

1 Q. In order to provide a record copy of document(s) already provided informally,  
2 please provide a copy of the Post Event Newfoundland and Labrador Hydro Survey  
3 Results.

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6 A. The results of the post event survey, conducted by MQO Research for  
7 Newfoundland and Labrador Hydro, is included as PUB-NLH-136 Attachment 1.



## Newfoundland and Labrador Hydro Power Outage Follow Up February 2014



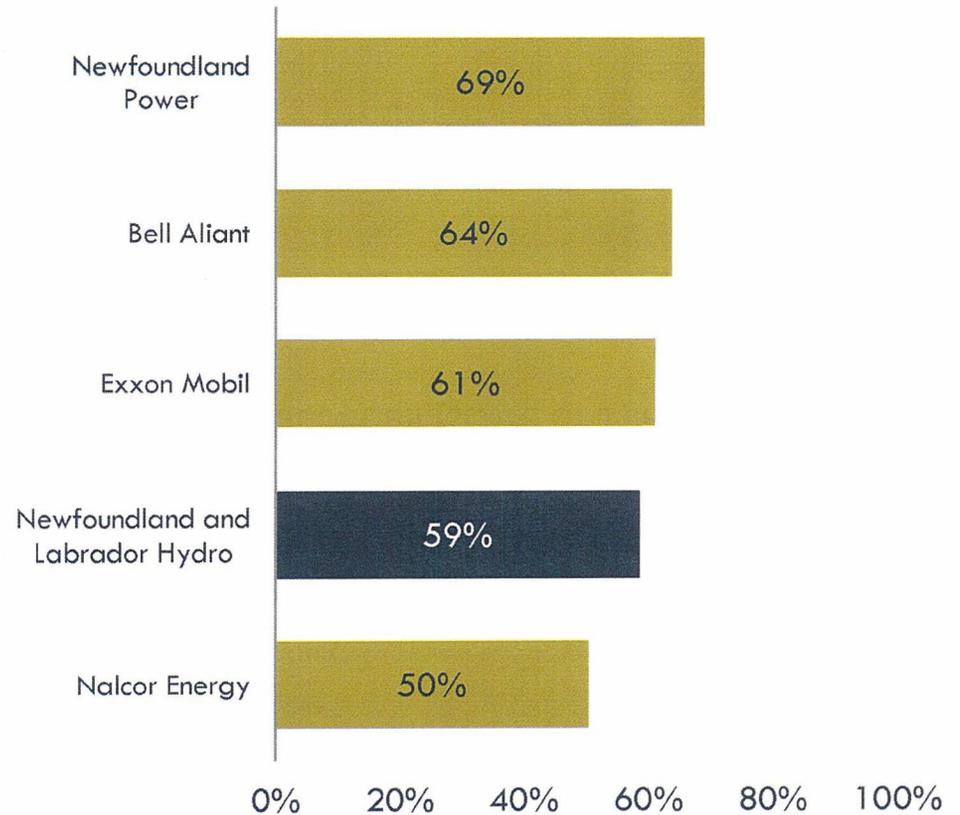
# Background and Methodology

- This project is based on telephone interviews completed with randomly selected individuals, 18 years of age and older, throughout Newfoundland and Labrador.
- Data collection took place from Jan 29<sup>th</sup> to Feb 4<sup>th</sup> 2014. Of note, data collection was taken after the major storm that caused wide spread planned and unplanned power outages.
- A total of 400 interviews were completed, which gives a margin of error of  $\pm 4.9\%$ , at the 95% confidence level.

# Benchmark Measures

- The survey began by asking respondents to assess the overall reputation of several prominent companies.
- A scale of 1 to 10 was used, where 1 is “a very bad reputation” and 10 is “a very good reputation”.
- The % indicating 7+ are shown. 59% gave Newfoundland and Labrador Hydro a score of 7 or higher.

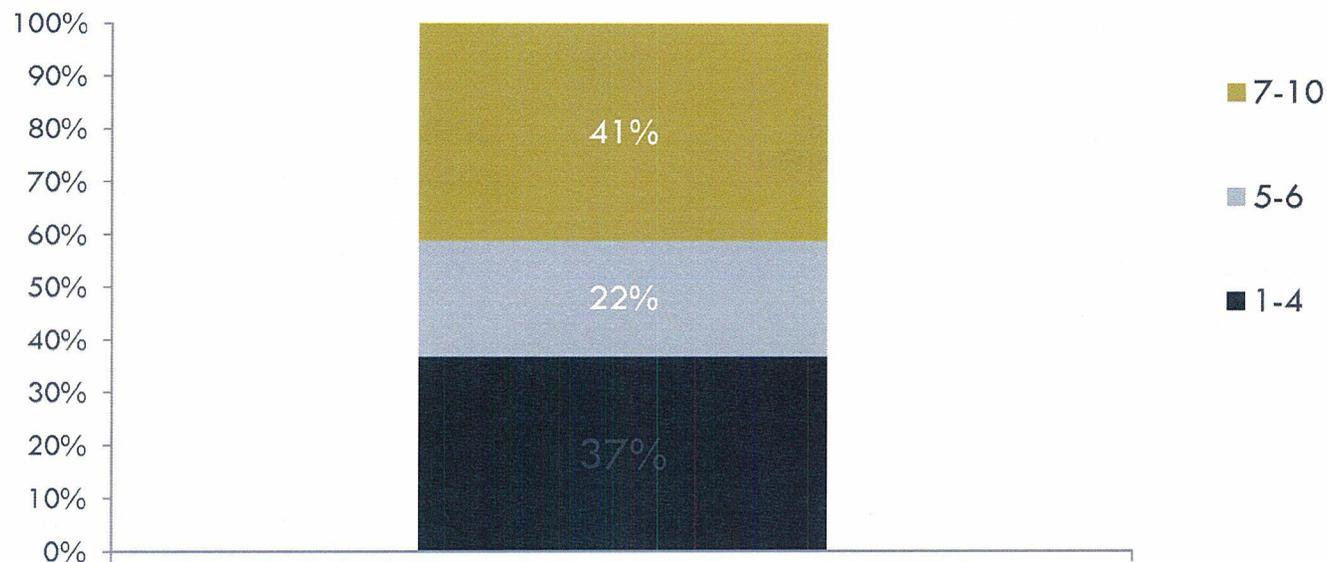
**Overall Reputation**  
**% indicating 7+**  
**(excludes don't know)**



# Impact of Recent Power Outages

- Respondents were asked to rate from a scale of 1 to 10, where 1 is “no impact at all” and 10 is “a very serious impact”, the impact that the recent power outages had on them.
- For only 13%, the recent power outages had no impact at all (score of 1) on them.

**Impact of Power Outages**

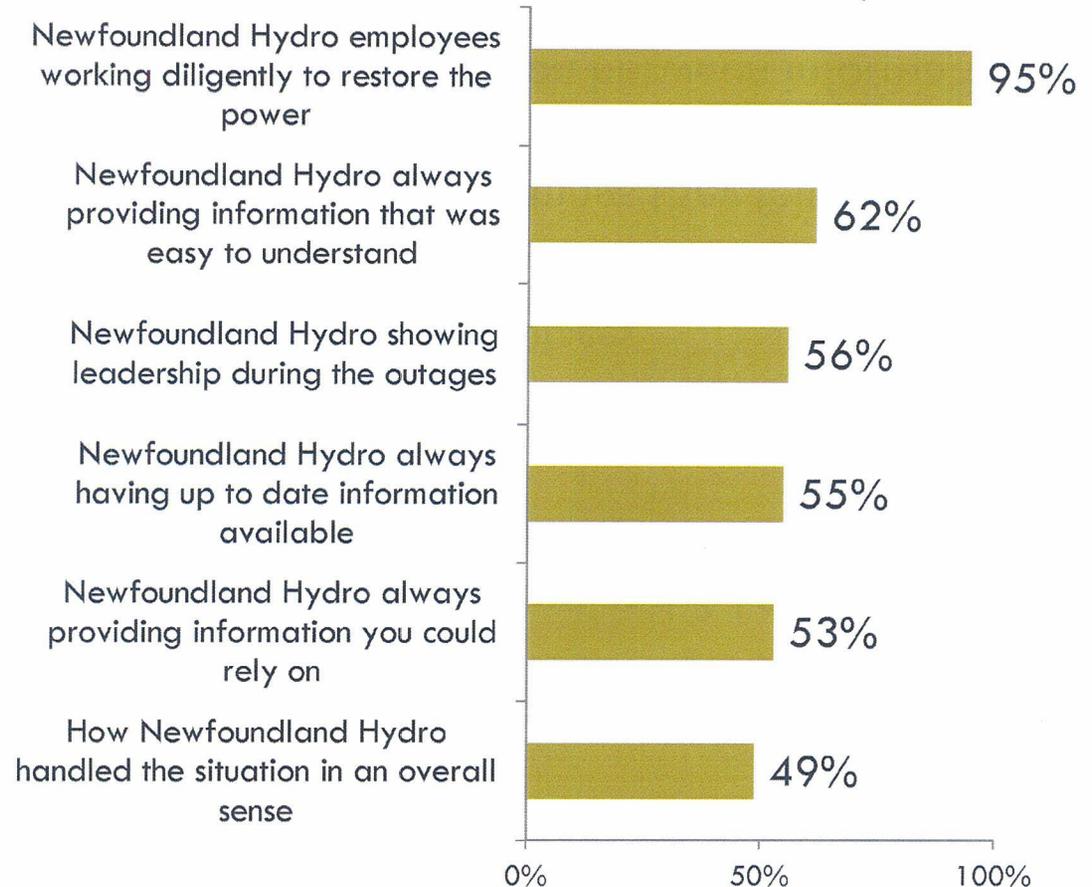




# NL Hydro Performance

- There is no negative perception of the employees trying to restore power. 95% gave a rating of 7 or higher and only 1% gave a 4 or less.
- Almost 50% gave a rating of 7 or higher on Hydro's overall handling of the situation.

Newfoundland & Labrador Hydro Performance  
% indicating 7+  
(excludes don't know)



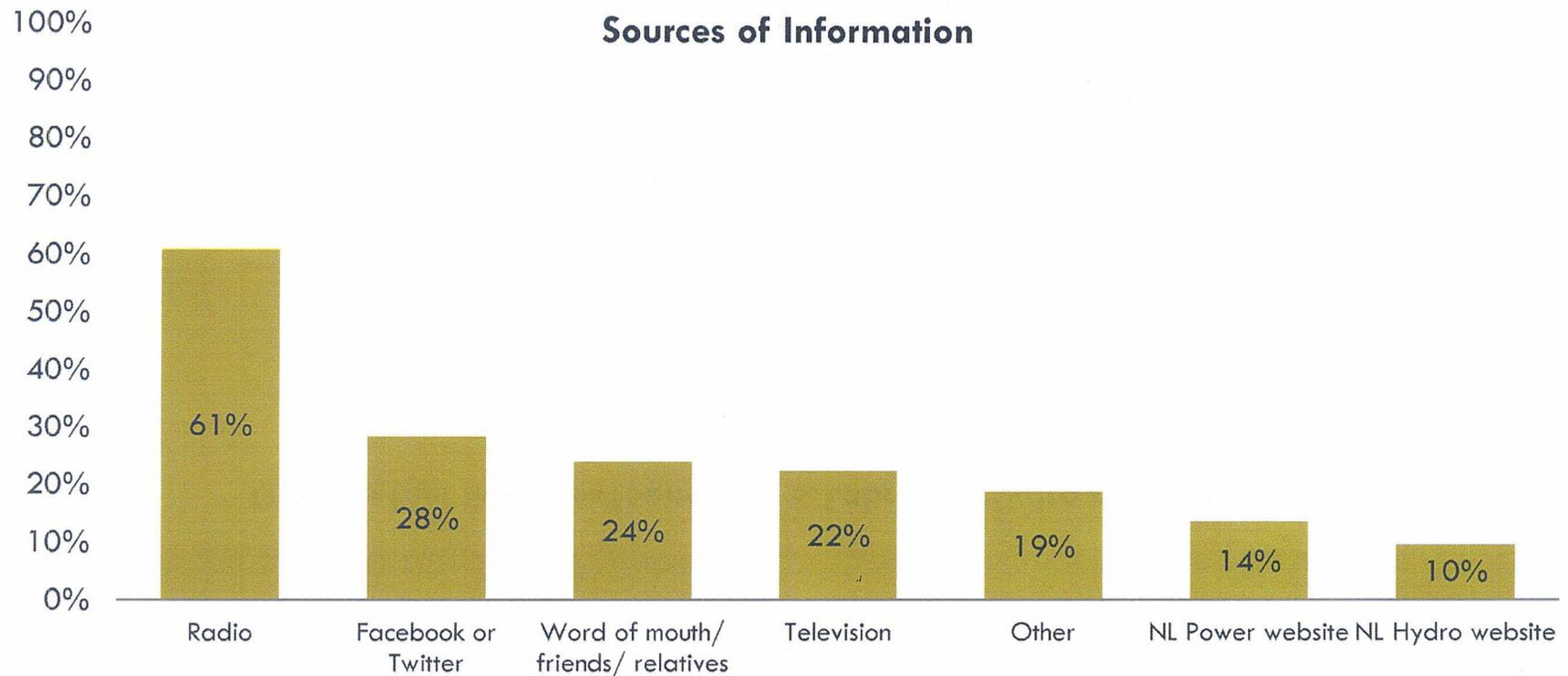
Excludes "Don't Know"

## Open-ended questions

- Respondents were asked what they think Newfoundland & Labrador Hydro could have done better during the power outages. The top mentions were:
  - ▣ To be better prepared for power outages
  - ▣ To give more information/updates during the power outages
  
- Respondents were asked what were the specific things they felt Newfoundland & Labrador Hydro did well during the outages. The top mentions are below and the apparent contradiction between information and updates being on both lists can be explained by the comments coming from two different groups of people:
  - ▣ The dedication of the workers
  - ▣ They tried their best to get the power back as quickly as possible
  - ▣ Communication delivered to the public

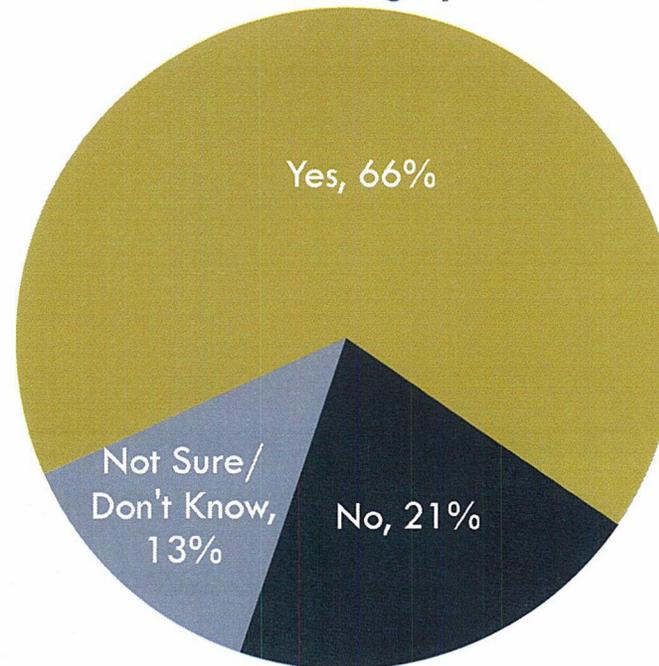
# Sources of Information

- The respondents were asked what sources of information did they rely on the most during the power outages.
- The most common is radio at 61%



# Information Available

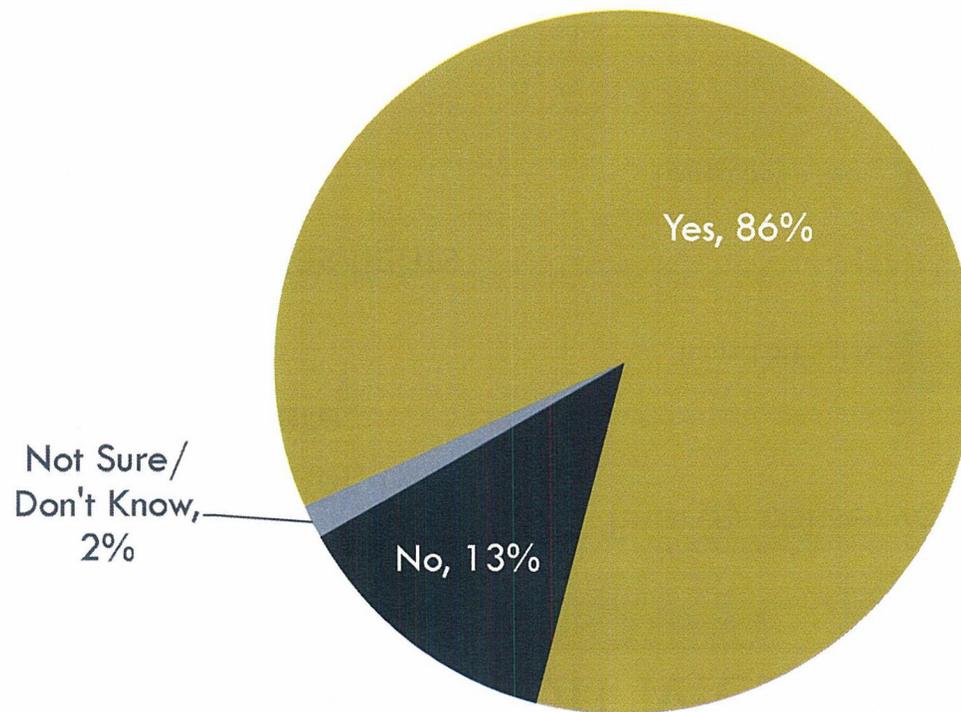
Did you feel that Newfoundland & Labrador Hydro provided information in enough places?



- Those that answered no were asked where else should the information have been. Most answered that they wanted more information available on the radio and that they wanted information available on the telephone (hotline).

# Energy Conservation Measures

Did you and your family practice any energy conservation measures around the time of the outages that you would not normally have done?



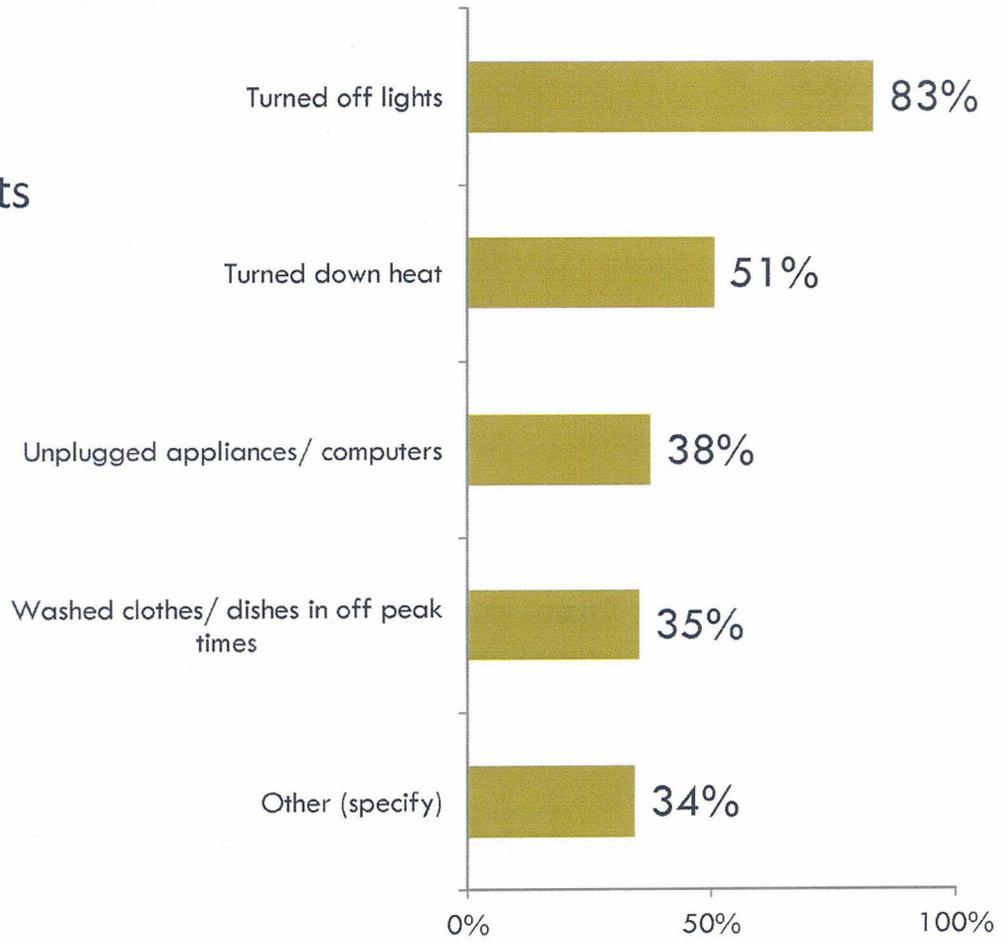


# Energy Conservation Measures

For those who answered other, the most common mentions were:

- Did not wash clothes
- Turn off outside/Christmas lights
- Used wood stove

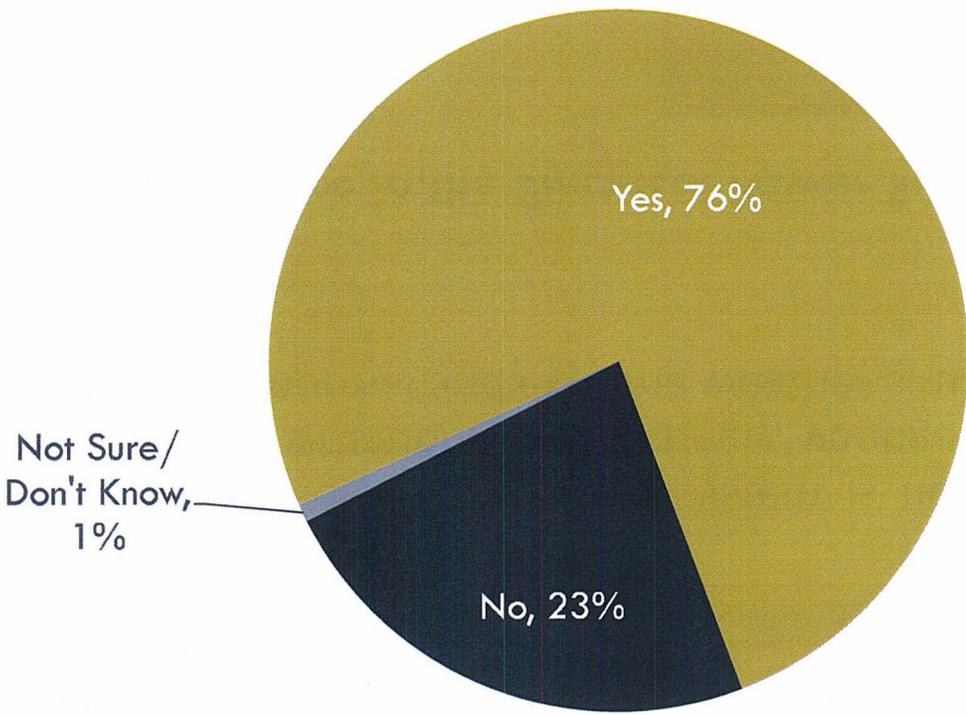
Energy conservation measures taken?





# Energy Conservation Measures

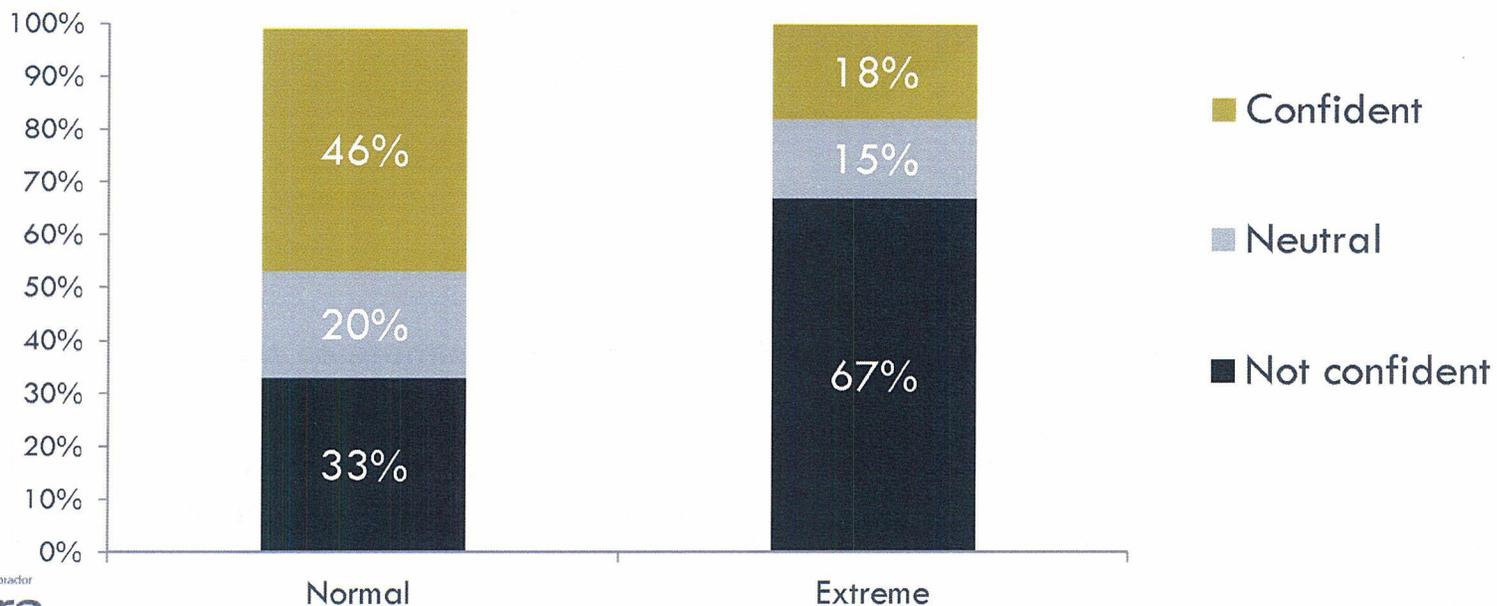
Have you continued with these energy conservation measures?



# Confidence in the Electrical Power System

- Confidence in the electrical power system is not great, particularly in extreme weather situations. Interestingly, younger respondents are less confident in both normal and extreme weather situations.

### Confidence in the Electrical Power System

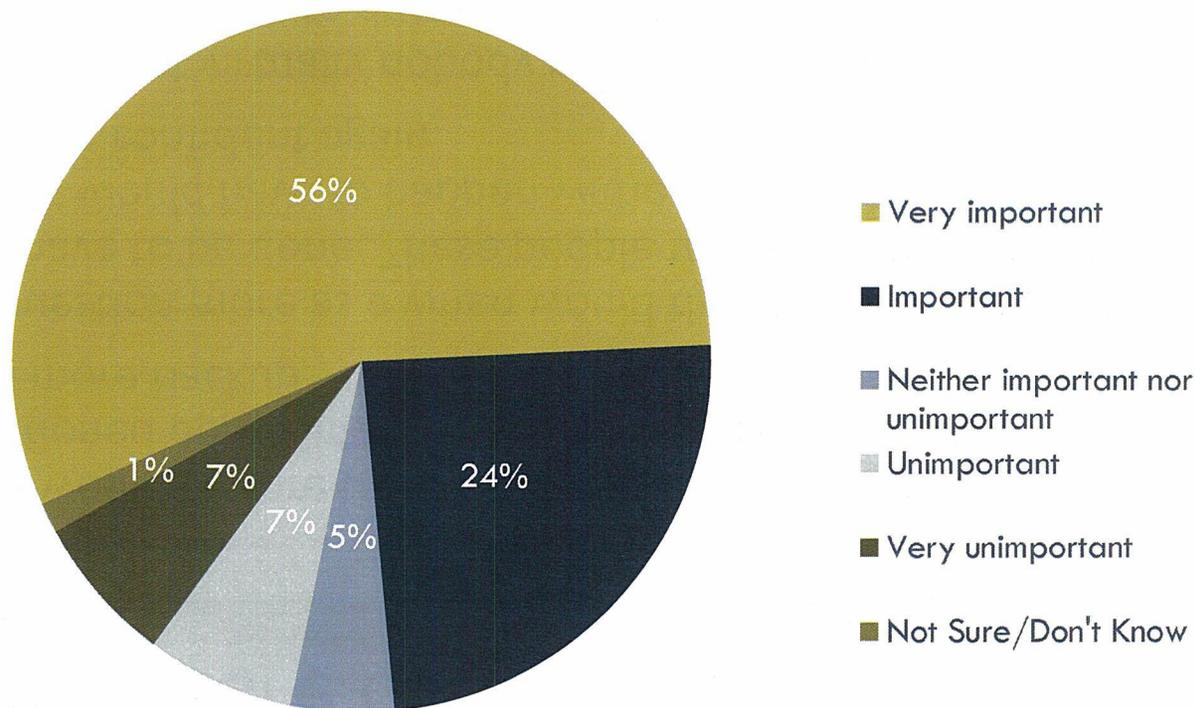


# What would restore confidence?

- When asked what would restore their confidence in the electrical system, most people mentioned upgrading equipment and stations, more maintenance and more backup.
- Others took the question more as a when would they be confident rather than what would have to be done. These people tended to mention that one or more storms would have to happen without serious power loss before they would be confident again.
- Of interest is the fact that virtually nobody mentioned anything the general public should be doing to decrease the demand for power.

# Review Causes of Outages

How important do you think it is that an independent review of the causes of the outages take place?



# Key Findings

- The suggestions for how confidence can be restored places the responsibility squarely with the main players in the system. Respondents mostly suggested infrastructure improvements, upgrades, maintenance and backups.
- There is a strong sentiment that an independent review of the causes of the outages should take place.
- Hydro's performance during the outages were rated reasonably well. The efforts of the employees to restore power are certainly recognized.
- The tone of these findings seems to be more about taking steps to ensure it doesn't happen again rather than how Hydro did during the event.
- The majority of the respondents ( 86%) practiced energy conservation measures around the time of the outages and most have continued with these measures since.