

1 **Q. Reference: "2026 Capital Budget Application," Newfoundland Power Inc.,**
2 **June 27, 2025, Supporting Materials, Information Systems: 4.1.**

3
4 **In its CBA presentation on August 12, 2025, Newfoundland Power stated it**
5 **had surveyed customers on the implementation of the Customer**
6 **Correspondence Modernization and that customers were in favour of the**
7 **project.**

8
9 **and;**

10
11 **Newfoundland Power stated in the same presentation that 65% of customers**
12 **received electronic bills.**

13
14 **a) Please provide the questions and results of customer surveys relating to**
15 **this project.**

16
17 **b) How were the surveys administered? Were those customers who receive**
18 **their bill by mail contacted to complete the survey in a manner consistent**
19 **with their preferred billing method?**

20
21 **c) How did Newfoundland Power ensure an adequate number of customers**
22 **who received their bill by mail were administered the survey?**

- 23
24 **A.** a) The Company did not survey customers regarding the implementation of the
25 *Customer Correspondence Modernization* project as stated in this Request for
26 Information. In 2024, Newfoundland Power surveyed customers on their overall level
27 of satisfaction with the Company's current bill design and possible modifications to
28 the bill design. The survey is provided in Attachment A.
29
30 b) The survey was conducted by a third party, MQO Research. E-bill customers were
31 surveyed online and paper bill customers were surveyed by telephone.
32
33 c) Newfoundland Power used MQO Research to determine and select an adequate
34 number of customers. A total of 308 surveys were collected in total across an even
35 mix of customers (residential vs. commercial and paper bill vs e-bill).



ATTACHMENT A:

Newfoundland Power Bill Redesign Survey Results

A1_1)) Do you receive your Newfoundland Power bill electronically via email, or do you receive a paper copy in the mail?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
Electronically - Email	51%	50%	52%	0%	100%
Paper - in the mail	49%	50%	48%	100%	0%

A2)) Do you identify as...?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
Male	40%	44%	35%	42%	37%
Female	58%	54%	62%	55%	61%
Prefer not to say (VOL)	3%	2%	3%	3%	3%

A3)) Into which of the following categories does your age fall?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
18-24	1%	1%	1%	1%	1%
25-34	6%	6%	6%	1%	10%
35-44	15%	14%	16%	10%	20%
45-54	22%	15%	29%	22%	23%
55-64	21%	21%	22%	25%	17%
65 plus	32%	42%	22%	39%	25%
Prefer not to say (VOL)	3%	2%	4%	2%	4%

A4)) Into which of the following broad areas do you live?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
St. John's Metropolitan Area, including CBS, Mount Pearl, Paradise and any community within or as far as Witless Bay, etc.	44%	49%	39%	32%	55%
Other Eastern Newfoundland, including remainder of the Avalon, Clarenville, Bonavista and Burin peninsulas	21%	15%	27%	26%	17%
Central Newfoundland, including the south coast WEST of the burin peninsula to Burgeo	17%	15%	18%	23%	11%
Corner Brook	9%	11%	8%	9%	10%
Other Western Newfoundland, including the south west coast and the Northern Peninsula	9%	10%	8%	10%	8%

A5)) Are you a...?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
Residential customer	51%	98%	6%	49%	53%
Business customer	18%	0%	36%	8%	28%
Both	31%	2%	59%	43%	19%

A6)) Do you rent or own your current home?**SUBSET: Residential customers (A5=Residential)**

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	157	148	9	74	83
Rent	17%	18%	11%	9%	24%
Own	82%	81%	89%	88%	76%
Prefer not to say	1%	1%	0%	3%	0%

A7)) Are you a landlord?**SUBSET: Residential customers (A5=Residential) that own their home**

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	128	120	8	65	63
Yes	9%	8%	13%	6%	11%
No	91%	92%	88%	94%	89%

A8)) How many accounts do you currently have with Newfoundland Power?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1.00	65%	82%	49%	62%	68%
2.00	19%	15%	23%	23%	15%
3.00	7%	1%	14%	7%	8%
4.00	4%	1%	6%	5%	3%
5.00	2%	1%	3%	1%	3%
6.00	1%	0%	1%	1%	1%
7.00	0%	0%	1%	0%	1%
8.00	0%	0%	1%	0%	1%
10.00	0%	1%	0%	1%	0%
11.00	0%	0%	1%	0%	1%
16.00	0%	0%	1%	0%	1%
Don't know / Prefer not to say	1%	0%	1%	1%	0%

A9)) As a customer with multiple accounts, does the presentation of your electricity bill meet your needs?

SUBSET: Respondents with more than one account

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	105	27	78	55	50
Yes	94%	89%	96%	95%	94%
No	6%	11%	4%	5%	6%

A11a)) Are you part of Newfoundland Power's consolidated billing program that allows customers with two or more accounts to receive them in a summarized Consolidated Bill?

SUBSET: Respondents with more than one account

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	107	27	80	57	50
Yes	7%	4%	9%	7%	8%
No	86%	74%	90%	81%	92%
Don't know / Prefer not to say	7%	22%	1%	12%	0%

A11b)) Are you a new customer in the past 12 months?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
Yes	4%	3%	4%	2%	6%
No	96%	97%	96%	98%	94%

B1)) Thinking about the current bill design, how important are each of the following aspects?

		Total	Customer Type		Bill Type	
			Residential	Business	Paper bill	e-bill
Colour	Total (N)	308	151	157	151	157
	1 - 5	69%	64%	73%	63%	74%
	6 - 7	9%	9%	9%	9%	9%
	8 - 10	20%	25%	17%	24%	17%
	DK	2%	3%	1%	4%	0%
Font type and size	Total (N)	308	151	157	151	157
	1 - 5	40%	40%	39%	40%	39%
	6 - 7	17%	16%	18%	15%	20%
	8 - 10	42%	42%	41%	42%	41%
	DK	1%	2%	1%	3%	0%
Charts	Total (N)	308	151	157	151	157
	1 - 5	47%	41%	53%	48%	46%
	6 - 7	16%	17%	14%	17%	15%
	8 - 10	35%	39%	31%	31%	39%
	DK	2%	3%	2%	5%	0%
Informational graphics	Total (N)	308	151	157	151	157
	1 - 5	45%	38%	52%	41%	49%
	6 - 7	13%	13%	13%	13%	13%
	8 - 10	39%	44%	33%	40%	38%
	DK	3%	5%	2%	7%	0%

B1)) Thinking about the current bill design, how important are each of the following aspects?

		Total	Customer Type		Bill Type	
			Residential	Business	Paper bill	e-bill
Colour	Total (N)	302	147	155	145	157
	1 - 5	70%	65%	74%	66%	74%
	6 - 7	9%	10%	9%	10%	9%
	8 - 10	21%	25%	17%	25%	17%
Font type and size	Total (N)	304	148	156	147	157
	1 - 5	40%	41%	40%	41%	39%
	6 - 7	17%	16%	19%	15%	20%
	8 - 10	42%	43%	42%	44%	41%
Charts	Total (N)	301	147	154	144	157
	1 - 5	48%	42%	54%	50%	46%
	6 - 7	16%	18%	14%	17%	15%
	8 - 10	36%	40%	32%	33%	39%
Informational graphics	Total (N)	298	144	154	141	157
	1 - 5	47%	40%	53%	44%	49%
	6 - 7	13%	14%	13%	13%	13%
	8 - 10	40%	47%	34%	43%	38%

B1)) Thinking about the current bill design, how important are each of the following aspects?

Mean Values

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Colour	4.1	4.5	3.6	4.4	3.8
Font type and size	6.3	6.3	6.3	6.3	6.3
Charts	5.7	6.1	5.3	5.6	5.8
Informational graphics	5.9	6.4	5.5	6.1	5.8

B1a)) Thinking about the current bill design, how important are each of the following aspects?

Colour

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1 - Not at all important	41%	38%	45%	38%	44%
2	6%	3%	9%	7%	4%
3	4%	4%	4%	3%	6%
4	3%	4%	3%	1%	6%
5	14%	15%	13%	14%	14%
6	4%	3%	4%	3%	4%
7	5%	6%	4%	6%	4%
8	6%	6%	6%	5%	8%
9	2%	3%	1%	2%	2%
10 - Very important	12%	16%	9%	17%	8%
Don't know / No answer	2%	3%	1%	4%	0%

B1b)) Thinking about the current bill design, how important are each of the following aspects?

Font type and size

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1 - Not at all important	17%	17%	18%	19%	15%
2	1%	2%	0%	1%	1%
3	5%	5%	6%	4%	6%
4	3%	3%	3%	1%	4%
5	14%	14%	13%	15%	13%
6	7%	5%	8%	7%	6%
7	10%	11%	10%	7%	13%
8	11%	12%	10%	7%	14%
9	6%	5%	7%	6%	6%
10 - Very important	25%	25%	25%	29%	21%
Don't know / No answer	1%	2%	1%	3%	0%

B1c)) Thinking about the current bill design, how important are each of the following aspects?

Charts

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1 - Not at all important	20%	19%	21%	20%	20%
2	4%	4%	4%	7%	1%
3	4%	1%	6%	2%	6%
4	3%	1%	5%	2%	4%
5	17%	17%	17%	17%	17%
6	6%	5%	6%	5%	7%
7	10%	12%	8%	12%	8%
8	14%	13%	14%	10%	17%
9	4%	5%	4%	4%	4%
10 - Very important	17%	21%	13%	17%	17%
Don't know / No answer	2%	3%	2%	5%	0%

B1d)) Thinking about the current bill design, how important are each of the following aspects?

Informational graphic

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1 - Not at all important	19%	16%	22%	17%	21%
2	2%	1%	3%	3%	1%
3	3%	4%	3%	3%	3%
4	4%	3%	4%	1%	6%
5	17%	14%	20%	17%	17%
6	5%	5%	4%	6%	4%
7	8%	8%	8%	7%	10%
8	14%	13%	15%	15%	13%
9	4%	5%	4%	6%	3%
10 - Very important	20%	27%	14%	19%	22%
Don't know / No answer	3%	5%	2%	7%	0%

B2)) Overall, how satisfied are you with the current bill design?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1 - 5	11%	11%	11%	7%	15%
6 - 7	18%	18%	17%	11%	24%
8 - 10	71%	71%	71%	81%	61%
DK	0%	0%	1%	1%	0%
MEAN	8.2	8.1	8.3	8.6	7.8

B2)) Overall, how satisfied are you with the current bill design?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	307	151	156	150	157
1 - 5	11%	11%	12%	7%	15%
6 - 7	18%	18%	17%	11%	24%
8 - 10	71%	71%	71%	82%	61%
MEAN	8.2	8.1	8.3	8.6	7.8

B2)) Overall, how satisfied are you with the current bill design?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1 - Not at all satisfied	0%	1%	0%	1%	0%
2	1%	1%	1%	0%	1%
3	1%	3%	0%	1%	1%
4	0%	1%	0%	0%	1%
5	9%	7%	11%	5%	12%
6	5%	7%	2%	3%	6%
7	13%	11%	15%	8%	18%
8	24%	26%	22%	25%	23%
9	12%	13%	11%	12%	11%
10 - Very satisfied	35%	32%	38%	45%	26%
Don't know / No answer	0%	0%	1%	1%	0%

B3)) Using the same scale, how satisfied are you with each of the following aspects of the current bill design?

		Total	Customer Type		Bill Type	
			Residential	Business	Paper bill	e-bill
Easy to read	Total (N)	308	151	157	151	157
	1 - 5	7%	9%	6%	4%	11%
	6 - 7	11%	12%	10%	5%	17%
	8 - 10	82%	79%	84%	91%	73%
Easy to understand	Total (N)	308	151	157	151	157
	1 - 5	9%	9%	8%	6%	11%
	6 - 7	12%	13%	11%	7%	17%
	8 - 10	80%	78%	81%	87%	72%
Clear presentation of information	Total (N)	308	151	157	151	157
	1 - 5	9%	9%	9%	7%	11%
	6 - 7	14%	16%	13%	8%	20%
	8 - 10	77%	75%	78%	85%	69%
Ease of finding the bill amount	Total (N)	308	151	157	151	157
	1 - 5	7%	6%	8%	6%	8%
	6 - 7	9%	11%	7%	6%	11%
	8 - 10	84%	83%	85%	88%	81%
Ease of finding the due date	Total (N)	308	151	157	151	157
	1 - 5	8%	9%	8%	7%	9%
	6 - 7	9%	13%	6%	4%	15%
	8 - 10	82%	78%	86%	88%	76%
	DK	0%	0%	1%	1%	0%
Ease of understanding my electricity usage history	Total (N)	308	151	157	151	157
	1 - 5	15%	18%	12%	9%	20%
	6 - 7	13%	10%	16%	11%	15%
	8 - 10	71%	72%	71%	78%	64%
	DK	1%	1%	1%	2%	0%

B3)) Using the same scale, how satisfied are you with each of the following aspects of the current bill design?

		Total	Customer Type		Bill Type	
			Residential	Business	Paper bill	e-bill
Easy to read	Total (N)	308	151	157	151	157
	1 - 5	7%	9%	6%	4%	11%
	6 - 7	11%	12%	10%	5%	17%
	8 - 10	82%	79%	84%	91%	73%
Easy to understand	Total (N)	308	151	157	151	157
	1 - 5	9%	9%	8%	6%	11%
	6 - 7	12%	13%	11%	7%	17%
	8 - 10	80%	78%	81%	87%	72%
Clear presentation of information	Total (N)	308	151	157	151	157
	1 - 5	9%	9%	9%	7%	11%
	6 - 7	14%	16%	13%	8%	20%
	8 - 10	77%	75%	78%	85%	69%
Ease of finding the bill amount	Total (N)	308	151	157	151	157
	1 - 5	7%	6%	8%	6%	8%
	6 - 7	9%	11%	7%	6%	11%
	8 - 10	84%	83%	85%	88%	81%
Ease of finding the due date	Total (N)	307	151	156	150	157
	1 - 5	8%	9%	8%	7%	9%
	6 - 7	9%	13%	6%	4%	15%
	8 - 10	82%	78%	87%	89%	76%
Ease of understanding my electricity usage history	Total (N)	305	150	155	148	157
	1 - 5	15%	18%	12%	9%	20%
	6 - 7	13%	10%	16%	11%	15%
	8 - 10	72%	72%	72%	80%	64%

B3)) Using the same scale, how satisfied are you with each of the following aspects of the current bill design?

Mean Values

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Easy to read	8.7	8.6	8.8	9.1	8.3
Easy to understand	8.6	8.6	8.7	9.0	8.3
Clear presentation of information	8.5	8.4	8.6	8.8	8.2
Ease of finding the bill amount	8.8	8.8	8.9	9.1	8.6
Ease of finding the due date	8.8	8.7	8.9	9.1	8.5
Ease of understanding my electricity usage history	8.2	8.1	8.2	8.6	7.7

B3a)) Using the same scale, how satisfied are you with each of the following aspects of the current bill design?

Easy to read

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
2	0%	0%	1%	0%	1%
3	1%	1%	1%	0%	3%
4	2%	2%	1%	1%	3%
5	4%	5%	3%	3%	5%
6	3%	5%	1%	3%	3%
7	8%	7%	9%	2%	13%
8	19%	18%	21%	19%	20%
9	14%	15%	14%	14%	15%
10 - Very satisfied	48%	47%	49%	59%	38%

B3b)) Using the same scale, how satisfied are you with each of the following aspects of the current bill design?

Easy to understand

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
3	1%	1%	1%	1%	2%
4	2%	3%	1%	1%	3%
5	6%	5%	6%	4%	7%
6	2%	3%	1%	0%	4%
7	10%	9%	10%	7%	13%
8	19%	21%	18%	19%	20%
9	14%	10%	17%	13%	14%
10 - Very satisfied	46%	48%	45%	56%	38%

B3c)) Using the same scale, how satisfied are you with each of the following aspects of the current bill design?

Clear presentation of information

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
2	1%	1%	1%	1%	1%
3	2%	1%	3%	0%	3%
4	1%	2%	0%	1%	1%
5	6%	5%	6%	5%	6%
6	3%	5%	1%	2%	3%
7	12%	11%	12%	6%	17%
8	19%	21%	18%	19%	20%
9	13%	11%	15%	15%	12%
10 - Very satisfied	44%	43%	45%	52%	36%

B3d)) Using the same scale, how satisfied are you with each of the following aspects of the current bill design?

Ease of finding the bill amount

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1 - Not at all satisfied	1%	1%	0%	1%	0%
2	0%	0%	1%	0%	1%
3	1%	1%	1%	1%	1%
4	2%	1%	2%	1%	2%
5	3%	2%	4%	3%	4%
6	3%	4%	1%	3%	3%
7	6%	7%	6%	3%	9%
8	15%	13%	17%	10%	20%
9	15%	16%	15%	12%	18%
10 - Very satisfied	54%	54%	54%	66%	42%

B3e)) Using the same scale, how satisfied are you with each of the following aspects of the current bill design?

Ease of finding the due date

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1 - Not at all satisfied	1%	1%	0%	1%	1%
2	0%	1%	0%	0%	1%
3	1%	1%	1%	0%	2%
4	1%	1%	2%	2%	1%
5	5%	5%	4%	5%	5%
6	2%	3%	1%	1%	3%
7	7%	10%	5%	3%	12%
8	16%	13%	18%	14%	17%
9	14%	13%	15%	11%	17%
10 - Very satisfied	53%	52%	53%	64%	42%
Don't know / No answer	0%	0%	1%	1%	0%

B3f)) Using the same scale, how satisfied are you with each of the following aspects of the current bill design?

Ease of understanding my electricity usage history

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1 - Not at all satisfied	1%	2%	1%	1%	2%
2	1%	1%	1%	1%	1%
3	3%	3%	3%	1%	4%
4	3%	5%	2%	2%	4%
5	6%	7%	6%	5%	8%
6	5%	4%	5%	4%	5%
7	8%	6%	11%	7%	10%
8	18%	16%	20%	16%	20%
9	12%	11%	12%	13%	11%
10 - Very satisfied	42%	44%	39%	50%	34%
Don't know / No answer	1%	1%	1%	2%	0%

B4)) Besides the amount, how often do you typically review the information on your bill? Would it be...?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
Always	60%	65%	55%	60%	61%
Sometimes	23%	20%	27%	25%	22%
Rarely	14%	13%	15%	14%	14%
Never	3%	2%	3%	2%	3%

B5)) Besides the amount, what is the first thing you look at when you receive your electricity bill?**SUBSET: Respondents that review the information on their bill**

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	300	148	152	148	152
Usage/kWh	33%	41%	26%	39%	28%
Comparison with previous months/years	20%	22%	17%	16%	24%
Due date	13%	13%	14%	8%	18%
Nothing	9%	7%	12%	3%	16%
Previous payment/amount	7%	9%	6%	8%	7%
Discount date/amount	7%	3%	11%	7%	7%
Prefer not to say	5%	3%	6%	9%	1%
Rates	2%	1%	3%	3%	1%
Miscellaneous mentions	2%	1%	3%	2%	2%
Billing period/number of days billed for	2%	1%	3%	1%	3%
Meter reading dates/info	2%	2%	2%	3%	1%
Name	2%	1%	3%	3%	1%
Address	2%	2%	2%	3%	1%
Date (general)	2%	1%	2%	1%	2%
Billing date	2%	1%	3%	1%	2%
HST/tax	1%	1%	1%	1%	1%

B6)) What, if anything, do you like about the current bill format?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
Easy to understand	29%	30%	28%	36%	22%
Prefer not to say	19%	15%	24%	25%	15%
Everything/all of it/fine as is, etc.	19%	20%	17%	16%	21%
Layout/easy to find information	7%	5%	8%	5%	8%
Nothing	6%	7%	5%	7%	4%
Comparison info/charts/graphs	6%	10%	2%	5%	7%
Amount owing/cost breakdown	6%	7%	4%	6%	5%
Miscellaneous mentions	5%	5%	6%	6%	4%
Provides all information required	5%	5%	5%	3%	7%
Usage information	4%	7%	1%	3%	5%
Familiarity	4%	3%	5%	3%	5%
discount date/amount	3%	3%	3%	1%	5%
Colour scheme	2%	0%	4%	2%	3%
Due date	2%	3%	1%	1%	3%
Single-page bill	1%	1%	1%	1%	1%

B7)) What, if anything, do you dislike about the current bill format?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
Nothing	56%	56%	56%	60%	52%
Prefer not to say	24%	25%	24%	29%	20%
Amount(s) could be more prominent	4%	3%	5%	3%	4%
Miscellaneous mentions	4%	3%	4%	1%	6%
Improve comparison info/charts/graphs	3%	4%	3%	1%	6%
Negative mentions - general (e.g., cluttered, difficult to read, etc.)	3%	3%	3%	1%	4%
Needs detailed cost breakdown	3%	1%	4%	2%	3%
Font is too small	3%	3%	2%	1%	4%
Dates (e.g., too many, easy to mix up, etc.)	2%	4%	1%	0%	4%
Needs detailed usage info	2%	3%	1%	1%	2%
No invoice number	1%	0%	2%	1%	1%

B8)) What information would you like to see included on/with your electricity bill that is not currently available?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
Nothing else needed/Have everything I need	79%	76%	82%	81%	76%
Improved comparison info/charts/graphs	7%	9%	6%	5%	10%
Miscellaneous mentions	4%	5%	3%	3%	6%
Prefer not to say	4%	5%	3%	5%	3%
Improved/detailed cost breakdown	4%	4%	3%	3%	4%
Increased discount	1%	2%	1%	2%	1%
Customer info (e.g., name, address, account number)	1%	1%	1%	0%	2%
Information on energy efficiency/energy efficient products	1%	1%	1%	1%	1%
Invoice number	1%	0%	2%	1%	1%

B9)) How important is it that your bill contain each of the following elements?

		Total	Customer Type		Bill Type	
			Residential	Business	Paper bill	e-bill
Past energy usage/changes in usage	Total (N)	308	151	157	151	157
	1 - 5	8%	6%	10%	7%	9%
	6 - 7	6%	7%	6%	7%	6%
	8 - 10	85%	87%	84%	86%	85%
Detailed breakdown of bill amount	Total (N)	308	151	157	151	157
	1 - 5	10%	11%	10%	13%	8%
	6 - 7	7%	5%	9%	5%	9%
	8 - 10	83%	84%	82%	83%	83%
Payment options	Total (N)	308	151	157	151	157
	1 - 5	34%	31%	38%	38%	31%
	6 - 7	10%	11%	10%	8%	13%
	8 - 10	55%	57%	53%	54%	56%
	DK	0%	1%	0%	1%	0%
Rebate offers	Total (N)	308	151	157	151	157
	1 - 5	12%	13%	11%	14%	10%
	6 - 7	6%	6%	6%	5%	8%
	8 - 10	82%	81%	83%	81%	83%
	DK	0%	1%	0%	1%	0%
Energy saving tips	Total (N)	308	151	157	151	157
	1 - 5	27%	24%	31%	29%	25%
	6 - 7	12%	12%	13%	7%	17%
	8 - 10	60%	64%	57%	64%	57%

B9)) How important is it that your bill contain each of the following elements?

		Total	Customer Type		Bill Type	
			Residential	Business	Paper bill	e-bill
Past energy usage/changes in usage	Total (N)	308	151	157	151	157
	1 - 5	8%	6%	10%	7%	9%
	6 - 7	6%	7%	6%	7%	6%
	8 - 10	85%	87%	84%	86%	85%
Detailed breakdown of bill amount	Total (N)	308	151	157	151	157
	1 - 5	10%	11%	10%	13%	8%
	6 - 7	7%	5%	9%	5%	9%
	8 - 10	83%	84%	82%	83%	83%
Payment options	Total (N)	307	150	157	150	157
	1 - 5	35%	31%	38%	38%	31%
	6 - 7	10%	11%	10%	8%	13%
	8 - 10	55%	57%	53%	54%	56%
Rebate offers	Total (N)	307	150	157	150	157
	1 - 5	12%	13%	11%	14%	10%
	6 - 7	6%	6%	6%	5%	8%
	8 - 10	82%	81%	83%	81%	83%
Energy saving tips	Total (N)	308	151	157	151	157
	1 - 5	27%	24%	31%	29%	25%
	6 - 7	12%	12%	13%	7%	17%
	8 - 10	60%	64%	57%	64%	57%

B9)) How important is it that your bill contain each of the following elements?**Mean Values**

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Past energy usage/changes in usage	8.8	8.9	8.7	8.8	8.8
Detailed breakdown of bill amount	8.8	8.8	8.8	8.8	8.9
Payment options	6.8	7.0	6.7	6.7	7.0
Rebate offers	8.6	8.7	8.6	8.6	8.7
Energy saving tips	7.3	7.6	7.1	7.4	7.3

B9a)) How important is it that your bill contain each of the following elements?**Past energy usage/changes in usage**

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1 - Not at all important	2%	3%	2%	2%	3%
2	0%	0%	1%	1%	0%
3	0%	1%	0%	0%	1%
4	1%	0%	1%	1%	1%
5	5%	3%	6%	4%	5%
6	2%	1%	3%	2%	2%
7	5%	6%	3%	5%	4%
8	15%	14%	16%	18%	12%
9	13%	13%	12%	11%	14%
10 - Very important	58%	60%	56%	57%	59%

B9b)) How important is it that your bill contain each of the following elements?**Detailed breakdown of bill amount**

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1 - Not at all important	2%	2%	2%	3%	1%
2	0%	1%	0%	1%	0%
3	1%	1%	1%	1%	1%
4	1%	1%	1%	1%	1%
5	7%	7%	6%	8%	6%
6	2%	1%	2%	3%	1%
7	5%	3%	7%	2%	8%
8	11%	13%	9%	10%	11%
9	11%	11%	12%	11%	12%
10 - Very important	61%	61%	61%	62%	59%

B9c)) How important is it that your bill contain each of the following elements?**Payment options**

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1 - Not at all important	15%	14%	15%	15%	15%
2	4%	3%	4%	5%	2%
3	2%	3%	1%	2%	1%
4	2%	1%	2%	2%	1%
5	13%	10%	16%	14%	12%
6	4%	4%	4%	5%	3%
7	6%	7%	6%	3%	10%
8	12%	14%	10%	11%	13%
9	9%	7%	12%	11%	8%
10 - Very important	33%	36%	31%	32%	34%
Don't know / No answer	0%	1%	0%	1%	0%

B9d)) How important is it that your bill contain each of the following elements?**Rebate offers**

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1 - Not at all important	3%	3%	3%	3%	4%
2	1%	1%	1%	1%	0%
3	1%	1%	1%	1%	1%
4	1%	2%	1%	2%	1%
5	6%	6%	5%	7%	4%
6	3%	3%	3%	3%	3%
7	3%	3%	4%	1%	5%
8	12%	9%	16%	12%	13%
9	13%	11%	15%	11%	15%
10 - Very important	56%	61%	52%	58%	55%
Don't know / No answer	0%	1%	0%	1%	0%

B9e)) How important is it that your bill contain each of the following elements?**Energy saving tips**

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
1 - Not at all important	9%	7%	11%	9%	10%
2	1%	0%	3%	2%	1%
3	2%	2%	1%	3%	1%
4	3%	3%	3%	1%	4%
5	12%	12%	13%	14%	11%
6	6%	7%	5%	5%	8%
7	6%	5%	8%	3%	10%
8	15%	16%	14%	16%	14%
9	10%	11%	9%	8%	11%
10 - Very important	36%	38%	34%	40%	32%

C1)) What's the main reason you choose to receive a paper bill by mail versus receiving it electronically by email?**SUBSET: Respondents that receive paper bill**

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	151	76	75	151	0
Prefers/always received paper bill	34%	33%	36%	34%	0%
Requires paper copy for business purposes	19%	5%	33%	19%	0%
Computer illiterate/not tech savvy	15%	21%	8%	15%	0%
Too many emails already/will get lost/forget to pay	13%	7%	19%	13%	0%
Doesn't use/have a computer/internet	8%	14%	1%	8%	0%
Miscellaneous mentions	6%	9%	3%	6%	0%
Don't know / No answer	5%	1%	8%	5%	0%
Doesn't have an email address	5%	9%	0%	5%	0%
Doesn't check email frequently	4%	4%	4%	4%	0%
Haven't got around to it yet/plans to switch, etc.	4%	3%	5%	4%	0%
Unreliable internet service	3%	4%	3%	3%	0%
Didn't know it was an option/never offered e-billing	3%	3%	3%	3%	0%

C2)) How often do you read the inserts included with your bill? Would you say...?**SUBSET: Respondents that receive paper bill**

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	151	76	75	151	0
Always	23%	34%	11%	23%	0%
Sometimes	34%	32%	36%	34%	0%
Rarely	28%	24%	32%	28%	0%
Never	15%	9%	21%	15%	0%
Don't know (VOL)	1%	1%	0%	1%	0%

C3)) When you receive your electronic bill, do you typically...?**SUBSET: Respondents that receive e-bill**

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	157	75	82	0	157
Open the bill attached to the email	64%	52%	76%	0%	64%
Login to the Newfoundland Power website to review your bill	6%	8%	5%	0%	6%
Review the electronic bill summary included in the email only	29%	40%	20%	0%	29%

C4)) How interested would you be in seeing the following interactive links included in your electronic bill?**SUBSET: Respondents that receive e-bill**

		Total	Customer Type		Bill Type	
			Residential	Business	Paper bill	e-bill
Link to your My Account online portal	Total (N)	157	75	82	0	157
	1 - 5	39%	28%	50%	0%	39%
	6 - 7	13%	16%	11%	0%	13%
	8 - 10	47%	56%	39%	0%	47%
Link to Pay Now	Total (N)	157	75	82	0	157
	1 - 5	56%	56%	56%	0%	56%
	6 - 7	10%	13%	7%	0%	10%
	8 - 10	34%	31%	37%	0%	34%
Link to customer contact options such as chat or email	Total (N)	157	75	82	0	157
	1 - 5	50%	41%	59%	0%	50%
	6 - 7	15%	20%	11%	0%	15%
	8 - 10	34%	39%	30%	0%	34%
Link to energy efficiency information	Total (N)	157	75	82	0	157
	1 - 5	43%	33%	52%	0%	43%
	6 - 7	14%	17%	11%	0%	14%
	8 - 10	43%	49%	37%	0%	43%

C4)) How interested would you be in seeing the following interactive links included in your electronic bill?**SUBSET: Respondents that receive e-bill**

		Total	Customer Type		Bill Type	
			Residential	Business	Paper bill	e-bill
Link to your My Account online portal	Total (N)	157	75	82	0	157
	1 - 5	39%	28%	50%	0%	39%
	6 - 7	13%	16%	11%	0%	13%
	8 - 10	47%	56%	39%	0%	47%
Link to Pay Now	Total (N)	157	75	82	0	157
	1 - 5	56%	56%	56%	0%	56%
	6 - 7	10%	13%	7%	0%	10%
	8 - 10	34%	31%	37%	0%	34%
Link to customer contact options such as chat or email	Total (N)	157	75	82	0	157
	1 - 5	50%	41%	59%	0%	50%
	6 - 7	15%	20%	11%	0%	15%
	8 - 10	34%	39%	30%	0%	34%
Link to energy efficiency information	Total (N)	157	75	82	0	157
	1 - 5	43%	33%	52%	0%	43%
	6 - 7	14%	17%	11%	0%	14%
	8 - 10	43%	49%	37%	0%	43%

C4)) How interested would you be in seeing the following interactive links included in your electronic bill?**SUBSET: Respondents that receive e-bill****Mean Values**

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Link to your My Account online portal	6.4	7.0	5.8		6.4
Link to Pay Now	5.2	5.3	5.1		5.2
Link to customer contact options such as chat or email	5.8	6.2	5.4		5.8
Link to energy efficiency information	6.2	6.7	5.7		6.2

C4a)) How interested would you be in seeing the following interactive links included in your electronic bill?

Link to your My Account online portal

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	157	75	82	0	157
1 - Not at all interested	15%	12%	18%	0%	15%
2	3%	3%	4%	0%	3%
3	3%	3%	2%	0%	3%
4	7%	5%	9%	0%	7%
5	11%	5%	17%	0%	11%
6	7%	7%	7%	0%	7%
7	6%	9%	4%	0%	6%
8	12%	12%	12%	0%	12%
9	11%	17%	6%	0%	11%
10 - Very interested	24%	27%	21%	0%	24%

C4b)) How interested would you be in seeing the following interactive links included in your electronic bill?

Link to Pay Now

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	157	75	82	0	157
1 - Not at all interested	27%	23%	30%	0%	27%
2	4%	7%	2%	0%	4%
3	4%	4%	5%	0%	4%
4	8%	11%	6%	0%	8%
5	12%	12%	12%	0%	12%
6	6%	7%	5%	0%	6%
7	4%	7%	2%	0%	4%
8	9%	1%	16%	0%	9%
9	5%	7%	4%	0%	5%
10 - Very interested	20%	23%	17%	0%	20%

C4c)) How interested would you be in seeing the following interactive links included in your electronic bill?

Link to customer contact options such as chat or email

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	157	75	82	0	157
1 - Not at all interested	18%	15%	21%	0%	18%
2	3%	3%	2%	0%	3%
3	3%	1%	4%	0%	3%
4	10%	9%	10%	0%	10%
5	18%	13%	22%	0%	18%
6	5%	5%	5%	0%	5%
7	10%	15%	6%	0%	10%
8	7%	8%	6%	0%	7%
9	10%	12%	7%	0%	10%
10 - Very interested	18%	19%	17%	0%	18%

C4d)) How interested would you be in seeing the following interactive links included in your electronic bill?

Link to energy efficiency information

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	157	75	82	0	157
1 - Not at all interested	15%	9%	21%	0%	15%
2	3%	1%	5%	0%	3%
3	4%	8%	1%	0%	4%
4	8%	7%	9%	0%	8%
5	13%	8%	17%	0%	13%
6	7%	9%	5%	0%	7%
7	7%	8%	6%	0%	7%
8	10%	12%	9%	0%	10%
9	10%	11%	9%	0%	10%
10 - Very interested	23%	27%	20%	0%	23%

C5)) Would you like the ability to personalize the features/information that appears on your electronic bill?

SUBSET: Respondents that receive e-bill

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	157	75	82	0	157
Yes	26%	35%	18%	0%	26%
No	41%	32%	49%	0%	41%
Don't know	33%	33%	33%	0%	33%

C6)) How often do you open the Power Connection newsletter link included in your electronic bill? Would you say...?

SUBSET: Respondents that receive e-bill

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	157	75	82	0	157
Always	8%	13%	4%	0%	8%
Sometimes	27%	27%	28%	0%	27%
Rarely	29%	31%	28%	0%	29%
Never	35%	29%	40%	0%	35%

C7)) How often do you use the online self-service features available through My Account on Newfoundland Power's website?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
Always	6%	9%	4%	4%	9%
Sometimes	23%	24%	22%	15%	31%
Rarely	27%	27%	27%	23%	31%
Never	42%	40%	44%	58%	27%
Don't know (VOL)	1%	0%	3%	1%	2%

C8a)) Would you like to receive notifications when your bill is due?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
Yes	58%	59%	57%	40%	76%
No	41%	41%	41%	59%	24%
Don't know / No answer	1%	0%	1%	1%	0%

C8b)) Would you like to receive notifications when your payment is late?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
Yes	65%	64%	65%	56%	73%
No	34%	33%	34%	40%	27%
Don't know / No answer	2%	3%	1%	3%	0%

C8c)) Would you like to receive notifications when there has been a significant change in your electricity usage?

	Total	Customer Type		Bill Type	
		Residential	Business	Paper bill	e-bill
Total (N)	308	151	157	151	157
Yes	81%	83%	78%	74%	88%
No	19%	17%	22%	26%	12%