

1 Q. Further to response to Request for Information NP-NLH-007:

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3 Please provide:

4 (i) Hydro's methodology for calculating customer satisfaction; and

5 (ii) a comparison of Hydro's methodology to the methodology used by the
6 Canadian Electricity Association in the 2014 National Public Attitudes Survey
7 and the 2016 National Public Attitudes Survey.

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10 A. (i) Hydro's most recent residential survey was conducted in 2016 by a third party
11 vendor. The primary objective of the research is to assess customer satisfaction
12 with the service provided by Hydro and to identify any changes in customer
13 satisfaction over time. Hydro's surveys are based on a 10 point scale, with 1
14 being "not at all satisfied" and 10 being "very satisfied".

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16 In 2016, customers were surveyed by a combination of telephone and online. As
17 this was the first time an online method was used for Hydro's survey, it was
18 conducted to set a baseline to enable Hydro to transition to an online survey in
19 the future. The results from the telephone portion survey were used to inform
20 the majority of the 2016 survey. The sampling frame included all households
21 within Hydro's service area that identified Hydro, or Nalcor Energy, as their
22 electricity supplier. The sampling unit was the adult household member
23 responsible for paying the electricity bill and dealing with Hydro.

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25 A total of 725 residential customers completed the telephone portion of the
26 survey which provides a margin of error of $\pm 3.6\%$, 19 times out of 20. A total of
27 418 residential customers completed the online portion, providing a margin of

1 error of $\pm 4.6\%$, 19 times out of 20. To allow for analysis by region and rate area,
2 disproportionate stratified sampling was used to draw a random sample from
3 the areas. As a result, regional weights were applied to ensure the sample was
4 a proportionate representation of the population at the overall level.

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6 (ii) The Canadian Electricity Association (CEA) National Public Attitudes Surveys
7 conducted in 2014 and 2016 follow similar formats. CEA engaged a third party
8 to conduct online surveys, and chose 7,646 respondents in 2014 and 7,783 in
9 2016.¹ The samples, however, were weighted by age, gender, and region using
10 2011 Statistics Canada Census data to reflect the actual demographic
11 composition of the population in every region. Prior to 2014, the CEA surveys
12 were based on a 10-point scale, with 1 being “not at all satisfied” and 10 being
13 “very satisfied”. Since 2014, CEA has moved to an 11-point scale, with 0 being
14 “very dissatisfied” and 10 being “very satisfied”. The 11-point scale provides a
15 neutral midpoint (5) and truly opposite end points.

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17 Provincial oversamples were conducted to ensure larger sub-samples in areas of
18 smaller populations.² The oversampled regions are weighted back to their
19 population proportions, resulting in overall national sample sizes of 3,193 in
20 2014, and 3,474 in 2016. Each survey is administered to a series of randomly
21 selected samples. Each respondent is provided with a unique URL via an email
22 so that only invited respondents are able to complete the survey, and can only
23 complete a survey once. Since each Canadian province has a unique electricity
24 regime, the survey is designed to allow tailoring of questions to the unique
25 circumstances of each province and, often, specific regions within a province.

¹ CEA respondents are identified as being “Canadian adults”.

² Additional oversamples were conducted in specific sub-areas at the request of CEA members.

1 According to the Marketing Research and Intelligence Agency (MRIA), margins
2 of error for online surveys are not calculable; however, the CEA methodology
3 suggests the unweighted probabilities for sample sizes of 3,193 and 3,474 would
4 have estimated margins of error of $\pm 1.79\%$ and $\pm 1.66\%$, respectively, 19 times
5 out of 20.³

³ MRIA is a Canadian not-for-profit association representing all aspects of the market intelligence and survey research industry.