

1 **Q. Please provide budget/actuals details supporting customer research and customer**
2 **satisfaction measurement efforts, including all primary research efforts conducted**
3 **to-date and planned for the current and upcoming budget years. Include 2013,**
4 **2014YTD for budget/actuals and budgeted for 2015.**

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6 A. See Table 1 for actual and forecast external customer research costs for 2013, 2014 and
7 2015.¹
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Table 1
Newfoundland Power External Customer Research Expenses
2013 to 2015F
(\$000)

Year	Customer Satisfaction	Customer Communications	Energy Conservation^{2,3}	Other⁴	Total
2013	106,483	-	243,526	10,000	360,009
2014F	97,400 ⁵	45,681 ⁶	191,870	20,000	354,951
2015F	99,150	-	358,350	-	457,500
Total	303,033	45,681	793,746	30,000	1,172,460

¹ 2013 amounts are actual expenditures. 2014 amounts are budgeted expenditures (unless otherwise noted). 2015 amounts are budgeted expenditures.

² Amounts include costs associated with third party research. Some aspects of these studies would include activities not directly associated with customer research.

³ Amounts represent Newfoundland Power expenses associated with the takeCHARGE program. Hydro will pay 15% of the overall expenses related to the development of takeCHARGE marketing/advertising mass media campaigns including market research, brand strategy, creative, design, production, media buy and evaluation. Costs in 2015 reflect expenses associated with the Conservation Potential Study. See the response to Request for Information PUB-NP-158 for further information.

⁴ Information relating to other Newfoundland Power customer research is provided in the response to Request for Information PUB-NP-163.

⁵ 2014 amount includes \$24,305 of actual expenses incurred up to May 31, 2014 for the Q1 2014 customer satisfaction survey results.

⁶ 2014 amount includes \$15,681 of actual expenses incurred up to May 31, 2014. This amount relates to the Outage Survey Summary Report completed on March 14th, 2014. See the response to Request for Information PUB-NP-158 for further information.