

1 Q. Reference: CA-NLH-017, part b

2 Further to the response to CA-NLH-017, part b (Attachment 1 – page 33), please provide the
3 criteria that were used to assess the various attributes of customer satisfaction as poor, fair,
4 good and excellent and explain why the “price you pay for electricity” was assessed as poor
5 between 2014 and 2018 with a score of 48% to 49%, while in 2024 it was assessed as fair with a
6 score of 48%.

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9 A. Newfoundland and Labrador Hydro uses a third-party research firm to conduct its bi-annual
10 customer surveys. The customer satisfaction surveys conducted in 2014–2018 and in 2024 were
11 administered by different research firms. The change in the assessment reflects differences in
12 the approach used by each research firm rather than a change in the score.

13 The criteria in all surveys were based on a 10-point scale, with 1 being the lowest score and 10
14 being the highest. The specific question included in this customer satisfaction part of the survey
15 is as follows:

16 **Customer Satisfaction:**

17 When thinking about your electricity supplier, how important do you feel each of the following
18 items is, on a scale of 1 to 10, where 1 means it is “not at all important” and 10 means it is “very
19 important” to you. How important is...

	Not At All Important					Very Important				
The price you pay for electricity	1	2	3	4	5	6	7	8	9	10