

**nationalgrid**

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Corresp.

May 22, 2007

**VIA OVERNIGHT DELIVERY**

Honorable Jaclyn A. Brilling,  
New York State Department of Public Service  
Office of the Secretary  
Three Empire State Plaza  
Albany, NY 12223

**Re: PSC Case 01-M-0075 – National Grid USA and Niagara Mohawk Joint Proposal:  
Results from Customer “Outreach and Education” Surveys**

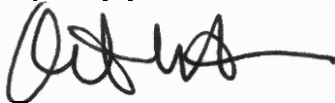
Dear Secretary Brilling:

Attached please find the annual results of the two primary electric “Outreach and Education” surveys associated with the Joint Proposal.

- 1) Residential and Commercial Customer Awareness & Understanding of Retail Competition; and
- 2) Survey of Electric Marketer Satisfaction.

Please contact Arthur Hamlin, Director of Program & Policy Administration, National Grid, at 315-428-6882 if you have questions or need additional information.

Very truly yours,



Arthur W. Hamlin  
Director of Program & Policy Administration

Enclosures

cc: Active Parties (via electronic mail)



# National Grid

## Electric Retail Competition

## Residential & Commercial Tracking Survey - Executive Summary -

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April 2007

## Research Objectives

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Measure current level of customer awareness and understanding of the competitive market for electricity

- Segmented by customer type (residential and commercial)
- Segmented by geographic location

Baseline measurements were established in 2003 and incentive mechanisms were established in 2003, 2005 and 2006

- Compare 2006 survey results to 2005, 2004 and 2003 to identify changes

## Methodology

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- Survey review, interviewing and data analysis was performed by Opinion Dynamics Corporation, 1030 Massachusetts Avenue, Cambridge Ma.
- Multi phase telephone survey to customers\*
  - Baseline established August 2002
  - Four additional surveys (2003, 2004, 2005, and 2006) track changes in awareness and understanding and measure effectiveness of communications
  - Current survey is the fifth overall and the fourth re-measurement
- Random sample
- Respondent was electricity decision-maker for household or business
- Did not interview (screened out):
  - Households/businesses using an electricity delivery company other than National Grid
  - Households with people employed by National Grid
  - Businesses in the energy industry

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\* Note that for this presentation, we present the results from the 2003, 2004, 2005, and 2006 surveys.

# Segmentation

- Two segments
  - Customer type
    - Residential
    - Commercial
  - Geographic area
    - Frontier
    - Western
    - Central
    - Mohawk Valley
    - Northern
    - Capital
    - Northeast

# OF COMPLETED SURVEYS/SEGMENT												
<i>Region</i>	<i><u>Residential Customers</u></i>				<i><u>Commercial Customers</u></i>				<i><u>Total</u></i>			
	2003	2004	2005	2006	2003	2004	2005	2006	2003	2004	2005	2006
Frontier	110	107	107	107	122	121	121	121	232	228	228	228
Western	107	107	108	107	121	120	120	120	228	227	228	227
Central	111	109	107	109	123	121	121	121	234	230	228	230
Mohawk Valley	108	108	109	108	104	121	121	121	212	229	230	229
Northern	108	107	107	107	124	123	123	125	232	230	230	232
Capital	107	107	107	107	123	122	122	122	230	229	229	229
Northeast	108	107	107	107	123	122	122	122	231	229	229	229
Total	759	752	752	752	840	850	850	851	1,599	1,602	1,602	1,604

# Weighting

- Data presented in “totals” is weighted in each year’s sample in order to ensure that each region is represented in the sample in the same proportion as in the overall population.
- Weighting scheme used for region totals 2002-2006:

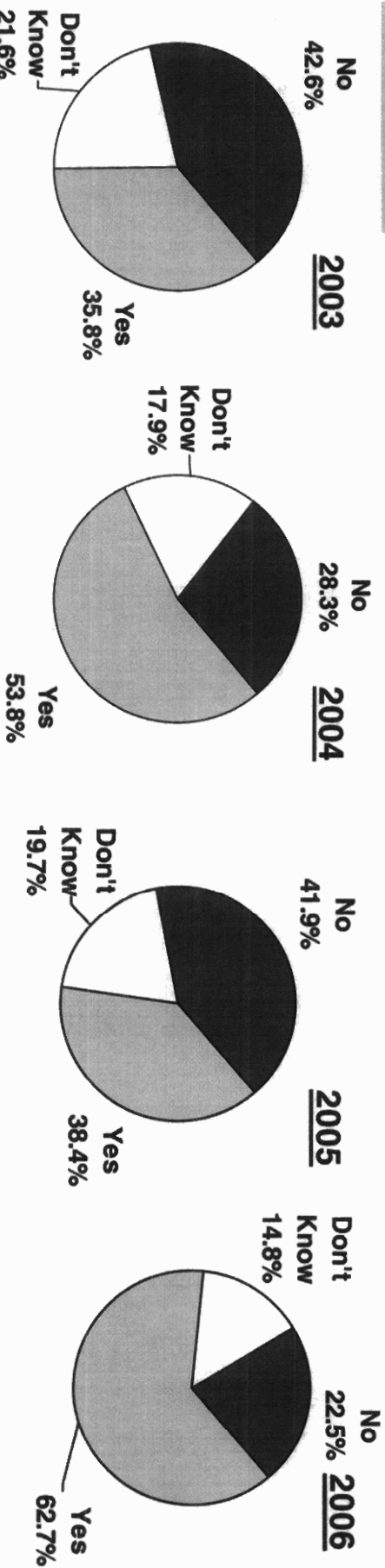
DISTRIBUTION OF SEGMENT TOTALS		
<u>Region</u>	<u>Residential Customers</u> % of Segment	<u>Commercial Customers</u> % of Segment
Frontier	21.36	18.58
Western	12.42	13.50
Central	17.40	16.46
Mohawk Valley	8.67	8.72
Northern	8.04	8.53
Capital	19.35	20.67
Northeast	12.76	13.54
<b>Total</b>	100.0	100.0

- Different multipliers were used each year depending upon the number of completed surveys in each region.

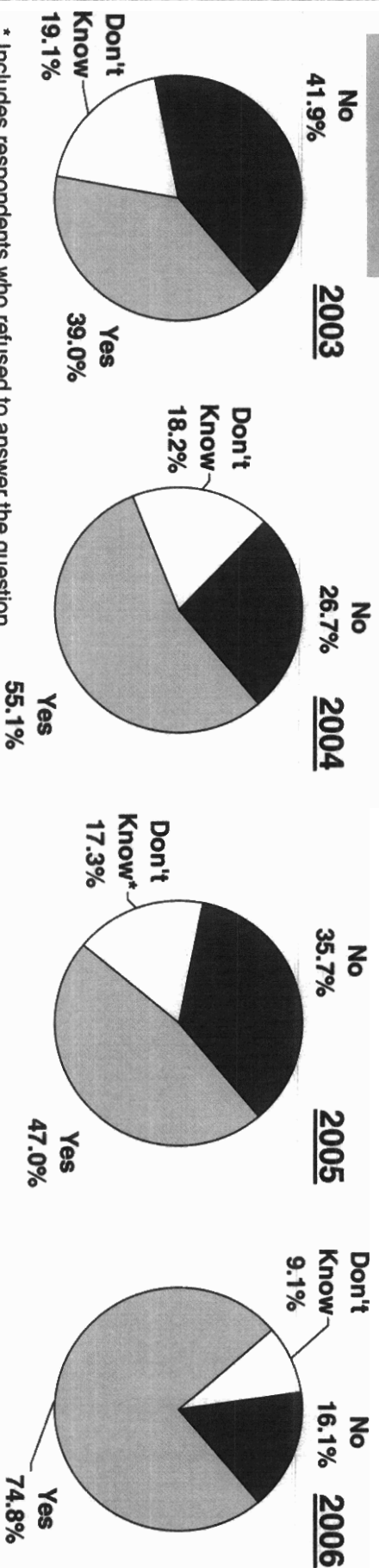
## Q1. Awareness

- A higher proportion of Commercial (74.8%) than Residential (62.7%) respondents claim to be aware of competition in 2006.
- Awareness has increased sharply among both Residential and Commercial customers in 2006.

### Residential



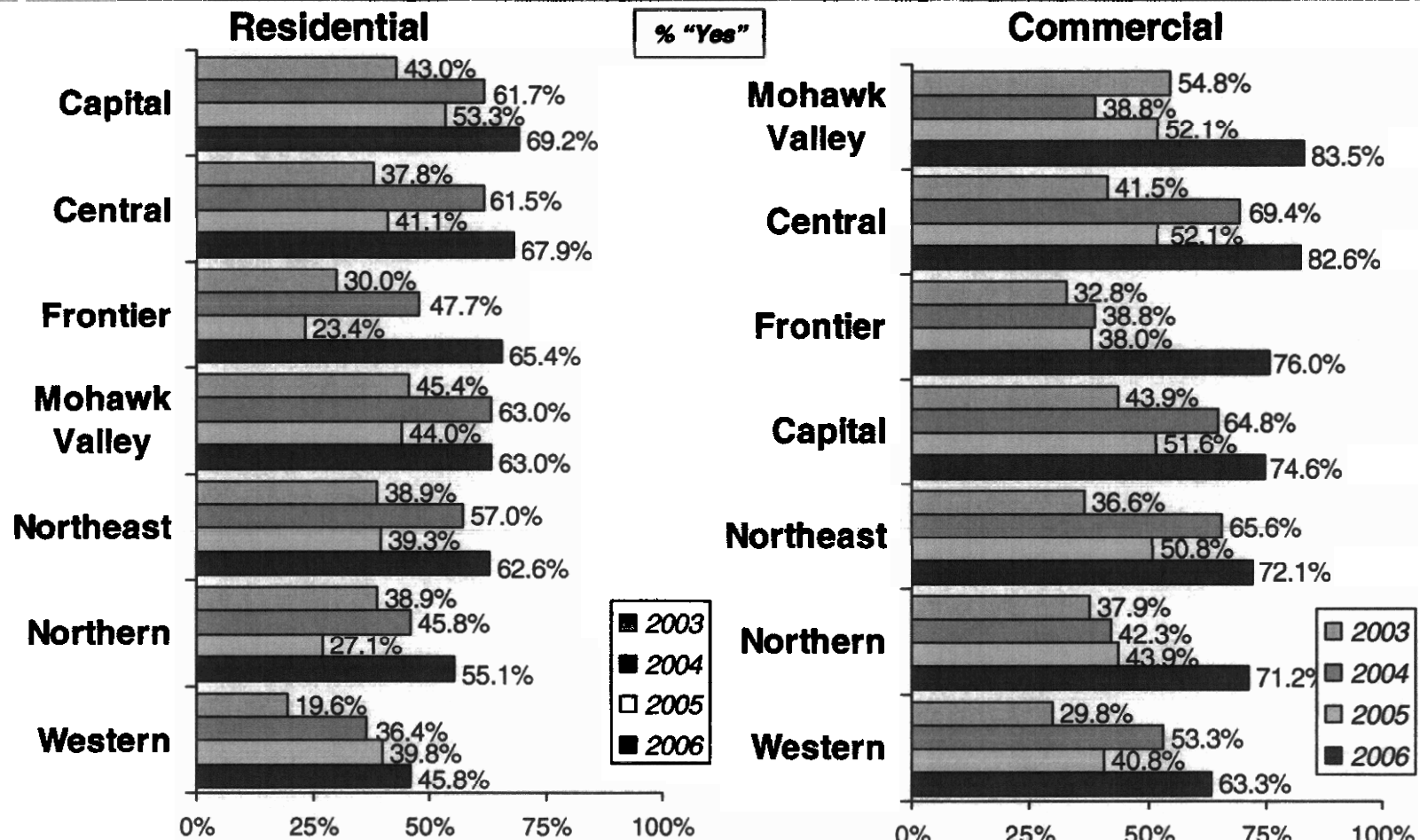
### Commercial



\* Includes respondents who refused to answer the question.

## Q1. Awareness by Geographical Region

- Residential respondents in the Capital (69.2%) and Central regions (67.9%) and Commercial respondents in the Mohawk Valley (83.5%) and Central regions (82.6%) have the highest awareness levels in 2006 (aware that National Grid customers have a choice).
- There were large increases in all regions among Residential and Commercial respondents. The largest increases among residential and commercial customers was in the Frontier region (42% and 38% increase, respectively).

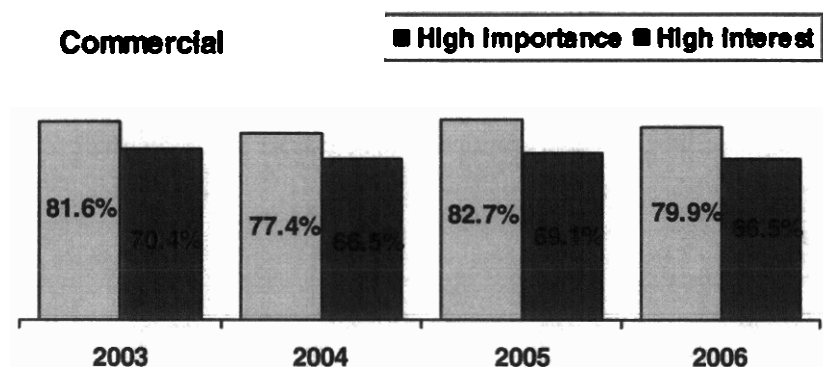
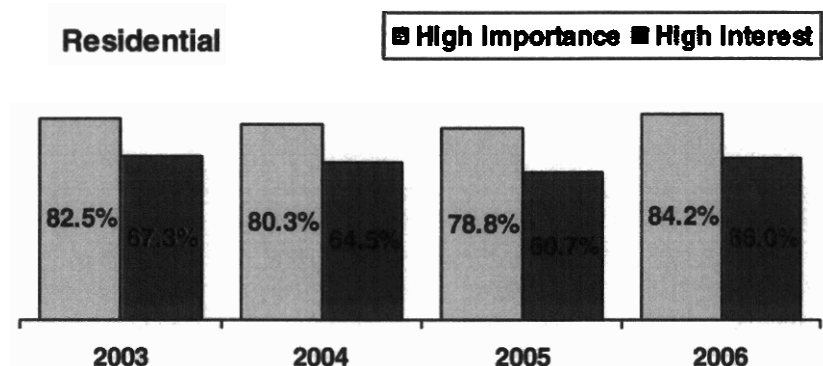




## Choice

- Although most survey respondents believe that being able to choose an electricity supplier is important (*extremely + somewhat important*), fewer are interested in doing so (*extremely + somewhat interested*).

2006 marks the first increase in the importance of choice and the level of interest in changing suppliers; the previous four years showed a decline for Residential customers. Commercial customers rankings for levels of importance and interest have both decreased compared to 2005.

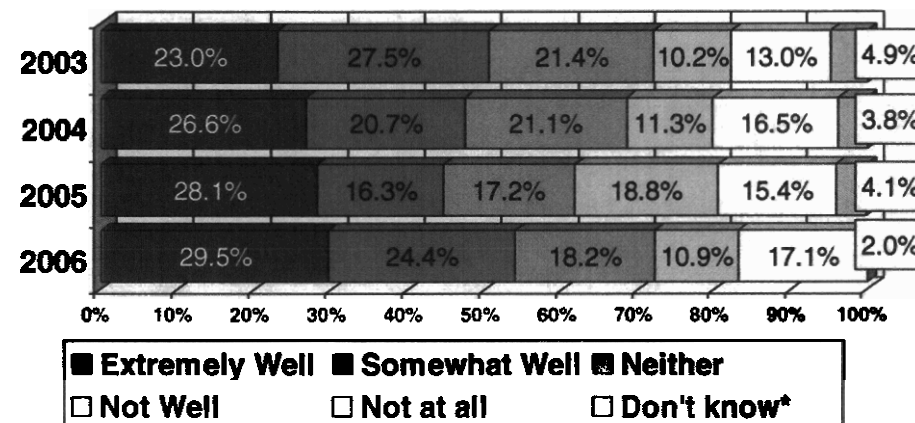


## Q4. Understanding How to Switch Suppliers

- In 2006, slightly over half of all Residential (53.9%) and over half of all Commercial (59.5%) customers claim to understand how to switch electric suppliers either “extremely well” or “somewhat well.”
- This represents a slight increase in the proportion of both Residential and Commercial respondents who claimed to understand how to switch. For both groups, 2006 marked the highest amount of understanding out of the four year period.

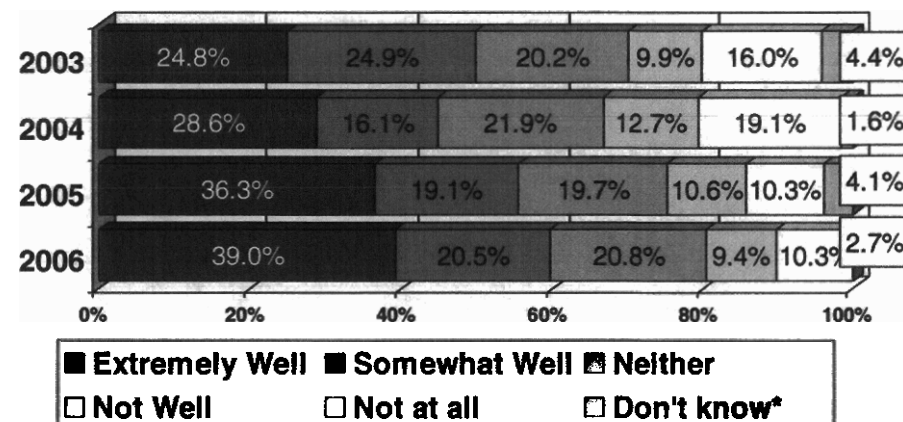
### Residential

Base = Aware of Retail Competition



### Commercial

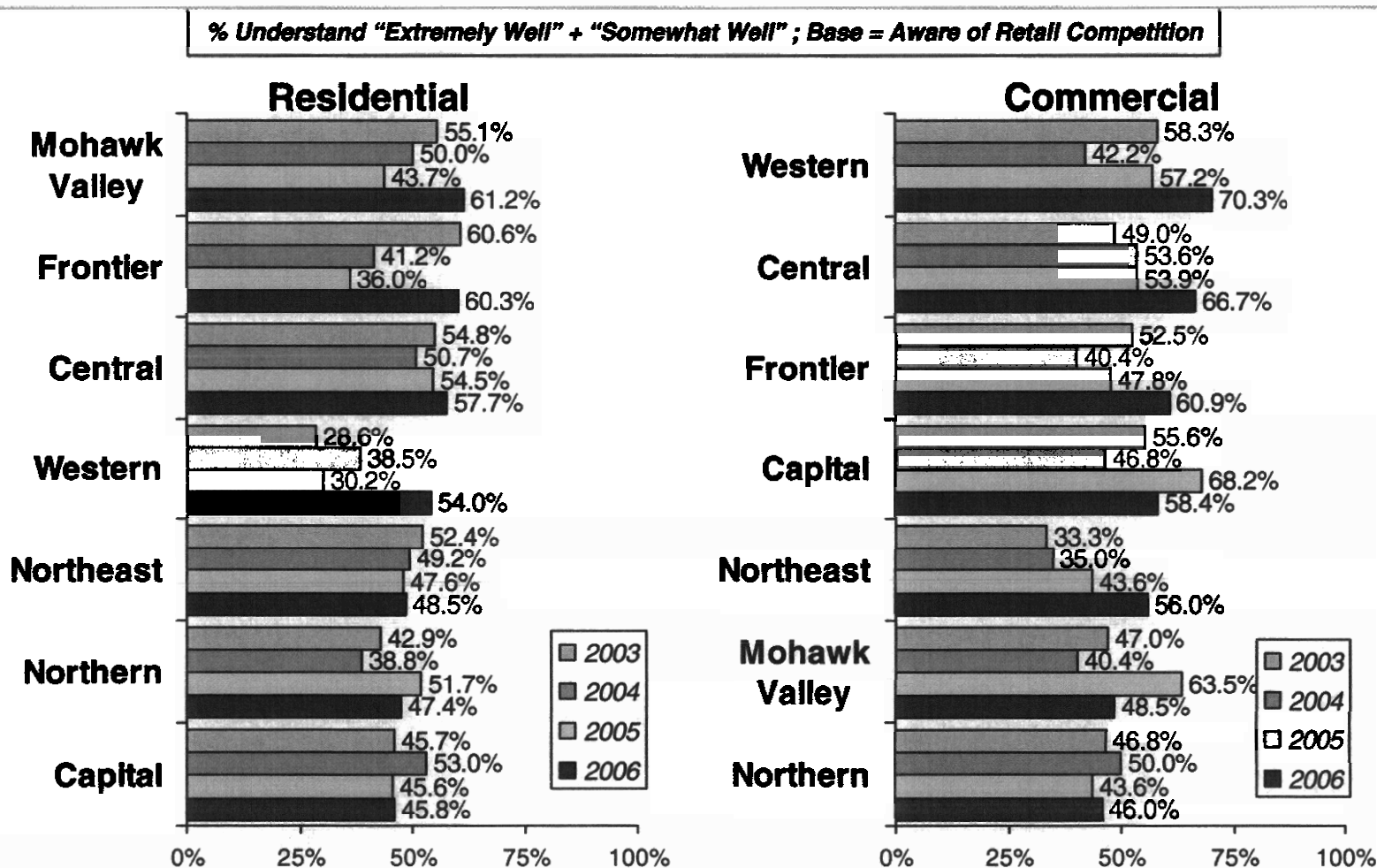
Base = Aware of Retail Competition



\* Includes respondents who refused to answer the question and answered “Not applicable”.

## Q4. Understanding How to Switch Suppliers by Region

- Currently, the largest proportion of Residential customers with an understanding of how to switch suppliers is in the Mohawk Valley region (61.2%). Among Commercial customers, the largest number that know how to switch are located in the Western (70.3%) region. Residential customers in the Frontier and Western regions both saw increases of around 24%.
- Understanding has increased in six out of seven regions for Residential and five out of seven regions for Commercial customers.



# Understanding

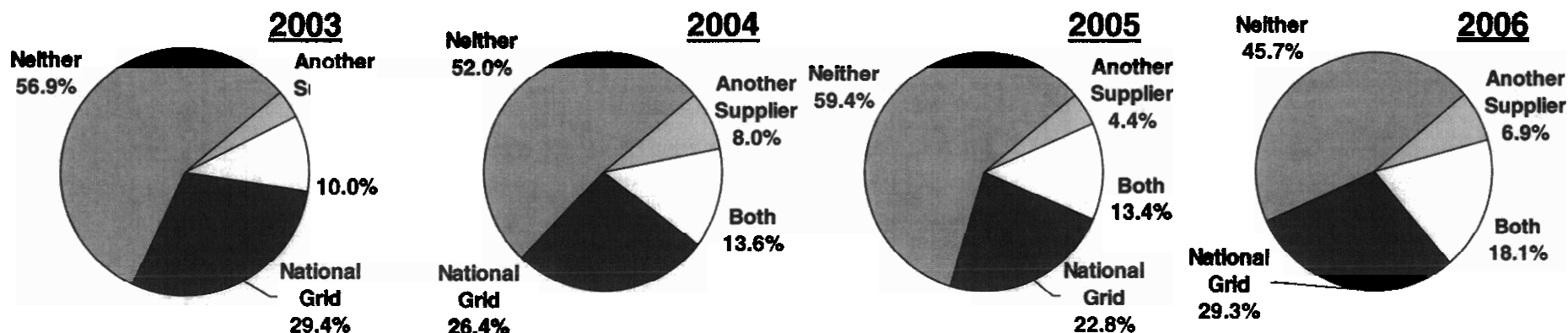
- A strong majority of customers understand their right to choose an electric supplier, and that their right to switch back at any time.
- Residential customers had an increase in understanding in all areas compared to last year and in most cases have higher scores compared to the last two years.
- Commercial customers' understanding of electric issues has mostly improved over the four year period which implies that communications have had an impact in increasing customer knowledge. Fewer customers in 2006 said that they understood the ability to switch back at any time than any other year in the four year period.

<b>"CORRECT" UNDERSTANDING (% Strongly/Somewhat Agree or Disagree)</b>								
Base = Aware Customers (Change from prior year in parentheses.)	<b>Residential Customers</b>				<b>Commercial Customers</b>			
	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>		<b>2004</b>	<b>2005</b>	<b>2006</b>
National Grid supports customers' rights to choose their electricity supplier.	87.0 (+8.2)	85.6 (+1.4)	82.5 (-3.1)	87.3 (+4.8)	78.7 (-3.6)	85.2 (+6.5)	86.0 (+0.8)	88.5 (+2.5)
If I switch to another electricity supplier, I can switch back to National Grid at any time.	83.6 (0)	83.0 (-0.6)	82.1 (-0.9)	84.1 (+2.0)	83.9 (+2.1)	83.9 (0)	91.2 (+7.3)	82.8 (-8.4)
If I switch to another electricity supplier, National Grid will continue to own and maintain the wires that deliver electricity to my home/company.	83.2 (+9.8)	83.3 (+0.1)	73.5 (-9.8)	81.0 (+7.5)	78.3 (-4.6)	83.0 (+4.7)	86.2 (+3.2)	89.4 (+3.2)
If I switch to another electricity supplier, National Grid will continue to deliver the electricity I buy to my home/company.	73.8 (+15.0)	72.8 (-1.0)	70.8 (-2.0)	73.9 (+3.1)	71.1 (-1.3)	77.6 (+6.5)	82.3 (+4.7)	84.7 (+2.4)
If I switch to another electricity supplier and they cannot supply my electricity, National Grid will supply electricity to my home/company.	69.6 (+0.1)	70.0 (+0.4)	64.9 (-5.1)	68.9 (+4.0)	64.4 (-3.1)	68.1 (+3.7)	73.4 (+5.3)	75.2 (+1.8)
If I switch to another electricity supplier, National Grid will no longer respond to my problems and outages. (Disagreement is correct response)	45.3 (+0.4)	58.7 (+13.4)	52.7 (-6.0)	63.8 (+11.1)	55.1 (+0.5)	61.2 (+6.1)	65.8 (+4.6)	76.0 (+10.2)
If I switch to another electricity supplier, I should call the new supplier if there is an outage or another emergency. (Disagreement is correct response)	27.1 (-1.0)	36.2 (+9.1)	30.7 (-5.5)	40.7 (+10.0)	28.4 (+0.3)	39.9 (+11.5)	43.7 (-3.8)	52.6 (+8.9)
If I switch to another electricity supplier, the safety and reliability of my electric service will be the responsibility of my new supplier. (Disagreement is correct response)	24.8 (+1.2)	30.3 (+5.5)	21.0 (-9.3)	35.1 (+14.1)	30.2 (+1.7)	34.7 (+4.5)	37.9 (+3.2)	48.4 (+10.5)

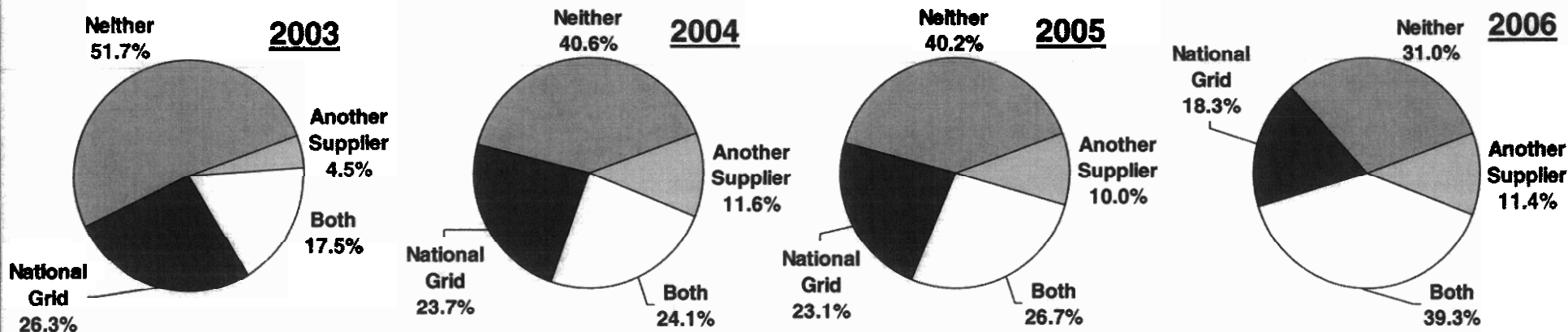
## Q6a-b. Heard or read anything about switching electricity suppliers

- 47.4% of residential respondents have heard about retail competition from National Grid.  
25.0% of residential respondents have heard from other electricity suppliers.
- 57.6 % of commercial respondents have heard about retail competition from National Grid.  
50.7% of commercial respondents have heard from another electricity supplier.

### Residential

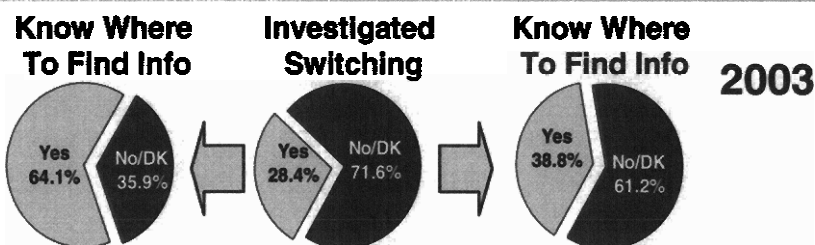


### Commercial

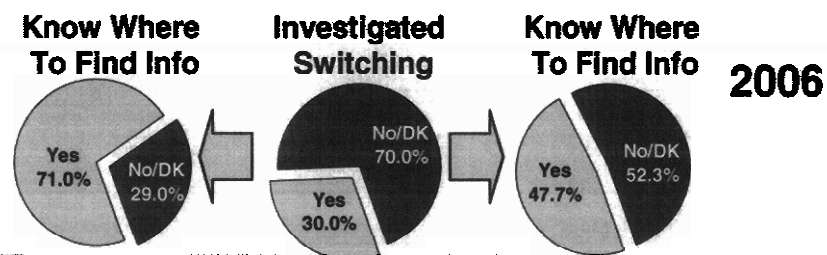
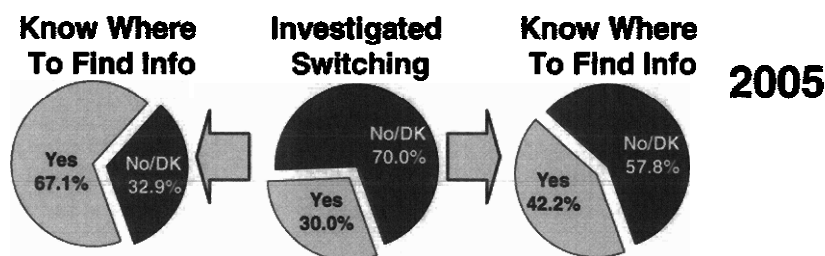
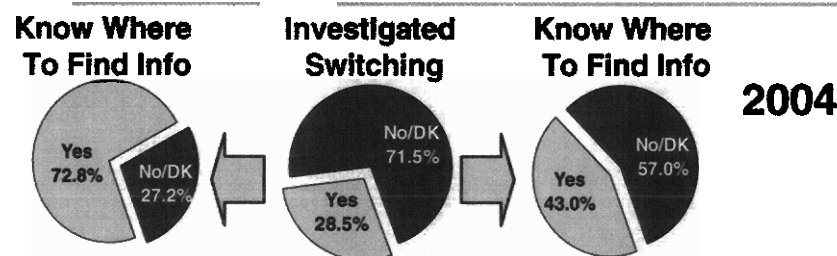


## Q4c-d. Switching Tendencies – Residential Customers

- The same number of Residential customers this year (30.0%) say they have investigated switching as last year.
- Most of those who investigated the possibility of switching also know where to look for information. On the other hand, most of those who did not investigate switching didn't know where to find information.

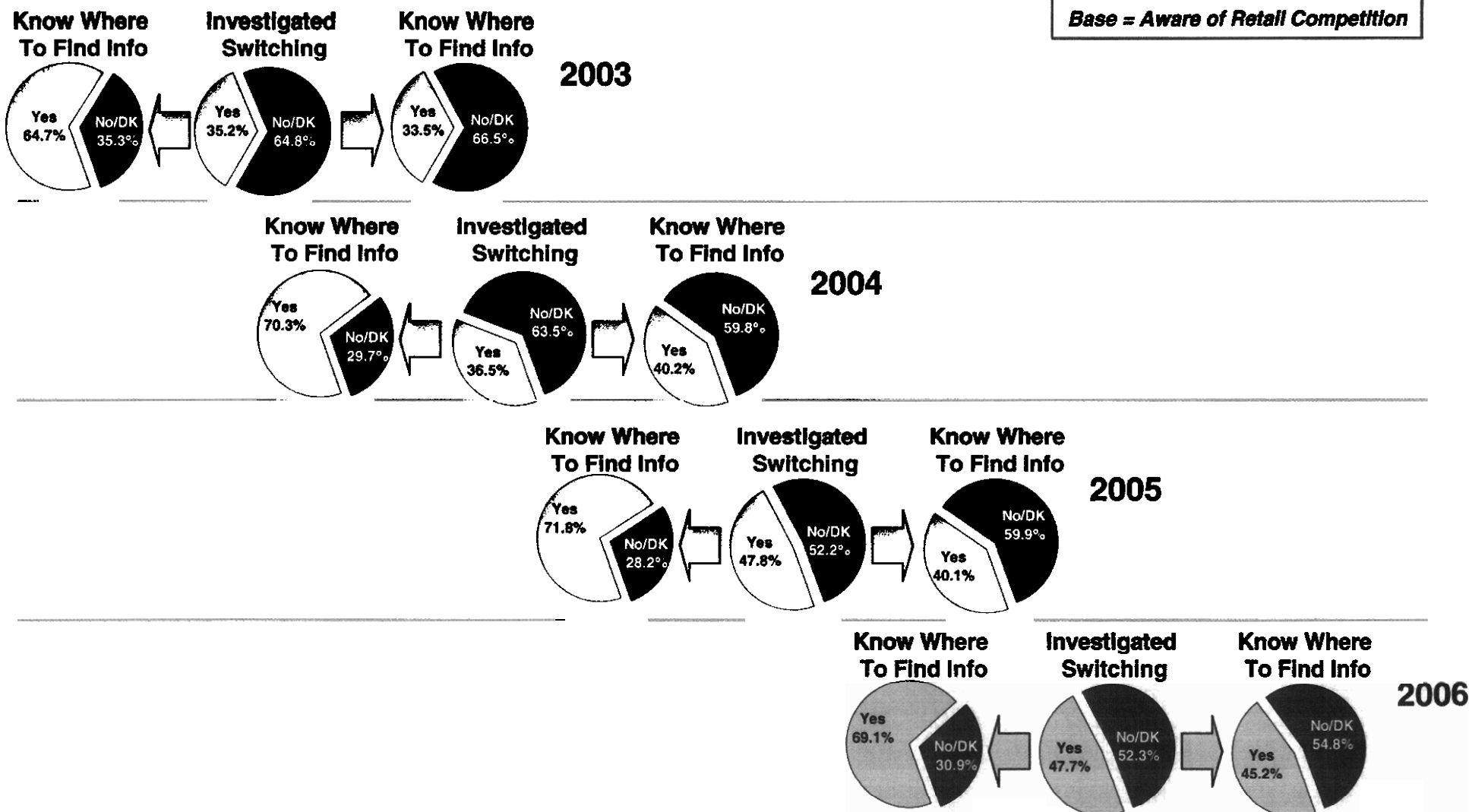


*Base = Aware of Retail Competition*



## Q4c-d. Switching Tendencies – Commercial Customers

- Nearly the same percentage of commercial customers this year investigated the possibility of switching electricity suppliers as last year. Similar to Residential customers, most of the Commercial customers who have investigated switching also know where to find information while most of those who have not investigated, don't know where to look for information.

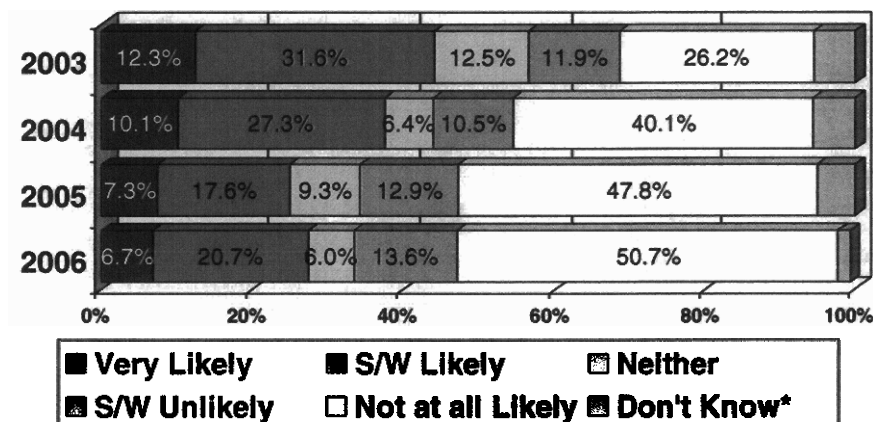


## Q8. Likelihood to Search for Another Supplier

- Survey respondents are generally not likely to search for another electricity supplier. More Residential customers are “not at all likely” to search (50.7%) than are “very likely” (6.7%). Similarly, more Commercial customers are “not at all likely” to search (38.5%) than are “very likely” (10.4%).
- The proportion of both Residential and Commercial respondents who are not likely to search for another suppliers has remained relatively steady compared to 2005.

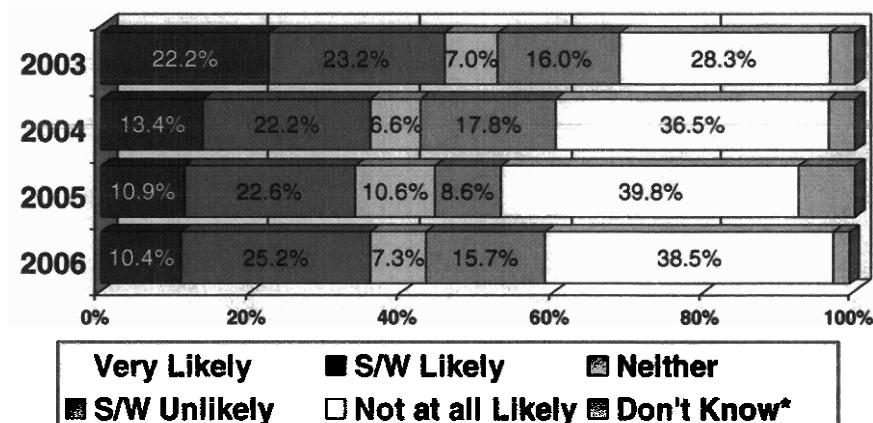
### Residential

Base = Unaware of Retail Competition



### Commercial

Base = Unaware of Retail Competition



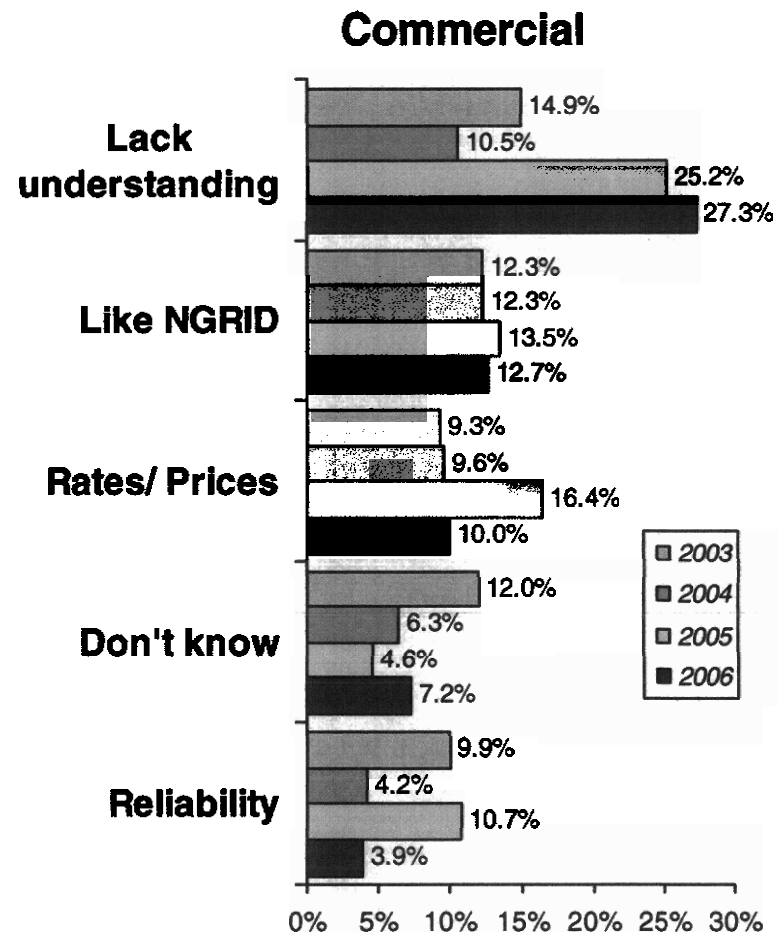
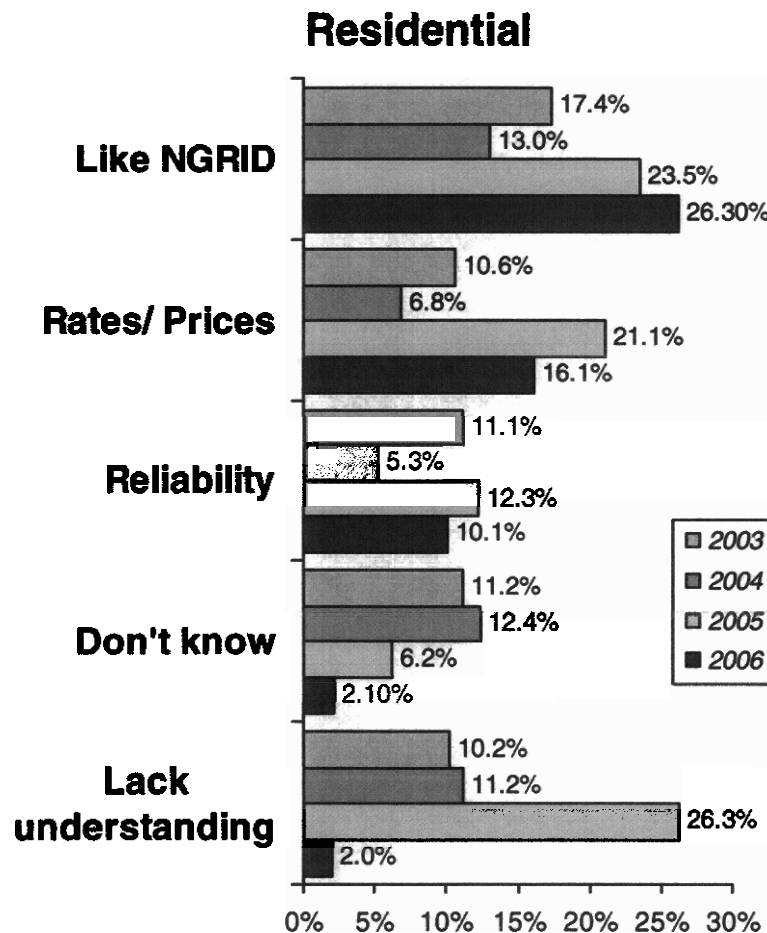
\*Includes respondents who refused to answer the question or answered “Not Applicable”.



## Q10. Top Reasons NOT To Switch Suppliers

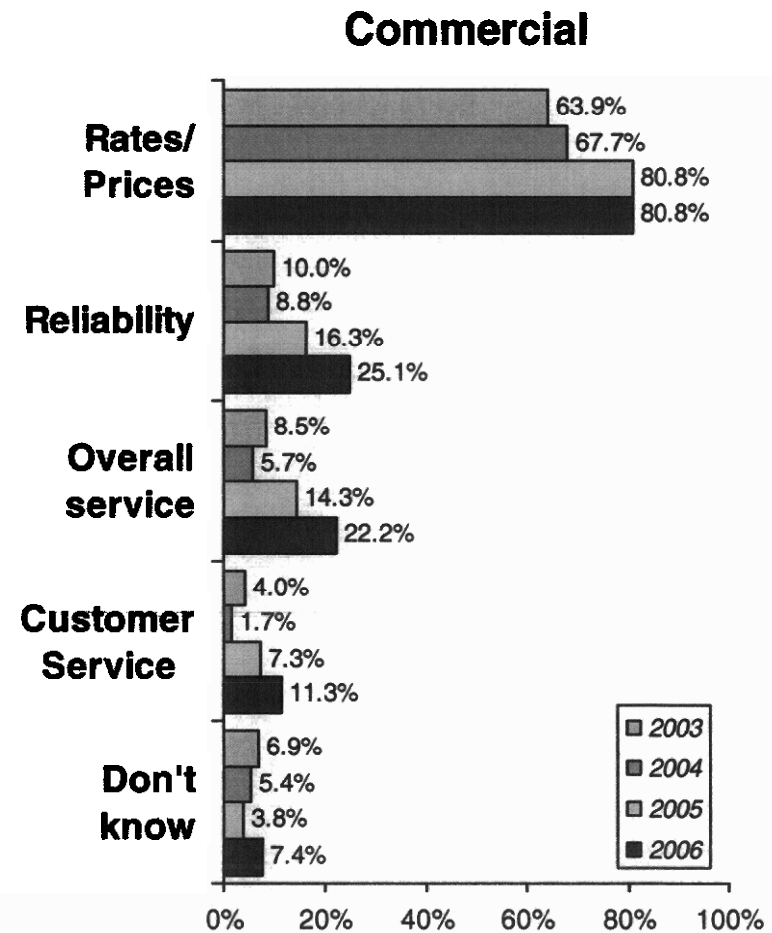
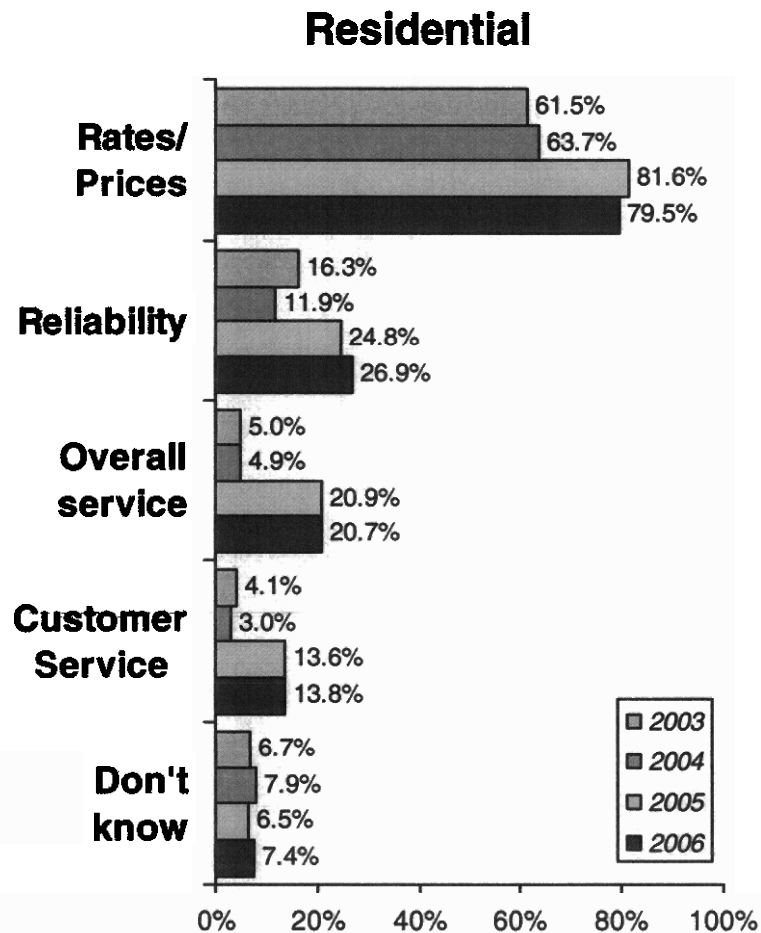
- Residential customers say that the reason that they have not switched is because they like National Grid. Slightly more than one-quarter of commercial customers say they have not switched suppliers is because they do not understand how to switch. Another thirteen percent of Commercial customers say that they like NGRID and see no reason to switch.

Base = Current National Grid Customers



## Q9a. Important Factors when Choosing an Electricity Supplier

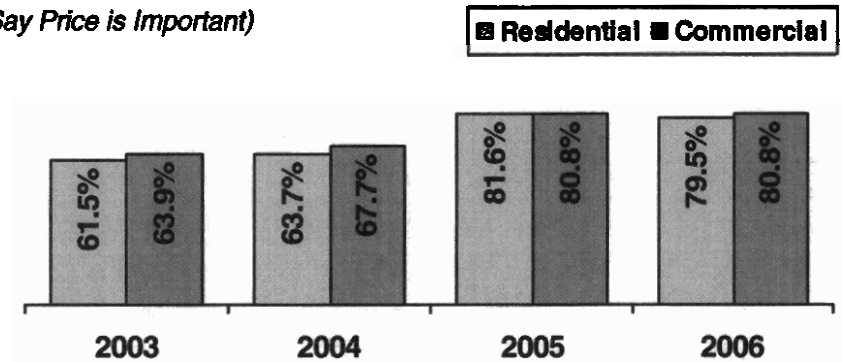
- Price was given as the most important factor that customers would consider when choosing a new supplier. This has been the major consideration in all four surveys.



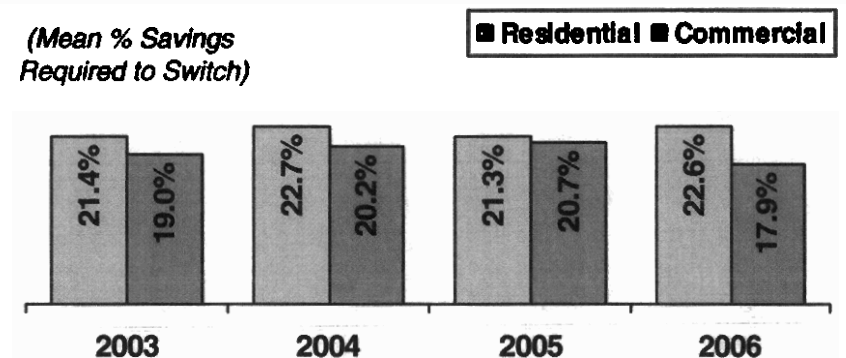
## Importance of Price

- Approximately four out of five Residential and Commercial customers claim that price is an important factor when selecting among electricity suppliers. This is by far the most important single factor among survey respondents.
- The proportion of customers who say that prices/rates are an important factor when choosing an electricity supplier has remained fairly constant compared to last year.
- The average amount that customers would require to save in order to switch electricity suppliers is about 18-23 percent. This has not changed much during the period in which the survey has been conducted.

(% Say Price is Important)



(Mean % Savings  
Required to Switch)



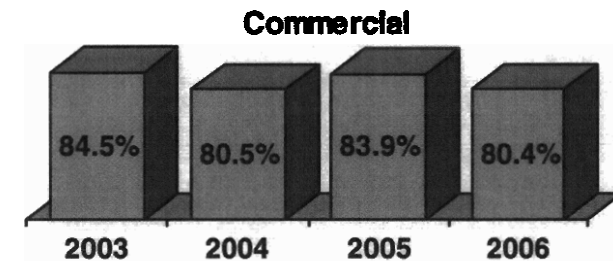
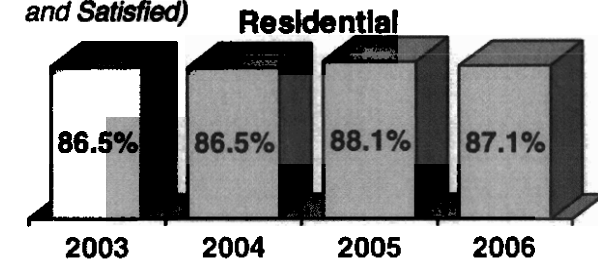
## Satisfaction with National Grid

Currently a majority of Residential and Commercial customers are satisfied with National Grid.

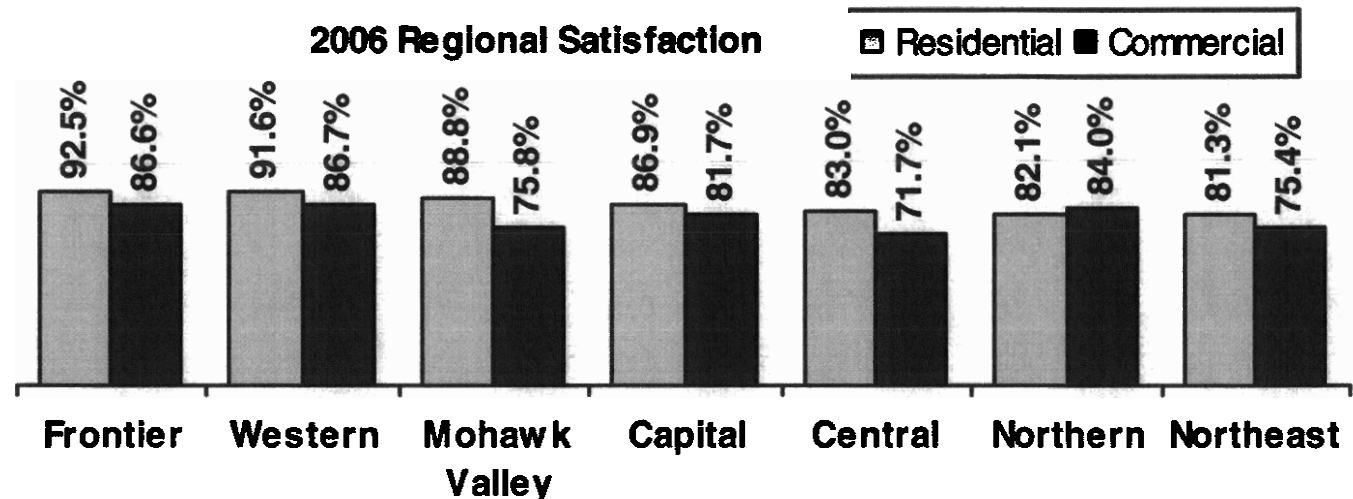
Overall satisfaction has decreased slightly among Residential and Commercial customers over the past year.

Regionally, Residential and Commercial satisfaction is highest in the Frontier and Western regions.

(% Extremely Satisfied and Satisfied)



**2006 Regional Satisfaction**



# **NATIONAL GRID ELECTRIC RETAIL ACCESS PROGRAM**

## ***Electric Marketers Satisfaction Study Executive Summary***

**nationalgrid**

March 2007

Opinion Dynamics Corporation (ODC)  
[www.opiniondynamics.com](http://www.opiniondynamics.com)

# *Objectives/Methodology*

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## Objectives

- Measure Electric Marketers' overall satisfaction with National Grid's Electric Retail Access Program.
- Measure satisfaction with specific program components:
  - ➔ Communication with National Grid
  - ➔ National Grid's Energy Market Center Web Site for Electric Marketers
  - ➔ Installed Capacity Requirements
  - ➔ Billing
- Identify Marketers' needs, wants, and interests regarding future changes and enhancements to National Grid's Electric Transportation Program.
- Establish benchmarks against which program satisfaction can be measured in the future.

## Methodology

- Fourteen 30-minute telephone surveys conducted between November 6, 2006 and January 31, 2007 with National Grid's Electric Marketers.
- Respondent base was drawn from National Grid's authorized list of electric suppliers that offer either residential or non-residential service.

## *Participating Marketers*

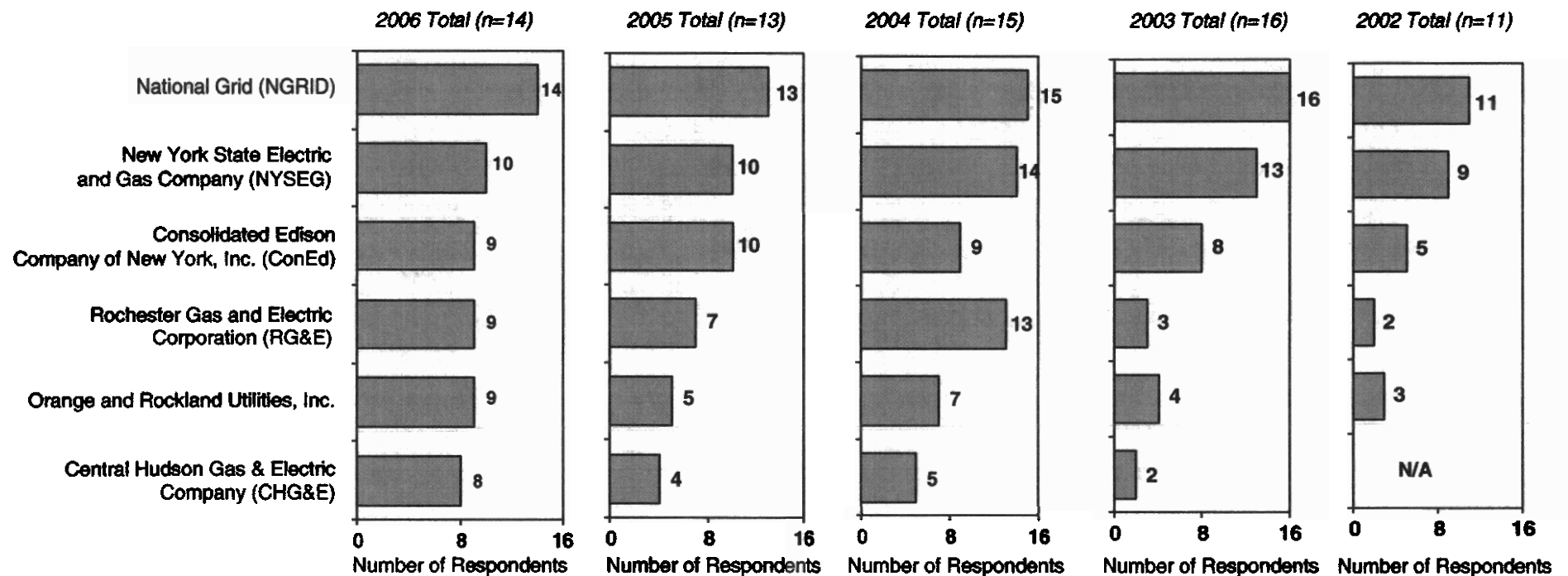
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- ⦿ ConEdison Solutions
- ⦿ NYSEG Solutions
- ⦿ Energetix
- ⦿ ECONergy
- ⦿ Amerada Hess
- ⦿ MX Energy
- ⦿ US Energy Partners
- ⦿ Energy Coop of NY
- ⦿ Advantage Energy
- ⦿ Hudson Energy Services
- ⦿ Constellation New Energy
- ⦿ Accent Energy
- ⦿ Sempra Solutions
- ⦿ Dominion Retail

# Electric Retail Access Services

- ❶ Respondents participate in an average of four different energy utility electric retail access programs in New York State.
- ❷ The majority of respondents who participate in the National Grid electric retail access program also participate in the access programs of NYSEG, ConEd, RG&E and Orange and Rockland Utilities, Inc.

## New York State Energy Utilities' Electric Retail Access Programs Participated In





# Overall Ease of Doing Business With

- ① Nearly all respondents identify National Grid as one of the easiest New York State energy utilities to do business with. Over one-third identify National Grid as the easiest New York State energy utility to do business with.
- ② Half also identify ConEd as one of the easiest to do business with.

## Rank Order of the Three Energy Utilities Dealt With That Are Easiest to Do Business With When It Pertains to Their Electric Retail Access Programs (Unaided)

	Number of Respondents 2006			Number of Respondents 2005			Number of Respondents 2004			Number of Respondents 2003			Number of Respondents 2002		
	Easiest (n=14)	Second Easiest* (n=13)	Third Easiest* (n=11)	Easiest (n=13)	Second Easiest* (n=13)	Third Easiest* (n=12)	Easiest (n=15)	Second Easiest* (n=13)	Third Easiest* (n=13)	Easiest (n=16)	Second Easiest* (n=15)	Third Easiest* (n=9)	Easiest (n=20)	Second Easiest* (n=16)	Third Easiest* (n=14)
National Grid (NGRID)	6	2	4	5	7	1	8	4	2	10	5	1	5	4	2
Consolidated Edison Company of New York, Inc. (ConEd)	5	1	1	3	2	3	1	4	2	2	3	3	3	1	0
New York State Electric and Gas Company (NYSEG)	1	3	2	2	4	2	2	3	2	2	7	3	2	3	4
Orange and Rockland Utilities	1	2	1	2	0	0	2	0	1	1	0	1	0	2	1
Rochester Gas and Electric Corporation (RG&E)	1	2	1	1	0	3	2	0	5	1	0	0	1	0	1
Central Hudson Gas & Electric Company (CHG&E)	0	3	2	0	0	3	0	2	1	0	0	1	0	0	0
KeySpan	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0

\* Differences in Ns reflect Electric Marketers that only deal with one or two NYS energy utilities or were unable to provide a ranking.

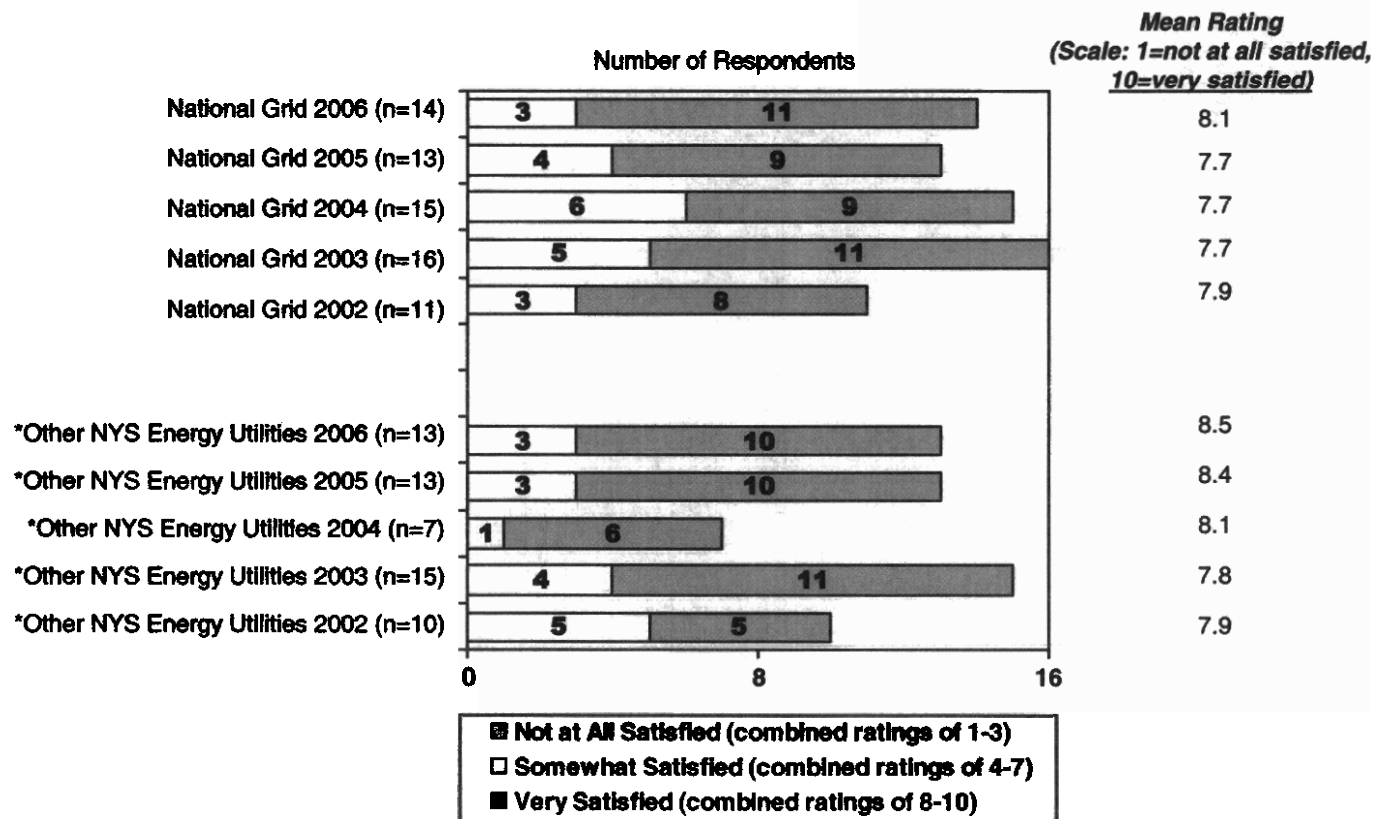
Question A2



# Overall Satisfaction

- ❶ Overall, most respondents are very satisfied with their ability to conduct business with New York State energy utilities.
- ❷ Over three-quarters of the respondents who conduct business with National Grid are very satisfied.
- ❸ There was a slight increase in respondents' satisfaction with National Grid last year.

## Overall Satisfaction with Ability to Conduct Business with (ENERGY UTILITY/NATIONAL GRID)

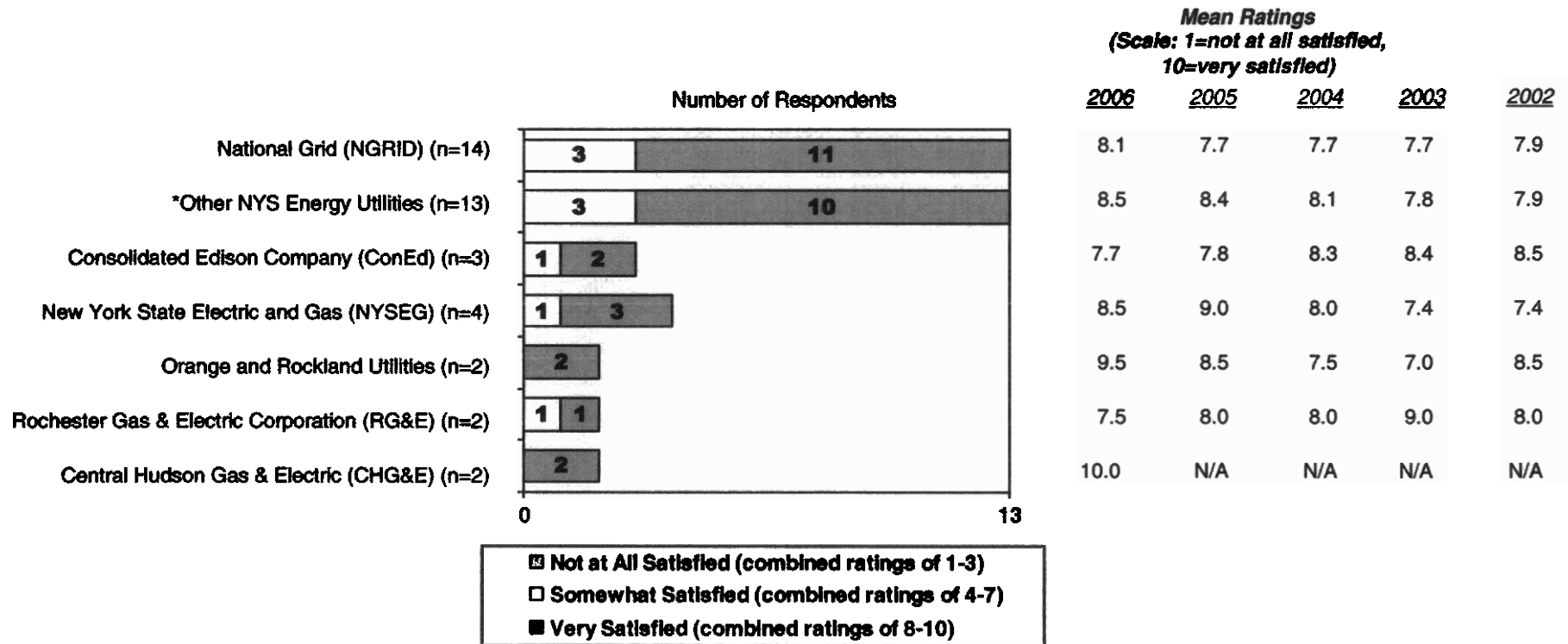


\* Collective results for utilities identified as easiest (if NGRID is NOT the easiest) or second easiest (if NGRID IS the easiest OR NGRID is NOT the easiest, second easiest, or third easiest), including NYSEG, ConEd, RG&E, CHG&E and Orange and Rockland Utilities.

# Overall Satisfaction

- ❶ All of the marketers who work with Central Hudson Gas & Electric are very satisfied with their relationship.
- ❷ Orange & Rockland, despite working with a small number of marketers, reported a significant increase in satisfaction from last year.

## Overall Satisfaction with Ability to Conduct Business with (INSERT ENERGY UTILITY/NATIONAL GRID)

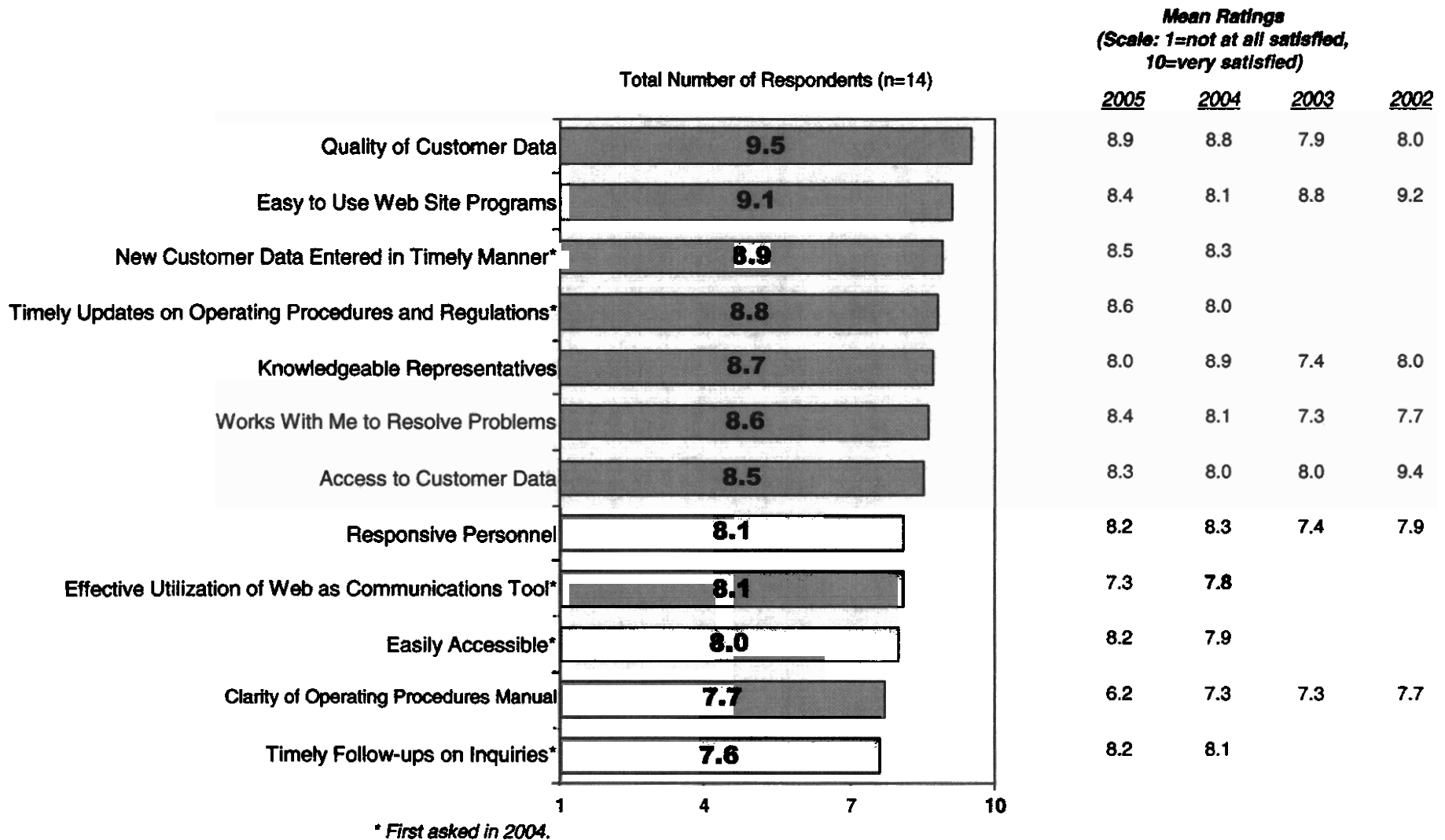


Question A5

\* Collective results for utilities identified as easiest or second easiest, including ConEd, NYSEG, Orange and Rockland Utilities, RG&E and CHG&E.

## *Satisfaction with Attributes*

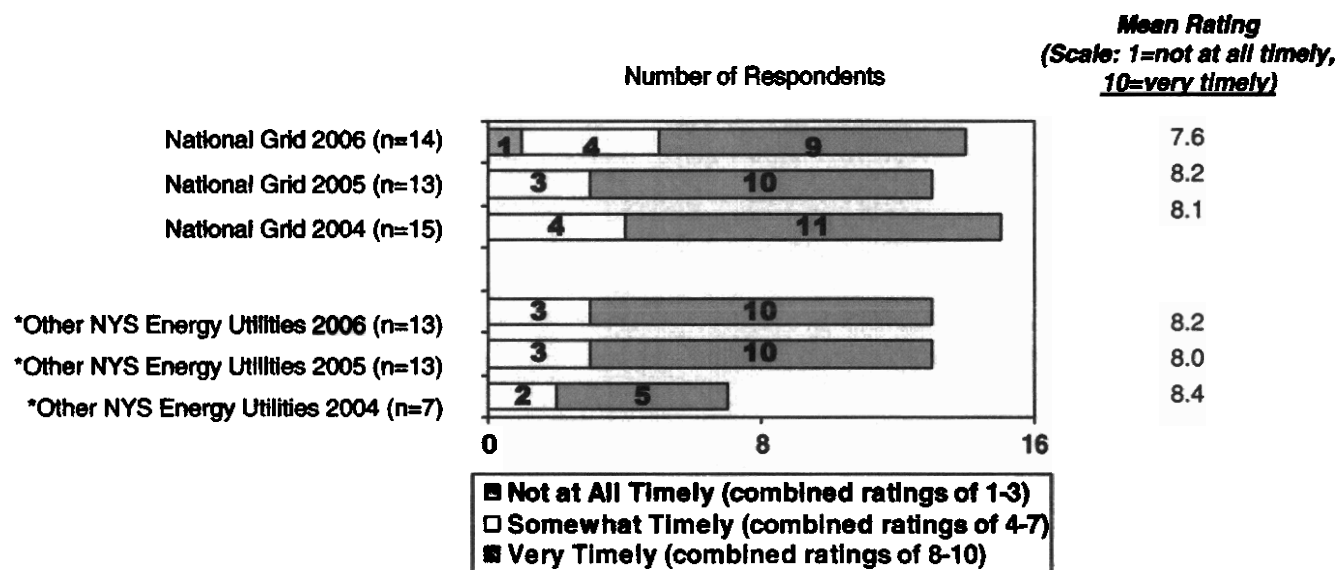
- ❶ Almost all respondents are highly satisfied with most service characteristics and reported increased satisfaction since 2005.
- ❷ Respondents reported the highest satisfaction with the quality of National Grid's customer data.
- ❸ There is only one characteristic with a notable decline, timely follow-ups on inquiries.



## ***Timeliness of Follow-up***

- ❶ Over two-thirds of respondents characterize National Grid's follow-up to inquiries as very timely.
- ❷ Respondents report that other New York State energy utilities representatives are more timely in their follow-ups to inquiries than National Grid's representatives are.
- ❸ There was a slight decrease between 2005 and 2006 in respondents' perceptions of the timeliness of National Grid's follow-up to inquiries.

### ***Timeliness of (ENERGY UTILITY/NATIONAL GRID)'s Follow-up to Inquiries\*\****



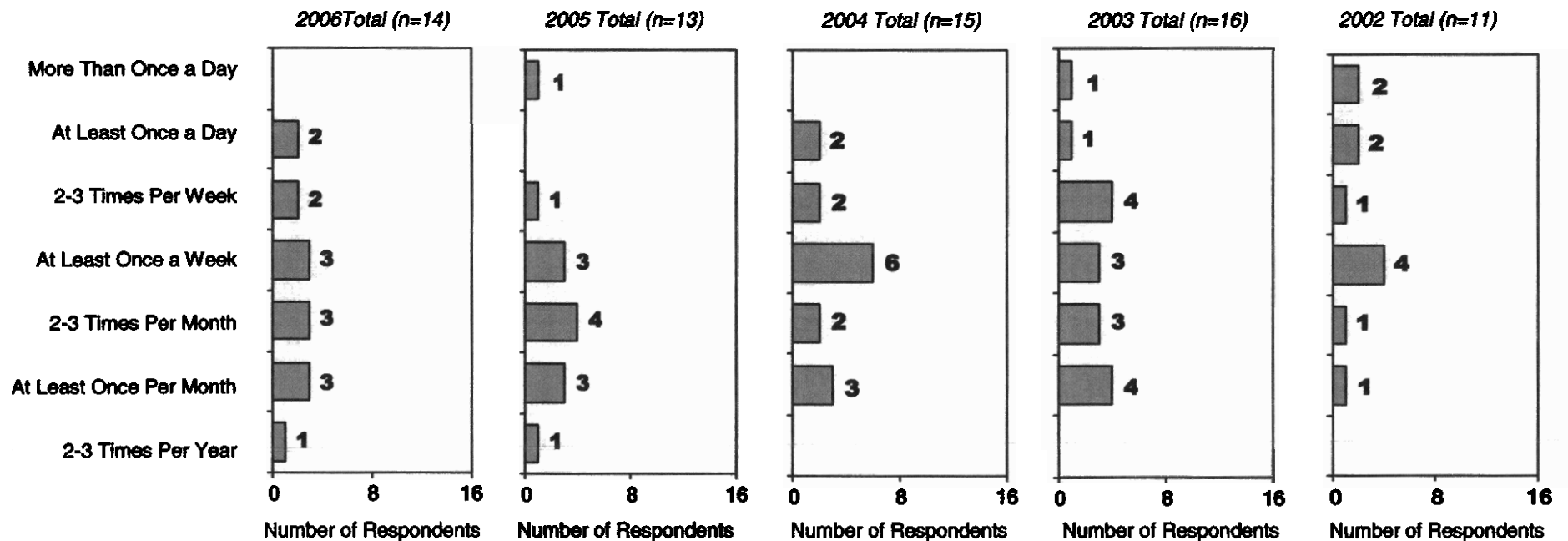
\* Collective results for utilities identified as easiest (if NGRID is NOT the easiest) or second easiest (if NGRID IS the easiest OR NGRID is NOT the easiest, second easiest, or third easiest), including NYSEG, ConEd, RG&E, CHG&E and Orange and Rockland Utilities.

\*\* First asked in 2004.

## ***Frequency of Interaction with Representatives***

- ❶ Nearly all respondents interact with National Grid representatives at least once per month; one respondent interacts with National Grid two to three times per year.
- ❷ Respondents' interaction with National Grid has been slightly more frequent during the last year.

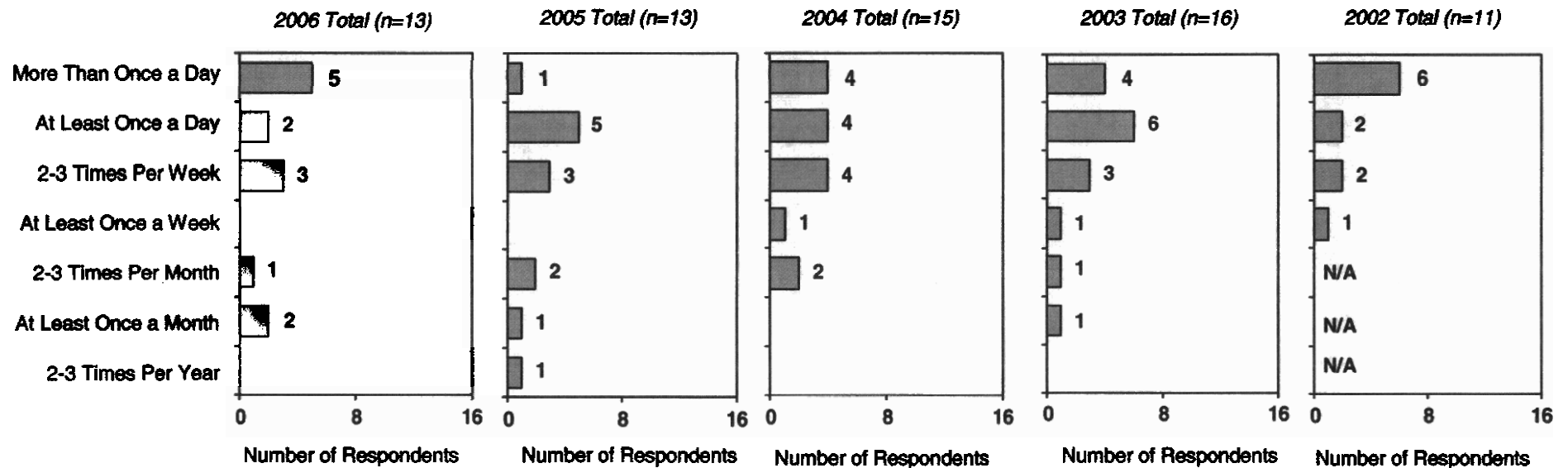
### *Frequency of Interaction With National Grid Representatives Regarding Electric Retail Access Operating Procedures, Policy or Customer Information*



## Frequency of Web Site Utilization

- ① More than three-quarters of respondents report accessing National Grid's Energy Market Center Web Site at least 2-3 times per week. Half access the web site at least once a day.

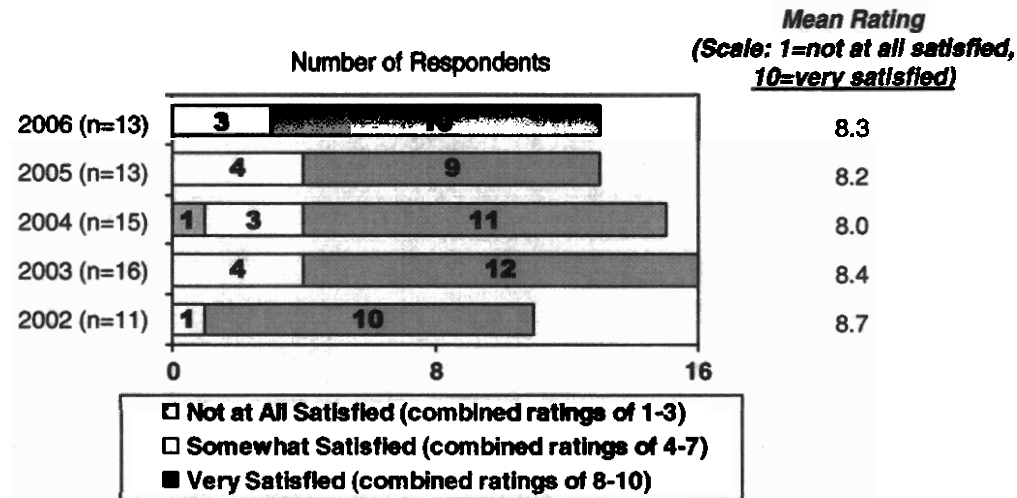
Frequency of Accessing the National Grid Energy Market Center Web Site



## Satisfaction With the Energy Market Center Website

- ❶ Overall, respondents attribute real value to the National Grid website for electric marketers. Three-quarters state they are very satisfied, noting the website is very easy to use and informative.
- ❷ Less than a quarter are only somewhat satisfied, primarily due to a lack of information.
- ❸ There was no meaningful change in respondents' overall satisfaction with the website from 2005 to 2006.

### *Overall Satisfaction with the National Grid Energy Market Center Website*



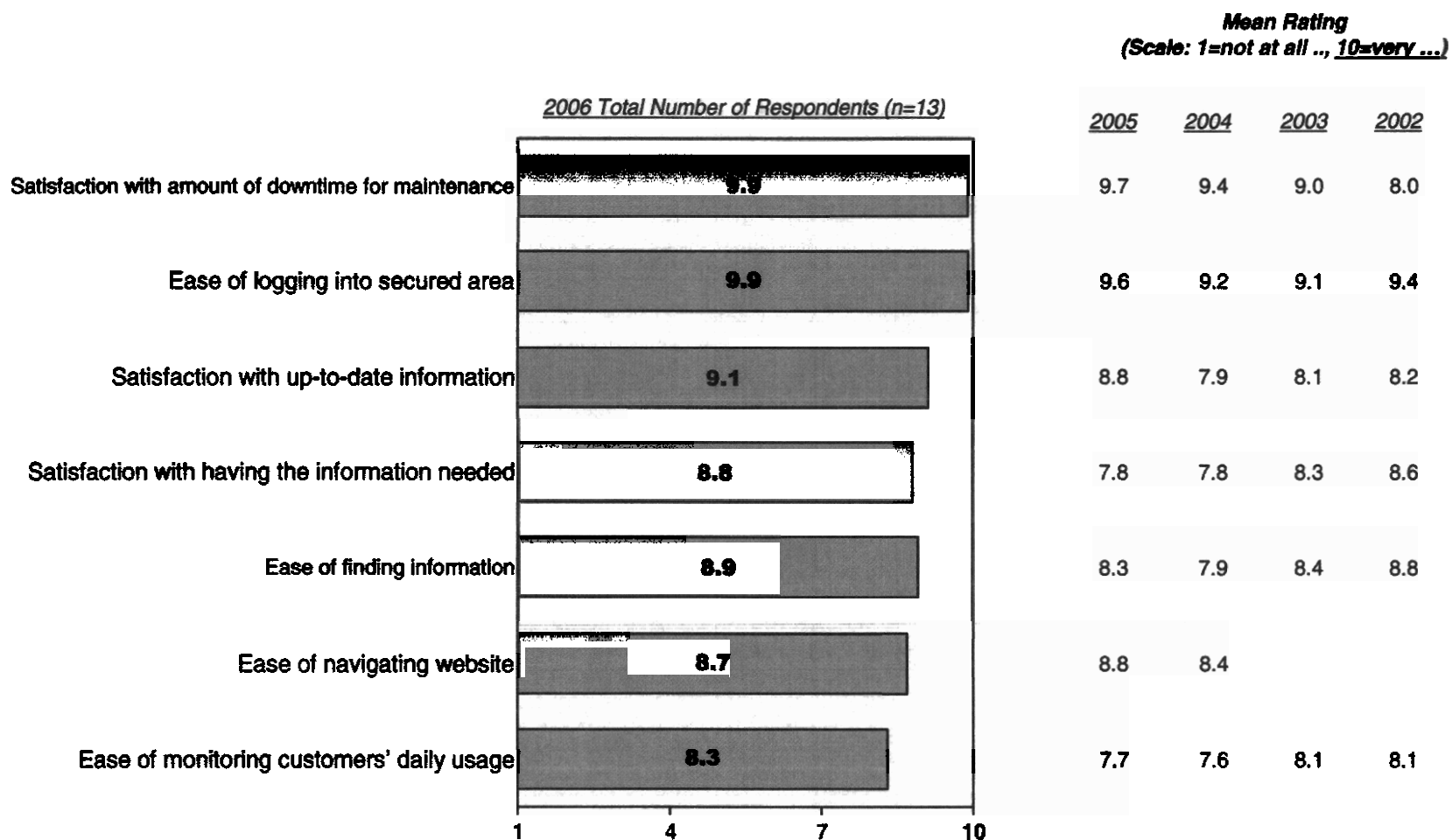
### *"Why do you say that?"*

- ⊖ "The NGRID website is very easy to use and to navigate.."
- ⊖ "The website is easy to use and has what we need."
- ⊖ "All of the information is there."
- ⊖ "It needs improvement. It needs to be made easier to view information about customers."
- ⊖ "Portions of the website like rate codes can be cumbersome."
- ⊖ "I often can't get all the account information that I want."
- ⊖ "The billing system is not easy to work with. Could be improved."



## WebSite Attributes

- ① Respondents are highly satisfied with all of the website attributes.
- ② There have been slight increases in satisfaction for all attributes since 2005.

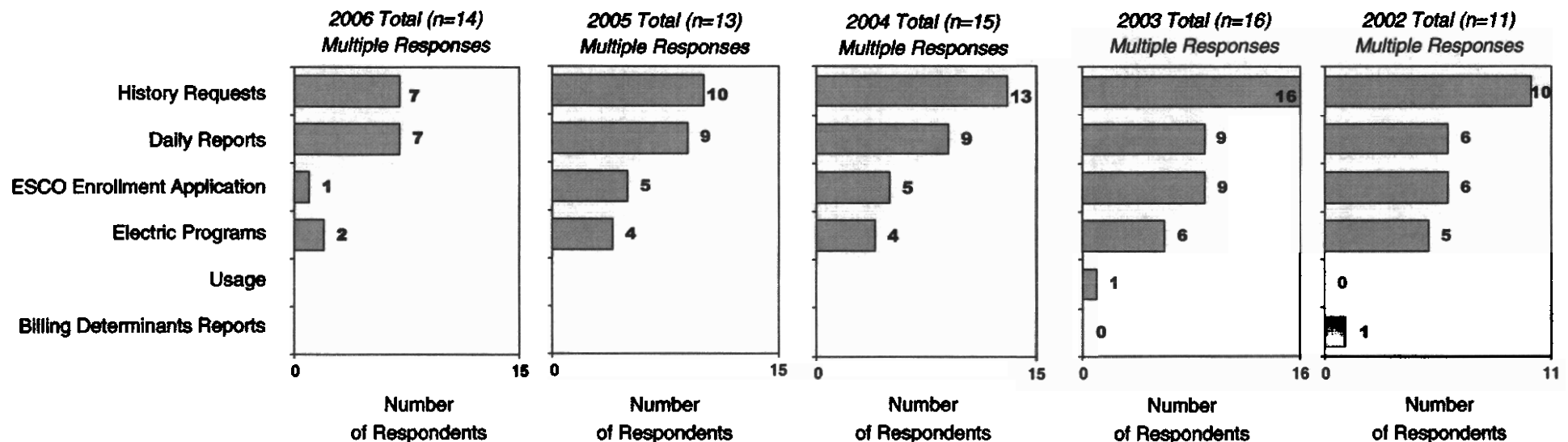


Question A4, A4.1

# Application Utilization

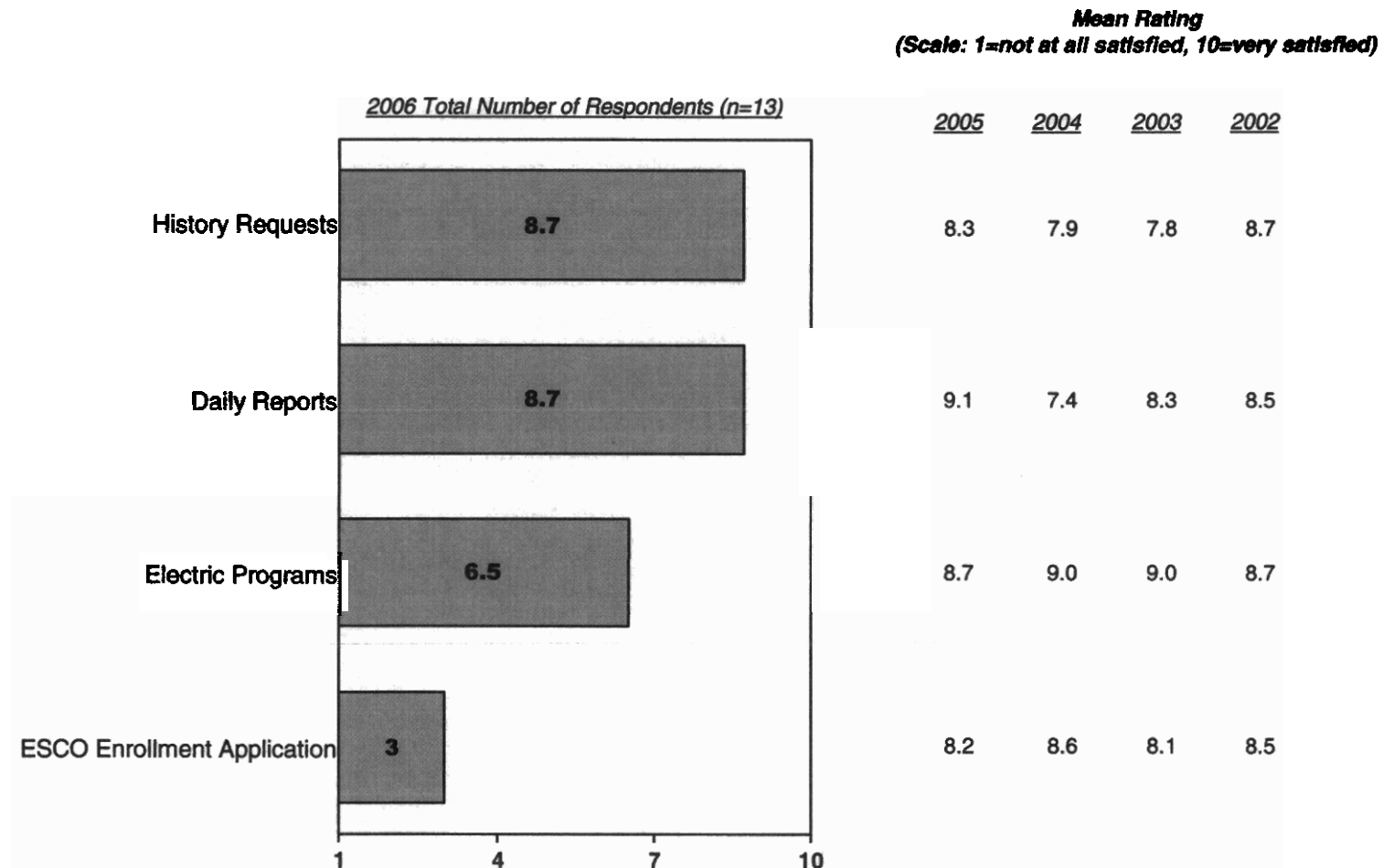
- Half of the respondents regularly utilize the History Requests application and the Daily Reports; a couple of respondents reported using Electric Programs.

*Applications Regularly Utilized on the National Grid Web Site for Electric ESCOs*



## Satisfaction with Applications

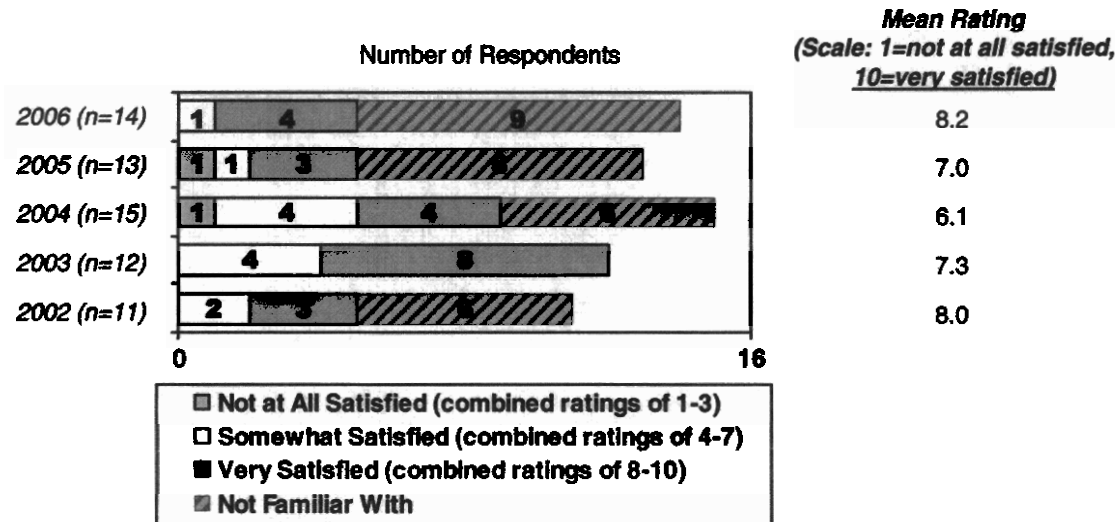
- ❶ Respondent satisfaction with history requests is very high and increased from 2005.
- ❷ The dramatic decreases in respondent satisfaction for both electric programs and ESCO enrollment are, in part, due to a low number of respondents utilizing these programs. However, those who have used them, are not satisfied.



# Satisfaction with Installed Capacity Requirements

- ❶ While the majority of respondents said that they were not familiar with the process for establishing ICAP requirements, most of those with an opinion are very satisfied with the process.
- ❷ Over half of respondents believe their customers are very satisfied with National Grid's billing.
- ❸ There was a slight increase in respondents' perception of their customers' satisfaction in the past year.

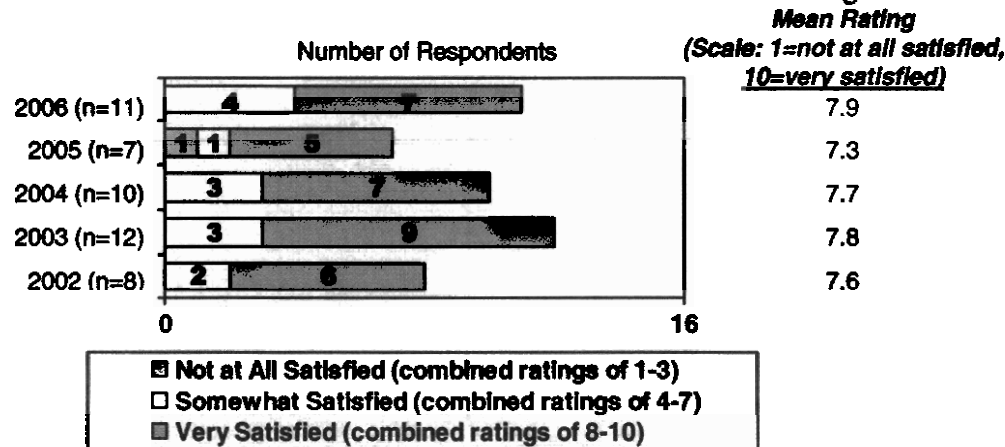
## Satisfaction with National Grid's Process for Establishing Installed Capacity (ICAP) Requirements



### "Why do you say that?"

- "We wish they would provide the information to us before we enroll the customer, which is never available.."
- "The process has worked well."

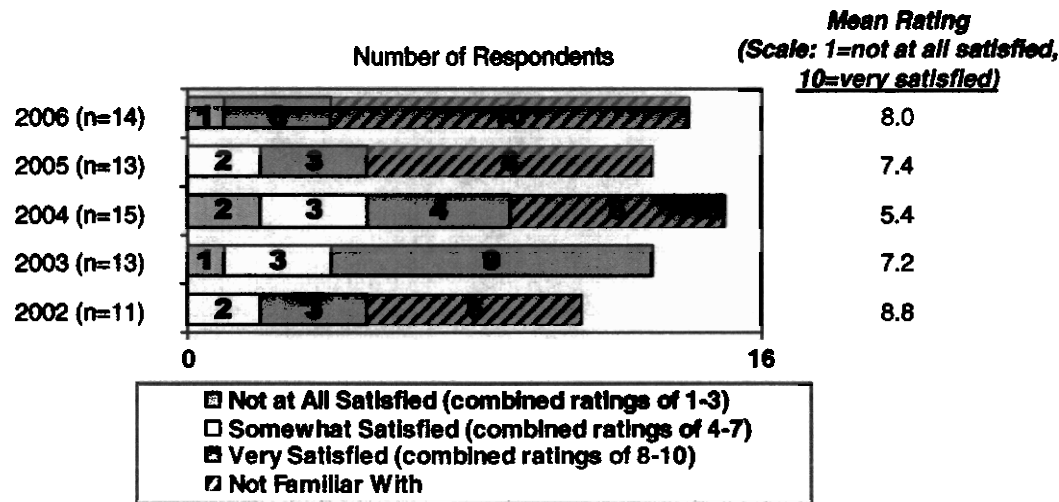
## ESCOs' Customers' Satisfaction with National Grid's Billing



# NYISO True-up Data

- ① Overall, respondents are moderately satisfied with the accuracy of the information provided as it pertains to NYSIO True-up Data, citing accuracy. One unsatisfied customer reported a lack of transparency.
- ② Overall, respondents are less satisfied with their ability to access the appropriate National Grid representative regarding the data.

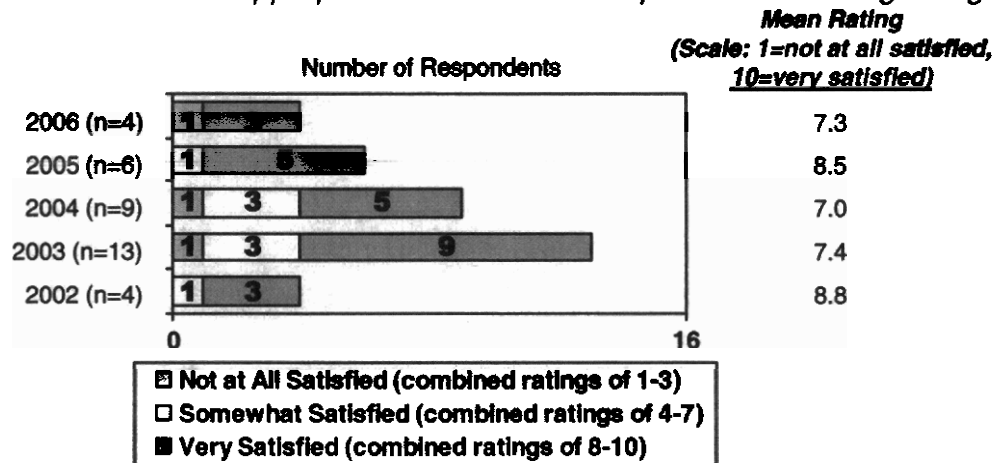
## Satisfaction with Accuracy of the Information Pertaining to NYISO True-up Data Provided



### "Why do you say that?"

- > "Let's just say there is a lack of transparency."
- > "As far as accuracy goes it has always been fine"

## Satisfaction with Access to Appropriate National Grid Representatives Regarding NYISO True-up Data Provided



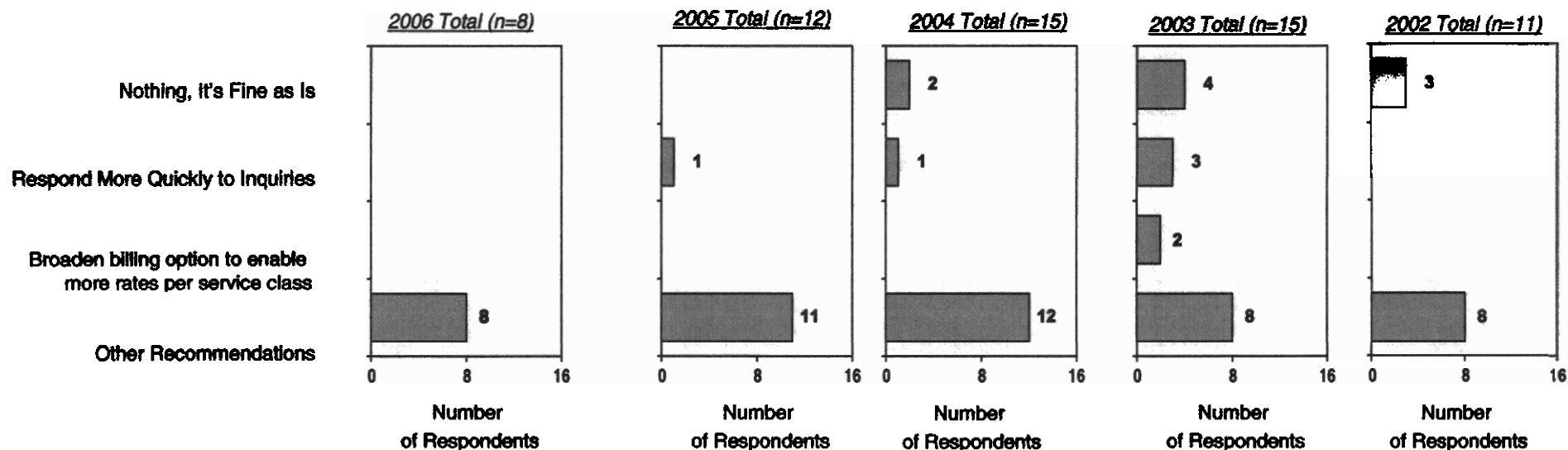
### "Why do you say that?"

- > "I am not satisfied because I can never get hold of a representative. I am lucky if I can get one."

## General Recommendations for Improvements

- ① All respondents have recommendations for improvements that would increase their satisfaction with National Grid as an electric retail access provider, citing a range of options like increasing customer service, improving the zoning map as well as proving access to NGRID's NY customer lists.

### General Recommendations for Improvements that Would Increase Satisfaction with National Grid Offering an Electric Retail Access Program



#### Other suggested changes for 2007:

- Work better with marketers to make prices competitive
- Help develop marketing information tools/ help with customer prospecting
- Have more ESCO friendly programs and exit the merchant function
- Provide a lot better customer service and exit the merchant function
- Make Capacity Billing mechanisms more equitable
- Give access to NGRID NY customer lists
- Improve the zoning map
- Apply benefits of long term hedges to all customers