

**PACIFIC POWER/ROCKY MOUNTAIN POWER  
CUSTOMER AWARENESS CAMPAIGN: TRACKING STUDY**

**April 30, 2012 – Final Version**

**INTRODUCTION**

Hello, my name is (FIRST AND LAST NAME) calling on behalf of Market Decisions Corporation – a national opinion research firm. May I please speak to (NAME ON LIST)?

IF NO LISTED RESPONDENT, THEN, “May I please speak with the person in your home most involved in dealing with your electric utility?”

I need your assistance with some important research we are conducting on electric utilities. (IF NECESSARY: We are not selling anything. This is consumer research and your specific opinions will remain strictly confidential).

TO REFERRAL: Hello, my name is (FIRST AND LAST NAME) calling on behalf of Market Decisions Corporation – a national opinion research firm. I’ve been referred to you as the person in the household most involved in dealing with your electric utility. (IF NECESSARY: We are not selling anything. This is consumer research and your specific opinions will remain strictly confidential).

L1. RECORD STATE FROM SAMPLE: (IF NO STATE LISTED, ASK: What state are you in?)

- |    |                                       |
|----|---------------------------------------|
| 11 | California (CODE AS PACIFIC POWER)    |
| 12 | Idaho (CODE AS ROCKY MOUNTAIN POWER)  |
| 13 | Oregon (CODE AS PACIFIC POWER)        |
| 14 | Utah (CODE AS ROCKY MOUNTAIN POWER)   |
| 15 | Washington (CODE AS PACIFIC POWER)    |
| 16 | Wyoming(CODE AS ROCKY MOUNTAIN POWER) |

L2. RECORD NAME OF UTILITY:

Total State Quotas	
Pacific Power <i>(n=350)</i>	Rocky Mt. Power <i>(n=350)</i>
Sample in proportion to residential customer count	Sample in proportion to residential customer count

Quotas Per Region <sup>1</sup>	
Aware	Unaware
200 per region	150 per region

**NOTE: DATA MUST BE WEIGHTED WHEN RUNNING CROSS TABS; RESULTS NEED TO BE CUSTOMER PROPORTIONATE**

**SCREENING**

S1. For our research, I need to speak to the person in your household most involved in decisions regarding your electric utility. Which of the following best describes your involvement with your electric utility? READ LIST.

- I make all the decisions regarding electric service...1 CONTINUE
- I share responsibility for decisions regarding electric service.....2 CONTINUE
- I'm not involved; someone else in the household deals with these issues .....3 ASK FOR REFERRAL

IF RESPONSE IS 'I'm not involved,...' THEN ASK, "May I please speak with the person in your home who deals with these issues?"

S2. RECORD GENDER. (DO NOT ASK)

- Male .....1 CONTINUE
- Female.....2 CONTINUE

MAXIMUM OF 55% FEMALE RESPONDENTS. IF OVER FEMALE QUOTA AND S2=2, THEN ASK, "May I please speak with the MALE HEAD OF HOUSEHOLD?"

**UNAIDED COMPANY AWARENESS: BRAND AWARENESS**

1. When you think of electric or gas utilities, what **one** company comes to mind first? DO NOT READ LIST. RECORD ONLY ONE RESPONSE.

- Idaho Power .....11
- Questar/Mountain Fuel .....12
- Northwest Natural .....13
- Pacific Gas & Electric/PG&E .....14
- Pacific Power/PPL .....15
- PacifiCorp .....16
- Portland General/PGE.....17
- Rocky Mountain Power/Utah Power .....18
- None.....88 TERMINATE
- Other, Specify \_\_\_\_\_ 99

2. What other electric or gas utilities come to mind? DO NOT READ LIST. RECORD MULTIPLE RESPONSES. CONTINUE TO PROBE WITH "ANY OTHERS" UNTIL RESPONDENT CAN'T THINK OF ANY MORE.

- Idaho Power .....11
- Questar/Mountain Fuel .....12
- Northwest Natural .....13
- Pacific Gas & Electric/PG&E .....14
- Pacific Power/PPL .....15
- PacifiCorp .....16
- Portland General/PGE.....17

Rocky Mountain Power/Utah Power .....	18
None .....	88
Other, Specify _____	99

**UNAIDED AND AIDED ADVERTISING AWARENESS**

3. During the past six months, from what electric or gas companies do you recall seeing, hearing or reading any form of advertisements or communications? DO NOT READ LIST. RECORD MULTIPLE RESPONSES. CONTINUE TO PROBE WITH “ANY OTHERS” UNTIL RESPONDENT CAN’T THINK OF ANY MORE.

Idaho Power .....	11
Questar/Mountain Fuel .....	12
Northwest Natural .....	13
Pacific Gas & Electric/PG&E .....	14
Pacific Power/PPL .....	15
PacifiCorp .....	16
Portland General/PGE.....	17
Rocky Mountain Power/Utah Power .....	18
None .....	88
Other, Specify _____	99

IF PACIFIC POWER OR ROCKY MOUNTAIN POWER IS MENTIONED IN Q3, SKIP TO Q5A. OTHERWISE, ASK Q4.

4. During the past six months, do you recall seeing, hearing or reading any form of advertisements or communications from (PACIFIC POWER OR ROCKY MOUNTAIN POWER)?

Yes .....	1
No.....	2

IF PACIFIC POWER OR ROCKY MOUNTAIN POWER IS MENTIONED IN Q3 OR Q4, CODE AS “AD AWARE” AND CONTINUE.

IF PACIFIC POWER OR ROCKY MOUNTAIN POWER IS NOT MENTIONED IN Q3 AND Q4, CODE AS “AD NON-AWARE” AND SKIP TO Q15.

COMPLETE 600 INTERVIEWS WITH “AD AWARE” CUSTOMERS.  
COMPLETE 400 INTERVIEWS WITH “AD NON-AWARE” CUSTOMERS.

TRACK INCIDENCE OF ADVERTISING AWARENESS, ACCOUNTING FOR THOSE TERMINATED DUE TO NON-AWARENESS.

**ADVERTISING AND COMMUNICATIONS SOURCES**

- 5a. During the past six months, about how many advertisements have you seen from (PACIFIC POWER OR ROCKY MOUNTAIN POWER) on television, radio or newspapers?

RECORD \_\_\_\_\_

- 5b. Where did you see, hear or read these advertisements or communications from (PACIFIC POWER OR ROCKY MOUNTAIN POWER)? DO NOT READ LIST. RECORD MULTIPLE RESPONSES.

Billboard .....	11
Bill insert.....	12
Direct mail .....	13
Magazine.....	14
Newspaper.....	15
Radio.....	16
Television.....	17
Trade publication .....	18
Web site (Pacific Power/Rocky Mt. Power) .....	19
Twitter.....	20
Facebook.....	21
Other, Specify _____	99
Don't remember/Don't know.....	98

**AIDED AND UNAIDED MESSAGE RECALL**

6. What types of messages or topics do you remember from (PACIFIC POWER OR ROCKY MOUNTAIN POWER)'s advertisements or communications? DO NOT READ LIST. RECORD MULTIPLE MENTIONS.

Working to keep your power on.....	11
Electrical safety.....	12
Programs such as equal pay or customer guarantees .....	13
Energy efficiency programs .....	14
Using energy wisely .....	15
Planning for your future energy needs .....	16
Preparing for power outages .....	17
Renewable or alternative energy sources .....	18
Transmission line projects .....	19
Billing or energy assistance .....	20
Being WattSmart.....	21
Other, Specify _____	99
Don't remember/Don't know.....	98

7. Do you remember any of the following messages or topics from the (PACIFIC POWER OR ROCKY MOUNTAIN POWER) advertisements or communications? READ LIST. MULTIPLE RESPONSES ALLOWED.

DO NOT READ MESSAGE IF MENTIONED IN Q6

Working to keep your power on.....11  
 Electrical safety.....12  
 Programs such as equal pay or customer guarantees.....13  
 Energy efficiency programs .....14  
 Using energy wisely .....15  
 Planning for your future energy needs .....16  
 Preparing for power outages .....17  
 Renewable or alternative energy sources .....18  
 Transmission line projects .....19  
 Billing or energy assistance .....20  
 Being WattSmart.....21  
 None of these messages..... 88  
 Don't know..... 97

8. Do you think the following messages are very important, somewhat important, not very important or not at all important for (PACIFIC POWER OR ROCKY MOUNTAIN POWER) to communicate to customers like yourself? READ AND ROTATE LIST.

	<i>Not at all Important</i>	<i>Not very Important</i>	<i>Somewhat Important</i>	<i>Very Important</i>	<i>DK</i>
A. Working to keep your power on	1	2	3	4	8
B. Electrical safety	1	2	3	4	8
C. Programs such as equal pay or customer guarantees	1	2	3	4	8
D. Energy efficiency programs	1	2	3	4	8
E. Using energy wisely	1	2	3	4	8
F. Planning for your future energy needs	1	2	3	4	8
G. Preparing for power outages	1	2	3	4	8
H. Renewable or alternative energy sources	1	2	3	4	8
I. Transmission line projects	1	2	3	4	8
J. Billing or energy assistance	1	2	3	4	8
K. Being WattSmart	1	2	3	4	8

9. What other messages or topics do you think (PACIFIC POWER OR ROCKY MOUNTAIN POWER) should be communicating to customers in their ads and communications? RECORD VERBATIM RESPONSE. MULTIPLE RESPONSES ALLOWED.
-

10. I'm going to read some words that might describe the ads or communications you remember from (PACIFIC POWER OR ROCKY MOUNTAIN POWER). Please rate each word on a scale of 0-10, where 0 means you *completely disagree* and 10 means you *completely agree* that the word describes the ads or communications.

RANDOMLY ROTATE WORDS. REPEAT SCALE ONLY IF NECESSARY.

- A. Likeable \_\_\_\_\_ (Capture number)  DON'T KNOW
- B. Believable \_\_\_\_\_ (Capture number)  DON'T KNOW
- C. Informative \_\_\_\_\_ (Capture number)  DON'T KNOW
- D. Useful \_\_\_\_\_ (Capture number)  DON'T KNOW

11. Did any of the (PACIFIC POWER OR ROCKY MOUNTAIN POWER) ads or communications persuade you to take any action?

Yes .....1 CONTINUE  
No.....2 SKIP TO Q13

12. What action did you take from seeing the (PACIFIC POWER OR ROCKY MOUNTAIN POWER) ads or communications? RECORD VERBATIM RESPONSE. MULTIPLE RESPONSES ALLOWED.

13. Using a 0-10 scale, where 0 means *much less favorable*, and 10 is *much more favorable*, how have the advertisements or communications you have seen, heard or read from (PACIFIC POWER OR ROCKY MOUNTAIN POWER) affected your opinion of the company. You can use any number from 0-10.

RECORD RATING \_\_\_\_\_

14. And why do you give a rating of (ANSWER IN Q13)? RECORD VERBATIM RESPONSE. MULTIPLE RESPONSES ALLOWED.

15. ASK ALL: Do you remember seeing, hearing or reading the following message from (PACIFIC POWER OR ROCKY MOUNTAIN POWER)? ROTATE A & B

- A. "Let's Turn the Answers On"  
B. "Being WattSmart"

Yes .....1  
No.....2

**SATISFACTION WITH PACIFICORP**

**INTERVIEWER: ASK Q16 – Q23 AND D1 – D6 TO BOTH “AD AWARE” AND “AD NON-AWARE” CUSTOMERS**

16. Now I’m going to ask some questions about your satisfaction with (PACIFIC POWER OR ROCKY MOUNTAIN POWER). First, using a 0-10 scale, where 0 means *not at all satisfied*, and 10 is *completely satisfied*, how satisfied are you overall with (PACIFIC POWER OR ROCKY MOUNTAIN POWER)? You can use any number from 0-10.

RECORD RATING \_\_\_\_\_

17. Compared to a year ago, has your satisfaction with (PACIFIC POWER OR ROCKY MOUNTAIN POWER) increased, stayed the same or decreased?

- Decreased .....1 CONTINUE
- Stayed the same.....2 SKIP TO Q19
- Increased .....3 CONTINUE
- Don’t know/refused .....98 SKIP TO Q19

18. And why do you say your satisfaction has (INCREASED OR DECREASED FROM Q17)? RECORD VERBATIM RESPONSE.

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19. Based on your overall perceptions and experiences with (PACIFIC POWER OR ROCKY MOUNTAIN POWER), please rate each of the following statements on a scale of 0-10, where 0 means you *completely disagree* with the statement, and 10 means you *completely agree*.

RANDOMLY ROTATE ATTRIBUTES. REPEAT SCALE ONLY IF NECESSARY.

- A. (PP/RMP) provides me with the information and resources to help me use energy wisely \_\_\_\_\_ (Capture number)  DON’T KNOW
- B. (PP/RMP) provides reliable and dependable power \_\_\_\_\_ (Capture number)  DON’T KNOW
- C. (PP/RMP) delivers excellent customer service \_\_\_\_\_ (Capture number)  DON’T KNOW
- D. (PP/RMP) has programs that help protect the environment \_\_\_\_\_ (Capture number)  DON’T KNOW
- E. (PP/RMP) is committed to keeping customers safe around electricity \_\_\_\_\_ (Capture number)  DON’T KNOW
- F. (PP/RMP) has programs to help customers save money \_\_\_\_\_ (Capture number)  DON’T KNOW

- G. (PP/RMP) supports my community by being involved in charitable and local events \_\_\_\_\_ (Capture number)  DON'T KNOW
- H. (PP/RMP) has plans to meet future energy needs \_\_\_\_\_ (Capture number)  DON'T KNOW
- I. (PP/RMP) provides electricity at a reasonable price \_\_\_\_\_ (Capture number)  DON'T KNOW

**INFORMATION SOURCES**

20. What sources do you typically rely on for information about news and current events? DO NOT READ. MULTIPLE RESPONSES ALLOWED.

Billboard .....	11
Bill insert.....	12
Direct mail .....	13
Family, friends, co-workers .....	14
Magazine.....	15
Newspaper.....	16
Radio.....	17
Social networking (e.g., blogs, Facebook, Twitter).....	18
Television.....	19
Trade publication .....	20
Web site (Pacific Power/Rocky Mt. Power) .....	21
Web site (other than PP/RMP).....	22
Other, Specify _____	99
Don't remember/Don't know.....	98

21. What sources do you typically rely on for information about (PACIFIC POWER OR ROCKY MOUNTAIN POWER)? DO NOT READ. MULTIPLE RESPONSES ALLOWED.

Billboard .....	11
Bill insert.....	12
Direct mail .....	13
Family, friends, co-workers .....	14
Magazine.....	15
Newspaper.....	16
Radio.....	17
Social networking (e.g., blogs, Facebook, Twitter).....	18
Television.....	19
Trade publication .....	20
Web site (Pacific Power/Rocky Mt. Power) .....	21
Web site (other than PP/RMP).....	22
Other, Specify _____	99
Don't remember/Don't know.....	98

SKIP TO Q23



22. **(IF Q5B = 19 OR Q21 = 21, SKIP TO Q23).** Have you ever visited the (PACIFIC POWER OR ROCKY MOUNTAIN POWER) website?

- Yes .....1 CONTINUE
- No.....2 SKIP TO EE1
- Don't remember/Don't know.....98 SKIP TO EE1

23. How often do you visit the (PACIFIC POWER OR ROCKY MOUNTAIN POWER) website? Would you say it is,...READ LIST. ONE ANSWER ONLY.

- Daily.....1
- Weekly .....2
- Monthly.....3
- Less than monthly .....4
- Don't remember/Don't know.....98

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**UNAIDED AWARENESS OF ENERGY EFFICIENCY PROGRAMS**

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EE1 Are you aware of any energy efficiency programs that are currently offered by (PACIFIC POWER OR ROCKY MOUNTAIN POWER) to help you save electricity and lower your bill?

- 1 Yes
- 2 No → SKIP TO EE3
- 9 Don't know → SKIP TO EE3

EE2 What energy efficiency or conservation programs are you aware of from (UTILITY)? Please name as many as you can think of. (UNAIDED. PROBE. MARK ALL MENTIONED)

*(INTERVIEW NOTE: If a correct program definition is mentioned, mark the program as mentioned. See the PROGRAM DEFINITION sheet for more info.)*

	<u>Mentioned</u>	<u>Not mentioned</u>
1. Cool Cash Incentive	1	0
2. Cool Keeper	1	0
3. ENERGY STAR New Homes	1	0
4. Home Energy Analysis	1	0
5. Home Energy Savings	1	0
6. Low Income Weatherization	1	0
7. PowerForward	1	0
8. See Ya Later, Refrigerator/Refrigerator recycling	1	0
9. Time of Day	1	0
10. wattsmart	1	0
11. Other (SPECIFY _____)	1	0
12. None	1	0

Cool Cash Incentive: Rocky Mountain Power provides \$50 - \$300 to customers who install qualifying high-efficiency cooling systems.

Cool Keeper: Rocky Mountain Power installs a device that turns the air conditioner unit on and off in 15-minute segments during summer peak-usage hours. Participants receive a \$20 credit each year.

ENERGY STAR New Homes: A program to promote certified, energy-efficient, new home construction.

Home Energy Analysis: Customers fill out a form about their home's energy usage and receive recommendations to make their home more energy efficient.

Home Energy Savings: (UTILITY) offers cash incentives to customers who buy energy-efficient electrical appliances for their home.

Low Income Weatherization: (UTILITY) works with local agencies to provide free weatherization services to income-qualifying customers.

PowerForward: Rocky Mountain Power notifies Utahns of "Green," "Yellow," and "Red" days and appropriate conservation measures.

See Ya Later, Refrigerator/Refrigerator Recycling: (UTILITY) picks up and recycles your old working refrigerator or freezer. Participants receive \$30.

Time of Day: A Rocky Mountain Power program that lets customers sign up to pay for electricity depending if it is used during on-peak or off-peak hours.

wattsmart: (UTILITY)'s efforts to promote energy-efficiency and conservation and to educate customers on saving money on their utility bills.

- EE3 FOR EACH PROGRAM NOT MENTIONED IN EE2: Now I'm going to read some descriptions of energy efficiency programs offered by (UTILITY). For each, please let me know if you were aware of it before this call. (RANDOMIZE LIST)

### **UTAH ONLY**

Cool Cash Incentive: Rocky Mountain Power provides \$50 - \$300 to customers who install qualifying high-efficiency cooling systems.

Cool Keeper: Rocky Mountain Power installs a device that turns the air conditioner unit on and off in 15-minute segments during summer peak-usage hours. Participants receive a \$20 credit each year.

ENERGY STAR New Homes: A program to promote certified, energy-efficient, new home construction.

**ALL STATES (INCLUDES UTAH)**

(UTILITY) offers cash incentives to customers who buy energy-efficient electrical appliances for their home **(DO NOT READ: HOME ENERGY SAVINGS).**

(UTILITY) works with local agencies to provide free weatherization services to income-qualifying customers. **(DO NOT READ: LOW INCOME WEATHERIZATION)**

(UTILITY) picks up and recycles your old working refrigerator or freezer. Participants receive \$30. **(DO NOT READ: SEE YA LATER, REFRIGERATOR/REFRIGERATOR RECYCLING)**

wattsmart: (UTILITY)'s efforts to promote energy-efficiency and conservation and to educate customers on saving money on their utility bills.

**ASK OR1 ONLY OF OREGON CUSTOMERS**

OR1 Have you ever heard of the Energy Trust of Oregon?

- 1 Yes
- 2 No → **SKIP TO D1**
- 9 Don't know → **SKIP TO D1**

**ASK OR2 ONLY OF OREGON CUSTOMERS**

OR2 Are you aware that Pacific Power and the Energy Trust of Oregon work together as partners on energy efficiency programs for Oregon utility customers?

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

**DEMOGRAPHICS – ASK ALL CUSTOMERS**

Now I would like to ask you a few final questions just to be able to group your responses with other people participating in this research.

- D1. How many years have you been a customer of (PACIFIC POWER OR ROCKY MOUNTAIN POWER)? (RECORD)\_\_\_\_\_
- D2. What is the last year of school you completed? READ LIST UNTIL ANSWERED.

- Less than high school.....11
- High school graduate .....12
- Some college.....13
- Undergraduate college degree.....14
- Some graduate school .....15
- Completed graduate school.....16

Trade or technical school graduate .....17  
DO NOT READ: DON'T KNOW .....98  
DO NOT READ: REFUSED .....97

D3. Is your age between: READ LIST UNTIL ANSWERED.

18-34 .....11  
35-54 .....12  
55+ .....13  
DO NOT READ: REFUSED .....97

D4. Which category best describes your 2008 gross household income, before taxes?  
Remember to include everyone living in your household. Your best estimate will do.  
READ LIST UNTIL ANSWERED.

Less than \$15,000 .....11  
\$15-30,000 .....12  
\$30-50,000 .....13  
\$50-75,000 .....14  
\$75-100,000 .....15  
Over \$100,000 .....16  
DO NOT READ: DON'T KNOW .....98  
DO NOT READ: REFUSED .....97

D5. RECORD CITY FROM LIST OR ASK IN WHAT CITY CUSTOMER RESIDES.

CITY \_\_\_\_\_

**THAT WAS MY LAST QUESTION. THANK YOU FOR YOUR PARTICIPATION.**