bulbs. Results showed that in-store signage proved successful at communicating the program and rebates to customers. Television ads and bill inserts were also efficient ways residents found out about the program. In-store events were useful to inform clients about available products and applicable rebates. That said, the Evaluator detected a number of shortcomings in the use of POP displays during the mystery shopper in-store visits. A lack of awareness about the program and the applicable rebates was also observed among a number of salespeople and cashiers.

Almost all program participants indicated that they had installed at least some of the CFL or LED bulbs they purchased, mainly to replace a non-CFL or non-LED bulb. This is a great achievement considering that the installation of CFLs and LED bulbs in sockets previously used for lower efficiency technologies is a fundamental goal of any resource acquisition program such as Instant Rebates.

In light of the key findings of this evaluation, the Evaluator has the following recommendations aimed at improving program delivery and evaluation:

- 1 Ensure that POP displays are well installed throughout the campaigns:** A lack of organization in the presentation of the marketing material was observed as part of many in-store visits. In these cases, POP displays were either partially installed, absent where they should have been or placed in front of ineligible products. To resolve this issue, Econoler recommends providing retailers with more help with the installation of the marketing material. Newfoundland Power representatives should visit the stores before the campaign or immediately after the start of each campaign to assist the store staff in preparation for program launch by making sure that all marketing tools are installed properly. Customers and salespeople rely on POP displays to be informed about product eligibility and rebates. Reliable POP displays are even more so important that POP displays proved to be predominant in program and rebate awareness. Once the campaign is launched, Newfoundland Power should maintain the POP check activities that are already in place. These POP checks should also be an opportunity to ensure that shelves are neatly filled and organized. If these support activities were to become too demanding for Newfoundland Power staff, hiring a delivery agent should be considered.



- 2 **Increase program knowledge among retailer staff:** As part of the mystery shopper in-store visits, the Evaluator observed that a few salespeople and cashiers were not fully informed about the rebate amounts or the product eligibility. Considering that the Instant Rebates program is only in its first year, efforts should be made to increase awareness of the program and the eligible products among retailer staff. This approach would guarantee that marketing is optimal, combining both efficient in-store promotional displays and sales force.
- 3 **Continue in-store events:** The Evaluator's experience with similar programs has shown that periodic rebates, rather than year-round rebates, are favoured by retailers in order to create a buzz and maintain customer interest. In that line of thought, the concept of in-store events is very positive. Furthermore, the mystery shopper found the in-store events successful as booths were well located and representatives were informative.
- 4 **Analyze the market offer in order to adjust the discounted products:** Gradually, the in-store offers for the products supported by this program will increase and the unit price will decrease along with the discounts until the market reaches a level of penetration where there is no need for discounts. For this kind of program, the Evaluator recommends observing the evolution of the in-store offer. This will provide program staff with key information for them to adjust the discounts downward as each category of product increases its penetration. More specifically, the Evaluator recommends analyzing the need for promoting CFLs in the Newfoundland market to ensure that a rebate on the purchase of this product remains relevant. It should be noted that similar programs in Nova Scotia and Quebec have recently removed their incentive on CFLs, in 2014 and 2012 respectively, upon observing a strong market penetration over the last years.
- 5 **Conduct in-depth interviews with retailers as part of the next process evaluation:** Retailers are key players in the success of the Instant Rebates Program. Their involvement is significant to program delivery, as well as awareness of retail store staff and customers about the program. Considering this, the Evaluator recommends conducting in-depth interviews with them as part of the next process evaluation. These interviews would allow obtaining the retailers' views and satisfaction with the program, as well as their feedback on potential program delivery issues or barriers.
- 6 **Document the major characteristics of the program in a program manual:** The program manual is an essential tool for all program staff as well as for the Evaluator. It serves as "program memory" in case changes are made to the program or staff. There is no perfect example of program manual content; it is usually custom-designed to meet the specific needs of an organization. However, some elements of information are usually included in a program manual, such as program description and justification, program objectives and barriers, budget and marketing plan.

APPENDIX I POST-CASH SURVEY QUESTIONNAIRE

In-store Questionnaire

INTERCEPT SURVEY QUESTIONNAIRE – FALL CAMPAIGN

Newfoundland Power Instant Rebates Program

November 7, 2014

INTRODUCTION AND ELIGIBILITY

Hello, my name is _____ and I am with Corporate Research Associates, and we are gathering information on behalf of Newfoundland Power from customers who just purchased energy efficient lights, also known as CFLs and L-E-Ds.

11. Did you purchase either CFLs or L-E-Ds today? [CODE ONE ONLY]
1. CFLs
 2. L-E-Ds
 3. Both
 98. (Don't Know) [ASK AGAIN. IF STILL DK, THANK AND TERMINATE].
 99. (Refused) [THANK AND TERMINATE].
12. [IF CODE 1 IN I1] To the best of your knowledge, was the price of this/these CFL light bulb(s) discounted at the cash register? [CODE ONE ONLY]
1. Yes
 2. No [ASK AGAIN. IF STILL SAYS NO, THANK AND TERMINATE].
 98. (Don't Know) [ASK AGAIN. IF STILL DK, THANK AND TERMINATE].
 99. (Refused) [THANK AND TERMINATE].



I2a. [IF CODE 2 IN I1] To the best of your knowledge, was the price of this/these L-E-D light bulb(s) discounted at the cash register? [CODE ONE ONLY]

1. Yes
2. No [ASK AGAIN. IF STILL SAYS NO, THANK AND TERMINATE].
98. (Don't Know) [ASK AGAIN. IF STILL DK, THANK AND TERMINATE].
99. (Refused) [THANK AND TERMINATE].

I2b. [IF CODE 3 IN I1] To the best of your knowledge, was the price of these CFL and/or L-E-D light bulbs discounted at the cash register? [CODE ONE ONLY – PROBE FOR DETAILS]

1. Yes – CFLs only
2. Yes – L-E-Ds only
3. Yes – Both
4. No [ASK AGAIN. IF STILL SAYS NO, THANK AND TERMINATE].
98. (Don't Know) [ASK AGAIN. IF STILL DK, THANK AND TERMINATE].
99. (Refused) [THANK AND TERMINATE].

I3. The survey will take about five minutes. You will receive a \$5 cash incentive as a thank you for your cooperation. Would you be willing to answer the survey?

1. Yes [CONTINUE – GO TO AW1].
2. No [THANK AND TERMINATE].

Program Awareness (AW Series)

AW1. Have you ever heard of Newfoundland Power's Instant Rebates program which offers instant savings at the cash register for the purchase of energy-efficient products such as CFLs or L-E-D light bulbs, dimmers and smart strip power bars? [CODE ONE ONLY]

1. Yes
2. No [GO TO P SECTION]
98. (Don't Know) [GO TO P SECTION]
99. (Refused) [GO TO P SECTION]



AW2. How did you find out about this program? [DON'T READ; ALLOW MULTIPLE RESPONSES BUT DO NOT PROBE FOR MULTIPLE]

1. (In-store promotions)
2. (Store personnel)
3. (Newfoundland Power website)
4. (Facebook or other social media)
5. (Word of mouth)
6. (Through an in-store event)
7. (Television ads)
8. (Radio ads)
9. (Newspaper ads)
10. (Billboard ads)
11. (Internet - in general)
97. (Other [SPECIFY _____])
98. (Don't know)
99. (Refused)

AW3. Note for the interviewer: Indicate if there is an in-store event at the time of the interview.

1. Yes
2. No
98. (Don't Know)

AW4. [ASK IF YES IN AW3] Did you see an in-store event today that promoted energy efficient products?

1. Yes
2. No
98. (Don't Know)

AW5. [ASK IF YES IN AW4] Did you speak directly to one of the in-store event representatives?

1. Yes
2. No
98. (Don't Know)

AW6. [ASK IF YES IN AW5] Overall, how satisfied were you with the level of service provided by the in-store event representative, using a scale from 1 to 10, where 1='not at all satisfied' and 10='completely satisfied'? [DO NOT ACCEPT A RANGE – RECORD NUMBER – 98=DON'T KNOW, 99=REFUSED]



AW7. [ASK IF RESPONSE IN AW6<8] Why were you not more satisfied? [PROBE FOR SPECIFIC REASON(S) - 98=DON'T KNOW, 99=REFUSED]

Program Influence and Bulb Replacement (P Series)

P1. Are there any CFLs or L-E-Ds currently installed in your home? [CODE ONE ONLY – PROBE FOR SPECIFIC YES RESPONSE]

1. Yes – CFLs only
2. Yes – L-E-Ds only
3. Yes – Both
4. No
98. (Don't Know)
99. (Refused)

[FOR PC AND PL SERIES, ONLY ASK ONE SERIES PER PARTICIPANT BASED ON I2. IF CODE 3 IN I2B, THEN SELECT LEDs.]

LED SEQUENCE

PL1. You bought L-E-Ds today. Newfoundland Power offered a discount on specific packages of L-E-Ds. Before paying at the cash register, were you aware that a discount was offered on the purchase of L-E-Ds? [CODE ONE ONLY]

1. Yes [GO TO PL3]
2. No
98. (Don't Know)
99. (Refused)

PL2. [ASK IF NOT AWARE OF THE DISCOUNT (PL1=2, DK, REF)] I just want to make sure I understand - You did not know about the discount on specific packages of L-E-Ds before paying at the register? [CODE ONE ONLY]

1. Yes, I knew about the discount
2. No, I did not know about the discount [GO TO PL8]
98. (Don't know) [GO TO PL8]
99. (Refused) [GO TO PL8]



PL3. [ASK IF AWARE OF THE DISCOUNT (PL1=1) OR (PL2=1)] How did you learn about the discount offered on the purchase of specific packages of L-E-Ds? [DO NOT READ RESPONSES – CODE AS MANY AS APPLY]

1. (In-store promotions)
2. (Store personnel)
3. (Newfoundland Power website)
4. (Facebook or other social media)
5. (Word of mouth)
6. (Through an in-store event)
7. (Television ads)
8. (Radio ads)
9. (Newspaper ads)
10. (Billboard ads)
11. (Internet - in general)
97. (Other [SPECIFY _____])
98. (Don't know)
99. (Refused)

PL4. [ASK IF AWARE OF THE DISCOUNT (PL1=1) OR (PL2=1)] Did you see the stickers, shelf signs or posters in the light bulbs section of the store promoting the discount offered on L-E-Ds? [CODE ONE ONLY]

1. Yes
2. No
98. (Don't know)
99. (Refused)

PL5. [ASK IF AWARE OF THE DISCOUNT (PL1=1) OR (PL2=1)] You mentioned that you were aware, before paying at the cash register, that a discount is offered on the purchase of L-E-Ds. Did knowing this play a part in your decision to buy L-E-Ds today? [CODE ONE ONLY]

1. Yes
2. No
98. (Don't know)
99. (Refused)



PL6. [ASK IF AWARE OF THE DISCOUNT (PL1=1) OR (PL2=1)] How influential was the discount offered by Newfoundland Power on your decision to purchase the L-E-Ds that you purchased today? Please give your answer on a scale of 1 to 10, where 1 indicates the discount 'had no influence at all on your purchase decision' and 10 indicates that the discount was 'extremely influential on your purchase decision. [PROBE TO AVOID ACCEPTING A RANGE]

___ Response ___ 98 Don't Know ___ 99 Refused

PL7. [ASK IF AWARE OF THE DISCOUNT (PL1=1) OR (PL2=1)] If the discount had NOT been offered, when would you have purchased the L-E-Ds that you purchased today? Would it have been...? [CODE ONE ONLY]

1. Definitely today
2. Probably today
3. Probably at a later date
4. Definitely at a later date
96. (Would not have purchased them at all)
98. (Don't Know)
99. (Refused)

PL8. To the best of your knowledge, do you plan on installing this/these newly-purchased L-E-D bulb(s) at your place of residence right away? [DO NOT READ RESPONSES – CODE ONE ONLY – PROBE FOR SPECIFIC RESPONSE IF 'YES']

- 1 Yes, all of them
- 2 Yes, some of them
- 3 No
98. (Don't Know)
99. (Refused)

PL9. [ASK IF PL8=1 or 2] For which of the following reasons do you plan on installing this/these newly-purchased L-E-D bulb(s)? Do you plan to install it/them ...: [READ AND ROTATE RESPONSES, EXCEPT ALWAYS POSE ITEM '4' LAST – CODE AS MANY AS APPLY]

- 1 To replace other L-E-D bulbs
- 2 To replace some other type of bulbs that were not L-E-D bulbs
- 3 Into a new lamp or light fixture
- 4 Or for some other reason? (SPECIFY: _____)
98. (Don't Know)
99. (Refused)



CFL SEQUENCE

PC1. You bought CFLs today. Newfoundland Power offered a discount on specific packages of CFLs. Before paying at the cash register, were you aware that a discount was offered on the purchase of CFLs? [CODE ONE ONLY]

1. Yes [GO TO PC3]
2. No
98. (Don't Know)
99. (Refused)

PC2. [ASK IF NOT AWARE OF THE DISCOUNT (PC1=2, DK, REF)] I just want to make sure I understand - You did not know about the discount on specific packages of CFLs before paying at the register? [CODE ONE ONLY]

1. Yes, I knew about the discount
2. No, I did not know about the discount [GO TO PC8]
98. (Don't know) [GO TO PC8]
99. (Refused) [GO TO PC8]

PC3. [ASK IF AWARE OF THE DISCOUNT (PC1=1) OR (PC2=1)] How did you learn about the discount offered on the purchase of specific packages of CFLs? [DO NOT READ RESPONSES – CODE AS MANY AS APPLY]

1. (In-store promotions)
2. (Store personnel)
3. (Newfoundland Power website)
4. (Facebook or other social media)
5. (Word of mouth)
6. (Through an in-store event)
7. (Television ads)
8. (Radio ads)
9. (Newspaper ads)
10. (Billboard ads)
11. (Internet - in general)
97. (Other [SPECIFY _____])
98. (Don't know)
99. (Refused)



PC4. [ASK IF AWARE OF THE DISCOUNT (PC1=1) OR (PC2=1)] Did you see the stickers, shelf signs or posters in the light bulbs section of the store promoting the discount offered on CFLs? [CODE ONE ONLY]

- 1. Yes
- 2. No
- 98. (Don't know)
- 99. (Refused)

PC5. [ASK IF AWARE OF THE DISCOUNT (PC1=1) OR (PC2=1)] You mentioned that you were aware, before paying at the cash register, that a discount is offered on the purchase of CFLs. Did knowing this play a part in your decision to buy CFLs today? [CODE ONE ONLY]

- 1. Yes
- 2. No
- 98. (Don't know)
- 99. (Refused)

PC6. [ASK IF AWARE OF THE DISCOUNT (PC1=1) OR (PC2=1)] How influential was the discount offered by Newfoundland Power on your decision to purchase the CFLs that you purchased today? Please give your answer on a scale of 1 to 10, where 1 indicates the discount 'had no influence at all on your purchase decision' and 10 indicates that the discount was 'extremely influential on your purchase decision. [PROBE TO AVOID ACCEPTING A RANGE]

___ Response ___98 Don't Know ___99 Refused

PC7. [ASK IF AWARE OF THE DISCOUNT (PC1=1) OR (PC2=1)] If the discount had NOT been offered, when would you have purchased the CFLs that you purchased today? Would it have been...? [CODE ONE ONLY]

- 1. Definitely today
- 2. Probably today
- 3. Probably at a later date
- 4. Definitely at a later date
- 96. (Would not have purchased them at all)
- 98. (Don't Know)
- 99. (Refused)



PC8. To the best of your knowledge, do you plan on installing this/these newly-purchased CFL bulb(s) at your place of residence right away? [DO NOT READ RESPONSES – CODE ONE ONLY – PROBE FOR SPECIFIC RESPONSE IF ‘YES’]

1. Yes, all of them
2. Yes, some of them
3. No
98. (Don't Know)
99. (Refused)

PC9. [ASK IF PC8=1 or 2] For which of the following reasons do you plan on installing this/these newly-purchased CFL bulb(s)? Do you plan to install it/them ...: [READ AND ROTATE RESPONSES, EXCEPT ALWAYS POSE ITEM ‘4’ LAST – CODE AS MANY AS APPLY]

1. To replace other CFL bulbs
2. To replace some other type of bulbs that were not CFL bulbs
3. Into a new lamp or light fixture
4. Or for some other reason? (SPECIFY: _____)
98. (Don't Know)
99. (Refused)

Products Rebated (PR Series)

PR1. [ASK IF AW1=1] Besides the [CFLs or L-E-Ds] that you purchased with a discount today, are you aware of any other energy efficiency products that are discounted through Newfoundland Power's Instant Rebates program? [CODE ONE ONLY]

1. Yes [GO TO PR2]
2. No [GO TO S SERIES]
98. (Don't Know) [GO TO S SERIES]
99. (Refused) [GO TO S SERIES]



PR2. [ASK IF PR1=1] What are those products? Any others? [DO NOT READ RESPONSES – CODE AS MANY AS APPLY]

1. (Regular or specialty CFLs)
2. (L-E-D light bulbs)
3. (Hardwired dimmer switches)
4. (Outdoor and hardwired indoor motion sensors)
5. (Power bars or Smart strips)
6. (Outdoor and indoor timers)
7. (Low flow showerheads)
8. (ENERGY STAR ceiling fans)
9. (ENERGY STAR dehumidifiers)
10. ENERGY STAR light fixtures)
96. (Other - SPECIFY: _____)
98. (Don't Know)
99. (Refused)

PR2a. [POSE ONLY IF PR2 WAS POSED, BUT DO NOT POSE IF CODE 98 IN PR2] Did you already purchase, or do you plan on purchasing any of those other energy efficiency products before the end of November this year? [CODE ONE ONLY, EXCEPT PERMIT TWO 'YES' RESPONSES IF APPLICABLE]

1. Yes, I have already purchased those other energy efficiency products
2. Yes, I plan on purchasing those other energy efficiency products
3. No
98. (Don't Know)
99. (Refused)

Program Satisfaction (S Series)

S1. [ASK IF AW1=1] Using a scale from 1 to 10, where 1='not at all satisfied' and 10='completely satisfied', how would you rate your satisfaction with Newfoundland Power's Instant Rebates program OVERALL? [DO NOT ACCEPT A RANGE - RECORD NUMBER, 98 = Don't know/Don't recall, 99 = Refused]

S2. [ASK IF S1<8] Why were you not more satisfied? [PROBE FOR SPECIFIC REASON(S)]



Demographics (D Series)

These final questions are asked for statistical purposes only. The information collected is strictly confidential.

[ASK ALL RESPONDENTS]

D1. What type of residence do you live in? [READ FIRST SEVEN RESPONSES IN ORDER; SELECT ONE RESPONSE]

1. Detached single-family house
2. Semi-detached house
3. Mobile home or house trailer
4. Townhouse or duplex which share adjacent walls
5. Row house (Single story apartment building)
6. Apartment or condo building that has fewer than five stories
7. Apartment or condo building that has five or more stories
96. Other [SPECIFY: _____]
98. (Don't know)
99. (Refused)

D2. Do you own or rent this residence? [CODE ONE ONLY]

1. Own/buying [GO TO D4]
2. Rent/lease [GO TO D3]
96. (Other (Describe)) _____ [GO TO D3]
99. (Refused) [GO TO D3]

D3. Do you or does your landlord pay the electric bills for your residence? [CODE ONE ONLY]

1. (I pay the electric bills)
2. (My landlord pays the electric bills)
96. (Other (Describe)) _____
98. (Don't Know)
99. (Refused)

D4. [DO NOT READ] Gender: [CODE ONE ONLY]

1. Male
2. Female

END. Those are all the questions I have for you. I thank you very much for your time and cooperation. Here is your \$5 for participating in our survey.

Telephone Questionnaire

INTERCEPT SURVEY QUESTIONNAIRE – COSTCO CUSTOMERS – TELEPHONE SURVEY

Instant Rebates Program

November 27, 2014

INTRODUCTION AND ELIGIBILITY

Hello, may I please speak with NAME FROM CONTACT RECORD? My name is _____ and I am with Corporate Research Associates, and we are conducting a survey on behalf of Newfoundland Power among Costco customers who purchased energy efficient lights, also known as CFLs and L-E-Ds, during the month of June this year, or since the beginning of October this autumn. This survey is voluntary, and should take about seven minutes. The study is registered with the national survey registration system. IF ASKED, SAY: You may recall providing your name and telephone number for research purposes when you were at Costco in recent months. IF THE RESPONDENT REQUIRES ADDITIONAL INFORMATION ABOUT THE RESEARCH, CONFIRM THEIR NAME AND TELEPHONE NUMBER AND PASS THIS INFORMATION ALONG TO CORPORATE RESEARCH ASSOCIATES. SOMEONE WILL BE IN CONTACT WITH THE RESPONDENT SHORTLY.

11. Did you purchase either CFLs or L-E-Ds at Costco during the month of June this year, or since the beginning of October this autumn? [CODE ONE ONLY]
1. CFLs
 2. L-E-Ds
 3. Both
 98. (Don't Know) [ASK AGAIN. IF STILL DK, THANK AND TERMINATE].
 99. (Refused) [THANK AND TERMINATE].
12. [IF CODE 1 IN I1] To the best of your knowledge, was the price of this/these CFL light bulb(s) discounted at the cash register? [CODE ONE ONLY]
1. Yes
 2. No [ASK AGAIN. IF STILL SAYS NO, THANK AND TERMINATE].
 98. (Don't Know) [ASK AGAIN. IF STILL DK, THANK AND TERMINATE].
 99. (Refused) [THANK AND TERMINATE].



I2a. [IF CODE 2 IN I1] To the best of your knowledge, was the price of this/these L-E-D light bulb(s) discounted at the cash register? [CODE ONE ONLY]

- 2. Yes
- 2. No [ASK AGAIN. IF STILL SAYS NO, THANK AND TERMINATE].
- 98. (Don't Know) [ASK AGAIN. IF STILL DK, THANK AND TERMINATE].
- 99. (Refused) [THANK AND TERMINATE].

I2b. [IF CODE 3 IN I1] To the best of your knowledge, was the price of these CFL and/or L-E-D light bulbs discounted at the cash register? [CODE ONE ONLY – PROBE FOR DETAILS]

- 4. Yes – CFLs only
- 5. Yes – L-E-Ds only
- 6. Yes – Both
- 4. No [ASK AGAIN. IF STILL SAYS NO, THANK AND TERMINATE].
- 98. (Don't Know) [ASK AGAIN. IF STILL DK, THANK AND TERMINATE].
- 99. (Refused) [THANK AND TERMINATE].

I3a. Did you buy these bulbs at Costco in June of this year, since the beginning of October this autumn, or both in June as well as since the beginning of October this autumn? READ RESPONSES ONLY IF NECESSARY

- 1 In June
 - 2 Since the beginning of October
 - 3 Both in June as well as since the beginning of October
- VOLUNTEERED
- 98 (Don't know)
 - 99 (Refused)

Program Awareness (AW Series)

AW1. Have you ever heard of Newfoundland Power's Instant Rebates program which offers instant savings at the cash register for the purchase of energy-efficient products such as CFLs or L-E-D light bulbs, dimmers and smart strip power bars? [CODE ONE ONLY]

- 1. Yes
- 2. No [GO TO P SECTION]
- 98. (Don't Know) [GO TO P SECTION]
- 99. (Refused) [GO TO P SECTION]



AW2. How did you find out about this program? [DON'T READ; ALLOW MULTIPLE RESPONSES BUT DO NOT PROBE FOR MULTIPLE]

- 12. (In-store promotions)
- 13. (Store personnel)
- 14. (Newfoundland Power website)
- 15. (Facebook or other social media)
- 16. (Word of mouth)
- 17. (Through an in-store event)
- 18. (Television ads)
- 19. (Radio ads)
- 20. (Newspaper ads)
- 21. (Billboard ads)
- 22. (Internet - in general)
- 100. (Other [SPECIFY _____])
- 100 (Don't know)
- 101 (Refused)

AW4. When you purchased either CFLs or L-E-Ds during the month of June this year, or since the beginning of October this autumn, did you see an in-store event that promoted energy efficient products?

- 2. Yes
- 2. No
- 98. (Don't Know)

AW5. [ASK IF YES IN AW4] Did you speak directly to one of the in-store event representatives?

- 2. Yes
- 2. No
- 98. (Don't Know)

AW6. [ASK IF YES IN AW5] Overall, how satisfied were you with the level of service provided by the in-store event representative, using a scale from 1 to 10, where 1='not at all satisfied' and 10='completely satisfied'? [DO NOT ACCEPT A RANGE – RECORD NUMBER – 98=DON'T KNOW, 99=REFUSED]

AW7. [ASK IF RESPONSE IN AW6<8] Why were you not more satisfied? [PROBE FOR SPECIFIC REASON(S) - 98=DON'T KNOW, 99=REFUSED]



Program Influence and Bulb Replacement (P Series)

- P1. Are there any CFLs or L-E-Ds currently installed in your home? [CODE ONE ONLY – PROBE FOR SPECIFIC YES RESPONSE]
- 5. Yes – CFLs only
 - 6. Yes – L-E-Ds only
 - 7. Yes – Both
 - 8. No
 - 98. (Don't Know)
 - 99. (Refused)

[FOR PC AND PL SERIES, ONLY ASK ONE SERIES PER PARTICIPANT BASED ON I2. IF CODE 3 IN I2B, THEN SELECT CFL SEQUENCE.]

LED SEQUENCE

- PL1. You bought L-E-Ds during the month of June this year, or since the beginning of October this autumn. Newfoundland Power offered a discount on specific packages of L-E-Ds. Before paying at the cash register, were you aware that a discount was offered on the purchase of L-E-Ds? [CODE ONE ONLY]
- 1. Yes [GO TO PL3]
 - 2. No
 - 98. (Don't Know)
 - 99. (Refused)
- PL2. [ASK IF NOT AWARE OF THE DISCOUNT (PL1=2, DK, REF) I just want to make sure I understand - You did not know about the discount on specific packages of L-E-Ds before paying at the register? [CODE ONE ONLY]
- 1. Yes, I knew about the discount
 - 2. No, I did not know about the discount [GO TO PL8]
 - 98. (Don't know) [GO TO PL8]
 - 99. (Refused) [GO TO PL8]



PL3. [ASK IF AWARE OF THE DISCOUNT (PL1=1) OR (PL2=1)] How did you learn about the discount offered on the purchase of specific packages of L-E-Ds? [DO NOT READ RESPONSES – CODE AS MANY AS APPLY]

- 12. (In-store promotions)
- 13. (Store personnel)
- 14. (Newfoundland Power website)
- 15. (Facebook or other social media)
- 16. (Word of mouth)
- 17. (Through an in-store event)
- 18. (Television ads)
- 19. (Radio ads)
- 20. (Newspaper ads)
- 21. (Billboard ads)
- 22. (Internet - in general)
- 100. (Other [SPECIFY _____])
- 101. (Don't know)
- 102. (Refused)

PL4. [ASK IF AWARE OF THE DISCOUNT (PL1=1) OR (PL2=1)] Did you see the stickers, shelf signs or posters in the light bulbs section of the store promoting the discount offered on L-E-Ds? [CODE ONE ONLY]

- 1. Yes
- 2. No
- 98. (Don't know)
- 99. (Refused)

PL5. [ASK IF AWARE OF THE DISCOUNT (PL1=1) OR (PL2=1)] You mentioned that you were aware, before paying at the cash register, that a discount is offered on the purchase of L-E-Ds. Did knowing this play a part in your decision to buy L-E-Ds? [CODE ONE ONLY]

- 1. Yes
- 2. No
- 98. (Don't know)
- 99. (Refused)



PL6. [ASK IF AWARE OF THE DISCOUNT (PL1=1) OR (PL2=1)] How influential was the discount offered by Newfoundland Power on your decision to purchase the L-E-Ds that you purchased? Please give your answer on a scale of 1 to 10, where 1 indicates the discount 'had no influence at all on your purchase decision' and 10 indicates that the discount was 'extremely influential on your purchase decision. [PROBE TO AVOID ACCEPTING A RANGE]

___ Response ___ 98 Don't Know ___ 99 Refused

PL7. [ASK IF AWARE OF THE DISCOUNT (PL1=1) OR (PL2=1)] If the discount had NOT been offered, when would you have purchased the L-E-Ds that you purchased during the month of June this year, or since the beginning of October this autumn? Would it have been...? [CODE ONE ONLY]

- 5. Definitely at that time
- 6. Probably at that time
- 7. Probably at a later date
- 8. Definitely at a later date
- 97. (Would not have purchased them at all)
- 98. (Don't Know)
- 99. (Refused)

PL8. To the best of your knowledge, did you install this/these newly-purchased L-E-D bulb(s) at your place of residence right away? [DO NOT READ RESPONSES – CODE ONE ONLY – PROBE FOR SPECIFIC RESPONSE IF 'YES']

- 1 Yes, all of them
- 2 Yes, some of them
- 3 No
- 98. (Don't Know)
- 99. (Refused)

PL9. [ASK IF PL8=1 or 2] For which of the following reasons did you install this/these newly-purchased L-E-D bulb(s) right away? Did you install it/them ...: [READ AND ROTATE RESPONSES, EXCEPT ALWAYS POSE ITEM '4' LAST – CODE AS MANY AS APPLY]

- 1 To replace other L-E-D bulbs
- 2 To replace some other type of bulbs that were not L-E-D bulbs
- 3 Into a new lamp or light fixture
- 4 Or for some other reason? (SPECIFY: _____)
- 98. (Don't Know)
- 99. (Refused)



CFL SEQUENCE

PC1. You bought CFLs during the month of June this year, or since the beginning of October this autumn. Newfoundland Power offered a discount on specific packages of CFLs. Before paying at the cash register, were you aware that a discount was offered on the purchase of CFLs?
[CODE ONE ONLY]

1. Yes [GO TO PC3]
2. No
98. (Don't Know)
99. (Refused)

PC2. [ASK IF NOT AWARE OF THE DISCOUNT (PC1=2, DK, REF)] I just want to make sure I understand - You did not know about the discount on specific packages of CFLs before paying at the register? [CODE ONE ONLY]

1. Yes, I knew about the discount
2. No, I did not know about the discount [GO TO PC8]
98. (Don't know) [GO TO PC8]
99. (Refused) [GO TO PC8]

PC3. [ASK IF AWARE OF THE DISCOUNT (PC1=1) OR (PC2=1)] How did you learn about the discount offered on the purchase of specific packages of CFLs? [DO NOT READ RESPONSES – CODE AS MANY AS APPLY]

12. (In-store promotions)
13. (Store personnel)
14. (Newfoundland Power website)
15. (Facebook or other social media)
16. (Word of mouth)
17. (Through an in-store event)
18. (Television ads)
19. (Radio ads)
20. (Newspaper ads)
21. (Billboard ads)
22. (Internet - in general)
100. (Other [SPECIFY _____])
101. (Don't know)
102. (Refused)



PC4. [ASK IF AWARE OF THE DISCOUNT (PC1=1) OR (PC2=1)] Did you see the stickers, shelf signs or posters in the light bulbs section of the store promoting the discount offered on CFLs? [CODE ONE ONLY]

- 1. Yes
- 2. No
- 98. (Don't know)
- 99. (Refused)

PC5. [ASK IF AWARE OF THE DISCOUNT (PC1=1) OR (PC2=1)] You mentioned that you were aware, before paying at the cash register, that a discount is offered on the purchase of CFLs. Did knowing this play a part in your decision to buy CFLs? [CODE ONE ONLY]

- 1. Yes
- 2. No
- 98. (Don't know)
- 99. (Refused)

PC6. [ASK IF AWARE OF THE DISCOUNT (PC1=1) OR (PC2=1)] How influential was the discount offered by Newfoundland Power on your decision to purchase the CFLs that you purchased? Please give your answer on a scale of 1 to 10, where 1 indicates the discount 'had no influence at all on your purchase decision' and 10 indicates that the discount was 'extremely influential on your purchase decision. [PROBE TO AVOID ACCEPTING A RANGE]

___ Response ___98 Don't Know ___99 Refused

PC7. [ASK IF AWARE OF THE DISCOUNT (PC1=1) OR (PC2=1)] If the discount had NOT been offered, when would you have purchased the CFLs that you purchased during the month of June this year, or since the beginning of October this autumn? Would it have been...? [CODE ONE ONLY]

- 5. Definitely at that time
- 6. Probably at that time
- 7. Probably at a later date
- 8. Definitely at a later date
- 97. (Would not have purchased them at all)
- 98. (Don't Know)
- 99. (Refused)



PC8. To the best of your knowledge, did you install this/these newly-purchased CFL bulb(s) at your place of residence right away? [DO NOT READ RESPONSES – CODE ONE ONLY – PROBE FOR SPECIFIC RESPONSE IF ‘YES’]

- 4. Yes, all of them
- 5. Yes, some of them
- 6. No
- 98. (Don't Know)
- 99. (Refused)

PC9. [ASK IF PC8=1 or 2] For which of the following reasons did you install this/these newly-purchased CFL bulb(s) right away? Did you install it/them ...: [READ AND ROTATE RESPONSES, EXCEPT ALWAYS POSE ITEM ‘4’ LAST – CODE AS MANY AS APPLY]

- 5. To replace other CFL bulbs
- 6. To replace some other type of bulbs that were not CFL bulbs
- 7. Into a new lamp or light fixture
- 8. Or for some other reason? (SPECIFY: _____)
- 98. (Don't Know)
- 99. (Refused)

Products Rebated (PR Series)

PR1. [ASK IF AW1=1] Besides the [CFLs or L-E-Ds] that you purchased with a discount during the month of June this year, or since the beginning of October this autumn, are you aware of any other energy efficiency products that are discounted through Newfoundland Power's Instant Rebates program? [CODE ONE ONLY]

- 1. Yes [GO TO PR2]
- 2. No [GO TO S SERIES]
- 98. (Don't Know) [GO TO S SERIES]
- 99. (Refused) [GO TO S SERIES]



PR2. [ASK IF PR1=1] What are those products? Any others? [DO NOT READ RESPONSES – CODE AS MANY AS APPLY]

11. (Regular or specialty CFLs)
12. (L-E-D light bulbs)
13. (Hardwired dimmer switches)
14. (Outdoor and hardwired indoor motion sensors)
15. (Power bars or Smart strips)
16. (Outdoor and indoor timers)
17. (Low flow showerheads)
18. (ENERGY STAR ceiling fans)
19. (ENERGY STAR dehumidifiers)
20. ENERGY STAR light fixtures)
96. (Other - SPECIFY: _____)
98. (Don't Know)
99. (Refused)

PR2a. [POSE ONLY IF PR2 WAS POSED, BUT DO NOT POSE IF CODE 98 IN PR2] Did you purchase, any of those other energy efficiency products before the end of November this year? [CODE ONE ONLY, EXCEPT PERMIT TWO 'YES' RESPONSES IF APPLICABLE]

1. Yes, I purchased other energy efficiency products in November
3. No, I did not purchase other energy efficient products in November
98. (Don't Know)
99. (Refused)

Program Satisfaction (S Series)

S1. [ASK IF AW1=1] Using a scale from 1 to 10, where 1='not at all satisfied' and 10='completely satisfied', how would you rate your satisfaction with Newfoundland Power's Instant Rebates program OVERALL? [DO NOT ACCEPT A RANGE - RECORD NUMBER, 98 = Don't know/Don't recall, 99 = Refused]

S2. [ASK IF S1<8] Why were you not more satisfied? [PROBE FOR SPECIFIC REASON(S)]



Demographics (D Series)

These final questions are asked for statistical purposes only. The information collected is strictly confidential.

[ASK ALL RESPONDENTS]

D1. What type of residence do you live in? [READ FIRST SEVEN RESPONSES IN ORDER; SELECT ONE RESPONSE]

- 8. Detached single-family house
- 9. Semi-detached house
- 10. Mobile home or house trailer
- 11. Townhouse or duplex which share adjacent walls
- 12. Row house (Single story apartment building)
- 13. Apartment or condo building that has fewer than five stories
- 14. Apartment or condo building that has five or more stories
- 97. Other [SPECIFY: _____]
- 100. (Don't know)
- 101. (Refused)

D2. Do you own or rent this residence? [CODE ONE ONLY]

- 1. Own/buying [GO TO D4]
- 2. Rent/lease [GO TO D3]
- 96. (Other (Describe)) _____ [GO TO D3]
- 99. (Refused) [GO TO D3]

D3. Do you or does your landlord pay the electric bills for your residence? [CODE ONE ONLY]

- 1. (I pay the electric bills)
- 2. (My landlord pays the electric bills)
- 96. (Other (Describe)) _____
- 98. (Don't Know)
- 99. (Refused)

D4. [DO NOT READ] Gender: [CODE ONE ONLY]

- 1. Male
- 2. Female

END. Those are all the questions I have for you. I thank you very much for your time and cooperation.

APPENDIX II DEMOGRAPHICS – POST-CASH SURVEY

The profile of the Instant Rebates participants who answered the post-cash survey is presented in the following tables.

D1. What type of residence do you live in?

	OVERALL %	CFL Purchasers	LED Purchasers
Detached single-family house	84	78	86
Semi-detached house	3	4	2
Mobile home or house trailer	2	4	0
Townhouse or duplex sharing adjacent walls	3	4	2
Row house (Single-story apartment building)	2	4	2
Apartment or condo building with fewer than five stories	6	4	7
Sample Size (No.)	62	21	41

D2. Do you own or rent this residence?

	OVERALL %	CFL Purchasers	LED Purchasers
Own/Buying	87	83	90
Rent/Lease	13	17	10
Sample Size (No.)	62	21	41

D3. Do you or does your landlord pay the electric bills for your residence? [NOT ASKED AT HOME DEPOT/NOT ASKED IF OWN/BUYING IN D2]

	OVERALL %	CFL purchasers	LED purchasers
I pay the electric bills	88	75	100
My landlord pays the electric bills	13	25	0
Sample Size (No.)	8	4	4

D4. Gender

	OVERALL %	CFL Purchasers	LED Purchasers
Male	69	65	71
Female	31	35	29
Sample Size (No.)	62	21	41

APPENDIX III

MYSTERY SHOPPER IN-STORE VISIT PROTOCOL

1 PROGRAM OVERVIEW

In 2014, the Instant Rebates program runs from June 1st to June 30, 2014, and from October 1st to November 30, 2014. The program features the following rebates on energy-efficient products.

Product	Rebate Amount
ENERGY STAR® CFL Light Bulbs	Up to \$6.00
ENERGY STAR ® LED Light Bulbs	Up to \$8.00
ENERGY STAR ® Ceiling Fans with Lights	\$10.00
ENERGY STAR ® Ceiling Mounted Light Fixtures	\$5.00
Dimmer Switches (Hardwired)	\$3.00
Lighting Timers (Outdoor and Indoor)	\$3.00
Motion Sensors (Outdoor and Hardwired Indoor)	\$3.00
Smart Power Strips	\$10.00
High Performance Showerheads	\$10.00
ENERGY STAR® Dehumidifiers	\$10.00

2 INTRODUCTION

A total of 10 mystery shopper in-store visits will be conducted at participating retail stores on Newfoundland Power's service territory. These visits and observations are designed to provide the qualitative information required to depict the in-store experience of the client. The visits will unfold according to a predetermined scenario. The objective is to acquire the information anonymously.

These mystery visits and observations will allow assessing the following elements:

- › Effectiveness of the instant rebates awarded at the cash register;
- › Promotional displays and in-store signage for products;
- › Effectiveness of the store events in educating customers and promoting the program;
- › Staff knowledge of program and products.



3 VISIT DETAILS

The fall in-store visits will be conducted from November 12 to November 14, 2014, inclusively. The visits and observations will be completed in various stores in order to ensure that the information collected is representative. As requested in the RFP, Econoler has designed a sampling plan that includes locations where in-store events will be held. This will allow assessing the effectiveness of the in-store events in educating customers and promoting the program.

Below is the list of locations where the mystery shopper visits will take place.

Store	Address	Event
Home Hardware	Box 209, Placentia, A0B 2Y0	Wed. 12 th , 10-2pm
Kent	2 O'Mahony Dr., Clarenville, A5A 0C2	--
Canadian Tire	95 Columbus Dr., Carbonear, A1Y 1A6	--
Timbermart	1117 Conception Bay Highway, Conception Bay South, A1X 4E7	--
Costco	28 Stravanger Dr., St. John's, A1A 5E8	--
Home Depot	70 Kelsey Dr., St. John's, A1B 5C7	--
McLoughlan	22-24 Blackmarsh Rd, St. John's, A1C 5L7	--
Walmart	470 Topsail Road, St. John's, A1E 2C3	Friday 14 th , 10-2pm
Home Hardware	130 Conception Bay Highway, Conception Bay South, A1W 3A6	Friday 14 th , 10-2pm
Rona	710 Torbay Road, St. John's, A1A 5G9	Friday 14 th , 10-2pm

4 VISIT REPORT

Store Name: _____

Address: _____

Date and Time of Visit: _____

Eligible Products

- In the list below, please check the items that apply to the retail banner visited.*

Lighting

Up to \$6.00 - ENERGY STAR® CFL Light Bulbs

Up to \$8.00 - ENERGY STAR® LED Light Bulbs

\$10.00 - ENERGY STAR® Ceiling Fans with Lights

\$5.00 - ENERGY STAR® Ceiling Mounted Light Fixtures



Controls

\$10.00 - Smart Power Strips

\$3.00 - Motion Sensors (Outdoor and Hardwired Indoor)

\$3.00 - Dimmer Switches (Hardwired)

\$3.00 - Lighting Timers (Outdoor and Indoor)

Showerheads

\$10.00 - High Performance Showerheads

--

Dehumidifiers

\$10.00 - ENERGY STAR® Dehumidifiers

--

4.1 PRODUCT PURCHASE DETAILS

Table 1: Product Purchase Situation

- In the table below, please check off the items which apply to your product.*

Product Purchase Situation	
Product purchased:	
Instant rebate received directly at the cash register upon presentation of the product purchased	
Instant rebate received at the cash register only after having provided a coupon (if applicable; some Home Hardware)	
Indicate if the rebate was clearly shown on the bill	
The cashier mentioned something about the rebate	
Problems encountered when purchasing the product(s) at the cash register	
If applicable, description of the problem met:	



4.2 PROMOTIONAL DISPLAY EVALUATION

Table 2: In-Store Promotional Material

- In the table below, please indicate by using Yes/No for each product category whether the promotional material was displayed in store as well as the quantity of each type of promotional material.
- If needed, please provide additional observations or comments in the Comments section below.

Canadian Tire

Promotional Material	Lighting			Controls			Showerheads			Dehumidifiers		
	Yes	No	#	Yes	No	#	Yes	No	#	Yes	No	#
Bin Violators												
Posters												
Stickers												
Shelf Talkers												
Hang Tabs												
Showerhead Hangers												
Blank Template												
Comments:												

Timbermart (Hickeys)

Promotional Material	Lighting			Controls		
	Yes	No	#	Yes	No	#
Bin Violators						
Posters						
Stickers						
Shelf Talkers						
Hang Tabs						
Blank Template						
Comments:						



Home Depot, Home Hardware and Kent

Promotional Material	Lighting			Controls			Showerheads			Dehumidifiers		
	Yes	No	Yes	Yes	No	#	Yes	No	#	Yes	No	#
Bin Violators												
Posters												
Stickers												
Shelf Talkers												
Hang Tabs												
Insert Tags												
Showerhead Hangers												
Blank Template												
Comments:												

Rona

Promotional Material	Lighting			Controls			Dehumidifiers		
	Yes	No	Yes	Yes	No	#	Yes	No	#
Bin Violators									
Posters									
Stickers									
Shelf Talkers									
Hang Tabs									
Insert Tags									
Blank Template									
Comments:									



McLoughlan (Lighting World)

Promotional Material	Lighting		
	Yes	No	#
Posters			
Stickers			
Shelf Talkers			
Hang Tabs			
Blank Template			
Comments:			

Costco (use their own promotional tools)

Promotional Material	Lighting		
	Yes	No	#
Posters			
Stickers			
Shelf Talkers			
Hang Tabs			
Blank Template			
Comments:			

Walmart

Promotional Material	Lighting			Controls			Showerheads		
	Yes	No	#	Yes	No	#	Yes	No	#
Bin Violators									
Posters									
Stickers									
Shelf Talkers									
Hang Tabs									
Blank Template									
Comments:									



Table 3: Identification of Eligible Products

In the table below, please indicate by using Yes/No for each observation whether the products eligible for rebates were easily identified.

Identification of Eligible Products		
The products are located at eye level on the shelf.	Yes	No
The mystery shopper was able to identify eligible products by themselves. (Comment on the percentage of products identified, the size of promotional material on the shelf, whether or not they are grouped together, etc.).	Yes	No
The mystery shopper had to ask a salesperson for help finding eligible products.	Yes	No
If applicable: The salesperson was able to indicate which products were eligible.	Yes	No
Ways the mystery shopper learned about the rebate:		
The instant rebate coupon (if applicable; some Home Hardware)	Yes	No
The promotional material announcing a rebate on certain products	Yes	No
The product price tag	Yes	No
Comments:		

Table 4: Overall In-store Exposure of the Promotional Material

- In the table below, please describe the overall in-store exposure of the promotional material.*

Overall In-store Exposure of the Promotional Material		
Indicate the number of promotional items (use the number of promotional items indicated in the promotional display section) versus store size (large retailer, small hardware store).		
Describe the location where promotional material is displayed (ex.: at the store entrance, in the same sections as target products).		
The promotional material is located near eligible products.	Yes	No
Comments:		



4.3 IN-STORE EVENT

Table 5: In-Store Event

- Do not ask the following questions directly to the representative. Simply show interest in the product/event.

In-Store Event				
Section of the Store where the Event Takes Place				Comments
Location of the event (which section in the store).				
Is it a high traffic area?				
Visibility of the Event	Yes	No	N/A	Comments
Event promotional material				
Event clothing (takeCHARGE)				
Information Provided by the Representative	Yes	No	N/A	Comments
Did the representative provide you with information on the products (products rebates and where to find them in-store)?				
Did the representative provide you with information on the rebate offered (amounts & how they are processed)?				
Other Comments				

4.4 KNOWLEDGE OF THE PROGRAM AND PRODUCTS

- Ask a salesperson the following questions.

Knowledge of the Program
1. Are there rebates that apply to this type of product? (Make sure they do not refer to store rebates)
2. What is the amount of the rebate?
3. Is it the same amount for all products? (If applicable)
4. Until when does the rebate apply?
Knowledge of the Products
5. Could you tell me how these products (products eligible for the instant rebate) differ from other products sold in your store?

APPENDIX IV CUSTOMER TELEPHONE SURVEY QUESTIONNAIRE

TELEPHONE SURVEY QUESTIONNAIRE

Newfoundland Power Instant Rebates Program

November 10, 2014

NF1. Have you ever heard of Newfoundland Power's Instant Rebates program which offers instant savings at the cash register for the purchase of energy-efficient products such as CFLs or L-E-D light bulbs, dimmers and smart strip power bars? [CODE ONE ONLY]

- 1. Yes
- 2. No
- 98. (Don't Know)
- 99. (Refused)

NF2. [ASK IF YES IN NF1] How did you find out about this program? [DON'T READ; ALLOW MULTIPLE RESPONSE BUT DO NOT PROBE FOR MULTIPLE]

- 23. (In-store promotions)
- 24. (Store personnel)
- 25. (Newfoundland Power website)
- 26. (Facebook or other social media)
- 27. (Word of mouth)
- 28. (Through an in-store event)
- 29. (Television ads)
- 30. (Radio ads)
- 31. (Newspaper ads)
- 32. (Billboard ads)
- 33. (Internet - in general)
- 101. (Other [SPECIFY _____])
- 102. (Don't know)
- 103. (Refused)



NF3. I will read you some energy efficient products that your household may have purchased. For each, please tell me if you or someone else in your household purchased them, as best as you can recall, **during the month of June this year, or since the beginning of October this autumn.** [To begin/Next]... [1=YES, PURCHASED, 2=NO, NOT PURCHASED, 98=DON'T KNOW, 99=REFUSED. READ PRODUCTS IN ORDER

- a. Regular or specialty CFLs
- b. L-E-D light bulbs
- c. Did you or anyone in your household purchase any of the following?: An ENERGY STAR light fixture, an ENERGY STAR ceiling fan, an indoor and/or outdoor motion sensor, a hardwired dimmer switch, a smart strip power bar, an indoor and/or outdoor timers, a low flow showerhead, and/or an ENERGY STAR dehumidifier

IF AT LEAST ONE 'YES' IN NF3, CONTINUE

IF NOT AT LEAST ONE 'YES' IN NF3, GO TO NON-PARTICIPANT SECTION

NF4. You said you purchased [RESPONSES IN NF3 – Use for NF3c: “non-light bulb energy efficient products”] in June or since the beginning of October this autumn. Newfoundland Power offered an instant at the cash rebate on this/these product(s) at the time you purchased it/them. When purchasing [this/these] product(s), do you recall obtaining a rebate on any of them?

1. Yes =>Continue
2. No => SKIP TO Q.NFN1
98. (Don't Know) => SKIP TO Q.NFN1
99. (Refused) => SKIP TO Q.NFN1

PARTICIPANT SECTION

NFP1. You said you purchased one or more energy efficient products either during the month of June, or since the beginning of October and that you received an instant rebate at the cash register for this/these product(s). This rebate was part of Newfoundland Power's Instant Rebates program, which promotes energy efficient products. Using a scale from 1 to 10, where 1='not at all satisfied' and 10='completely satisfied', how would you rate your satisfaction with the Instant Rebates program OVERALL? [CODE ONE ONLY. DO NOT ACCEPT A RANGE - RECORD NUMBER, 98 = Don't know/Don't recall, 99 = Refused]



NFP2. Now, using the same 10-point scale where 1='not at all satisfied' and 10='completely satisfied', how satisfied are you, OVERALL, with the energy efficient products you purchased either during the month of June, or since the beginning of October and for which you received an instant rebate at the cash register? [CODE ONE ONLY. DO NOT ACCEPT A RANGE - RECORD NUMBER, 98 = Don't know/Don't recall, 99 = Refused]

NFP3. [ASK FOR EACH YES IN NF3a-b. IF YES IN BOTH, ASK QUESTION TWICE, FOR CFLS AND LEDS] Did you install the [CFLs/L-E-D bulb(s)] that you purchased either during the month of June, or since the beginning of October at your place of residence? [DO NOT READ RESPONSES – CODE ONE ONLY – PROBE FOR SPECIFIC RESPONSE IF 'YES']

- 7. Yes, all of them
- 8. Yes, some of them
- 9. No
- 98. (Don't Know)
- 99. (Refused)

NFP4. [ASK IF YES IN NF3a-b. IF YES IN BOTH, ASK QUESTION TWICE, FOR CFLS AND LEDS] For which of the following reasons did you install the [CFLs/L-E-Ds] that you purchased either during the month of June, or since the beginning of October? Did you install it/them...? [READ AND ROTATE RESPONSES, EXCEPT ALWAYS POSE REASON '5' LAST – CODE AS MANY AS APPLY]

- 1. ...to replace another CFL bulb
 - 2. ...to replace another LED bulb
 - 3. ...to replace another type of bulb that was not a CFL or LED bulb
 - 4. ...for a new lamp or light fixture
 - 5. ...or did you purchase it for some other reason? (SPECIFY: _____)
- VOLUNTEERED
- 98. (Don't know)

NON-PARTICIPANT SECTION

NFN1. Did you purchase CFL or L-E-D light bulbs or any of the other energy efficient products just mentioned, at any other time this year?

- 1. Yes
- 2. No
- 98. (Don't Know)
- 99. (Refused)



READ IF NEEDED: An ENERGY STAR light fixture, an ENERGY STAR ceiling fan, an indoor and/or outdoor motion sensor, a hardwired dimmer switch, a smart strip power bar, an indoor and/or outdoor timers, a low flow showerhead, and/or an ENERGY STAR dehumidifier

NFN2. [POSE NFN2 ONLY IF "NO" IN NFN1 AND IF NOT AT LEAST ONE 'YES' IN NF3] You mentioned that you did not this year purchase any of the energy efficient products previously mentioned. Why did you not purchase any of these energy efficient products for your household? [DON'T READ. ACCEPT MULTIPLE]

1. (Too expensive)
2. (Not available in my area/store that carries them is too far)
3. (Too busy or not enough time)
4. (Waiting for current product to break)
5. (They don't last long/break)
6. (I don't like the way they work)
7. (Too complicated to use)
8. (Don't need them)

Reasons specific to lighting products

9. (Waiting for current lights/bulbs/lamps to burn out)
10. (Too bright)
11. (Not bright enough)
12. (Delay in light coming on)
13. (Doesn't work with dimmer or 3-way switch)
14. (Doesn't fit properly)
15. (Sticks out of fixture)
16. (Don't like light color)
17. (Bulb contains mercury)
96. (Other [Specify] _____)
98. (Don't know)
99. (Refused)



NFN3. [ASK ALL RESPONDENTS] What would encourage you to buy one or more of these energy efficient products in the next year? [DON'T READ. ACCEPT MULTIPLE]

1. (Lower price/make them less expensive)
2. (Make them available at a store near me)
3. (Make some that last longer/don't break)

Reasons specific to lighting products

4. (If they fit in fixture better)
5. (If they had better color)
6. (If they worked with dimmer or 3-way fixture)
7. (Make them brighter)
8. (Nothing)
96. (Other [Specify] _____)
98. (Don't know)
99. (Refused)



APPENDIX V

DEMOGRAPHICS – CUSTOMER TELEPHONE SURVEY

The profile of the participants and nonparticipants who answered the customer telephone survey is presented in the following tables.

1. Gender

	%	STATUS	
		Participants	Non participants
Male	48	56	47
Female	52	44	53
Weighted Sample Size (No.)	467	49	418
Unweighted Sample Size (No.)	467	49	418

2. Can you tell me in which of the following age categories you fall? Are you:

	%	STATUS	
		Participants	Non participants
18-24	6	0	7
25-34	18	22	18
35-44	19	22	19
45-54	20	32	18
55-64	18	18	19
65 or older	18	6	20
Weighted Sample Size (No.)	467	49	418
Unweighted Sample Size (No.)	467	49	418



3. What is the highest level of education you have completed?

	%	STATUS	
		Participants	Non participants
Elementary school (Grades 1-8)	3	0	4
Some high school	9	6	9
Graduated high school/vocational school	17	4	19
Some community/technical college	5	4	5
Graduate community/technical college	23	32	22
Some university	8	8	8
Graduated university	35	46	33
Refused	0	0	0
Other	0	0	0
Weighted sample size (No.)	467	49	418
Unweighted sample size (No.)	467	49	418

4. Which of the following broad income categories best describes your total household income before taxes in the last year? Would it be...:

	%	STATUS	
		Participants	Non participants
Less than \$25,000	11	3	12
At least \$25,000, but less than \$50,000	21	12	22
At least \$50,000, but less than \$75,000	14	11	15
At least \$75,000, but less than \$100,000	15	23	14
\$100,000 or more	30	45	28
Refused	6	4	6
Don't know/No answer	4	2	4
Weighted Sample Size (No.)	467	49	418
Unweighted Sample Size (No.)	467	49	418

5. Region:

	%	STATUS	
		Participants	Non participants
Avalon	72	79	71
Rest of Province	28	21	29
Weighted Sample Size (No.)	467	49	418
Unweighted Sample Size (No.)	467	49	418



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