

1 Q. (GRA, Volume II, Exhibit 2 - Annual Report on KPIs, page E36)
2 Have customers indicated a willingness to pay for improved reliability performance?
3 Please file for the record the questions in Hydro's customer survey that are used to
4 determine customer willingness to pay for improved reliability.

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7 A. During the years of 2006 through 2009 inclusive, Hydro's customer satisfaction
8 survey, *Residential Customer Satisfaction Tracking Study*, included a question to
9 indicate willingness to pay for improved reliability. Customers were first asked the
10 question "*Do you need improved reliability with your electrical utility supply, for*
11 *example fewer outages?*" From 2006 to 2009 an average of 38% of customers
12 indicated a desire for improved reliability. Customers were next asked "*Would you*
13 *be willing to pay more for increased levels of reliability?*" Of the 38% of customers
14 who indicated a desire for improved reliability, an average 22% indicated a
15 willingness to pay for improved reliability. Surveys since 2009 do not ask customers
16 if they are willing to pay for increased levels of reliability, but do however ask
17 customers to indicate their level of satisfaction with reliability of electrical supply.