

1 **Volume 1, Section 2 – Customer Operations**

2

3 **Q. (page 35, lines 10-13) Please provide for the record copies of the 2005 and 2006**
4 **Customer Attitude Survey on Energy Efficiency.**

5

6 A. Copies of the Customer Attitude Surveys on Energy Efficiency conducted in June 2005
7 and April 2006 are provided in the following attachments:

8

9 Attachment A - Customer Attitude Survey on Energy Efficiency, June 2005

10

11 Attachment B - Customer Attitude Survey on Energy Efficiency, April 2006

12

13 Each attachment provides a copy of the survey questions, a presentation of response
14 frequencies and a summary of results.

Customer Attitude Survey on Energy Efficiency

June 2005

Newfoundland Power Customer Attitude Survey on Energy Efficiency – June 2005

Objective:

The purpose of the survey was to baseline residential customers’:

- current energy efficiency behaviour;
- awareness of various energy efficiency initiatives;
- awareness of Newfoundland Power’s involvement in promoting energy efficiency;
- awareness of our programs and services to help customers use energy wisely; and,
- their preferences for learning more about energy efficiency initiatives as well as program and service offerings.

Methodology:

This telephone survey was completed by 400 Newfoundland Power customers across the service territory, with demographics consistent with that of the overall population. The survey was completed by Telelink Call Centre in June 2005.

Findings:

Energy-saving Features Implemented

Features that had been widely implemented included compact fluorescent light bulbs and weather-stripping around exterior doors. Surprisingly, 45% of the participants said they had replaced regular incandescent light bulbs with compact fluorescents.

Features not well utilized included foam gaskets behind outlet covers, an insulation blanket around the outside of the hot water tank, motion detectors on exterior lights, and both programmable and high performance thermostats. The use of low-flow showerheads and faucet aerators were also low, however this is not unrealistic considering that most brands of these products now incorporate low-flow features.

The results also indicate that the vast majority of customers set back their thermostats at night (80%), wash in cold water (81%) and line-dry their clothes (70%). However, only 21% have reduced the temperature setting of their hot water heater and only 17.5% have upgraded the insulation level in their basement or crawl space in the past 12 months.

These findings will be useful in developing our Bright Ideas campaign for this season in that we will concentrate on increasing implementation of the energy-saving features that have not yet been fully integrated. Set back of thermostats and washing in cold water for instance, don’t need to be promoted as often, since the vast majority of our customers already implement these measures to control their energy use. In addition, retailers in this market are focused on promoting these messages and products which has a positive impact on consumer behaviour, such as Tide’s promotion of washing in cold water.

Purchase of Energy Star Appliances

The percentage of participants who indicated they had purchased various appliances over the past 12 months ranged from 18% for window purchases to 7.7% for dishwasher purchases.

Participants who had purchased these items in the past 12 months were then asked if they had looked for the Energy Star label of which 43% indicated they had looked for the label. Although it was clearly explained to the respondents that we were referring to the Energy Star label rather than the Energuide label that is found on all appliances, we find it highly unlikely given the low penetration of Energy Star appliances that 43% of our customers looked for this label. Despite the extra explanation, it appears that the respondents confused the Energy Star label with the Energuide label.

Heating Costs and New Home Purchases

Of the 400 participants of the survey, 11, or 2.6% said they had purchased a newly built home in the past 12 months. When asked how important the expected heating costs were in their purchase or building decision, 46% indicated that the heating costs were extremely important or important in the decisions they made. However, the results of this question were mixed in that 36% indicated that the expected heating costs were not important to their purchase or building decision.

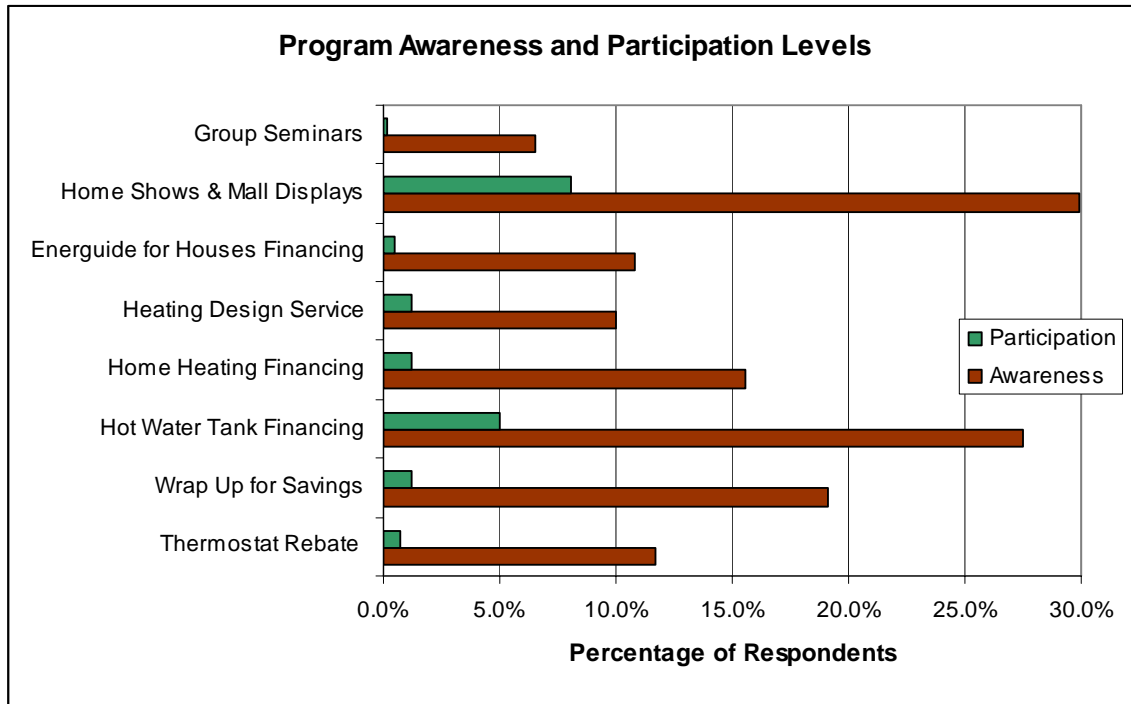
Newfoundland Power's Role in Energy Conservation

To gauge customers' opinions on who, whether it is Newfoundland Power or the Government, should be investing in energy efficiency programs, the participants were asked two unprompted questions, "Who should be providing you with information about the efficient use of electricity?" and "Who should be delivering energy efficiency programs to you?" Although one quarter of the participants in each case indicated they did not know who should be responsible, 67% stated that their electric utility should be providing information on energy efficiency and 65% felt that we should be delivering energy efficiency programs. Thus it is clearly our customers' expectations that we be a strong participant in this market. It is also interesting to note that 69% of the respondents stated that it was important that they receive information on using electricity wisely. Only 4% felt that it was not important to receive this information.

However, awareness of Newfoundland Power's efforts in this area is to date quite low. On a scale of one to ten where one is "Not at all Aware" and ten is "Very Aware", only 23% of the participants rated their awareness of our initiatives to help them use electricity more efficiently as 8, 9, or 10, where as 33% rated their awareness very low at 1, 2, or 3.

The participants were then asked about their awareness and participation in specific programs and services we offer. There are several interesting items to note from these results. First of all, our participation in Home Shows and mall displays has been noticed by one-third of our customers, a very strong indication that this is a worthwhile activity.

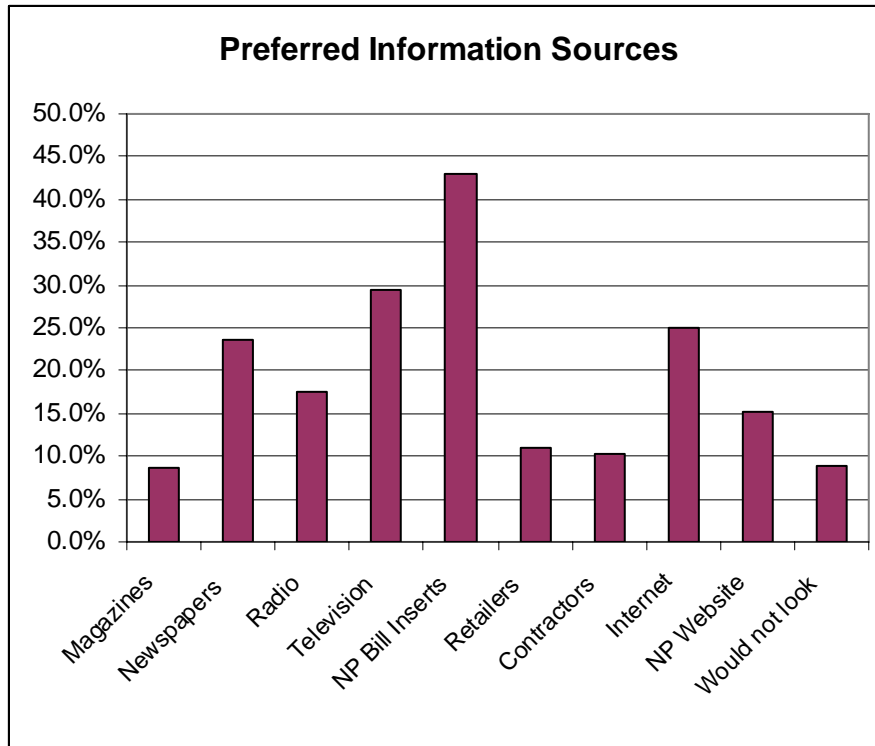
Secondly, although you would expect participation in these programs to be low amongst the general population considering they are specifically oriented towards certain groups or needs, we should expect that our customers' awareness of the existence of these programs to be higher. Other than the Hot Water Tank Financing program, less than 20% of our customers are aware of any of these offerings. Wrap Up for Savings is the strongest performer at 19%.



Advertising of Energy Efficiency Information

Only 15% of participants indicated that they have seen or heard a *Bright Ideas* advertisement over the past 12 months. This is not unexpected result considering that the brand “Bright Ideas” is only one year old and to date the level of advertising has been fairly low.

The 15% of participants who have recalled our *Bright Ideas* advertising were then asked the specific media type they recall. Fifty-six percent recalled *Bright Ideas* advertisements in our bill inserts and newsletters, followed by 32% who recalled newspaper ads. Only 17% recalled our *Bright Ideas* radio advertisements. This is a very interesting result and will be very helpful in designing this year’s media mix for Bright Ideas. Clearly our bill inserts are a very powerful communication tool for energy efficiency.



All participants were asked to indicate the preferred source of information about energy efficiency. Again, bill inserts were strongly indicated with 43% of participants stated that this was their preferred method of receiving information about energy efficiency. Other highly rated sources included television (29%), Internet (25%) and newspapers (24%). Another 15% indicated our website was their preferred source of information about energy efficiency. Nearly 30% of the participants indicated they had Internet access either at home or at work. Of this number, 51% stated they would be interested in receiving regular emails from Newfoundland Power with tips and suggestions on how to use energy wisely.

Web-based information appears to be very important to our customers and in addition to providing regular emails to those who sign up for this service, we should also optimize the awareness and accessibility of energy efficiency information on our website as well as provide links to other Internet sources such as NRCan.

Conclusions

The information provided by our customers through this survey will be used in designing our Bright Ideas campaign for this heating season, October to March, specifically to use the preferred methods of communication and to increase awareness of our programs and services.

This survey will be repeated in April/May of 2006 to gauge our progress in influencing customers' attitudes towards energy efficiency and our participation in this market.

**Newfoundland Power
Customer Attitude Survey on Energy Efficiency
June 2005**

1. Please tell me if you have added any of the following energy-saving features to your home over the past 12 months to reduce the energy usage of your home or business.

- 1_1. Low-flow shower heads.
 - 1_2. Faucet aerators on your kitchen or bathroom faucets.
 - 1_3. Compact fluorescent light bulbs to replace regular incandescent.
 - 1_4. Foam gaskets behind outlet covers and switch plates.
 - 1_5. Weather stripping around exterior doors.
 - 1_6. Insulation blanket around the outside of the hot water tank.
 - 1_7. Motion detectors on exterior lighting.
 - 1_8. Foam insulation around hot water system pipes.
 - 1_9. Programmable thermostats.
 - 1_10. High performance thermostats
-

2_1. During the past 12 months have you reduced your hot water heater temperature setting.

- 1 Yes
- 2 No
- 3 Not applicable

2_2. During the past 12 months have you installed or upgraded the insulation level in your basement or crawl space.

- 1 Yes
- 2 No
- 3 Not applicable

3_1. Do you set back your thermostats at night or when away from home?

3_2. Do you use cold water to wash laundry?

3_3. Do you line-dry your clothes rather than use the electric dryer?

4. Have you purchased any of the following products in the last 12 months?

- 4_1 Freezer
- 4_2 Washer
- 4_3 Clothes dryer
- 4_4 Refrigerator
- 4_5 Dishwasher
- 4_6 Microwave
- 4_7 Windows
- 4_8 Exterior doors
- 4_9 None of the above (Skip to question 6)

5. As you may know, all major appliances have an Energuide label which tells how much energy it consumes annually. Some appliances also have the Energy Star Label which identifies the product as being energy efficient.

When you purchased your (.....), did you look for the Energy Star Label?

- 1 Yes
 - 2 No
 - 3 Don't remember
-

6. Have you purchased a newly built home, or built your own home in the past 12 months.

- 1 Yes (Continue at Question 7)
- 2 No (Skip to question 8)

7. On a scale of 1 to 5 where one means extremely important and five means not important, how important was the expected heating costs of this home in your purchase or building decision?

8. In your opinion, who should be providing you information about the efficient use of electricity?
(DO NOT READ)

- 1 Electric utility company
- 2 Federal government
- 3 Provincial government
- 4 Don't know

9. And in your opinion, who should be delivering energy efficiency programs to you?
(DO NOT READ)

- 1 Electric utility company
 - 2 Federal government
 - 3 Provincial government
 - 4 Don't know
-

10. _____ On a scale of one-to-ten, where one is not at all important and ten is extremely important, how important is it that you receive information on using electricity more efficiently?

11. _____ On a scale of one-to-ten, where one means not at all aware, and ten is very aware, how aware are you of initiatives by Newfoundland Power to help you use electricity more efficiently?

12. I will now read a list of some programs and services offered by Newfoundland Power. For each I would like you to tell me if you are aware of the program and if you have participated in this program.

12_1. Thermostat rebate program for the purchase of high performance thermostats.

- 1 Aware
- 2 Not aware

12_1_a Have you participated in this program?

- 1 Yes
 - 2 No
-

12_2 Wrap Up for Savings Insulation upgrade program to upgrade the insulation in your basement & attic.

- 1 Aware
- 2 Not aware

12_2_a Have you participated in this program?

- 1 Yes
 - 2 No
-

12_3 Hot Water Tank Financing Program.

- 1 Aware
- 2 Not aware

12_3_a Have you participated in this program?

- 1 Yes
 - 2 No
-

12_4 Financing program for upgrading your home ventilation system, or your home's heating system.

- 1 Aware
- 2 Not aware

12_4_a Have you participated in this program?

- 1 Yes
 - 2 No
-

12_5 Heating Design Service for new homes.

- 1 Aware
- 2 Not aware

12_5_a Have you participated in this program?

- 1 Yes
 - 2 No
-

12_6 Energuide for Houses Financing Plan to finance the Energuide for Houses evaluation fee and the cost of completing the recommendations.

- 1 Aware
- 2 Not aware

12_6_a Have you participated in this program?

- 1 Yes
 - 2 No
-

12_7 Home Show and mall displays to demonstrate energy efficiency products and services.

- 1 Aware
- 2 Not aware

12_7_a Have you participated in this program?

- 1 Yes
 - 2 No
-

12_8 Energy management seminars for groups to learn how to use energy wisely.

- 1 Aware
- 2 Not aware

12_8_a Have you participated in this program.

- 1 Yes
 - 2 No
-

13. During the past 12 months, do you recall any advertising for Newfoundland Power?

- 12_1 On television
- 12_2 In a newspaper
- 12_3 On radio
- 12_4 On NF Power's website
- 12_5 In a magazine or booklet

Text box for "Other" response

14. What was the main message in the ad (what was the ad trying to say)?

Text box for answer

15. Do you recall seeing or hearing any Bright Ideas advertisements over the past 12 months?

- 1 Yes (Continue at Question 16)
- 2 No (Skip to question 17)

16. What type of Bright Ideas advertisement do you recall? Was it:

- 1 Newspaper
- 2 Radio
- 3 Billboard
- 4 Bill insert or newsletter
- 5 Website

(Check boxes for multiple responses)

17. Please tell me if you have seen or heard about energy efficiency in any of the following places in the past 12 months:

- 1 In newspapers or magazines
- 2 On television
- 3 On radio
- 4 On Newfoundland Power bill inserts
- 5 On displays in stores
- 6 On the Internet
- 7 On Newfoundland Power's website
- 8 From a sales person or contractor
- 9 From a Newfoundland Power Customer Account Representative
- 10 None of the above

(Check boxes for multiple responses)

18. Which of the following information sources are you most likely to use to obtain information about energy efficiency products or tips? (Read list, choose all that apply)

- 1 Magazines
- 2 Newspapers
- 3 Radio
- 4 Television
- 5 Newfoundland Power bill inserts or newsletter
- 6 Advice from retailers
- 7 Advice from Contractors
- 8 The Internet
- 9 Newfoundland Power's website
- 10 Would not look for energy efficiency products or tips.

(Check boxes for multiple responses)

Text box for "Other" response

The following questions are for classification and statistical purposes only. All responses will be kept strictly confidential.

19. Do you rent or own your place of residence?

- 1 Rent
- 2 Own (Skip to question 21)

20. Do you pay your own electricity bills or is your electricity included in your rent?

- 1 Pay own
- 2 Included in rent

21. In which of the following age groups do you belong?

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65 or over
- 7 Refused

22. What is the main source of energy used to heat your home?

- 1 Electricity
- 2 Oil
- 3 Wood
- 4 Propane

(Check boxes for multiple responses)

Text box for "Other" answers

23. Which of the following best describes your current home?

- 1 Apartment
- 2 Detached house
- 3 Semi-detached home (i.e., duplex or townhouse)
- 4 Mobile home

Text box for "Other" answers

24. Do you currently have access to the Internet at either your work or your home?

- 1 Yes – at home
- 2 Yes – at work
- 3 Yes - both
- 4 No

(If 1, 2, or 3, go to Question 25, otherwise, go to Question 26.)

25. Would you be interested in receiving regular emails from Newfoundland Power with tips and suggestions on how to use energy wisely?

- 1 Yes
 - 2 No
-

26. Are you planning to complete any upgrades to your home or adopt any efficiency practices within the next year that will reduce the energy usage in your home?

- 1 Yes
- 2 No
- 3 Don't know

Text box if answer to Q 26 was "Yes" - 250 characters

Thank you for your help.

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – June 2005

| Age | | |
|------------------|------------------|----------------|
| | Frequency | Percent |
| Up to 34 | 65 | 15.6 |
| 35-44 | 97 | 23.2 |
| 45-54 | 101 | 24.2 |
| 55-64 | 82 | 19.6 |
| 65 and up | 73 | 17.5 |
| Total | 418 | 100.0 |

| Population | | |
|-----------------------|------------------|----------------|
| | Frequency | Percent |
| Up to 1000 | 124 | 29.7 |
| 1001 to 5000 | 73 | 17.5 |
| 5001 to 50,000 | 125 | 29.9 |
| 50,001 and Up | 96 | 23.0 |
| Total | 418 | 100.0 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – June 2005

| Q1 Have you added any of the following energy-saving features to your home over the past 12 months to reduce the energy usage of your home or business? | | | | | | |
|--|--------------|----------|--------------|----------|--------------|----------|
| | Yes | | No | | N/A | |
| | Count | % | Count | % | Count | % |
| Low-flow shower heads | 104 | 24.9 | 304 | 72.7 | 10 | 2.4 |
| Faucet aerators in your kitchen or bathroom | 76 | 18.2 | 338 | 80.9 | 4 | 1.0 |
| Compact fluorescent light bulbs to replace regular incandescent | 188 | 45.0 | 228 | 54.5 | 2 | 0.5 |
| Foam gaskets behind outlet covers and switch plates | 94 | 22.5 | 316 | 75.6 | 8 | 1.9 |
| Weather stripping around exterior doors | 231 | 55.3 | 176 | 42.1 | 11 | 2.6 |
| Insulation blanket around the outside of the hot water tank | 42 | 10.0 | 358 | 85.6 | 18 | 4.3 |
| Motion detectors on exterior lighting | 106 | 25.4 | 309 | 73.9 | 3 | 0.7 |
| Foam insulation around hot water system pipes | 120 | 28.7 | 291 | 69.6 | 7 | 1.7 |
| Programmable thermostats | 54 | 12.9 | 359 | 85.9 | 5 | 1.2 |
| High performance thermostats | 27 | 6.5 | 385 | 92.1 | 6 | 1.4 |

| Q2_1 During the past 12 months have you reduced your hot water heater temperature setting? | | |
|---|------------------|----------------|
| | Frequency | Percent |
| Yes | 89 | 21.3 |
| No | 308 | 73.7 |
| N/A | 21 | 5.0 |
| Total | 418 | 100.0 |

| Q2_2 During the past 12 months have you installed or upgraded the insulation level in your basement or crawl space? | | |
|--|------------------|----------------|
| | Frequency | Percent |
| Yes | 73 | 17.5 |
| No | 330 | 78.9 |
| N/A | 15 | 3.6 |
| Total | 418 | 100.0 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – June 2005

| Q3_1 Do you set back your thermostats at night or when away from home? | | | |
|---|--------------|------------------|----------------|
| | | Frequency | Percent |
| | Yes | 333 | 79.7 |
| | No | 68 | 16.3 |
| | N/A | 17 | 4.1 |
| | Total | 418 | 100.0 |

| Q3_2 Do you use cold water to wash laundry? | | | |
|--|--------------|------------------|----------------|
| | | Frequency | Percent |
| | Yes | 337 | 80.6 |
| | No | 78 | 18.7 |
| | N/A | 3 | .7 |
| | Total | 418 | 100.0 |

| Q3_3 Do you line-dry your clothes rather than use the electric dryer? | | | |
|--|--------------|------------------|----------------|
| | | Frequency | Percent |
| | Yes | 292 | 69.9 |
| | No | 122 | 29.2 |
| | N/A | 4 | 1.0 |
| | Total | 418 | 100.0 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – June 2005

| Q4 Have you purchased any of the following products in the last 12 months? | | |
|---|--------------|----------------|
| | Yes | |
| | Count | Percent |
| Freezer | 42 | 10.0 |
| Washer | 47 | 11.2 |
| Clothes dryer | 35 | 8.4 |
| Refrigerator | 49 | 11.7 |
| Dishwasher | 32 | 7.7 |
| Microwave | 44 | 10.5 |
| Windows | 78 | 18.7 |
| Exterior doors | 65 | 15.6 |

| Q5 When you made your purchase did you look for the Energy Star Label? | | | |
|---|------------------|----------------|----------------------|
| | Frequency | Percent | Valid Percent |
| Yes | 88 | 21.1 | 43.3 |
| No | 100 | 23.9 | 49.3 |
| Don't remember | 15 | 3.6 | 7.4 |
| Total | 203 | 48.6 | 100.0 |
| N/A | 215 | 51.4 | |
| Total | 418 | 100.0 | |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – June 2005

| Q6 Have you purchased a newly built home or your own home in the past 12 months? | | | |
|---|--------------|------------------|----------------|
| | | Frequency | Percent |
| | Yes | 11 | 2.6 |
| | No | 407 | 97.4 |
| | Total | 418 | 100.0 |

| Q7 How important was the expected heating costs of this home in your purchase or building decision? | | | | |
|--|-------------------------------|------------------|----------------|----------------------|
| | | Frequency | Percent | Valid Percent |
| | Extremely important | 2 | 0.5 | 18.2 |
| | Important | 3 | 0.7 | 27.3 |
| | Neither | 1 | 0.2 | 9.1 |
| | Somewhat not important | 1 | 0.2 | 9.1 |
| | Not important | 4 | 1.0 | 36.4 |
| | Total | 11 | 2.6 | 100.0 |
| | N/A | 407 | 97.4 | |
| | Total | 418 | 100.0 | |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – June 2005

| Q8 Who should be providing you information about the efficient use of electricity? | | |
|---|------------------|----------------|
| | Frequency | Percent |
| Electric utility company | 281 | 67.2 |
| Federal government | 10 | 2.4 |
| Provincial government | 24 | 5.7 |
| Don't know | 103 | 24.6 |
| Total | 418 | 100.0 |

| Q9 Who should be delivering energy efficiency programs to you? | | |
|---|------------------|----------------|
| | Frequency | Percent |
| Electric utility company | 270 | 64.6 |
| Federal government | 10 | 2.4 |
| Provincial government | 38 | 9.1 |
| Don't know | 100 | 23.9 |
| Total | 418 | 100.0 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – June 2005

| Q10 How important is it that you receive information on using electricity more efficiently? | | |
|--|------------------|----------------|
| | Frequency | Percent |
| 1 | 10 | 2.4 |
| 2 | 4 | 1.0 |
| 3 | 4 | 1.0 |
| 4 | 5 | 1.2 |
| 5 | 42 | 10.0 |
| 6 | 22 | 5.3 |
| 7 | 43 | 10.3 |
| 8 | 88 | 21.1 |
| 9 | 55 | 13.2 |
| 10 | 145 | 34.7 |
| Total | 418 | 100.0 |

| Q11 How aware are you of initiatives by Newfoundland Power to help you use electricity more efficiently? | | |
|---|------------------|----------------|
| | Frequency | Percent |
| 1 | 53 | 12.7 |
| 2 | 35 | 8.4 |
| 3 | 51 | 12.2 |
| 4 | 44 | 10.5 |
| 5 | 57 | 13.6 |
| 6 | 36 | 8.6 |
| 7 | 46 | 11.0 |
| 8 | 51 | 12.2 |
| 9 | 11 | 2.6 |
| 10 | 34 | 8.1 |
| Total | 418 | 100.0 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – June 2005

| Q12 Are you aware of the following programs and services offered by NF Power? | | | | |
|--|--------------|----------|------------------|----------|
| | Aware | | Not aware | |
| | Count | % | Count | % |
| Thermostat rebate program for the purchase of high performance thermostats | 49 | 11.7 | 369 | 88.3 |
| Wrap Up for Savings Insulation program to upgrade the insulation in your basement and attic | 80 | 19.1 | 338 | 80.9 |
| Hot Water Tank Financing Program | 115 | 27.5 | 303 | 72.5 |
| Financing program for upgrading your home ventilation system or your home's heating system | 65 | 15.6 | 353 | 84.4 |
| Heating Design Service for new homes | 42 | 10.0 | 376 | 90.0 |
| Energuide for Houses Financing Plan to finance the Energuide for Houses evaluation fee and the cost of completing the recommendations | 45 | 10.8 | 373 | 89.2 |
| Home Show and mall displays to demonstrate energy efficiency products and services | 125 | 29.9 | 293 | 70.1 |
| Energy Management seminars for groups to learn how to use energy wisely | 27 | 6.5 | 391 | 93.5 |

| Q12_a Have you participated in any of the following programs and services offered by NF Power? | | | | |
|--|--------------|----------|--------------|----------|
| | Yes | | No | |
| | Count | % | Count | % |
| Thermostat rebate program for the purchase of high performance thermostats | 3 | 0.7 | 415 | 99.3 |
| Wrap Up for Savings Insulation program to upgrade the insulation in your basement and attic | 5 | 1.2 | 413 | 98.8 |
| Hot Water Tank Financing Program | 21 | 5.0 | 397 | 95.0 |
| Financing program for upgrading your home ventilation system or your home's heating system | 5 | 1.2 | 413 | 98.8 |
| Heating Design Service for new homes | 5 | 1.2 | 413 | 98.8 |
| Energuide for Houses Financing Plan to finance the Energuide for Houses evaluation fee and the cost of completing the recommendations | 2 | 0.5 | 416 | 99.5 |
| Home Show and mall displays to demonstrate energy efficiency products and services | 34 | 8.1 | 384 | 91.9 |
| Energy Management seminars for groups to learn how to use energy wisely | 1 | 0.2 | 417 | 99.8 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – June 2005

| Q13 During the past 12 months, do you recall any advertising for NF Power? | | |
|--|-------|---------|
| | Yes | |
| | Count | Percent |
| Television | 188 | 45.0 |
| Newspaper | 73 | 17.5 |
| Radio | 44 | 10.5 |
| NF Power's Web site | 10 | 2.4 |
| Magazine or Booklet | 30 | 7.2 |
| Other | 50 | 12.0 |

| Q15 Do you recall seeing or hearing any Bright Ideas advertisements over the past 12 months? | | |
|--|-----------|---------|
| | Frequency | Percent |
| Yes | 64 | 15.3 |
| No | 354 | 84.7 |
| Total | 418 | 100.0 |

| Q16 What type of Bright Ideas advertisements do you recall? | | | |
|---|-------|---------|---------------|
| | Yes | | |
| | Count | Percent | Valid Percent |
| Newspaper | 20 | 4.8 | 31.3 |
| Radio | 11 | 2.6 | 17.2 |
| Billboards | 0 | 0.0 | 0.0 |
| Bill Insert or Newsletter | 36 | 8.6 | 56.3 |
| Web Site | 2 | 0.05 | 3.1 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – June 2005

| Q17 Have you seen or heard about energy efficiency in any of the following places in the past 12 months? | | |
|---|--------------|----------------|
| | Yes | |
| | Count | Percent |
| Newspapers or Magazines | 110 | 26.3 |
| Television | 164 | 39.2 |
| Radio | 69 | 16.5 |
| NF Power Bill Inserts | 189 | 45.2 |
| Displays in Stores | 26 | 6.2 |
| Internet | 16 | 3.8 |
| NF Power's Web Site | 11 | 2.6 |
| Sales Person or Contractor | 5 | 1.2 |
| NF Power Customer Account Representative | 7 | 1.7 |

| Q18 Which of the following information sources are you most likely to use to obtain information about energy efficiency products or tips? | | |
|--|--------------|----------------|
| | Yes | |
| | Count | Percent |
| Magazines | 36 | 8.6 |
| Newspapers | 99 | 23.7 |
| Radio | 73 | 17.5 |
| Television | 123 | 29.4 |
| NF Power Bill Inserts | 180 | 43.1 |
| Retailers | 46 | 11.0 |
| Contractors | 43 | 10.3 |
| Internet | 104 | 24.9 |
| NF Power's Web Site | 63 | 15.1 |
| Would not look for energy efficiency products or tips | 37 | 8.9 |
| Other Sources | 18 | 4.3 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – June 2005

| Q19 Do you rent or own your place of residence? | | | |
|--|--------------|------------------|----------------|
| | | Frequency | Percent |
| | Rent | 45 | 10.8 |
| | Own | 373 | 89.2 |
| | Total | 418 | 100.0 |

| Q20 Do you pay your own electricity bills or is your electricity included in your rent? | | | | |
|--|-------------------------|------------------|----------------|----------------------|
| | | Frequency | Percent | Valid Percent |
| | Pay own | 38 | 9.1 | 84.4 |
| | Included in rent | 7 | 1.7 | 15.6 |
| | Total | 45 | 10.8 | 100.0 |
| | N/A | 373 | 89.2 | |
| | Total | 418 | 100.0 | |

| Q21 What is the main source of energy used to heat your home? | | | |
|--|----------------------------|------------------|----------------|
| | | Frequency | Percent |
| | Electricity | 207 | 49.5 |
| | Oil | 132 | 31.6 |
| | Wood | 61 | 14.6 |
| | Propane | 3 | .7 |
| | Electricity/Oil | 4 | 1.0 |
| | Electricity/Wood | 3 | .7 |
| | Electricity/Propane | 1 | .2 |
| | Oil/Wood | 6 | 1.4 |
| | Total | 417 | 99.8 |

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Customer Attitude Survey on Energy Efficiency – June 2005

| Q22 Which best describes your current home? | | |
|--|------------------|----------------|
| | Frequency | Percent |
| Apartment | 19 | 4.5 |
| Detached house | 359 | 85.9 |
| Semi-detached home | 35 | 8.4 |
| Mobile home | 5 | 1.2 |
| Total | 418 | 100.0 |

| Q23 Do you currently have access to the internet at either your work or your home? | | |
|---|------------------|----------------|
| | Frequency | Percent |
| Yes - at home | 115 | 27.5 |
| Yes - at work | 32 | 7.7 |
| Yes - both | 122 | 29.2 |
| No | 149 | 35.6 |
| Total | 418 | 100.0 |

| Q24 Would you be interested in receiving regular emails from NF Power with tips and suggestions on how to use energy wisely? | | | |
|---|------------------|----------------|----------------------|
| | Frequency | Percent | Valid Percent |
| Yes | 136 | 32.5 | 50.6 |
| No | 133 | 31.8 | 49.4 |
| Total | 269 | 64.4 | 100.0 |
| N/A | 149 | 35.6 | |
| Total | 418 | 100.0 | |

| Q25 Are you planning to complete any upgrades to your home or adopt any efficiency practices within the next year that will reduce the energy usage in your home? | | |
|--|------------------|----------------|
| | Frequency | Percent |
| Yes | 149 | 35.6 |
| No | 202 | 48.3 |
| Don't know | 67 | 16.0 |
| Total | 418 | 100.0 |

Customer Attitude Survey on Energy Efficiency

April 2006

**Newfoundland Power
Customer Attitude Survey on Energy Efficiency
April 2006**

Screen out anyone who works for Newfoundland Power or Newfoundland & Labrador Hydro.

We are conducting a short survey on energy efficiency attitudes and purchases. May we have approximately 10 minutes of your time to answer a few questions?

1. Comparing the current heating season to the previous year, do you believe your electricity usage is:
- Lower this year than previously (Continue at Question 2)
 - Higher this year than previously (Continue at Question 3)
 - The same this year as previously (Continue at Question 5)

2. What are the main changes in your household that you believe that has lowered electricity usage this heating season as compared to the previous year?
DO NOT READ LIST (ACCEPT MORE THAN ONE RESPONSE)

- Weather / milder winter
- Installed Energy Efficiency features in home (ex. Insulation, CFLs)
- Changed behaviors in order to save energy (ex. Set back thermostat, use cold water)
- Changed heating system
- Increased use of other sources of energy (ex. Wood, oil)
- Fewer people in household
- Other (please specify): _____

Comment [NPE1]: Allow free form feedback here instead of restricting to choices because there may be reason we do not anticipate.

SKIP TO QUESTION 4

3. What are the main changes in your household that you believe that has increased electricity usage this heating season as compared to the previous year?
DO NOT READ LIST (ACCEPT MORE THAN ONE RESPONSE)

- Weather / colder winter
- Renovation / expansion of living area
- Changed heating system
- Reduced use of other sources of energy (ex. oil, propane)
- More people in household
- Higher electricity prices
- Other (please specify): _____

4. What is the primary reason you took action that changed your electricity usage?

- Change in household income or employment status
- Change in energy prices
- Environmental reasons
- Financial support programs or rebates
- Advertising
- Other (please specify): _____

**Newfoundland Power
Customer Attitude Survey on Energy Efficiency
April 2006**

5 (a) In the past 12 months, did you BEGIN using any of the following energy-saving features or initiatives in your home to reduce your energy usage?

| | Yes | No |
|--|-----|----|
| Foam gaskets behind outlet covers and switch plates. | | |
| Weatherstripping around exterior doors. | | |
| Caulking or draft sealing. | | |
| Motion detectors on exterior lighting. | | |
| Foam insulation around hot water system pipes. | | |
| Insulation blanket around the outside of the hot water tank. | | |
| Reduced hot water heater temperature setting. | | |
| Low-flow showerheads. | | |
| Faucet aerators on your kitchen or bathroom faucets. | | |
| Use cold water to wash laundry | | |
| Line-dry your clothes rather than use the electric dryer | | |
| High performance thermostats | | |
| Programmable thermostat | | |
| Have you set back your thermostats at night or when away from home. | * | |
| Compact fluorescent light bulbs to replace regular incandescent. | * | |
| Have you installed or upgraded the insulation level in your basement or crawl space. | * | |
| Have you installed or upgraded the insulation level in your attic. | | |
| Have you installed or upgraded the insulation level in your exterior walls. | | |

IF YES to "Have you set back your thermostats at night or when away from home."

5 (b) Do you set back your thermostat

1. Always (every day)
2. Usually (avg 4 or 5 times/week)
3. Occasionally (every now and then)

5 (c) In how many rooms do you set back the thermostats?

1. 1 room
2. 2 to 4 rooms
3. 5 or more rooms

5 (d) How much do you set back the temperature each time?

1. 1 or 2 degrees
2. 3 to 5 degrees
3. more than 5 degrees

IF YES to "Compact fluorescent light bulbs to replace regular incandescent."

5 (e) How many compact fluorescent light bulbs did you install in last 12 months in your home?

1. 1 to 5
2. 6 to 10
3. 11 or more

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Customer Attitude Survey on Energy Efficiency
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IF YES to "Have you installed or upgraded the insulation level in your basement or crawl space."

5 (f) Was the basement or crawl space area being heated before the insulation was installed or upgraded?

1. Yes - approximately what temperature _____
2. No

5 (g) Is the basement or crawl space area being heated since the insulation was installed or upgraded?

1. Yes - approximately what temperature _____
2. No

6. (a) On a scale of 1 to 5, with 1 being the lowest and 5 being the highest, how would you rate the overall energy efficiency of your home?

6. (b) Within the next year, are you planning to complete any upgrades to your home or adopt any efficiency practices that will reduce the energy usage in your home?

- Yes
- No

If Yes, please describe what you intend to do to reduce energy usage.

7. In the past 12 months, have you

1. purchased a newly built home (Continue at Question 8)
2. built your own home (Continue at Question 8)
3. moved to a different house or apartment (Continue at Question 8)
4. stayed in the same home (Continue at Question 9)

8. On a scale of one-to-ten, where one is not at all important and ten is extremely important, how important was the expected heating costs of your new home in your decision to purchase or move?

9. In your opinion, who should be providing you information about the efficient use of electricity (such as advertising, booklets or brochures)?

(DO NOT READ)

- Electric utility company
- Federal government
- Provincial government

10. And in your opinion, who should be delivering programs (such as incentives, rebates or financing plans) to improve the energy efficiency of your home?

(DO NOT READ)

- Electric utility company
- Federal government
- Provincial government

11. On a scale of one-to-ten, where one is not at all important and ten is extremely important, how important is it that you receive information on using electricity more efficiently?

**Newfoundland Power
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12. On a scale of one-to-ten, where one means not all aware, and ten is very aware, how aware are you of initiatives by Newfoundland Power to help you use electricity more efficiently?

13. I will now read a list of some programs and services offered by Newfoundland Power. For each I would like you to indicate whether or not you were aware of the program and whether you have participated in this program, or are likely to participate in the future.

| | Aware of Program (a) | | Participated in Program in Past? (b) | | Likely to Participate in Future? (c) | | |
|---|-------------------------|----|--------------------------------------|----|---|----|------------|
| | Yes | No | Yes | No | Yes | No | Don't Know |
| Thermostat rebate program for the purchase of high performance thermostats. | | | | | | * | * |
| Wrap Up for Savings Insulation upgrade program to upgrade the insulation in your basement or attic. | | | | | | * | * |
| Hot Water Tank Financing Program | | | | | | * | * |
| Financing program for upgrading your home ventilation system, or your home's heating system. | | | | | | * | * |
| Financing program for the EnerGuide for Houses evaluation fee and the cost of completing the recommendations. | | | | | | * | * |
| Energy management seminars for groups to learn how to use energy wisely. | | | | | | * | * |
| EnerGuide for Houses | | | | | | * | * |
| Home Show and mall displays to demonstrate energy efficiency products and services. | | | | | | | |

* ONLY FOR THOSE NOT LIKELY TO PARTICIPATE IN FUTURE

14. What would motivate you to participate in this program?
DO NOT READ (ACCEPT MORE THAN ONE RESPONSE)

- Rebates
- Financing
- Need money
- Need time to do it
- Need more information
- Don't know; need help

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15. Now I'd like to ask you about Newfoundland Power's advertising. During the past 12 months, do you recall any advertising for Newfoundland Power?

- Yes
- No
- Don't know/can't remember

IF "NO" OR "D/K" SKIP TO QUESTION 16

16. What type of advertising do you recall?

READ LIST

ACCEPT ALL ANSWERS.

- Television
- Newspaper
- Radio
- Website
- Magazine or booklet
- Other: _____

17. What was the main message in the ad (what was the ad trying to say)?

IF BRIGHT IDEAS, SKIP TO QUESTION 20, OTHERWISE CONTINUE AT QUESTION 18

18. Do you recall seeing or hearing any Bright Ideas advertisements over the past 12 months?

- Yes
- No (Skip to question 20)

19. What type of Bright Ideas advertisement do you recall? Was it:

- Newspaper
- Radio
- Billboard
- Bill insert or newsletter
- Website

20. For each of the following, please indicate the places in which you have seen or heard about energy efficiency in the past 12 months.

- In newspapers or magazines
- On television
- On radio
- On Newfoundland Power bill inserts
- On displays in stores
- On the Internet
- On Newfoundland Power's website
- From a sales person or contractor
- From a Newfoundland Power Customer Account Representative

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21. Which of the following information sources are you most likely to use to obtain information about energy efficiency products or tips? (Read list, choose all that apply)

- Magazines
- Newspapers
- Radio
- Television
- Newfoundland Power bill inserts or newsletter
- Advice from retailers
- Advice from Contractors
- The Internet
- Newfoundland Power's website
- Other please specify: _____

22. On a scale of one-to-five, where one means very unfavourable and five means very favourable, please indicate whether you would support the following electricity pricing options:

- Electricity prices that change based on time of day, for example 4 cents / kWh at 10am and 10 cents / kWh at 5pm
- Electricity prices that are higher with higher usage, for example 8 cents/kWh for the first 1000 kWh each month, and 10 cents for usage over 1000 kWh
- Electricity prices that are higher per kWh during the winter and lower during the summer

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The following questions are for classification and statistical purposes only. All responses will be kept strictly confidential.

22. Do you rent or own your place of residence?

- Rent
- Own (skip to question 24)

23. Do you pay your own electricity bills or is your electricity included in your rent?

- Pay own
- Included in rent

24. During this most recent heating season, what percentage of your total heating costs were used on each of the following heating fuels. (Give a percentage for each)

(TOTAL MUST BE 100%)

____ Electricity
____ Oil
____ Wood
____ Propane
____ Other

25. Which of the following best describes your current home?

- Apartment
- Detached house
- Semi-detached home (i.e., duplex or townhouse)
- Mobile home
- Other

26. How many people are currently living in your household?

- 1
- 2
- 3 - 4
- 5 or more

27. Do you live in: (read list) **USE STANDARD LIST OF REGIONS**

28. In which of the following age groups do you belong?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or over
- Refused

Thank you for your help.

Comment [NPE2]: This question needs to be restructured, perhaps just divide the province into regions. As it stands, half the people in Mount Pearl or CBS will say they live in 50,000 or less. If we are trying to determine rural or urban setting this question is too ambiguous.

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| Age | | | | | |
|------------------|--|------------------|-------------|----------------|--------------|
| | | Frequency | | Percent | |
| | | 2005 | 2006 | 2005 | 2006 |
| Up to 34 | | 65 | 74 | 15.6 | 17.3 |
| 35-44 | | 97 | 95 | 23.2 | 22.2 |
| 45-54 | | 101 | 99 | 24.2 | 23.1 |
| 55-64 | | 82 | 69 | 19.6 | 16.1 |
| 65 and up | | 73 | 91 | 17.5 | 21.3 |
| Total | | 418 | 428 | 100.0 | 100.0 |

| Area | | | |
|---------------------|--|------------------|----------------|
| | | Frequency | Percent |
| St. John's | | 152 | 35.5 |
| Carbonear | | 63 | 14.7 |
| Burin | | 22 | 5.1 |
| Clarenville | | 44 | 10.3 |
| Gander | | 44 | 10.3 |
| Grand Falls | | 36 | 8.4 |
| Corner Brook | | 42 | 9.8 |
| Stephenville | | 25 | 5.8 |
| Total | | 428 | 100.0 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

Q1: Comparing the current heating season to the previous year, do you believe your electricity usage is:

| | Frequency | Percent |
|----------------------------------|------------|--------------|
| Lower this year than last year? | 65 | 15.2 |
| Higher this year than last year? | 157 | 36.7 |
| The same this year as last year? | 206 | 48.1 |
| Total | 428 | 100.0 |

Q2: In your opinion, what are the main reasons that have contributed to lowered electricity usage this heating season as compared to the previous year?
(Asked of those who answered "Lower this year than last year" to Q1)

| | Frequency | Percent |
|---|-----------|--------------|
| Weather/ milder winter | 24 | 34.8 |
| Fewer people in household | 8 | 11.6 |
| Installed energy efficiency measures in household | 10 | 14.5 |
| Changed behaviours in order to save money | 10 | 14.5 |
| Changed heating system | 4 | 5.8 |
| Increased use of other sources of energy (eg wood, oil) | 5 | 7.2 |
| Other | 4 | 5.8 |
| Don't Know | 4 | 5.8 |
| Total | 69 | 100.0 |

Text comments by Persons responding "Other":

New house
 Moved to smaller house
 Air exchanger installed
 Equal Payments are lower

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| Q3: In your opinion, what are the main reasons that have contributed to increased electricity usage this heating season as compared to the previous year? (Asked of those who answered "Higher this year than last year" to Q1) | | |
|--|------------------|----------------|
| | Frequency | Percent |
| Weather/ milder winter | 14 | 8.2 |
| More people in household | 16 | 9.4 |
| Renovation / expansion of living area | 3 | 1.8 |
| Changed heating system | 5 | 2.9 |
| Reduced use of other sources of energy (eg propane, oil) | 4 | 2.4 |
| Higher electricity prices | 51 | 30.0 |
| Other | 13 | 7.6 |
| Don't Know | 64 | 37.6 |
| Total | 170 | 100.0 |

Text comments by persons responding "Other":

| | |
|--|--|
| <p>Appliances used more Apartment building - increased Hot water usage increased Dryer usage increased Added a small electric heater for extra heat Just using more Just using more Computer on all the time, lights being left on</p> | <p>Hot water usage increased Older fridge Dryer usage increased Heat usage increased Health problems</p> |
|--|--|

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**Q4: What is the primary reason you took action that changed your electricity usage?
(Asked of those who answered either "Higher" or "Lower" usage in Q1 but did not attribute this to weather or to changed number of persons in household)**

| | | Frequency | Percent |
|--|--|-----------|--------------|
| | Change in household income or employment status | 2 | 3.4 |
| | Change in energy prices | 21 | 35.6 |
| | Environmental reasons | 5 | 8.5 |
| | Financial support programs or rebates | 1 | 1.7 |
| | Advertising | 0 | 0.0 |
| | Other | 30 | 50.8 |
| | Total | 59 | 100.0 |

Text reasons given by persons who responded "Other":

| | |
|----------------------------------|--|
| Don't know (7) | To conserve energy |
| Health | Needed to upgrade |
| Fireplace installed | Needed a new exchanger |
| House is newer and smaller | Lights/computer on at night |
| Dryer broken | To conserve energy |
| Oil too expensive | Needed to renovate |
| New stuff | Gone a lot |
| Needed a new refrigerator | Needed to update house |
| Only one person now in household | Needed more heat |
| Rental | Wood - not able to get any this season |

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| Q5 In the past 12 months, did you begin using any of the following energy saving features or initiatives in your home to reduce your energy usage? | | | | |
|---|------------|------|------------|------|
| | Yes - 2005 | | Yes - 2006 | |
| | Count | % | Count | % |
| Low-flow shower heads | 104 | 24.9 | 123 | 28.7 |
| Faucet aerators in your kitchen or bathroom | 76 | 18.2 | 69 | 16.1 |
| Compact fluorescent light bulbs to replace regular incandescent | 188 | 45.0 | 209 | 48.8 |
| Foam gaskets behind outlet covers and switch plates | 94 | 22.5 | 35 | 8.2 |
| Weather stripping around exterior doors | 231 | 55.3 | 114 | 26.6 |
| Caulking or draft sealing | | | 111 | 25.9 |
| Insulation blanket around the outside of the hot water tank | 42 | 10.0 | 14 | 3.3 |
| Motion detectors on exterior lighting | 106 | 25.4 | 38 | 8.9 |
| Foam insulation around hot water system pipes | 120 | 28.7 | 66 | 15.4 |
| Programmable thermostats | 54 | 12.9 | 38 | 8.9 |
| High performance thermostats | 27 | 6.5 | 24 | 5.6 |
| Reduced hot water temperature setting | 89 | 21.3 | 101 | 23.6 |
| Use cold water to wash laundry | | | 187 | 43.7 |
| Line dry your clothes rather than use electric dryer | | | 77 | 18.0 |
| Installed / upgraded insulation in attic | | | 36 | 8.4 |
| Installed / upgraded insulation in exterior walls | | | 41 | 9.6 |

| Q6 During the past 12 months, did you begin to set back your thermostats at night or when away from home? | | | | |
|--|------------|------------|--------------|--------------|
| | Frequency | | Percent | |
| | 2006 | 2005 | 2006 | 2005 |
| Yes | 160 | 333 | 37.4 | 79.7 |
| No | 268 | 68 | 62.6 | 16.3 |
| N/A | 0 | 17 | 0.0 | 4.1 |
| Total | 428 | 418 | 100.0 | 100.0 |

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| Q7 Do you set back your thermostat ... (Asked of those who responded "Yes" to Q6) | | |
|--|------------------|----------------|
| | Frequency | Percent |
| Always (every day) | 100 | 62.5 |
| Usually (4-5 times a week) | 40 | 25.0 |
| Occasionally (every now and then) | 20 | 12.5 |
| Total | 160 | 100.0 |

| Q8 In how many rooms do you set back the thermostat? (Asked of those who responded "Yes" to Q6) | | |
|--|------------------|----------------|
| | Frequency | Percent |
| One room | 16 | 10.0 |
| Two to four rooms | 60 | 37.5 |
| Five or more rooms | 84 | 52.5 |
| Total | 160 | 100.0 |

| Q9 How much do you set back the thermostat each time? (Asked of those who responded "Yes" to Q6) | | |
|---|------------------|----------------|
| | Frequency | Percent |
| One or two degrees | 15 | 9.4 |
| Three to five degrees | 72 | 45.0 |
| More than five degrees | 73 | 45.6 |
| Total | 160 | 100.0 |

| Q10 In the last 12 months did you begin to use compact fluorescent light bulbs to replace regular incandescent bulbs? | | |
|--|------------------|----------------|
| | Frequency | Percent |
| Yes | 209 | 48.8 |
| No | 218 | 50.9 |
| Don't Know | 1 | 0.2 |
| Total | 428 | 100.0 |

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Q11 How many compact fluorescent light bulbs did you install in the last 12 months in your home?
(Asked of persons who responded "Yes" to Q10)

| | | Frequency | Percent |
|--|--------------|------------|--------------|
| | One to five | 82 | 39.2 |
| | Six to ten | 76 | 36.4 |
| | 11 or more | 51 | 24.4 |
| | Total | 209 | 100.0 |

Q12 Does your house have a basement or a crawl space?

| | | Frequency | Percent |
|--|----------------|------------|--------------|
| | Basement | 310 | 72.4 |
| | Crawl Space | 77 | 18.0 |
| | No | 28 | 6.5 |
| | Not Applicable | 13 | 3.0 |
| | Total | 428 | 100.0 |

Q13 During the past 12 months have you installed or upgraded the insulation level in your basement or crawl space?

| | | Frequency | | Percent | |
|--|--------------|------------|------------|--------------|--------------|
| | | 2005 | 2006 | 2005 | 2006 |
| | Yes | 73 | 52 | 17.5 | 13.4 |
| | No | 330 | 331 | 78.9 | 85.5 |
| | N/A | 15 | 4 | 3.6 | 1.0 |
| | Total | 418 | 428 | 100.0 | 100.0 |

Q14 Was the basement / crawl space being heated before the insulation was installed or upgraded?

(Asked of those who answered "Yes" to Q13)

| | | Frequency | Percent |
|--|--------------|-----------|--------------|
| | Yes | 25 | 48.1 |
| | No | 24 | 46.2 |
| | Don't Know | 3 | 5.8 |
| | Total | 52 | 100.0 |

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| Q15 Is the basement / crawl space being heated since the insulation was installed or upgraded? <i>(Asked of those who answered "Yes" to Q13)</i> | | |
|--|-----------|--------------|
| | Frequency | Percent |
| Yes | 32 | 64.0 |
| No | 17 | 34.0 |
| Don't Know | 1 | 2.0 |
| Total | 50 | 100.0 |

Q14A & 15A: Approximately what temperature (was your basement / crawl space heated prior to and after the insulation was installed or upgraded?)

| Before Installation | After Installation |
|---------------------|--------------------|
| Don't know | 18 |
| 15 | 25 |
| | 10 |
| 20 | 17 |
| 10 | 10 |
| Don't know | 15 |
| Don't know | Comfort zone |
| 15 | 15 |
| 20 | 20 |
| | 15 |
| 15 | 15 |
| 15 | 15 |
| 15-20 | 15-20 |
| | Don't know |
| 15 | Don't know |
| 17 | 17 |
| 18 | 20 |
| | Don't know |
| 23 | 15 |
| | Don't know |
| | Room temperature |
| | 15 |
| Furnace heat | Don't know |
| Wood heat | Wood |
| | 10 |

Note: seven other responses of "Don't Know" both before and afterwards.

Q16 On a scale of 1 to 5, with 1 being the lowest and 5 being the highest, how would you rate the overall energy efficiency of your

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| home? | | Rating |
|--------------|--|-------------|
| St. John's | | 3.43 |
| Carbonear | | 3.37 |
| Burin | | 3.41 |
| Clareville | | 3.34 |
| Gander | | 3.32 |
| Grand Falls | | 3.46 |
| Corner Brook | | 3.30 |
| Stephenville | | 3.38 |
| Total | | 3.38 |

Q16 On a scale of 1 to 5, with 1 being the lowest and 5 being the highest, how would you rate the overall energy efficiency of your home?

| Rating | Frequency | Percent |
|--------------|------------|--------------|
| 5 | 30 | 7.0 |
| 4 | 150 | 35.0 |
| 3 | 197 | 46.0 |
| 2 | 37 | 8.6 |
| 1 | 6 | 1.4 |
| N/A | 8 | 1.9 |
| Total | 428 | 100.0 |

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Customer Attitude Survey on Energy Efficiency – April 2006

Q17 Within the next year, are you planning to complete any upgrades to your home or adopt any efficiency practices that will reduce the energy usage in your home?

| | Frequency - 2006 | Percent - 2006 | Frequency - 2005 | Percent - 2005 |
|--------------|------------------|----------------|------------------|----------------|
| Yes | 149 | 34.8 | 149 | 35.6 |
| No | 220 | 51.4 | 202 | 48.3 |
| Don't Know | 59 | 13.8 | 67 | 16.0 |
| Total | 428 | 100.0 | 418 | 100.0 |

Q17A What do you intend to do?
(Asked of those who answered "Yes" to Q17)

| | Frequency | Percent |
|------------------------------|------------|--------------|
| Windows | 57 | 38.3 |
| Insulation | 50 | 33.6 |
| Basement / Crawl Space | 21 | 14.0 |
| Doors | 14 | 9.4 |
| Programmable Thermostats | 8 | 5.3 |
| Siding | 8 | 5.3 |
| CFL Bulbs | 7 | 4.6 |
| New House | 5 | 3.3 |
| Renovations | 5 | 3.3 |
| Weather Stripping / Caulking | 2 | 1.3 |
| Other miscellaneous | 32 | 20.9 |
| Total | 204 | 100.0 |

Q18& Q19

| In the last 12 months have you ... | Frequency | Percent | On a scale of 1 to 10, where one is not at all important and 10 is extremely important, how important was the heating cost of your new home in your decision to purchase or move? |
|------------------------------------|-----------|---------|---|
| Purchased a newly built home | 2 | 0.5 | 5.0 |

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| | | | | |
|--|--|-----|-------|-----|
| | Built your own home | 0 | 0.0 | N/A |
| | Moved to a different house or apartment | 21 | 4.9 | 5.8 |
| | Stayed in the same home | 405 | 94.6 | N/A |
| | Total | 428 | 100.0 | 5.7 |

| Q20 Who should be providing you with information about the efficient use of electricity (such as advertising, booklets or brochures)? | | | | |
|--|---------------------|-----------------------|---------------------|-----------------------|
| | Count (2006) | Percent (2006) | Count (2005) | Percent (2005) |
| Electric Utility Company | 295 | 68.9 | 281 | 67.2 |
| Federal Government | 11 | 2.6 | 10 | 2.4 |
| Provincial Government | 21 | 4.9 | 24 | 5.7 |
| Utility and Federal Gov't | 1 | 0.2 | | |
| Utility and Provincial Gov't | 1 | 0.2 | | |
| Federal and Provincial Gov't | 3 | 0.7 | | |
| Utility, Fed & Prov Gov'ts | 4 | 0.9 | | |
| Don't Know | 78 | 18.2 | 103 | 24.6 |
| Other | 14 | 3.3 | | |
| Total | 428 | 100.0 | 418 | 100.0 |

| Q21 Who should be delivering programs such as incentives, rebates, and financing plans to improve the energy efficiency of your home? | | | | |
|--|---------------------|-----------------------|---------------------|-----------------------|
| | Count (2006) | Percent (2006) | Count (2005) | Percent (2005) |
| Electric Utility Company | 131 | 30.6 | 270 | 64.6 |
| Federal Government | 84 | 19.6 | 10 | 2.4 |
| Provincial Government | 104 | 24.3 | 38 | 9.1 |
| Utility and Federal Gov't | 1 | 0.2 | | |
| Utility and Provincial Gov't | 3 | 0.7 | | |
| Federal and Provincial Gov't | 10 | 2.3 | | |
| Utility, Fed & Prov Gov'ts | 18 | 4.2 | | |

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| | | | | |
|-------------------|-----|-------|-----|-------|
| Don't Know | 67 | 15.7 | 100 | 23.9 |
| Other | 10 | 2.3 | | |
| Total | 428 | 100.0 | 418 | 100.0 |

| Q22 & Q23 | | | |
|----------------------|---------------------|--|--|
| | | On a scale of one to 10, where one is not at all important and 10 is extremely important, how important is it that you receive information on using electricity more efficiently? | On a scale of one to 10, where one is not at all aware and 10 is very aware, how aware are you of initiatives by Newfoundland Power to help you use electricity more efficiently? |
| | St. John's | 7.61 | 5.51 |
| | Carbonear | 8.43 | 5.81 |
| | Burin | 8.36 | 5.91 |
| | Clareville | 6.93 | 5.05 |
| | Gander | 7.48 | 4.91 |
| | Grand Falls | 7.53 | 5.00 |
| | Corner Brook | 7.83 | 5.12 |
| | Stephenville | 7.36 | 4.72 |
| | Total | 7.69 | 5.34 |

Q22 On a scale of one to 10, where one is not at all important and 10 is extremely important, how important is it that you receive information on using electricity more efficiently?

| Rating | 2006 Frequency | 2006 Percent | 2005 Frequency | 2005 Percent |
|---------------|-----------------------|---------------------|-----------------------|---------------------|
| 1 | 12 | 2.8 | 10 | 2.4 |
| 2 | 10 | 2.3 | 4 | 1.0 |
| 3 | 3 | 0.7 | 4 | 1.0 |
| 4 | 14 | 3.3 | 5 | 1.2 |
| 5 | 51 | 11.9 | 42 | 10.0 |
| 6 | 26 | 6.1 | 22 | 5.3 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

| | | | | |
|--------------|------------|--------------|------------|--------------|
| 7 | 43 | 10.0 | 43 | 10.3 |
| 8 | 82 | 19.2 | 88 | 21.1 |
| 9 | 45 | 10.5 | 55 | 13.2 |
| 10 | 142 | 33.2 | 145 | 34.7 |
| Total | 428 | 100.0 | 418 | 100.0 |

Q23 On a scale of one to 10, where one is not at all aware and 10 is very aware, how aware are you of initiatives by Newfoundland Power to help you use electricity more efficiently?

| Rating | 2006 Frequency | 2006 Percent | 2005 Frequency | 2005 Percent |
|---------------|-----------------------|---------------------|-----------------------|---------------------|
| 1 | 51 | 11.9 | 53 | 12.7 |
| 2 | 46 | 10.7 | 35 | 8.4 |
| 3 | 27 | 6.3 | 51 | 12.2 |
| 4 | 26 | 6.1 | 44 | 10.5 |
| 5 | 84 | 19.6 | 57 | 13.6 |
| 6 | 27 | 6.3 | 36 | 8.6 |
| 7 | 53 | 12.4 | 46 | 11.0 |
| 8 | 58 | 13.6 | 51 | 12.2 |
| 9 | 21 | 4.9 | 11 | 2.6 |
| 10 | 35 | 8.2 | 34 | 8.1 |
| Total | 428 | 100.0 | 418 | 100.0 |

Q 24, 25, 26 Thermostat Rebate Program

| Area | Are you Aware of the Program? | | | Have you Ever Participated? | | | Are you Likely to Participate in Future? | |
|-------------------|--------------------------------------|----------|--|------------------------------------|----------|--|---|----------|
| | Yes | % | | Yes | % | | Yes | % |
| St. John's | 23 | 15.1 | | 2 | 8.7 | | 4 | 19.0 |
| Carbonear | 4 | 6.3 | | 1 | 25.0 | | 0 | 0 |
| Burin | 3 | 13.6 | | 1 | 33.3 | | 2 | 100.0 |
| Clareville | 7 | 15.9 | | 0 | 0 | | 1 | 14.3 |
| Gander | 3 | 6.8 | | 0 | 0 | | 1 | 33.3 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

| | | | | | | | | |
|---------------------|-----------|-------------|--|----------|------------|--|-----------|-------------|
| Grand Falls | 5 | 13.9 | | 0 | 0 | | 3 | 60.0 |
| Corner Brook | 4 | 9.5 | | 0 | 0 | | 1 | 25.0 |
| Stephenville | 2 | 8.0 | | 0 | 0 | | 1 | 50.0 |
| Total | 51 | 11.9 | | 4 | 7.8 | | 13 | 27.7 |

| Q27 What would motivate you to participate in this program? <i>(Asked of those who said "No" or "Don't Know" to Q26 concerning the likelihood of future participation – total 34 respondents)</i> | | |
|---|------------------|----------------|
| | Frequency | Percent |
| Rebates | 5 | 13.5 |
| Financing | 2 | 5.4 |
| Need Money | 1 | 2.7 |
| Need time to do it | 0 | 0 |
| Need more information | 8 | 21.6 |
| Don't know; need help | 8 | 21.6 |
| Nothing | 13 | 35.1 |
| Total | 37 | 100.0 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

| Q 28, 29, 30 Wrap Up for Savings Program | | | | | | | | |
|--|-------------------------------|-------------|--|-----------------------------|-------------|--|--|-------------|
| Area | Are you Aware of the Program? | | | Have you Ever Participated? | | | Are you Likely to Participate in Future? | |
| | Yes | % | | Yes | % | | Yes | % |
| St. John's | 39 | 25.7 | | 3 | 7.7 | | 11 | 30.6 |
| Carbonear | 21 | 33.3 | | 3 | 14.3 | | 6 | 33.3 |
| Burin | 7 | 31.8 | | 1 | 14.3 | | 3 | 50.0 |
| Clareville | 9 | 20.5 | | 0 | 0 | | 1 | 11.1 |
| Gander | 8 | 18.2 | | 1 | 12.5 | | 0 | 0 |
| Grand Falls | 8 | 22.2 | | 1 | 12.5 | | 3 | 42.9 |
| Corner Brook | 11 | 26.2 | | 3 | 27.3 | | 3 | 37.5 |
| Stephenville | 5 | 20.0 | | 1 | 20.0 | | 1 | 25.0 |
| Total | 108 | 25.2 | | 13 | 12.0 | | 28 | 29.5 |

| Q31 What would motivate you to participate in this program? (Asked of those who said "No" or "Don't Know" to Q30 concerning the likelihood of future participation – total 67 respondents) | | | |
|---|-----------------------|-----------|--------------|
| | | Frequency | Percent |
| | Rebates | 16 | 21.3 |
| | Financing | 5 | 6.7 |
| | Need Money | 6 | 8.0 |
| | Need time to do it | 2 | 2.7 |
| | Need more information | 11 | 14.7 |
| | Don't know; need help | 14 | 18.7 |
| | Nothing | 21 | 28.0 |
| | Total | 75 | 100.0 |

Newfoundland Power
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| Q 32, 33, 34 Hot Water Tank Financing Program | | | | | | | | |
|---|-------------------------------|-------------|--|-----------------------------|-------------|--|--|-------------|
| Area | Are you Aware of the Program? | | | Have you Ever Participated? | | | Are you Likely to Participate in Future? | |
| | Yes | % | | Yes | % | | Yes | % |
| St. John's | 35 | 23.0 | | 4 | 11.4 | | 3 | 9.7 |
| Carbonear | 23 | 36.5 | | 7 | 30.4 | | 6 | 37.5 |
| Burin | 11 | 50.0 | | 2 | 18.2 | | 3 | 33.3 |
| Clarenville | 16 | 36.4 | | 1 | 6.3 | | 4 | 26.7 |
| Gander | 18 | 40.9 | | 4 | 22.2 | | 1 | 7.1 |
| Grand Falls | 12 | 33.3 | | 7 | 58.3 | | 0 | 0 |
| Corner Brook | 11 | 26.2 | | 1 | 9.1 | | 6 | 60.0 |
| Stephenville | 9 | 36.0 | | 0 | 0.0 | | 4 | 44.4 |
| Total | 135 | 31.5 | | 26 | 19.3 | | 27 | 24.8 |

| Q35 What would motivate you to participate in this program? (Asked of those who said "No" or "Don't Know" to Q30 concerning the likelihood of future participation – total 82 respondents) | | | |
|---|-----------------------|-----------|--------------|
| | | Frequency | Percent |
| | Rebates | 12 | 14.1 |
| | Financing | 11 | 12.9 |
| | Need Money | 10 | 11.8 |
| | Need time to do it | 0 | 0.0 |
| | Need more information | 9 | 10.6 |
| | Don't know; need help | 20 | 23.5 |
| | Nothing | 23 | 27.1 |
| | Total | 85 | 100.0 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

| Q 36, 37, 38 Financing Program for Upgrading Home Ventilation or Heating System | | | | | | | | |
|---|-------------------------------|-------------|--|-----------------------------|------------|--|--|-------------|
| Area | Are you Aware of the Program? | | | Have you Ever Participated? | | | Are you Likely to Participate in Future? | |
| | Yes | % | | Yes | % | | Yes | % |
| St. John's | 27 | 17.8 | | 2 | 7.4 | | 2 | 8.0 |
| Carbonear | 10 | 15.9 | | 2 | 20.0 | | 1 | 12.5 |
| Burin | 3 | 13.6 | | 1 | 33.3 | | 0 | 0.0 |
| Clareville | 1 | 2.3 | | 1 | 100.0 | | 0 | 0.0 |
| Gander | 7 | 15.9 | | 0 | 0.0 | | 0 | 0.0 |
| Grand Falls | 8 | 22.2 | | 0 | 0.0 | | 4 | 50.0 |
| Corner Brook | 4 | 9.5 | | 0 | 0.0 | | 1 | 25.0 |
| Stephenville | 7 | 28.0 | | 0 | 0.0 | | 2 | 28.6 |
| Total | 67 | 15.7 | | 6 | 9.0 | | 10 | 16.4 |

| Q39 What would motivate you to participate in this program? (Asked of those who said "No" or "Don't Know" to Q38 concerning the likelihood of future participation – total 51 respondents) | | | |
|---|-----------------------|-----------|--------------|
| | | Frequency | Percent |
| | Rebates | 10 | 16.7 |
| | Financing | 8 | 13.3 |
| | Need Money | 4 | 6.7 |
| | Need time to do it | 1 | 1.7 |
| | Need more information | 6 | 10.0 |
| | Don't know; need help | 14 | 23.3 |
| | Nothing | 17 | 28.3 |
| | Total | 60 | 100.0 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

| Q 40, 41, 42 Energuide for Houses Program | | | | | | | | |
|---|-------------------------------|-------------|--|-----------------------------|-------------|--|--|-------------|
| Area | Are you Aware of the Program? | | | Have you Ever Participated? | | | Are you Likely to Participate in Future? | |
| | Yes | % | | Yes | % | | Yes | % |
| St. John's | 42 | 27.6 | | 7 | 16.7 | | 7 | 20.0 |
| Carbonear | 8 | 12.7 | | 0 | 0.0 | | 0 | 0.0 |
| Burin | 5 | 22.7 | | 0 | 0.0 | | 1 | 20.0 |
| Clareville | 6 | 13.6 | | 0 | 0.0 | | 1 | 16.7 |
| Gander | 7 | 15.9 | | 0 | 0.0 | | 1 | 14.3 |
| Grand Falls | 8 | 22.2 | | 1 | 12.5 | | 2 | 28.6 |
| Corner Brook | 13 | 31.0 | | 1 | 7.7 | | 3 | 25.0 |
| Stephenville | 5 | 20.0 | | 1 | 20.0 | | 1 | 25.0 |
| Total | 94 | 22.0 | | 10 | 10.6 | | 16 | 19.0 |

Q43 What would motivate you to participate in this program?
(Asked of those who said "No" or "Don't Know" to Q42 concerning the likelihood of future participation – total 68 respondents)

| | Frequency | Percent |
|-----------------------|-----------|--------------|
| Rebates | 14 | 16.9 |
| Financing | 5 | 6.0 |
| Need Money | 13 | 15.7 |
| Need time to do it | 2 | 2.4 |
| Need more information | 19 | 22.9 |
| Don't know; need help | 14 | 16.9 |
| Nothing | 16 | 19.3 |
| Total | 83 | 100.0 |

Q44 Are you aware that financing is available for the Energuide for Houses evaluation fee and the cost of completing the recommendations?

| | Frequency | Percent |
|--------------|-----------|--------------|
| Yes | 28 | 36.4 |
| No | 49 | 63.6 |
| Total | 77 | 100.0 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

| Q 45, 46, 47 Energy Management Seminars for Groups | | | | | | | | |
|--|-------------------------------|-------------|--|-----------------------------|------------|--|--|-------------|
| Area | Are you Aware of the Program? | | | Have you Ever Participated? | | | Are you Likely to Participate in Future? | |
| | Yes | % | | Yes | % | | Yes | % |
| St. John's | 25 | 16.4 | | 2 | 8.0 | | 1 | 4.3 |
| Carbonear | 12 | 19.0 | | 2 | 16.7 | | 4 | 40.0 |
| Burin | 1 | 4.5 | | 0 | 0.0 | | 1 | 100.0 |
| Clareville | 2 | 4.5 | | 0 | 0.0 | | 0 | 0.0 |
| Gander | 5 | 11.4 | | 0 | 0.0 | | 2 | 40.0 |
| Grand Falls | 3 | 8.3 | | 2 | 66.7 | | 1 | 100.0 |
| Corner Brook | 11 | 26.2 | | 0 | 0.0 | | 1 | 9.1 |
| Stephenville | 2 | 8.0 | | 0 | 0.0 | | 0 | 0.0 |
| Total | 61 | 14.3 | | 6 | 9.8 | | 16 | 19.0 |

| Q 48, 49, 50 Home Show and mall displays to demonstrate energy efficiency products and services | | | | | | | | |
|---|-------------------------------|-------------|--|-----------------------------|-------------|--|--|-------------|
| Area | Are you Aware of the Program? | | | Have you Ever Participated? | | | Are you Likely to Participate in Future? | |
| | Yes | % | | Yes | % | | Yes | % |
| St. John's | 81 | 53.3 | | 21 | 25.9 | | 12 | 20.0 |
| Carbonear | 23 | 36.5 | | 5 | 21.7 | | 7 | 38.9 |
| Burin | 6 | 27.3 | | 2 | 33.3 | | 2 | 50.0 |
| Clareville | 13 | 29.5 | | 5 | 38.5 | | 2 | 25.0 |
| Gander | 11 | 25.0 | | 2 | 18.2 | | 2 | 22.2 |
| Grand Falls | 8 | 22.2 | | 3 | 37.5 | | 1 | 20.0 |
| Corner Brook | 16 | 38.1 | | 5 | 31.3 | | 4 | 36.4 |
| Stephenville | 3 | 12.0 | | 1 | 33.3 | | 0 | 0.0 |
| Total | 161 | 12.0 | | 44 | 27.3 | | 30 | 25.6 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

| Are you aware of the following programs and services offered by NF Power? (2005 v.s. 2006 summary of Q 24- Q48) | | | | |
|---|------------|------|------------|------|
| | Aware 2005 | | Aware 2006 | |
| | Count | % | Count | % |
| Thermostat rebate program for the purchase of high performance thermostats | 49 | 11.7 | 51 | 11.9 |
| Wrap Up for Savings Insulation program to upgrade the insulation in your basement and attic | 80 | 19.1 | 108 | 25.2 |
| Hot Water Tank Financing Program | 115 | 27.5 | 135 | 31.5 |
| Financing program for upgrading your home ventilation system or your home's heating system | 65 | 15.6 | 67 | 15.7 |
| Heating Design Service for new homes | 42 | 10.0 | N/A | N/A |
| Energuide for Houses Financing Plan to finance the Energuide for Houses evaluation fee and the cost of completing the recommendations | 45 | 10.8 | 94 | 22.0 |
| Home Show and mall displays to demonstrate energy efficiency products and services | 125 | 29.9 | 161 | 37.6 |
| Energy Management seminars for groups to learn how to use energy wisely | 27 | 6.5 | 61 | 14.3 |

| Q12_a Have you participated in any of the following programs and services offered by NF Power? (2005 v.s. 2006 summary of Q25 - Q49) | | | | |
|---|------------|-----|------------|------|
| | Yes - 2005 | | Yes - 2006 | |
| | Count | % | Count | % |
| Thermostat rebate program for the purchase of high performance thermostats | 3 | 0.7 | 4 | 0.9 |
| Wrap Up for Savings Insulation program to upgrade the insulation in your basement and attic | 5 | 1.2 | 13 | 3.0 |
| Hot Water Tank Financing Program | 21 | 5.0 | 26 | 6.1 |
| Financing program for upgrading your home ventilation system or your home's heating system | 5 | 1.2 | 6 | 1.4 |
| Heating Design Service for new homes | 5 | 1.2 | N/A | N/A |
| Energuide for Houses Financing Plan to finance the Energuide for Houses evaluation fee and the cost of completing the recommendations | 2 | 0.5 | 10 | 2.3 |
| Home Show and mall displays to demonstrate energy efficiency products and services | 34 | 8.1 | 44 | 10.3 |
| Energy Management seminars for groups to learn how to use energy wisely | 1 | 0.2 | 6 | 1.4 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

| Q51 During the past 12 months do you recall any advertising for Newfoundland Power? | | | |
|--|------------------------------------|------------------|----------------|
| | | Frequency | Percent |
| | Yes | 183 | 42.8 |
| | No | 179 | 41.8 |
| | Don't Know / Can't Remember | 66 | 15.4 |
| | Total | 428 | 100.0 |

| Q52 What type of advertising do you recall? | | | | |
|--|--------------|----------------|--------------|----------------|
| | 2005 | | 2006 | |
| | Count | Percent | Count | Percent |
| Television | 188 | 45.0 | 131 | 30.6 |
| Newspaper | 73 | 17.5 | 41 | 9.6 |
| Radio | 44 | 10.5 | 29 | 6.8 |
| NF Power's Web site | 10 | 2.4 | 8 | 1.9 |
| Magazine or Booklet | 30 | 7.2 | 12 | 2.8 |
| Other | 50 | 12.0 | 30 | 7.0 |

Note: Of those who reported "Other," 19 of the 30 indicated bill inserts. Two mentioned billboards, one brochures, one safety signs, and three did not know.

| Q53 What was the main message in the ad? What was the ad trying to say? | | | |
|--|--------------------------|------------------|----------------|
| | | Frequency | Percent |
| | Energy Efficiency | 26 | 16.8 |
| | Safety | 49 | 31.6 |
| | Don't Know | 74 | 47.7 |
| | Other | 6 | 3.9 |
| | Total | 155 | 100.0 |

Note: the interviewers were asked to note if the respondent specifically mentioned "Bright Ideas" without being prompted. No one did.

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

Q54 Do you recall seeing or hearing any Bright Ideas advertisements over the past 12 months?

| | Yes - 2005 | | Yes - 2006 | |
|--------------|------------|---------|------------|---------|
| | Count | Percent | Count | Percent |
| Bright Ideas | 64 | 15.3 | 44 | 10.3 |

Q55 What type of Bright Ideas advertisements do you recall? Was it ...
(Asked of respondents who answered "Yes" to Q54)

| | Yes - 2005 | | Yes - 2006 | |
|---------------------------|------------|---------|------------|---------|
| | Count | Percent | Count | Percent |
| Newspaper | 20 | 31.3 | 8 | 16.7 |
| Radio | 11 | 17.2 | 6 | 12.5 |
| Billboard | 0 | 0.0 | 0 | 0.0 |
| Bill Insert or Newsletter | 36 | 56.3 | 33 | 68.8 |
| Website | 2 | 3.1 | 1 | 2.1 |

Q56 Have you seen or heard about energy efficiency in any of the following places in the past 12 months?
(Asked of persons who answered "Yes" to Q 51, recall of NP Advertising)

| | Yes - 2005 | | Yes - 2006 | |
|--|------------|---------|------------|---------|
| | Count | Percent | Count | Percent |
| Newspapers or Magazines | 110 | 26.3 | 64 | 15.0 |
| Television | 164 | 39.2 | 133 | 31.1 |
| Radio | 69 | 16.5 | 54 | 12.6 |
| NF Power Bill Inserts | 189 | 45.2 | 122 | 28.5 |
| Displays in Stores | 26 | 6.2 | 12 | 2.8 |
| Internet | 16 | 3.8 | 11 | 2.6 |
| NF Power's Web Site | 11 | 2.6 | 12 | 2.8 |
| Sales Person or Contractor | 5 | 1.2 | 6 | 1.4 |
| NF Power Customer Account Representative | 7 | 1.7 | 3 | 0.7 |
| Other | | | 2 | 0.5 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

Q57 Which of the following information sources are you most likely to use to obtain information about energy efficiency products or tips?

| | 2005 | | 2006 | |
|--|-------|---------|-------|---------|
| | Count | Percent | Count | Percent |
| Magazines | 36 | 8.6 | 59 | 13.8 |
| Newspapers | 99 | 23.7 | 160 | 37.4 |
| Radio | 73 | 17.5 | 160 | 37.4 |
| Television | 123 | 29.4 | 249 | 58.2 |
| NF Power Bill Inserts | 180 | 43.1 | 256 | 59.8 |
| Retailers | 46 | 11.0 | 26 | 6.1 |
| Contractors | 43 | 10.3 | 26 | 6.1 |
| Internet | 104 | 24.9 | 103 | 24.1 |
| NF Power's Web Site | 63 | 15.1 | 68 | 15.9 |
| Would not look for energy efficiency products or tips | 37 | 8.9 | N/A | N/A |
| Other Sources | 18 | 4.3 | 36 | 8.4 |

Note: Of the 36 persons who responded “Other,” 10 of these mentioned NP staff, two friends, one the Energuide Web site, and one books. The rest said they did not know.

Q 58, 59, 60 On a scale of one to five, where one means very unsupportive and five means very supportive, please indicate your level of support for the following electricity pricing options:

| | Number Providing Ratings | | | | | Avg Rating |
|---|--------------------------|-----|-------|------|------|------------|
| | One | Two | Three | Four | Five | |
| Electricity prices that change based on the time of day | 228 | 44 | 52 | 38 | 39 | 2.04 |
| Electricity prices that are higher with higher usage | 208 | 37 | 67 | 45 | 38 | 2.16 |
| Electricity prices that are higher per kwh in winter and lower in the summer | 306 | 31 | 26 | 22 | 20 | 1.55 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

Q19 Do you rent or own your place of residence?

| | Frequency 2006 | Percent 2006 | Frequency 2005 | Percent 2005 |
|----------------|----------------|--------------|----------------|--------------|
| Rent | 53 | 12.4 | 45 | 10.8 |
| Own | 373 | 87.1 | 373 | 89.2 |
| Refused | 2 | 0.5 | | |
| Total | 428 | 100.0 | 418 | 100.0 |

Q20 Do you pay your own electricity bills or is your electricity included in your rent?

| | Frequency 2006 | Percent 2006 | Frequency 2005 | Percent 2005 |
|-------------------------|----------------|--------------|----------------|--------------|
| Pay own | 49 | 89.1 | 38 | 84.4 |
| Included in rent | 6 | 10.9 | 7 | 15.6 |
| Total | 55 | 100.0 | 45 | 100.0 |
| N/A | 373 | | 373 | |
| Total | 428 | | 418 | |

Q63 During this most recent heating season, what percentage of your total heating costs were used on each of the following heating fuels?

| | Frequency 2005 | Percent 2005 | Frequency 2006 | Percent 2006 |
|------------------------------|----------------|--------------|----------------|--------------|
| Electricity | 207 | 49.5 | 191 | 45.4 |
| Oil | 132 | 31.6 | 73 | 17.3 |
| Wood | 61 | 14.6 | 25 | 5.9 |
| Propane | 3 | .7 | 1 | 0.2 |
| Electricity/Oil | 4 | 1.0 | 23 | 5.5 |
| Electricity/Wood | 3 | .7 | 42 | 10.0 |
| Electricity/Propane | 1 | .2 | 15 | 3.6 |
| Oil/Wood | 6 | 1.4 | 42 | 10.0 |
| Oil/Propane | | | 5 | 1.2 |
| Elect/Oil/Wood | | | 4 | 1.0 |
| Other/ Did not answer | | | 7 | 1.7 |
| Total | 417 | 99.8 | 428 | 100.0 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

| Q64 Which best describes your current home? | | | | |
|--|-----------------------|---------------------|-----------------------|---------------------|
| | Frequency 2005 | Percent 2005 | Frequency 2006 | Percent 2006 |
| Apartment | 19 | 4.5 | | |
| Apartment Building | | | 13 | 3.0 |
| Basement Apartment | | | 12 | 2.8 |
| Detached house | 359 | 85.9 | 373 | 87.1 |
| Semi-detached home | 35 | 8.4 | 22 | 5.1 |
| Mobile home | 5 | 1.2 | 6 | 1.4 |
| Other | | | 2 | 0.5 |
| Total | 418 | 100.0 | 428 | 100.0 |

Note: The two “Other” responses were for a condominium and for a bungalow with top and bottom floor apartments.

Those Who Took Action to Change Usage – Did you BEGIN Using Energy-Saving Features?

| Energy-Saving Feature or Initiative | | Primary Reason for Taking Action to Change Electricity Usage | | | | |
|---|-----|---|--------------------------------|------------------------------|--|--------------|
| | | Change in HH Income or Empl. Status | Change in Energy Prices | Environmental Reasons | Financial Support Programs or Rebates | Other |
| Foam Gaskets behind Outlet Covers and Switch Plates | Yes | 1 | 2 | 2 | 0 | 4 |
| | No | 1 | 8 | 3 | 1 | 37 |
| Weather Stripping Around Exterior Doors | Yes | 2 | 3 | 3 | 0 | 14 |
| | No | 0 | 7 | 2 | 1 | 31 |
| Caulking or Draft Sealing | Yes | 2 | 3 | 3 | 0 | 14 |
| | No | 0 | 7 | 2 | 1 | 27 |
| Motion Detectors on Exterior Lighting | Yes | 0 | 1 | 3 | 0 | 5 |
| | No | 2 | 9 | 2 | 1 | 36 |
| Foam Insulation Around Hot Water System Pipes | Yes | 2 | 2 | 1 | 0 | 6 |
| | No | 0 | 8 | 4 | 1 | 35 |
| Insulation Blanket Around Outside of Hot Water Tank | Yes | 1 | 0 | 1 | 0 | 2 |
| | No | 1 | 10 | 4 | 1 | 39 |
| Reduced Hot Water Temperature Setting | Yes | 2 | 3 | 2 | 0 | 13 |
| | No | 0 | 7 | 3 | 1 | 28 |
| Low-flow Shower Heads | Yes | 1 | 4 | 2 | 0 | 13 |
| | No | 1 | 6 | 3 | 1 | 28 |
| Faucet Aerators in your Kitchen or Bathroom | Yes | 0 | 5 | 1 | 0 | 6 |
| | No | 2 | 5 | 4 | 1 | 35 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

| | | | | | | |
|---|-----|---|----|---|---|----|
| Use Cold Water to Wash Laundry | Yes | 2 | 3 | 3 | 1 | 18 |
| | No | 0 | 7 | 2 | 0 | 23 |
| Line Dry your Clothes rather than use Elec. Dryer | Yes | 1 | 2 | 1 | 0 | 5 |
| | No | 1 | 8 | 4 | 1 | 36 |
| High Performance Thermostats | Yes | 1 | 0 | 0 | 0 | 3 |
| | No | 1 | 10 | 5 | 1 | 38 |
| Programmable Thermostats | Yes | 1 | 2 | 0 | 0 | 3 |
| | No | 1 | 8 | 5 | 1 | 38 |
| Installed / Upgraded Insulation in Attic | Yes | 0 | 2 | 1 | 0 | 6 |
| | No | 2 | 8 | 4 | 1 | 35 |
| Installed / Upgraded Installation in Ext.Walls | Yes | 0 | 3 | 2 | 0 | 6 |
| | No | 2 | 7 | 3 | 1 | 35 |

The Impacts of Changed Energy Usage on Plans to Upgrade Home or Adopt EE Practices

| Usage Trend | Planned Upgrades to Home or EE Practices | | | | | |
|----------------------------|--|-------|-----|-------|------------|-------|
| | Yes | | No | | Don't Know | |
| Lower this Year than Last | 33 | 50.8% | 25 | 38.5% | 7 | 10.8% |
| Higher this Year than Last | 52 | 33.1% | 85 | 54.1% | 20 | 12.7% |
| The Same this Year as Last | 64 | 31.1% | 110 | 53.4% | 32 | 15.5% |

The Impacts of Changed Energy Usage on Consideration of Heating Costs when Purchasing a Home

| Importance of Exp. Heating Costs of New Home | Usage Trend | | |
|--|---------------------------|----------------------------|----------------------------|
| | Lower this Year than Last | Higher this Year than Last | The Same this Year as Last |
| 1 | 0 | 4 | 0 |
| 2 | 0 | 2 | 0 |
| 3 | 0 | 0 | 0 |
| 4 | 0 | 0 | 0 |
| 5 | 1 | 1 | 4 |
| 6 | 1 | 0 | 0 |
| 7 | 0 | 1 | 0 |
| 8 | 1 | 2 | 1 |
| 9 | 1 | 0 | 1 |
| 10 | 0 | 2 | 1 |

Newfoundland Power
Customer Attitude Survey on Energy Efficiency – April 2006

The following highlights the key findings of the Customer Attitude Survey on Energy Efficiency conducted by Newfoundland Power in April, 2006. The survey was administered by telephone and there were a total of 428 respondents from across the Province.

Energy Usage

- Comparing the current heating season to the previous year, 48.1 percent believed their electricity usage was the same this year as last, 36.7 percent believed it was higher than last year and 15.2 percent believed it was lower than last year.
- 42 percent of respondents who answered “lower this year” to the above electricity usage question, believed that their lower electricity usage this season was the result of some deliberate action on their behalf, including:
 - Installed energy efficiency measures in household, 14.5%
 - Changed behaviours in order to save money, 14.5%
 - Changed heating system, 5.8%
 - Increased use of other sources of energy (eg. wood, oil), 7.2%.
- 34.8 percent of those who answered “lower this year” to the above electricity usage question, indicated that weather / milder winter was the main reason contributing to lower electricity usage. Fewer people in the household was the reason given by 11.6 percent of respondents.
- Of those individuals (59) who took action to change their electricity usage (those who answered either “higher” or “lower” to the usage trend question, but did not attribute this to weather or to changed number of persons in household), 35.6 percent of them said a change in electricity prices was the primary reason they took action.
- Very few of these individuals indicated that they began using particular energy-saving features / initiatives such as an insulation blanket around the outside of their hot water tank.
- Of those respondents who believed their electricity usage was “lower this year”, 50.8 percent said yes, in the next year they planned upgrades to home or energy efficient practices, while 38.5 percent said no, and 10.8 percent said don’t know.
- Of those respondents who believed their electricity usage was “higher this year”, only 33.1 percent said yes, in the next year they plan upgrades to home or energy efficient practices, while 54.1 percent said no, and 12.74 percent said don’t know.
- Of those respondents who believed their electricity usage was “the same this year”, 31.1 percent said yes, in the next year they plan upgrades to home or energy efficient practices, while 53.4 percent said no, and 15.5 percent said don’t know.

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Energy Savings Features Used

- Approximately half of all respondents (48.8 percent) said they began to use compact fluorescent light (CFL) bulbs to replace regular incandescent bulbs, in the past 12 months. (45% in 2005)
- Those who began using CFLs in the past 12 months were asked about the extent of use of CFLs in their home: 39.2% use one to five bulbs, 36.4% use six to ten bulbs, and 24.4% use 11 or more bulbs.
- Considering all respondents, 37.4 percent indicated that during the past 12 months they began to set back their thermostat at night or when away from home. (79.7% in 2005)
- During the past 12 months, only 13.4 percent of respondents said they installed or upgraded the insulation level in their basement or crawl space.
- Individuals were asked to rank the overall energy efficiency of their home, on a scale from 1 to 5, with 5 being the highest: 42% ranked their home at 4 or 5; 46% ranked their home at 3; 10.2% ranked their home at 1 or 2. The average rankings by location ranged from a high of 3.46 in Grand Falls, to low of 3.30 in Corner Brook.
- 34.8 percent of respondents said that within the next year they are planning to complete upgrades to their home or adopt energy efficient practices that will reduce the energy usage in their home. (35.6% in 2005.) 51.4% said no, they have no plans to take action in the next year, and 13.8% said they don't know.
- Windows and insulation were the most popular upgrades that individuals intend to implement. Of those who plan to take action in the next year, 38.3% indicated windows, 33.6% indicated insulation (including 14% basement or crawl space and 19.6% other insulation). The next most popular option was door replacement, at 9.4%. Only 2 individuals (1.3%) indicated caulking or weather stripping.
- Individuals who purchased a newly built home or moved to a different house or apartment in the last 12 months (23 individuals), were asked how important the heating cost of the new home was in their decision to purchase or move, (on a scale of 1 to 10, where 1 is not at all important and 10 is extremely important). Approximately half, 52.2 percent, gave a ranking of 5 or less, while 47.8 percent gave a ranking of 6 or higher. Interestingly, half of those (12), who said their usage was "higher this year", and are purchasing or building a new home ranked the importance of heating costs at 2 or lower.

Energy Information and Programs

- 68.9% of all respondents indicated the electric utility company should be providing information about the efficient use of electricity. 8.6% indicated this

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information should be provided by government (either federal, provincial or both.) This is consistent with 2005.

- 30.6% of all respondents indicated the electric utility company should be delivering programs such as incentives, rebates and financing plans to improve home energy efficiency. 46.2% indicated these programs should be provided by government (either federal, provincial or both.)

Advertising

- 42.8 percent of respondents said they did recall advertising for Newfoundland Power, while 41.8 percent said they did not and 15.4 percent said they don't know / can't remember.
- When asked the main message of the ad the responses were as follows:
 - Energy Efficiency 16.8%
 - Safety 31.6%
 - Don't Know 47.7%
 - Other 3.9%.
- The interviewers were asked to see if the respondents specifically mentioned "Bright Ideas" without being prompted. No one did!
- However, when asked specifically if they remembered seeing or hearing any "Bright Ideas" advertisements over the past 12 months, 10.3 percent said yes, down from 15.3 percent in 2005.
- 59.8 percent of respondents indicated that Newfoundland Power Bill Inserts were the information source they were most likely to use to obtain information about energy efficiency products or tips. 58.2 percent said television.

Pricing Options

- On a scale of one to five, where one means very unsupportive and five means very supportive, respondents were asked to indicate their level of support for the following electricity pricing options (ratings are in brackets):
 - Electricity prices that change based on the time of day, (2.0)
 - Electricity prices that are higher with higher usage, (2.2)
 - Electricity prices that are higher per kwh in winter and lower in the summer, (1.6).