



# Customer Awareness Advertising Campaign Research

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*Rocky Mountain Power and Pacific Power  
June 2010*

**Prepared by**

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# Research Objectives & Methodology

## Objectives

- The primary objective of the Rocky Mountain Power and Pacific Power Customer Awareness Advertising Campaign Research is to measure the advertisement awareness and effectiveness of the “Let’s Turn the Answers On” campaign, which launched in January 2009.
- In addition, this research will help PacifiCorp gauge whether there has been an increase in customer satisfaction and/or company image since the advertising campaign launched.

## Methodology

- A total of seven hundred thirty-eight (n=738) residential customers, evenly divided between Pacific Power and Rocky Mountain Power, were interviewed by telephone between May 20, 2010 and May 26, 2010 and June 18, 2010 and June 21, 2010.
  - A list of 29,718 Pacific Power and Rocky Mountain Power residential customers was provided by PacifiCorp.
- All respondents were screened to meet the following criteria:
  - Customer of Pacific Power or Rocky Mountain Power
  - Involved with decisions regarding electric utility
- The maximum sampling variability for each customer segment at the 95% confidence level is shown below:
  - Total PacifiCorp customers (n=738) yield a maximum sample variable of +/- 3.6%.
  - Pacific Power customers (n=370) yield a maximum sample variable of +/- 5.1%.
  - Rocky Mountain Power customers (n=368) yield a maximum sample variable of +/- 5.1%.
  - Ad Aware customers (n=438) yield a maximum sample variable of +/- 4.7%.
    - For this research Ad Aware customers are defined as customers who recalled advertising or communication from their electric utility during the past 6 months.
  - Ad Non-Aware customers (n=300) yield a maximum sample variable of +/- 5.7%.
    - Ad Non-Aware customers did not recall any advertising or communication from their electric utility during the past 6 months.
- All participants were interviewed by Market Decisions’ in-house research associates.



# Key Findings

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- Unaided, 87% of residential customers mention Pacific Power or Rocky Mountain Power when asked which electric or gas utility comes to mind.
  - Top-of-mind company awareness is higher among customers who recalled advertisements or communications.
- Roughly six in ten Pacific Power (57%) and two thirds of Rocky Mountain Power (66%) customers recall seeing, hearing, or reading any form of advertisement or communication from Pacific Power or Rocky Mountain Power during the past 6 months.
  - Among Ad Aware customers, Rocky Mountain Power customers indicate that they were exposed to 14 ads on average, compared to 9 among Pacific Power customers.
  - Those seeing the ads more frequently are more likely to see them on TV, recall the slogan “Let’s Turn the Answers On” and recall the messages “working to keep your power on” and “transmission line projects.”
- The advertisements/communications from Pacific Power/Rocky Mountain Power have had a positive impact on customer perceptions of the company.
  - One third (36% Pacific Power; 34% Rocky Mountain Power) of Ad Aware customers say they are more favorable about their electric utility.
  - In addition, Ad Aware customers are significantly more satisfied with the company than Ad Non-Aware customers.
- Pacific Power and Rocky Mountain Power customers most frequently cite “television” as how they became aware of advertisements or communications from their electric utility company.



# Key Findings

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- The top three most frequently recalled messages are energy efficiency programs, using energy wisely, and renewable or alternative energy.
- The messages most important to customers are in line with the messages with the highest advertising awareness. These messages include: electrical safety, using energy wisely, working to keep your power on and energy efficiency programs.
- When asked if they recall the message “Let’s Turn the Answers On,” 22% of Pacific Power Ad Aware customers could recall it. For Rocky Mountain Power, significantly more customers recalled the phrase (42%).
- Customer perceptions of ads and communications from Pacific Power and Rocky Mountain Power are useful, informative, believable and likeable.



# Key Findings

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- One in five (22%) Pacific Power and one in three (30%) Rocky Mountain Power customers report having taken action based on the advertisement or communication seen from the company.
  - The three most frequently mentioned actions taken, mentioned by one in five or more, are: purchased/switched to energy efficient appliances/lights, shutting off lights/appliances when not in use, and becoming more aware of power usage.
- Ad Aware customers are more likely to have been to the company web site than Ad Non-Aware (41% vs. 25%).



# Ad Aware vs. Ad Non-Aware Customers

Differences between Ad Aware & Ad Non-Aware Customers	Ad Aware	Ad Non-Aware
% very satisfied overall with company	73%	63%
% who say <b>satisfaction</b> has increased compared to a year ago	11%	5%
% who strongly agree <i>UTILITY</i> provides reliable and dependable <b>power</b>	81%	72%
% who strongly agree <i>UTILITY</i> has programs to help customers save <b>money</b>	47%	35%
% who strongly agree <i>UTILITY</i> supports my community by being <b>involved in charitable and local events</b>	27%	19%
% who strongly agree <i>UTILITY</i> delivers excellent customer service	65%	58%
% who strongly agree <i>UTILITY</i> provides electricity at a reasonable <b>cost</b>	48%	40%
% who strongly agree <i>UTILITY</i> has plans to meet future energy needs	51%	42%
% who mentioned their electric utility top-of-mind unaided – <b>Pacific Power</b>	77%	55%
% who mentioned their electric utility top-of-mind unaided – <b>Rocky Mountain Power</b>	70%	44%

RED = significant difference



# Next Steps

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- Continue the use of television commercials and bill inserts in order to reach the largest number of customers possible.
  - Those who recall the most advertisements are seeing the ads on TV; those who recall the most ads are most likely to take action based on the ads.
- Continue efforts to present content, such as commercials or key messages/themes, on the website (including online payment pages) in order to increase views and awareness. Presenting advertising messaging online may help reach younger customers.
- Maintain the themes of advertisements; the most important messages have the highest recall among Ad Aware customers.
- One quarter of Pacific Power and one third of Rocky Mountain Power customers report taking action as a result of the ads. In order to increase this percentage, the call to action needs to be consistent across advertisements and media, clear and persuasive.



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# Company & Advertising Awareness

- All Pacific Power and Rocky Mountain Power residential customers started the survey by mentioning electric utilities that come to mind on an unaided basis:
  - Q1 When you think of electric or gas utilities, what one company comes to mind first? (unaided company awareness)
- Advertising awareness was measured by asking customers “Q3 During the past six months, from what electric or gas companies do you recall seeing, hearing or reading any form of advertisements or communications?” (Unaided advertising awareness).
- If their electric utility was not mentioned, the customers were asked “Q4 During the past six months, do you recall seeing, hearing or reading any form of advertisements or communications from Pacific Power/Rocky Mountain Power?” (Aided advertising awareness).



# Top of Mind Unaided Company Awareness

- Ad Aware Pacific Power and Rocky Mountain Power customers are significantly more likely to mention their utility company top of mind compared to Ad Non-Aware customers.
- Among those Ad Non-Aware, more than half of Pacific Power customers and more than two fifths of Rocky Mountain Power customers mention their utility as top of mind.

Company Awareness <i>First Mention</i>	Ad Aware		Ad Non-Aware	
	Pacific Power (n=435)	Rocky Mt. Power (n=440)	Pacific Power (n=387)	Rocky Mt. Power (n=268)
Pacific Power/PPL	77%	2%	55%	6%
Rocky Mountain Power/Utah Power	<1%	70%	--	44%
Pacific Gas & Electric/PG&E	6%	<1%	8%	3%
NW Natural	5%	--	7%	--
Portland General/PGE	3%	--	4%	--
PacifiCorp	1%	2%	1%	1%
Avista	1%	--	2%	--
Mountain Fuel/Questar	--	18%	<1%	19%
Other	6%	8%	6%	11%
None	--	--	15%	16%

\*Utilities are listed in decreasing order according to Pacific Power top of mind

Q1 When you think of electric or gas utilities, what **one** company comes to mind first?

77% = significantly higher than Ad Non-Aware customers  
15% = significantly higher than Ad Aware customers



# Total Unaided Company Awareness

- Ad Aware customers have significantly higher awareness than those Ad Non-Aware:
  - Pacific Power Ad Aware customers are significantly more likely to be aware of Pacific Power than Pacific Power Ad Non-Aware customers.
  - Rocky Mountain Ad Aware customers are significantly more likely to be aware of Rocky Mountain Power and Mountain Fuel/Questar than Ad Non-Aware customers.

Company Awareness <i>(Top of mind + others = total awareness)</i>	Ad Aware		Ad Non-Aware	
	Pacific Power <i>(n=435)</i>	Rocky Mt. Power <i>(n=440)</i>	Pacific Power <i>(n=387)</i>	Rocky Mt. Power <i>(n=268)</i>
Pacific Power/PPL	87%	3%	66%	6%
Rocky Mountain Power/Utah Power	<1%	87%	<1%	62%
Pacific Gas & Electric/PG&E	12%	2%	11%	3%
NW Natural	17%	<1%	17%	0%
Portland General/PGE	6%	<1%	6%	<1%
PacifiCorp	1%	3%	1%	1%
Avista	4%	0%	5%	0%
Mountain Fuel/Questar	<1%	56%	<1%	40%
Other	21%	19%	16%	16%

\*Utilities are listed in decreasing order according to Pacific Power top of mind

- Q1 When you think of electric or gas utilities, what **one** company comes to mind first?  
 Q2 What other electric or gas utilities come to mind?

 = significantly higher than Ad Non-Aware customers  
 = significantly higher than Ad Aware customers

# Unaided Advertisement Awareness

- Unaided, one third of Pacific Power and two fifths of Rocky Mountain Power customers recall an advertisement or communication from their electric company during the past six months.
- Roughly one third of Rocky Mountain Power customers have unaided recall of Mountain Fuel/Questar advertisements, and approximately 10% of Pacific Power customers mention NW Natural.

Unaided Ad Awareness	Pacific Power (n=760)	Rocky Mt. Power (n=665)
Pacific Power/PPL	33%	1%
NW Natural ←	9%	0%
Pacific Gas & Electric/PG&E	4%	1%
Portland General/PGE	2%	0%
PacifiCorp	1%	1%
Avista	1%	0%
Mountain Fuel/Questar ←	0%	31%
Rocky Mountain Power/Utah Power	0%	42%
Other	6%	5%
None	55%	43%

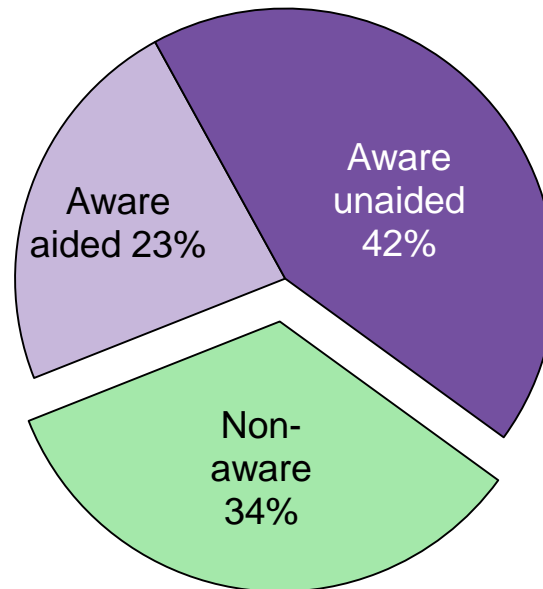
\*Utilities are listed in decreasing order according to Pacific Power unaided Ad Awareness.

Q3 *During the past six months, from what electric or gas companies do you recall seeing, hearing or reading any form of advertisements or communications?*

# Total Advertisement Awareness Rocky Mountain Power

- In total, two thirds of Rocky Mountain Power customers are aware of the company's advertisements or communications.
- Younger customers (18-34) and those with an income over \$30K are most likely to recall the Rocky Mountain Power advertisements.

Rocky Mountain Power  
(n=665)



Q3 During the past six months, from what electric or gas companies do you recall seeing, hearing or reading any form of advertisements or communications?

Q4 During the past six months, do you recall seeing, hearing or reading any form of advertisements or communications from UTILITY?



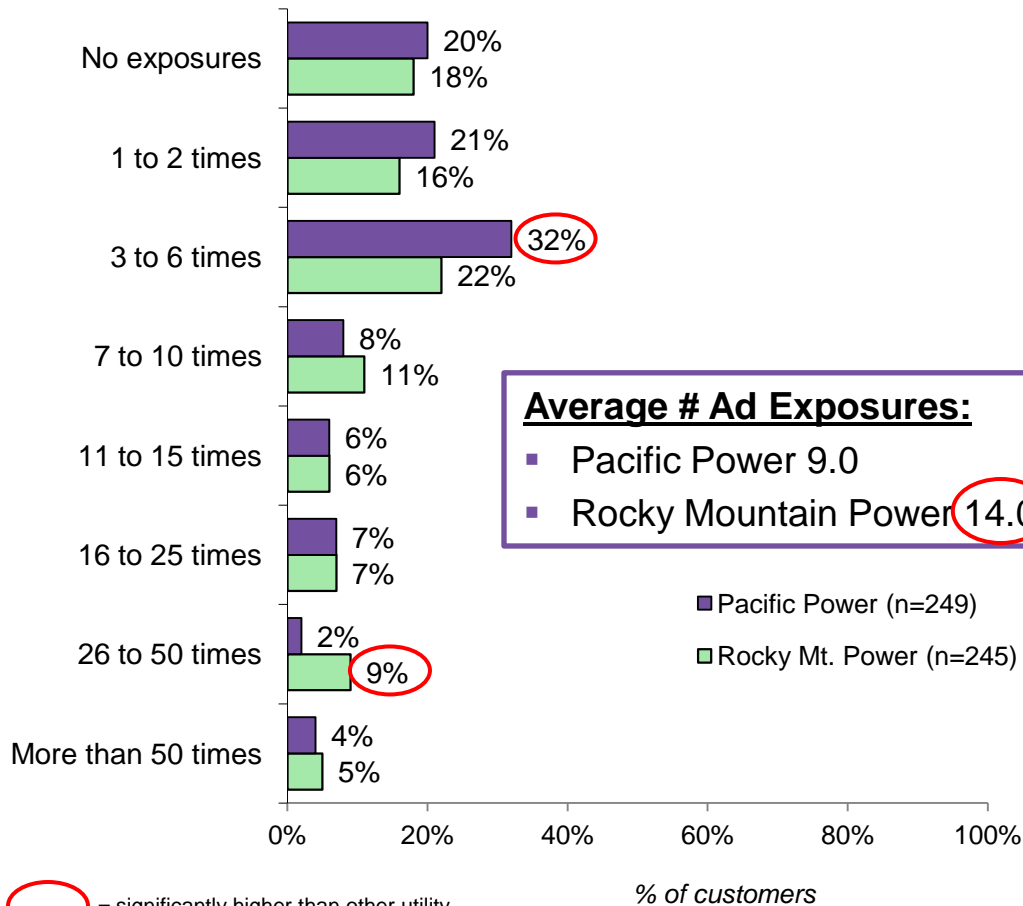
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# Advertising & Communication Recall

- The following section presents the study's findings on customers' perceptions of the advertising campaign including message recall, communication channels, message importance and "Let's Turn the Answers On."
- Only those customers who recalled advertisements or communications from Pacific Power or Rocky Mountain Power were asked the series of questions presented in this section.

# Advertising Exposure Recall

Number of Recalled Advertising Exposures



- The average number of advertising exposures recalled is significantly higher among Rocky Mountain Power customers.

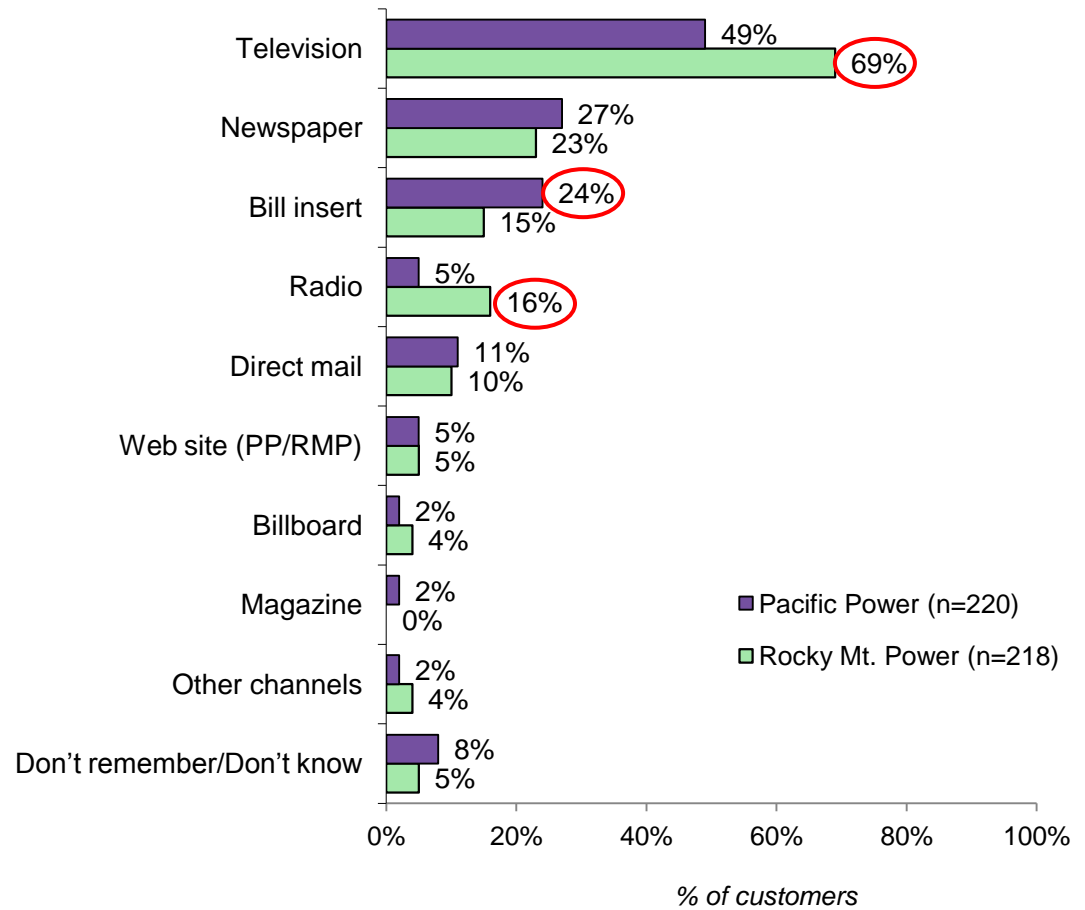
- Those with a high number of ad exposures (21 or more) are more likely to:
  - Have seen the ads on television.
  - Recall messages “working to keep your power on” and “transmission line projects.”
  - Recall “Let’s Turn the Answers On.”
- No statistical differences exist in company or advertisement perceptions between those with a low, moderate or high number of exposures.

Q5a During the past six months, about how many advertisements have you seen from UTILITY on television, radio or newspapers?

# Advertising & Communication Channels

- *Television* is the most frequently mentioned channel for advertisements and communications.
- Rocky Mountain Power customers are more likely than Pacific Power customers to remember ads through *television* and *radio*, while bill inserts are mentioned significantly more frequently among Pacific Power customers.
- Recall of the “Let’s Turn the Answers On” slogan is significantly higher for those who recall seeing the *television* ads.
- Those with a less favorable opinion of the utility company due to the advertisements are more likely to recall the advertisements arriving in the form of *direct mail* pieces.

2010 Advertising & Communication Channels\*



\*Advertising & Communication channels are listed in decreasing order by total.

○ = significantly higher than other utility

Q5b Where did you see, hear or read these advertisements or communications from UTILITY?


# Unaided & Aided Message Recall

- Overall, “using energy wisely” and “energy efficiency programs” are the most widely recalled messages.
- Rocky Mountain Power customers are significantly more likely to recall messages about “energy efficiency programs” (unaided) and “working to keep the power on” (unaided) than Pacific Power customers.
- Pacific Power customers are significantly more likely to recall messages with content about “renewable or alternative energy” (unaided) and “billing or energy assistance” (unaided).

Messages Recalled	Pacific Power (n=220)		Rocky Mt. Power (n=218)	
	Unaided	Aided	Unaided	Aided
Energy efficiency programs ← <i>Second highest aided recall</i>	17%	50%	26%	51%
Using energy wisely ← <i>Highest aided recall</i>	14%	49%	21%	57%
Renewable or alternative energy	20%	41%	7%	44%
Electrical safety	12%	38%	9%	39%
Working to keep your power on	1%	29%	4%	36%
Billing or energy assistance	7%	35%	2%	28%
Planning for your future energy needs	5%	26%	3%	32%
Programs such as equal pay/customer guarantees	4%	25%	7%	29%
Preparing for power outages	1%	34%	2%	26%
Transmission line projects	4%	10%	2%	11%
Environment friendly	2%	n/a	2%	n/a
Other messages	13%	n/a	12%	1%
Don't remember/Don't know	36%	10%	33%	7%

Q6 What types of messages or topics do you remember from UTILITY's advertisements or communications?

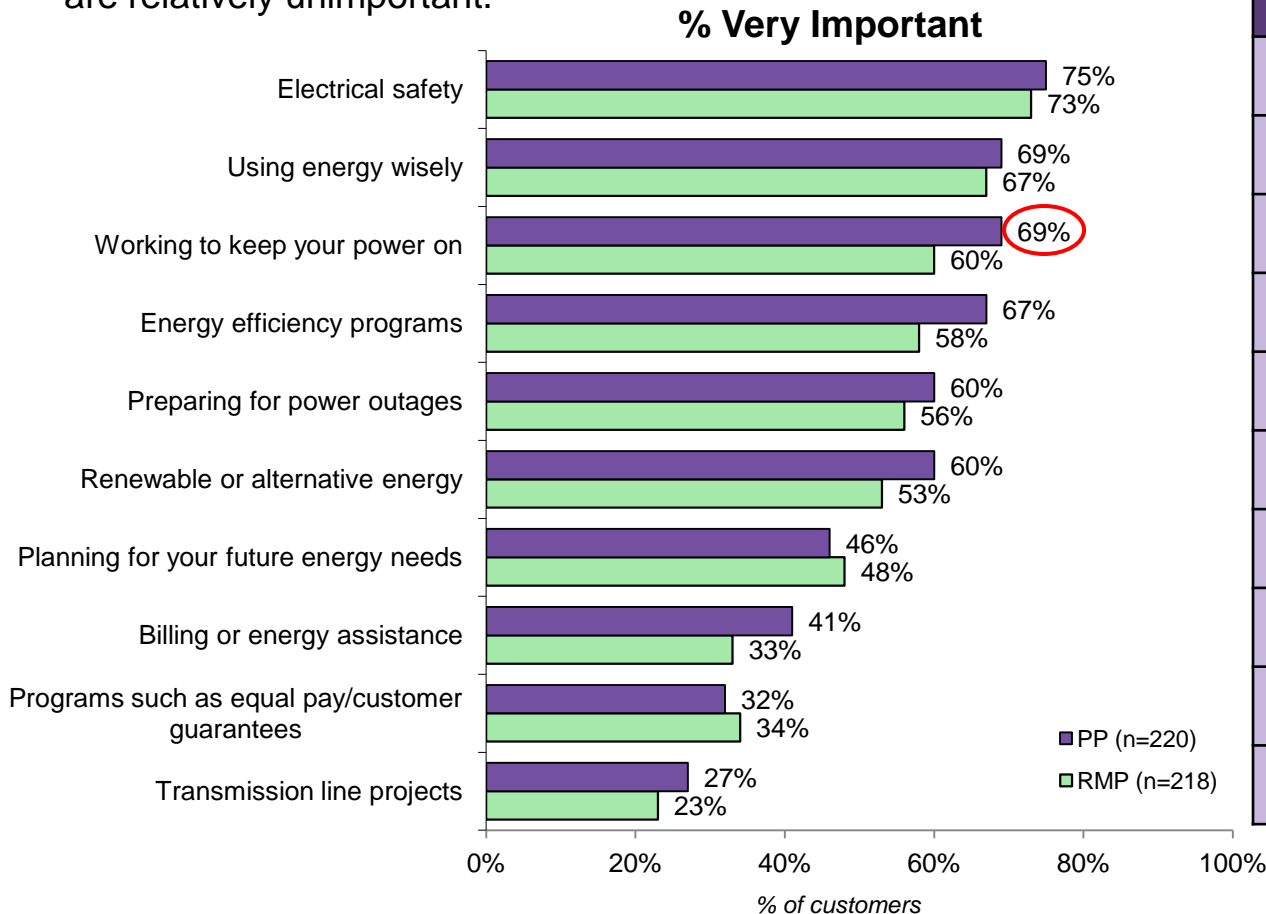
Q7 Do you remember any of the following messages or topics from the UTILITY advertisements or communications?

 = significantly higher than other utility



# Importance of Communication Messages

- Messages about company “programs such as equal pay and customer guarantees,” as well as messages about “transmission line projects,” are relatively unimportant.



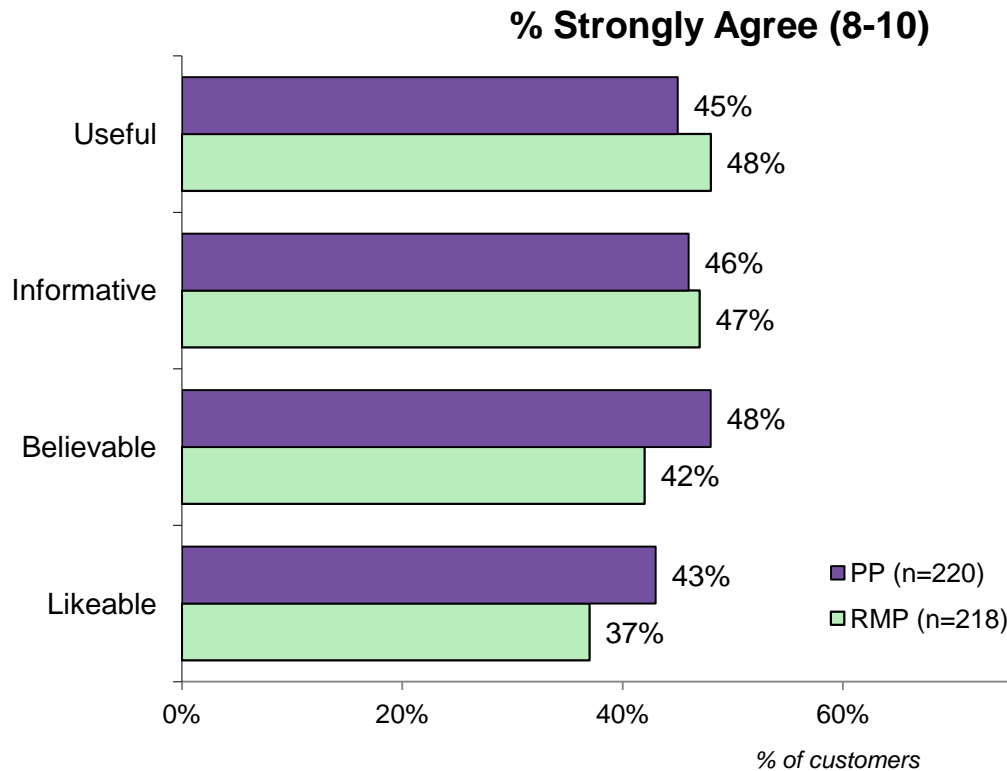
% Very or Somewhat Important	
Pacific Power (n=200)	Rocky Mt. Power (n=200)
95%	94%
97%	95%
92%	89%
94%	91%
90%	90%
92%	89%
85%	89%
81%	81%
72%	78%
65%	63%

69% = significantly higher than other utility

Q8 Do you think the following messages are very important, somewhat important, not very important or not at all important for UTILITY to communicate to customers like yourself?

# Perception of Advertisements & Communications

- Overall, advertisements and communications are perceived to be *useful* and *informative*.
  - Rocky Mountain Power customers are more likely than Pacific Power customers to find the advertisements *not informative*.



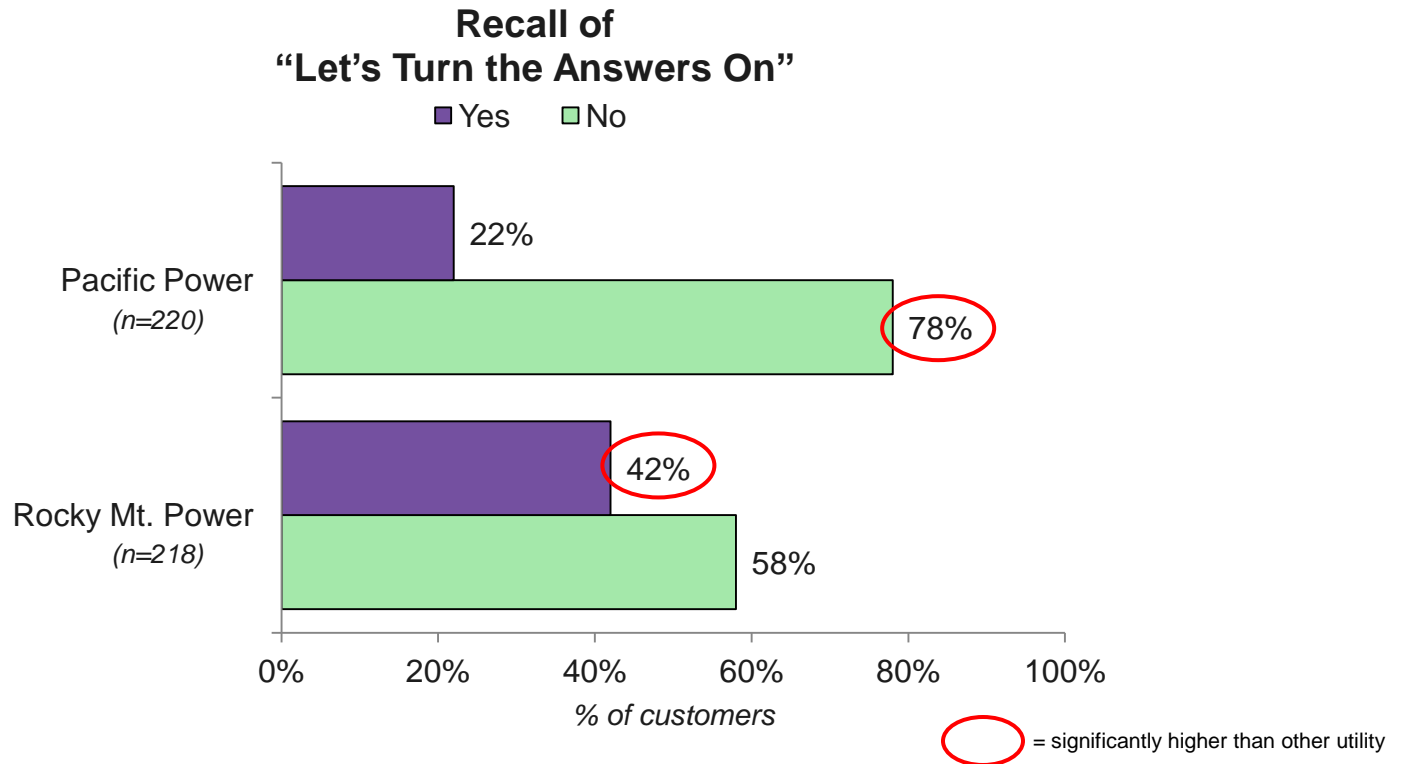
% Strongly Disagree (0-4)	
Pacific Power (n=220)	Rocky Mt. Power (n=218)
9%	13%
7%	13%
10%	11%
15%	15%

13% = significantly higher than other utility

Q10. I'm going to read some words that might describe the ads or communications you remember from UTILITY. 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.

# “Let’s Turn the Answers On”

- Among all Ad Aware customers, one third (33%) remember the phrase “Let’s Turn the Answers On.”
- The following audiences are more likely to recall the phrase “Let’s Turn the Answers On”:
  - Rocky Mountain Power customers (42% vs. 22% Pacific Power);
  - Younger customers, ages 18-34 (44% vs. 30%); and
  - Customers who took action after seeing the ads (50% vs. 27%).

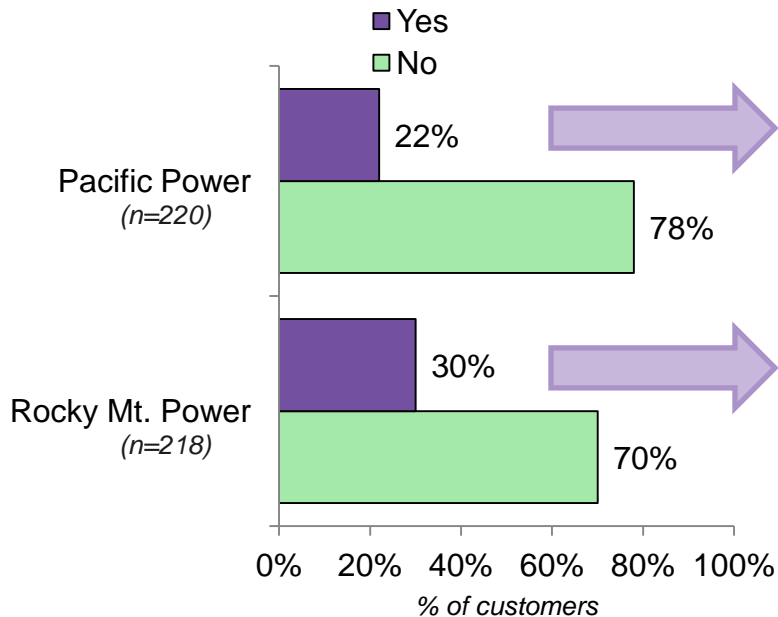


Q11. Do you remember seeing, hearing or reading the following statement in any of the UTILITY ads or communications?

# Persuasiveness of Advertisement in Call to Action

- Overall, one quarter (26%) of Ad Aware customers report taking some action based on the advertisements or communications.
- Of customers persuaded to take action based on the ads, “switching to energy efficient appliances/lights” and “shutting off lights/appliances when not in use” are the top items for Rocky Mountain customers and “switching to energy efficient appliances/lights” and “more aware of power usage” are the most frequently mentioned by Pacific Power customers.

## Took Action Based on Advertisement



Actions taken from seeing the ads or communications	Pacific Power (n=48)	Rocky Mt. Power (n=65)
Purchased/switched to energy efficient appliances/lights	25%	29%
Shutting off lights/appliances when not in use	19%	29%
More aware of power usage (general)	25%	25%
Enlisting in utility incentive/rebate programs	10%	22%
More cautious about energy safety	15%	9%
Changing daily usage of appliances	17%	8%
Installing insulation	6%	6%
Invested in the wind power/Blue Sky program	12%	6%
Enlisted in utility financial aid services	0%	2%
Other	2%	2%

Q12. Did any of the UTILITY ads or communications persuade you to take any action?

Q13. What action did you take from seeing the UTILITY ads or communications?

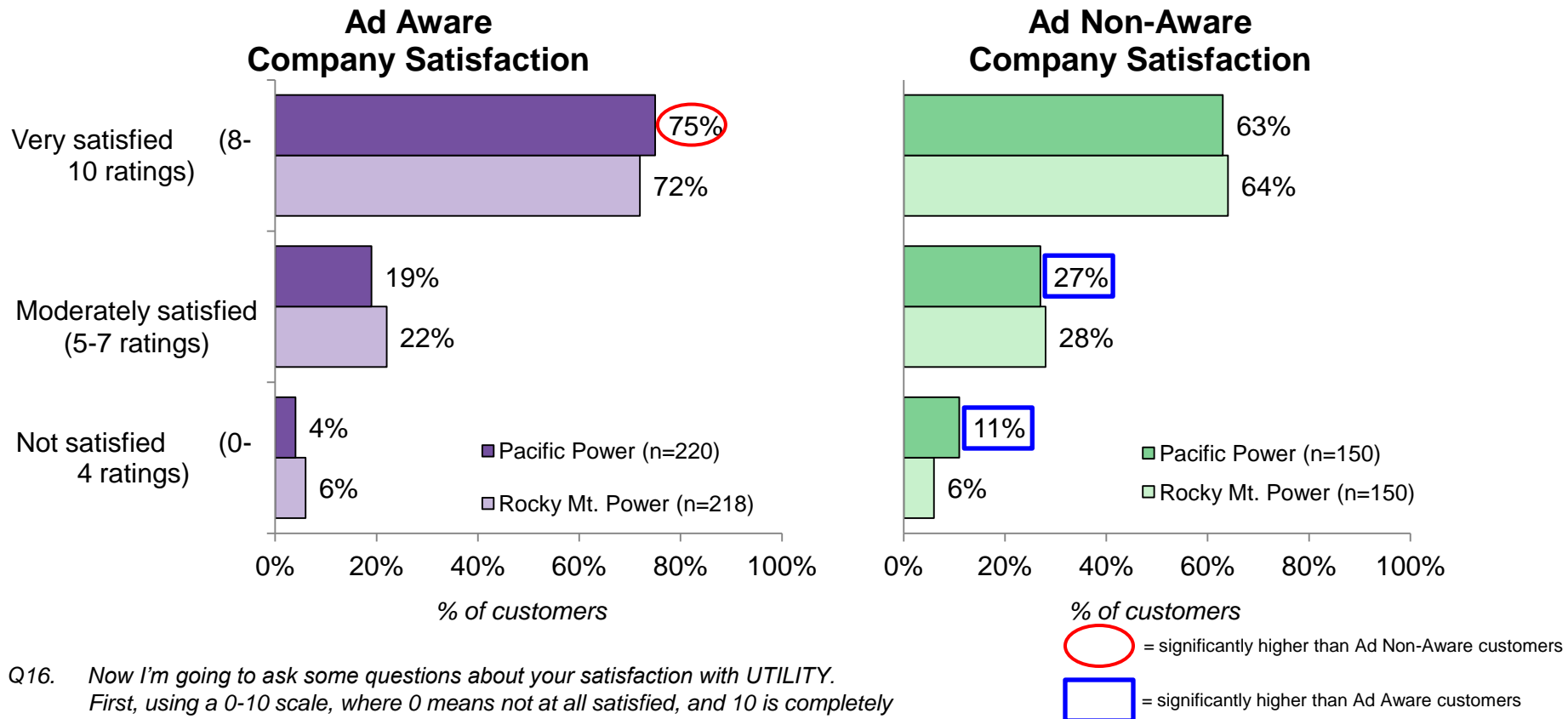


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# **Impact of Advertisements and Communications on Customer Satisfaction & Company Image**

# Advertisements' Impact on Company Satisfaction

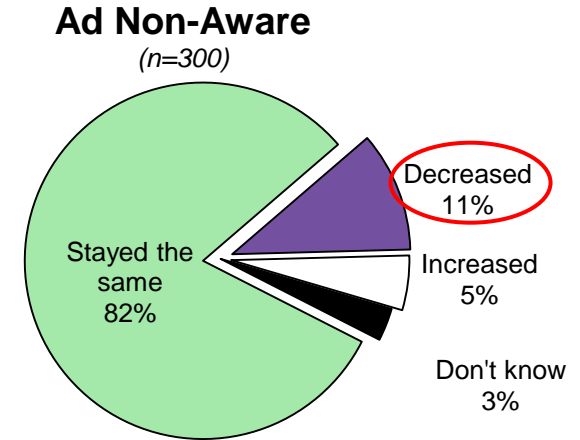
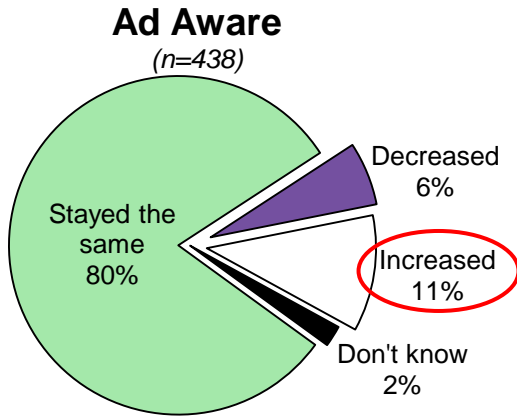
- Pacific Power Ad Aware customers are significantly more satisfied with their electric utility company than Ad Non-Aware customers.
- Pacific Power and Rocky Mountain Power residential customers are equally satisfied with their utility.



Q16. Now I'm going to ask some questions about your satisfaction with UTILITY. First, using a 0-10 scale, where 0 means not at all satisfied, and 10 is completely satisfied, how satisfied are you overall with UTILITY?


# Satisfaction Comparison With Last Year

- Although company satisfaction has remained unchanged for most customers, Ad Aware customers are significantly more likely than Ad Non-Aware to report that their satisfaction with the company has increased over the past year.



Why has your satisfaction increased?	Ad Aware (n=50)	Ad Non-Aware (n=14)*
Good reliable electrical service	50%	21%
Efforts toward energy conservation	21%	8%
Billing services/assistance	17%	21%
Increased familiarity	12%	0%
Quality of customer service	9%	21%
Decreased rates/usage	6%	15%
Other	4%	16%

Why has your satisfaction decreased?	Ad Aware (n=28)*	Ad Non-Aware (n=32)
Increased cost/rates	48%	54%
Poor service	27%	26%
Many service interruptions	22%	11%
Efforts toward energy conservation	11%	8%
Billing services/assistance	7%	4%
Quality of customer service	4%	12%
Other	7%	28%

 = significantly higher than Ad Non-Aware customers



# Company Image Evaluation

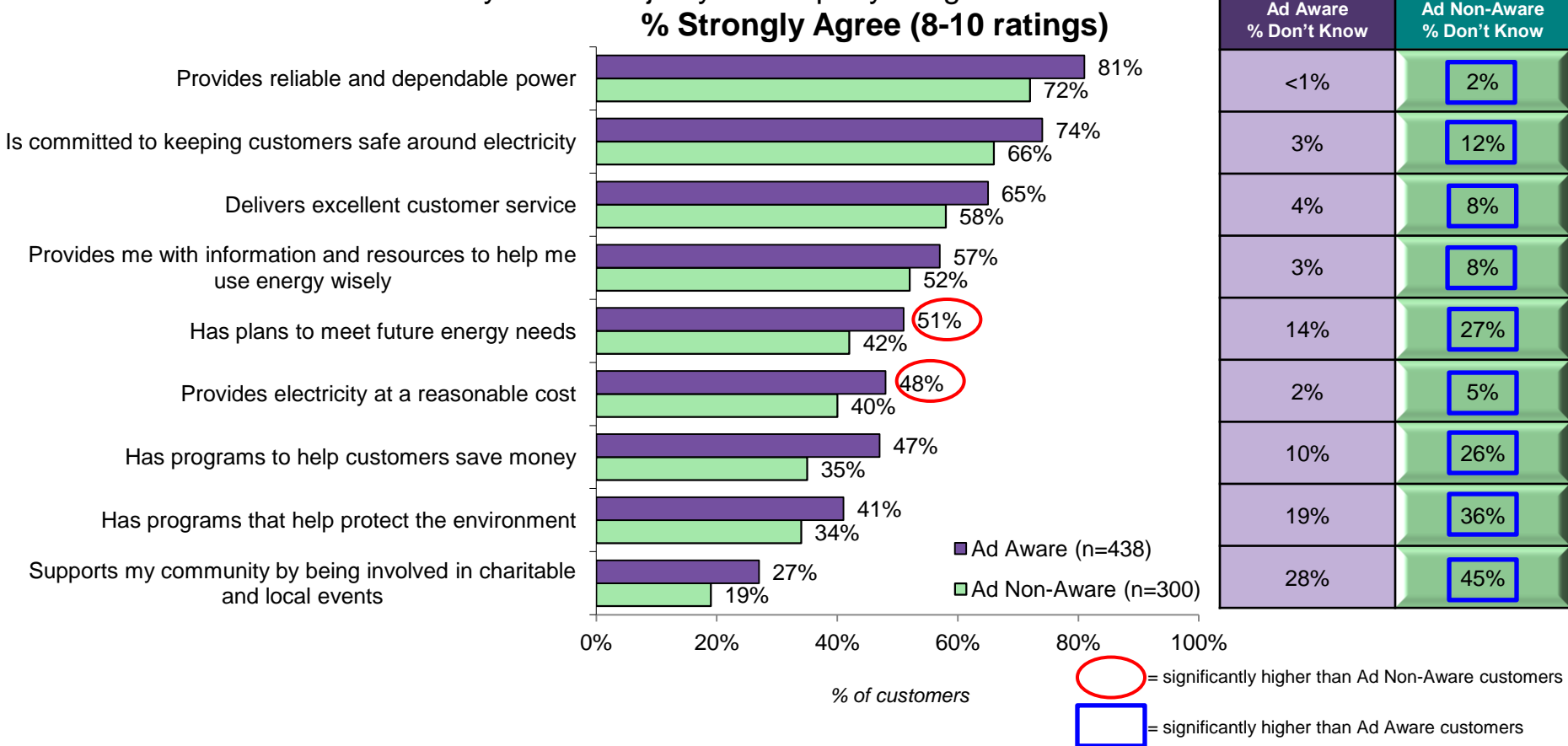
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- Customers have the most positive perceptions of their utility when it comes to attributes they are most likely to have **personally experienced**, including:
  - Provides reliable and dependable power
  - Is committed to keeping customers safe around electricity
  - Delivers excellent customer service
- Similarly, customers are least likely to agree with, and most likely to give “don’t know” responses to the statements to which they are **unlikely to have direct experience**. These statements include:
  - Supports my community by being involved in charitable and local events
  - Has programs that help protect the environment
  - Planning for future energy needs
  - Has programs to help customers save money
- **Ad Aware customers tend to be more positive toward their utility**, while those Ad Non-Aware are more likely to have no opinion.
  - Additionally, those who have a more favorable opinion of the utility company, based on the advertisements and communications, are more likely to agree with all image statements about their utility.
- The following slides present the percentage of customers who “strongly agree” with a series of statements about their electric utility by giving 8-10 ratings on a 0-10 scale.



# Company Image Evaluation

- Ad Aware customers are significantly more likely than those Ad Non-Aware to agree that their utility “has plans to meet future energy needs.”
- Ad Non-Aware customers are significantly more likely than those Ad Aware to say they “don’t know” how to evaluate their utility on the majority of company image attributes.



Q19. Based on your overall perceptions and experiences with UTILITY, 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.


# Company Image Evaluation

(by Utility & Ad Awareness)

- Pacific Power and Rocky Mountain Power Ad Aware customers are more likely than Non Ad-Aware customers to agree with all statements.

Company Image Attributes (% "strongly agree" 8-10 ratings)	Ad Aware		Ad Non-Aware	
	Pacific Power (n=220)	Rocky Mt. Power (n=218)	Pacific Power (n=150)	Rocky Mt. Power (n=150)
Provides reliable and dependable power	83%	80%	69%	73%
Is committed to keeping customers safe around electricity	76%	73%	61%	69%
Delivers excellent customer service	67%	64%	57%	59%
Provides me with information and resources to help me use energy wisely	62%	52%	50%	53%
Has plans to meet future energy needs	54%	49%	43%	41%
Provides electricity at a reasonable cost	45%	50%	35%	44%
Has programs to help customers save money	49%	45%	35%	35%
Has programs that help protect the environment	42%	40%	37%	31%
Supports my community by being involved in charitable and local events	29%	26%	20%	18%

Q19. Based on your overall perceptions and experiences with UTILITY, 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.

 = significantly higher than Ad Non-Aware customers

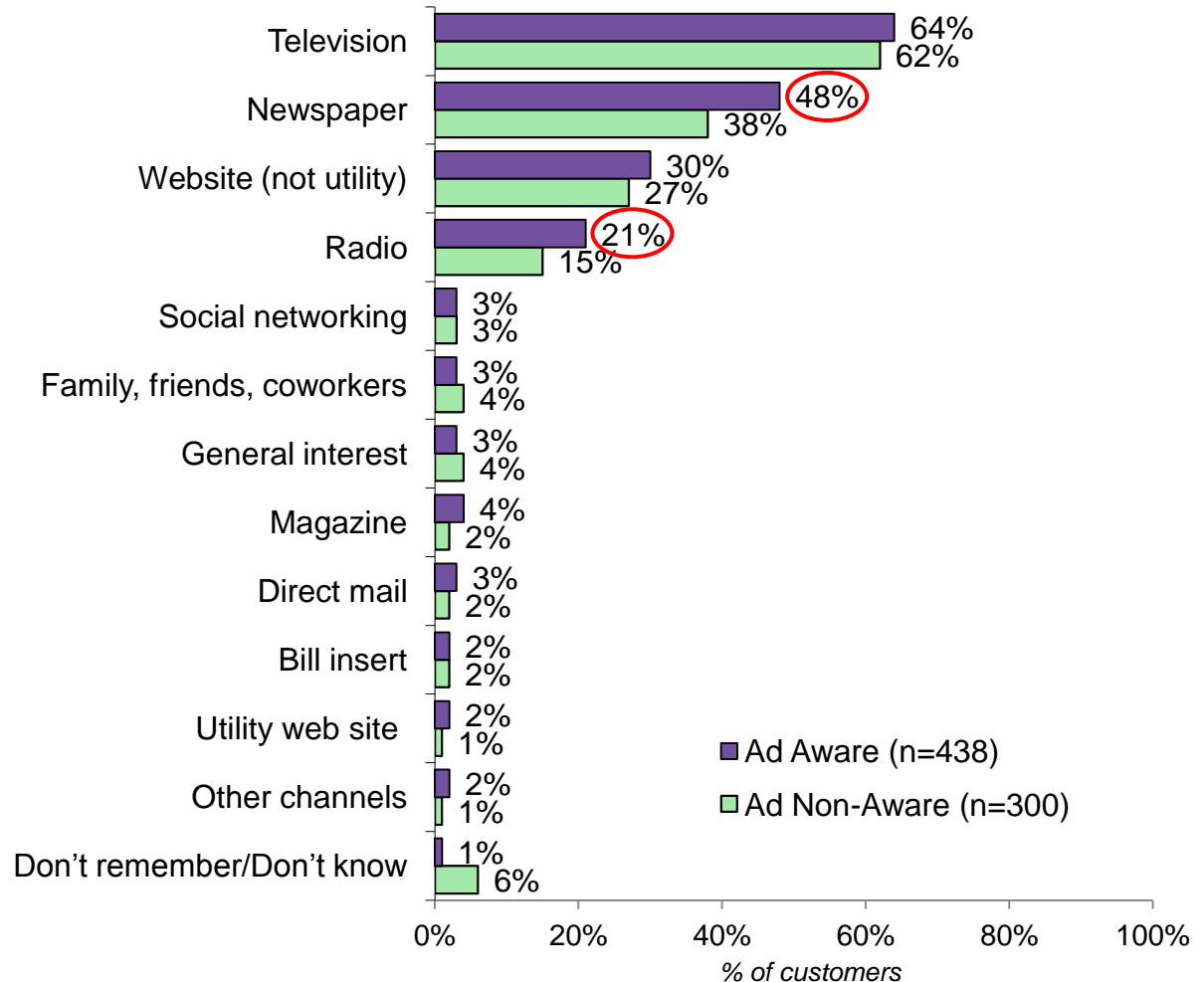


# Communication Sources

# News & Current Event Sources

- Television and newspapers are the primary sources for news and current events.
- Ad Aware customers are more likely to utilize radio, magazine and utility web sites as news sources.
- Pacific Power customers are significantly more likely to use the newspaper as a news source than Rocky Mountain Power customers.
- Customers age 35 or older favor traditional information channels (television and newspapers) whereas younger customers (age 18-34) are significantly more likely to mention web sites (not utility).

## News & Current Event Channels



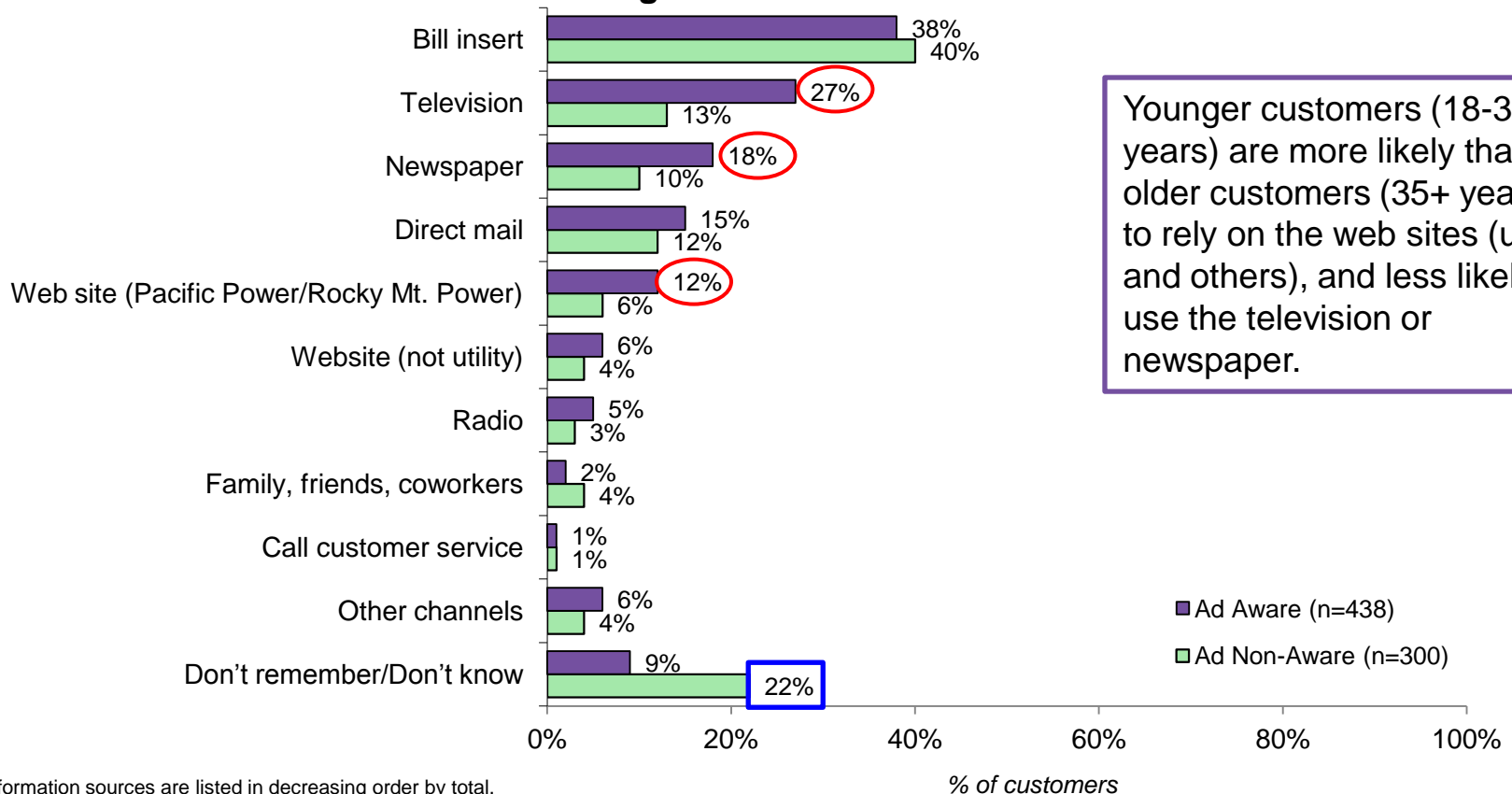
   = significantly higher than Ad Non-Aware customers

Q20. What sources do you typically rely on for information about news and current events?

# Utility Information Sources

- Bill inserts are the primary source for utility information.
- Ad Aware customers are more likely to utilize television, newspaper, and utility web sites as sources for information about their utility.

## Advertising & Communication Channels



Younger customers (18-34 years) are more likely than older customers (35+ years) to rely on the web sites (utility and others), and less likely to use the television or newspaper.

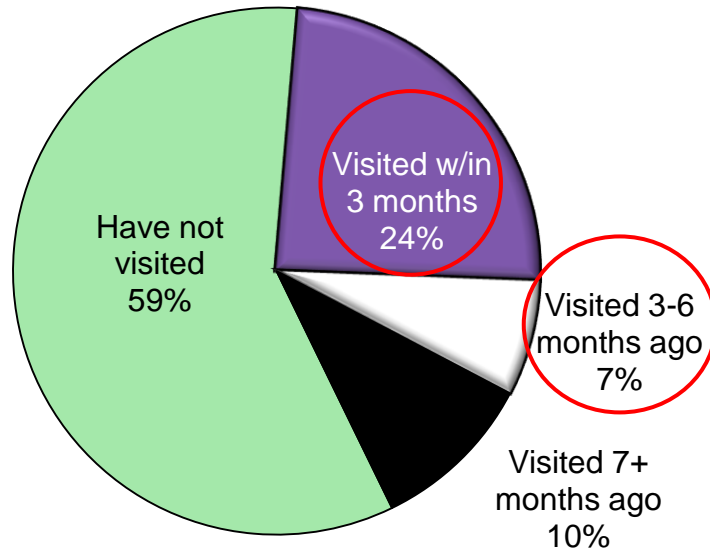
\*Information sources are listed in decreasing order by total.

Q21. What sources do you typically rely on for information about UTILITY?

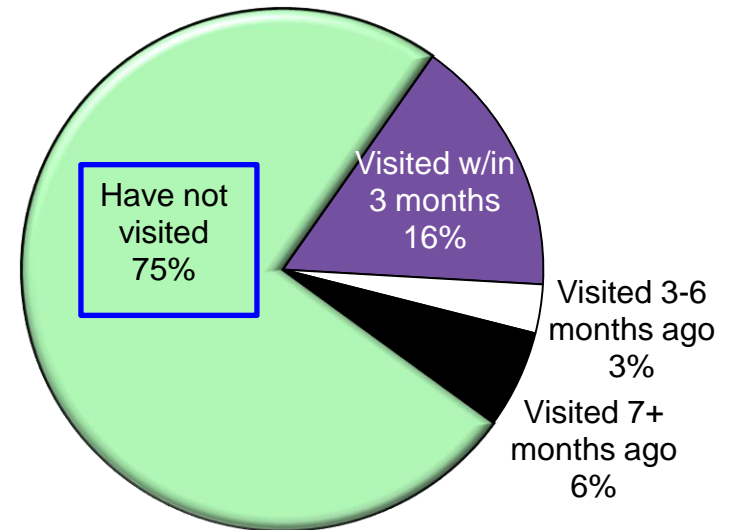
# Visiting Electric Utility Website

- More than two fifths of Ad Aware and one quarter of Ad Non-Aware customers have visited their electric utility's website.
- Of those who have visited their utility's web site, more than half visited in the past three months.

**Ad Aware**  
(n=438)



**Ad Non-Aware**  
(n=300)



  = significantly higher than Ad Non-Aware customers

  = significantly higher than Ad Aware customers



Q22/Q23. Have you ever visited the UTILITY website? When was the last time you visited the UTILITY website?



# Demographics

# Demographics

Customer Tenure	Ad Aware		Ad Non-Aware	
	Pacific Power (n=220)	Rocky Mt. Power (n=218)	Pacific Power (n=150)	Rocky Mt. Power (n=150)
1-4 years	27%	19%	21%	27%
5-9 years	14%	16%	14%	18%
10-14 years	10%	16%	11%	13%
15-19 years	10%	11%	8%	8%
20-24 years	8%	6%	15%	5%
25-29 years	6%	3%	2%	3%
30-39 years	13%	15%	12%	12%
40-49 years	6%	5%	9%	4%
50+ years	6%	10%	9%	11%

 = significantly higher than Ad Non-Aware/Ad Aware customers  
 = significantly higher than other utility



# Demographics

Age	Ad Aware		Ad Non-Aware	
	Pacific Power (n=220)	Rocky Mt. Power (n=218)	Pacific Power (n=150)	Rocky Mt. Power (n=150)
18-34	26%	28%	14%	19%
35-54	29%	30%	30%	34%
55+	44%	41%	52%	47%
Refused	1%	<1%	4%	1%



Income	Ad Aware		Ad Non-Aware	
	Pacific Power (n=220)	Rocky Mt. Power (n=218)	Pacific Power (n=150)	Rocky Mt. Power (n=150)
Less than \$15,000	13%	7%	14%	9%
\$15-\$30,000	20%	13%	22%	15%
\$30-\$50,000	19%	21%	11%	17%
\$50-\$75,000	15%	22%	13%	19%
\$75-\$100,000	8%	11%	10%	13%
Over \$100,000	9%	14%	8%	11%
Don't know	3%	1%	6%	3%
Refused	13%	11%	15%	14%

○ = significantly higher than Ad Non-Aware/Ad Aware customers  
 □ = significantly higher than other utility

# Demographics

Education	Ad Aware		Ad Non-Aware	
	Pacific Power (n=220)	Rocky Mt. Power (n=218)	Pacific Power (n=150)	Rocky Mt. Power (n=150)
Less than high school	4%	1%	5%	4%
High school graduate	25%	29%	33%	25%
Some college	25%	23%	19%	22%
Undergraduate college degree	10%	15%	9%	15%
Some graduate school	8%	5%	9%	5%
Completed graduate school	25%	22%	20%	22%
Trade or technical school graduate	3%	3%	1%	5%
Don't know	<1%	<1%	1%	1%
Refused	1%	1%	4%	1%

Gender	Ad Aware		Ad Non-Aware	
	Pacific Power (n=220)	Rocky Mt. Power (n=218)	Pacific Power (n=150)	Rocky Mt. Power (n=150)
Male	47%	57%	49%	45%
Female	53%	43%	51%	55%

 = significantly higher than Ad Non-Aware/Ad Aware customers  
 = significantly higher than other utility