



**2010 Residential Customer Satisfaction Study
~ New Hampshire ~**

Prepared by Interviewing Service of America, Inc.

February 2011

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Objectives

Background & Methodology

Respondent Demographic Profile

Project Objectives

- ◆ Evaluate current levels of satisfaction with National Grid among New Hampshire residents
- ◆ Compare trends in New Hampshire Residential customer satisfaction over time (back to 2003 where available)

Background & Methodology

- ◆ This study has been conducted annually since 1997 for New Hampshire.
- ◆ Residential customers were randomly selected for participation in the survey. The survey sample is representative of the National Grid residential customer base in New Hampshire.
- ◆ Base counts throughout this report refer to total responding, eliminating those with no opinion or “don’t know” responses, or who are not asked the question due to a skip pattern.
- ◆ Sampling Error
 - ◆ As is the case in all survey samples, there is an element of sampling error that is known and measurable when making projections to the universe of all National Grid residential customers. Sampling error varies inversely with the size of the sample.
 - ◆ With a sample size of 1,000 and a 95% level of confidence, the range of error for proportions observed in this survey is +/- 3.0 percentage points.

Respondent Demographic Profile - 2010 Survey

Main Heat Source for Home		New Hampshire		
	2008	2009	2010	
Oil	61%	61%	59%	
Natural Gas	4	3	2	
Electric	8	7	6	
Propane	16	18	19	
Wood	8	8	11	
Other/incl with rent	3	3	3	
	100%	100%	100%	

Home Ownership		New Hampshire		
	2008	2009	2010	
Rent	12%	13%	12%	
Own	86	87	88	
Refused/DK	2	0	0	
	100%	100%	100%	

Gender		New Hampshire		
	2008	2009	2010	
Male	45%	42%	44%	
Female	55	58	56	
	100%	100%	100%	

Total Household Income		New Hampshire		
	2008	2009	2010	
Under \$20,000	7%	10%	14%	
\$20,000-\$39,999	19	18	17	
\$40,000-\$74,999	30	31	29	
\$75,000-\$125,000	28	28	25	
Over \$125,000	16	13	15	
	100%	100%	100%	

Type of Home		New Hampshire		
	2008	2009	2010	
Single	87%	86%	87%	
Multi-family/Apartment	11	14	13	
Other	1	0	0	
Refused/DK	1	0	0	
	100%	100%	100%	

Air Conditioning		New Hampshire		
	2008	2009	2010	
% w/ Central Air Conditioning*	22%	18%	18%	
No room or window units*	45	45	46	
1 room or window unit*	22	21	20	
2 room or window units*	17	19	19	
3+ room or window units*	16	15	15	
* Multiple Responses Allowed				

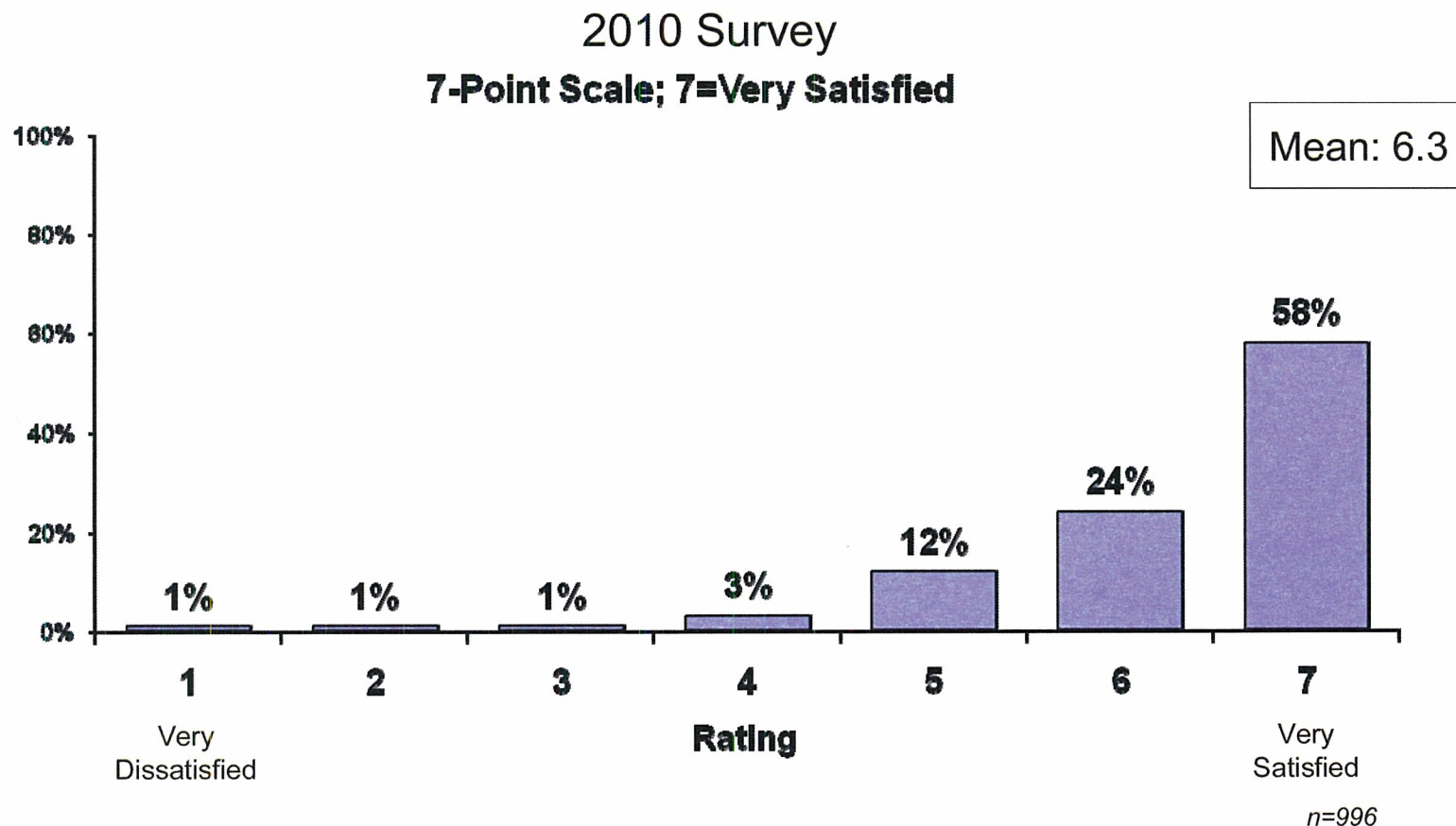
2008 n=1001
2009 n=1000
2010 n=1000

Detailed Findings

1. Overall Satisfaction

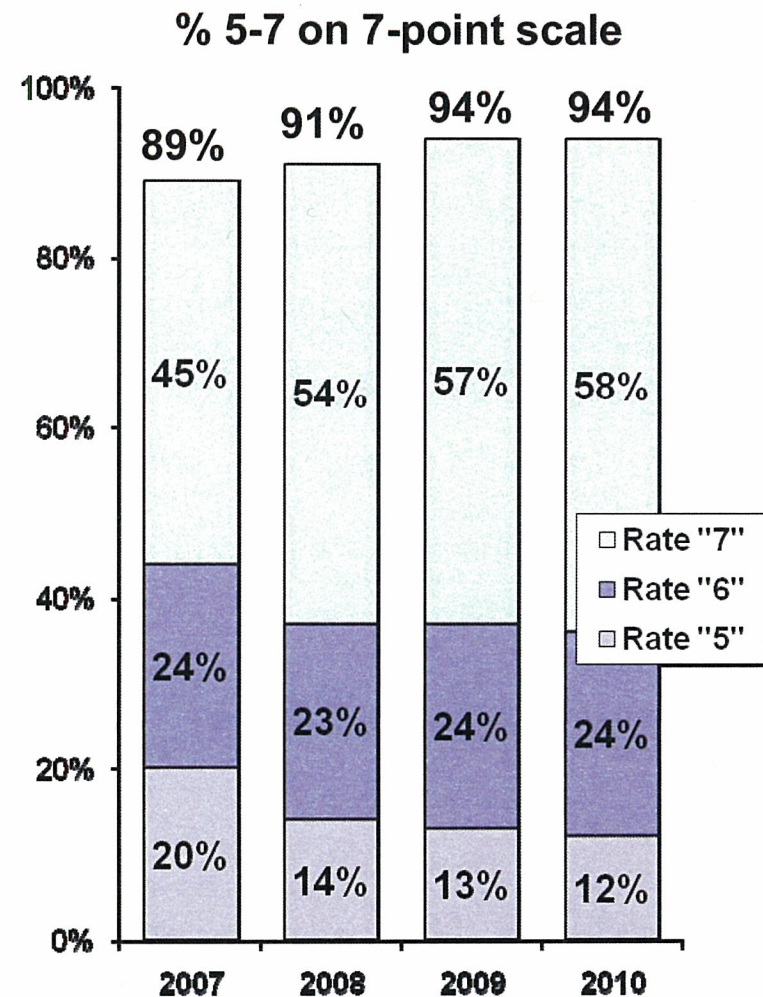
Overall Satisfaction with National Grid is Very High

- Over half of NH residents are highly satisfied; 58% rate their satisfaction a “7”.



Overall Satisfaction with National Grid Remains High This Year

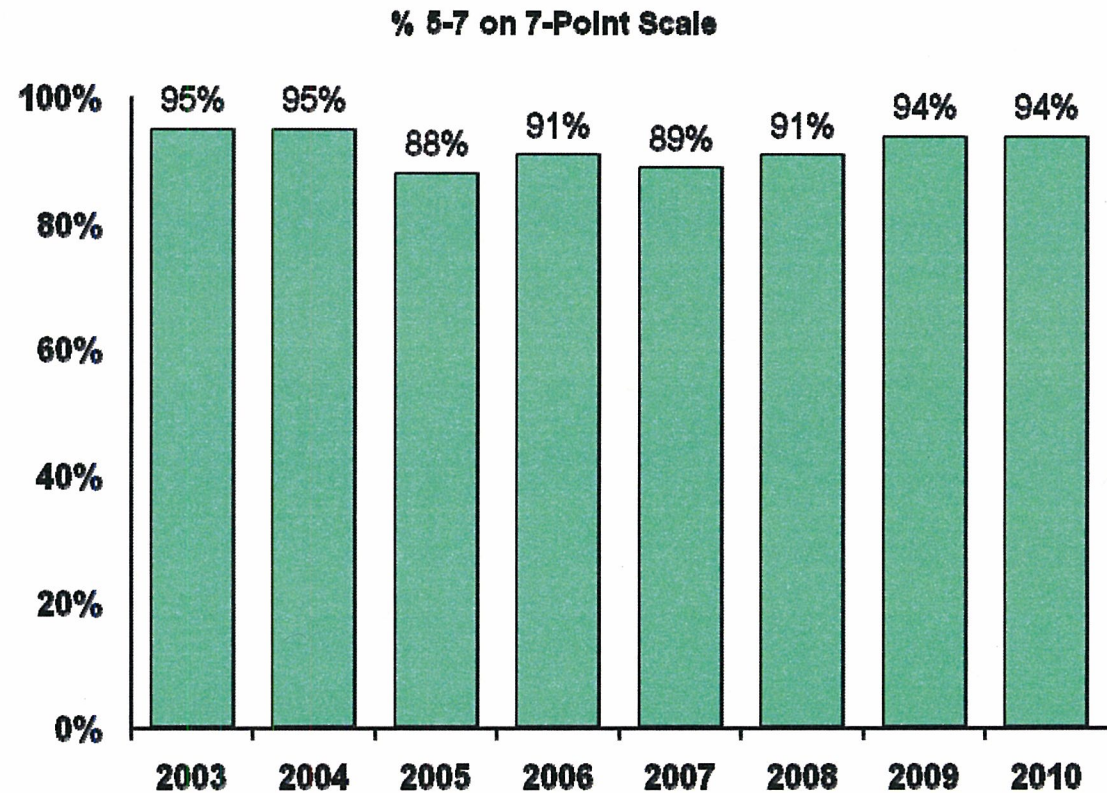
- Overall satisfaction with National Grid has increased slightly over last year; 1% more respondents give the highest rating (7) this year.
- The top three box rating (5-7) remains at 94% this year.



2007 n=1134; 2008 n=994; 2009 n=996; 2010 n=996

Overall Satisfaction with National Grid Ties Highest Rating Since 2004

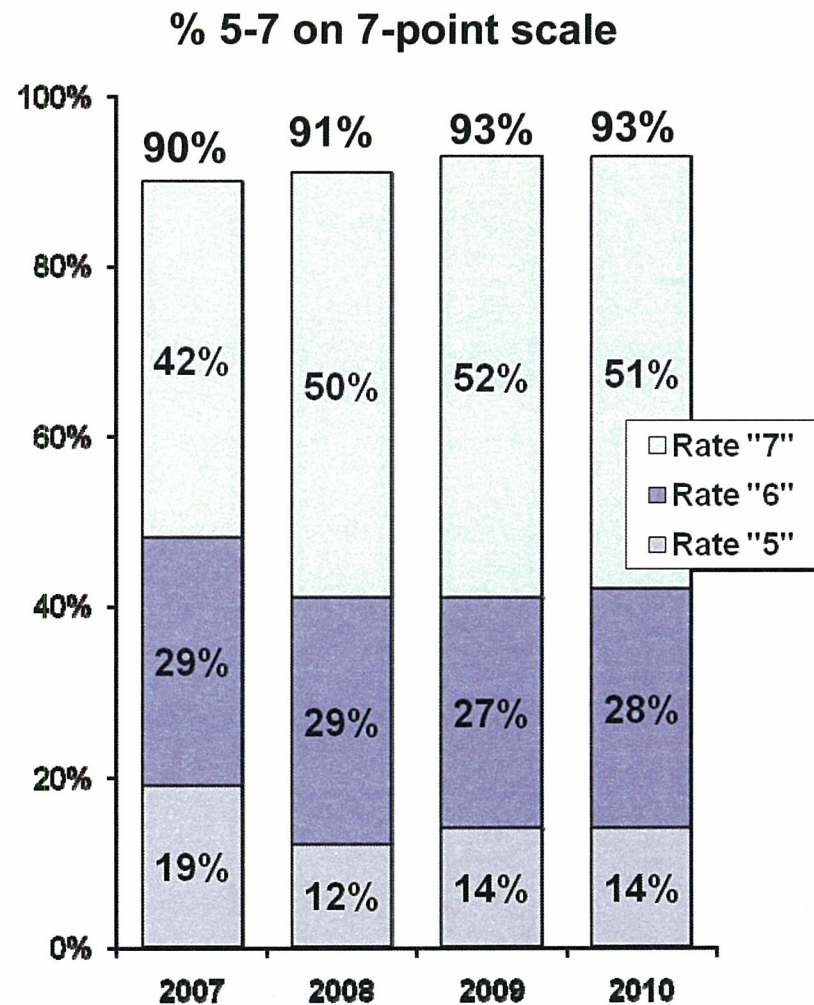
- Overall satisfaction for NH residents is 94% (rate 5-7); this is the same as last year and the highest since 2004.



Base: 2010 n=996

Satisfaction Excluding Price has also Maintained a High Level

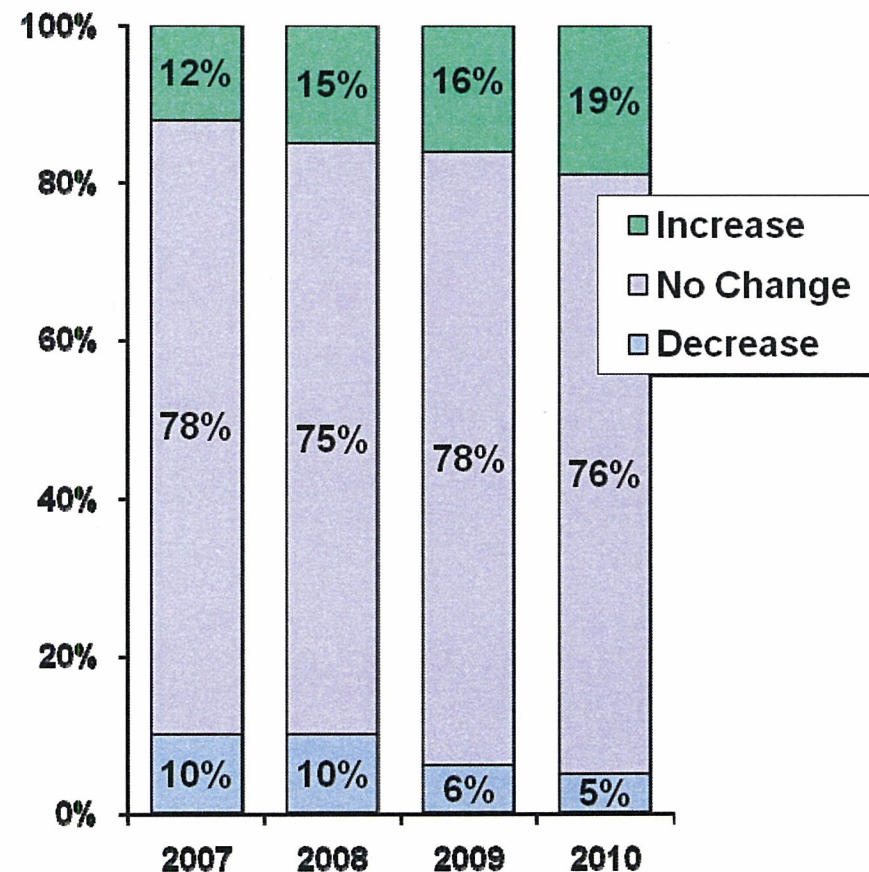
- Overall satisfaction, excluding price, remains high in terms of the proportion of customers giving the highest rating (7); although 1% fewer give this rating in 2010 than in 2009, this is 9% higher than in 2007.
- In addition, the top three box rating remains at its highest level -- 93%.



Base: 2010 n=994

More Claim an Increase in Satisfaction

- Similar to results from previous surveys, most NH residents this year (76%) say their satisfaction has remained the same as last year.
- Three percent more claim to have experienced an increase in satisfaction (to 19%) and one percent fewer have experienced a decrease (to 5%).

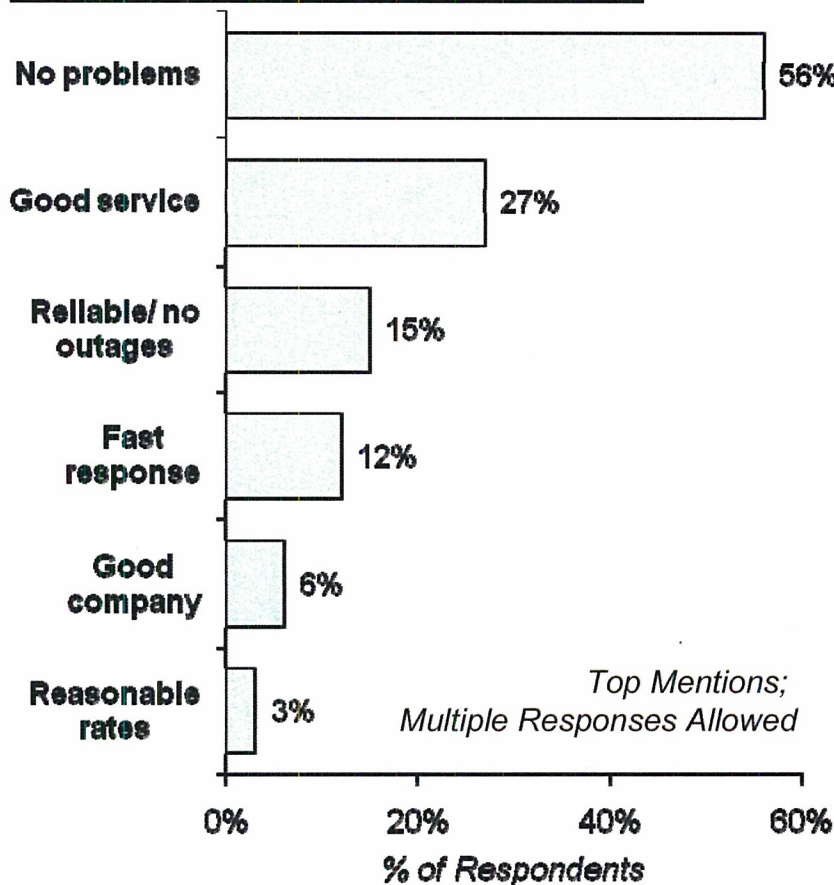


Base: 2010 n=1000

Lack of Problems Contribute to Satisfaction; Power Outages Create Dissatisfaction

2010 Survey

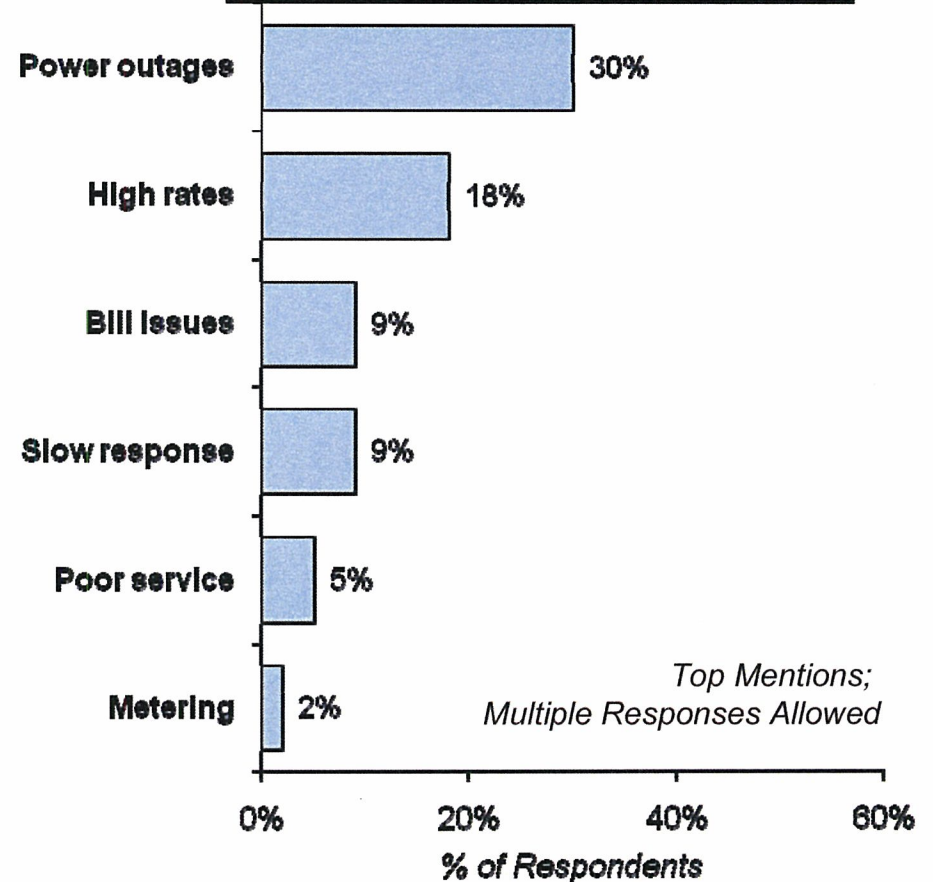
More Satisfied Customers Cite:



More Satisfied=6-7 on 7-Point Scale

n=810

Less Satisfied Customers Cite:



Less Satisfied=1-5 on 7-Point Scale

n=176

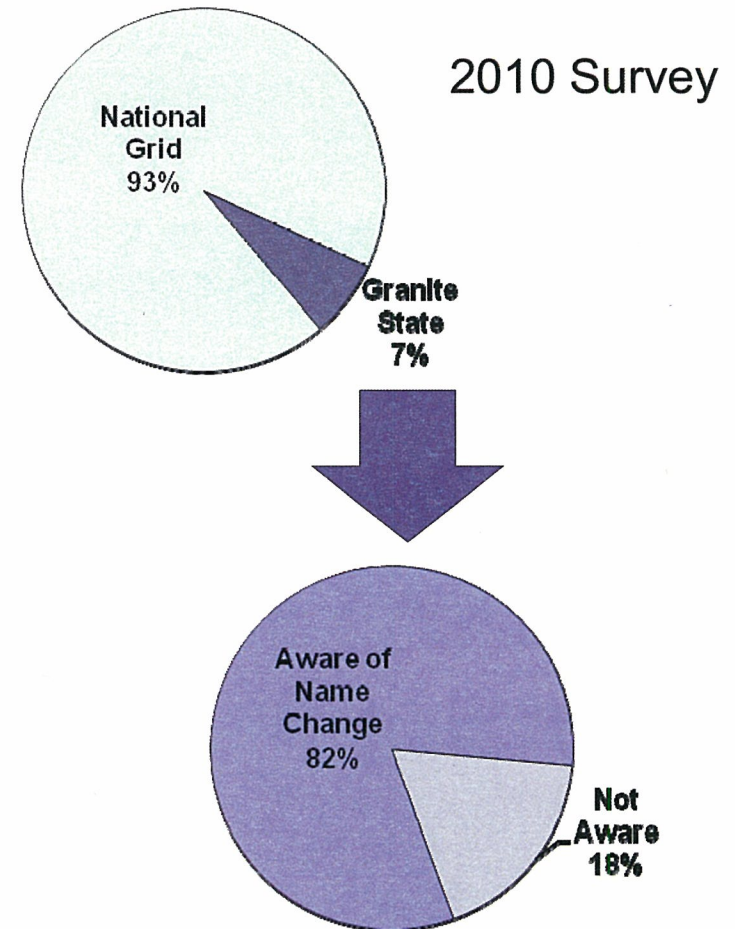
Detailed Findings

2. Perceptions of National Grid

Awareness of National Grid as Electric Company is High

- Nearly all survey respondents are aware of National Grid as their electric company (93%).
 - Most of those who named Granite State as their electric company (82%) are aware that the name has been changed.

Base=Aware of Utility Name; n=1000

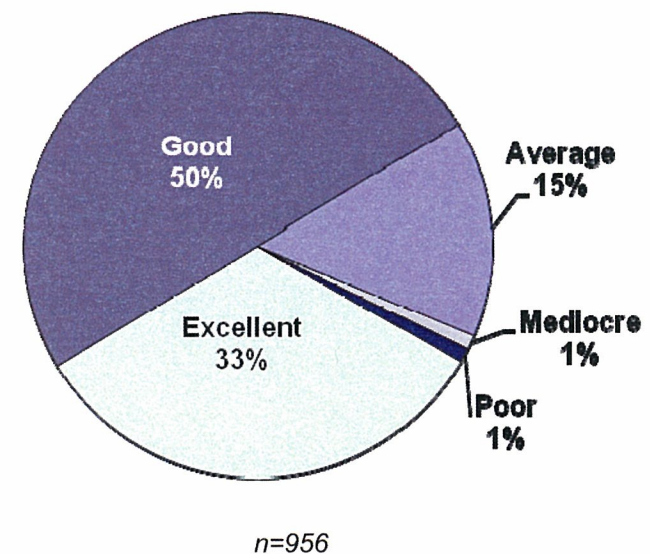


Base=Named Granite State as Local Utility; n=67

National Grid has a Strong Reputation as a Company

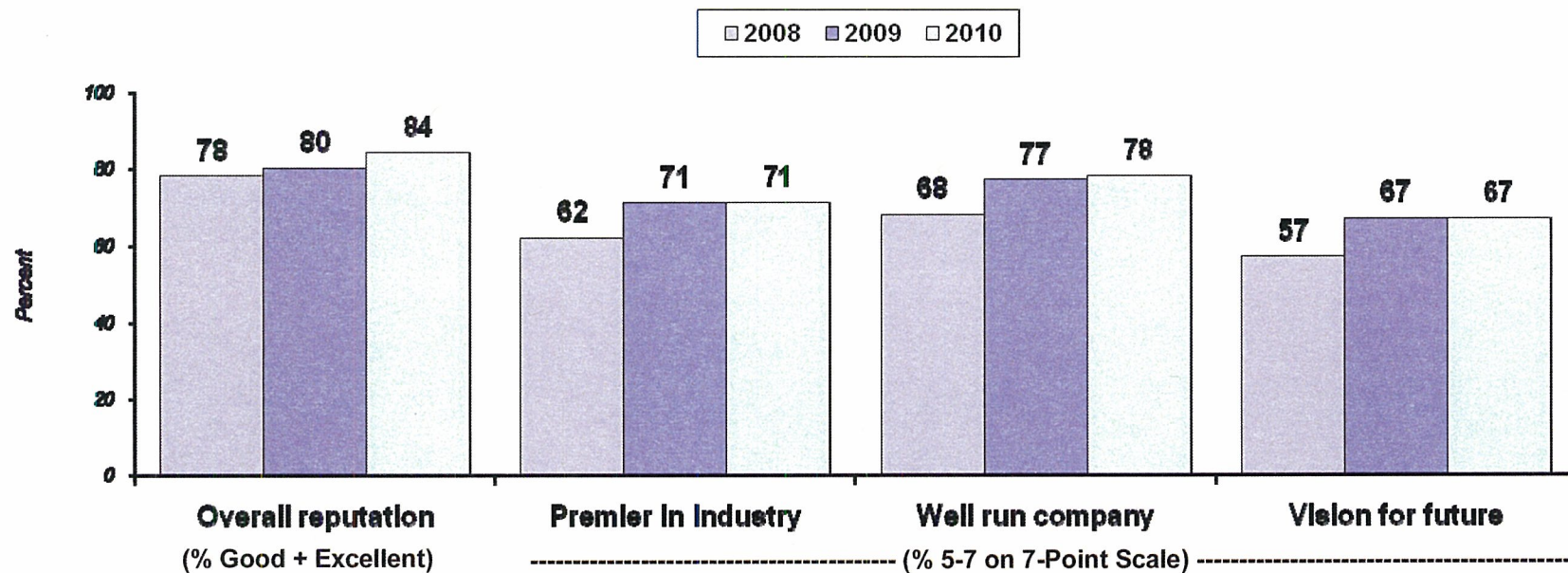
- Most residents consider National Grid an “excellent” or “good” company (83%).

2010 Survey



Perceptions of Business Aspects - Trended

- Perceptions of all the various business aspects shown below improved or remained the same in 2010.
- The largest percentage improvement (+4 points) is for “overall reputation”.
- A “well run company” also improved - by one percentage point.



Differences Between Highly Satisfied vs. Less Satisfied Customers Regarding Perceptions of Performance on Business Aspects

- Highly satisfied and less satisfied customers have widely differing perceptions of National Grid in terms of performance on all four of the business aspects measured in the survey.

2010 Survey (20+ point differences circled)	Highly Satisfied <u>Overall</u> (% 6-7)	Less Satisfied <u>Overall</u> (% 1-5)	Percentage Point Difference
(Base)	(817)	(179)	
Vision for the future (% 5-7)	73%	38%	35
Being a well run company (% 5-7)	83	52	31
Being premier in its industry (% 5-7)	77	44	33
Overall reputation (% 5-7)	90	55	35

Detailed Findings

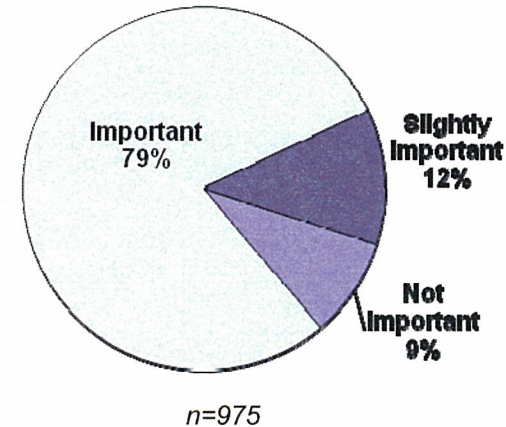
3. Social Responsibility Issues

Utilities are Expected to Play a Role in Minimizing Global Climate Change

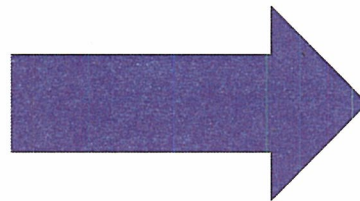
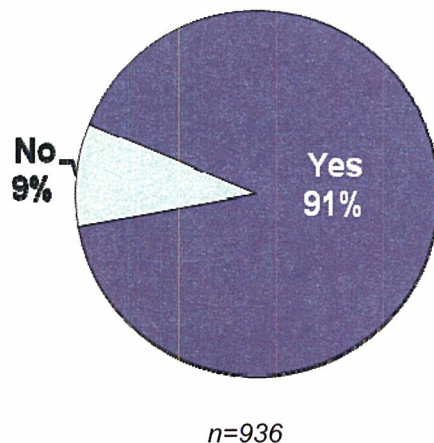
- Most NH residents believe that global climate change is important (79%) and that utilities have an important role in minimizing the impact (91%).

Issue of Global Climate Change is...

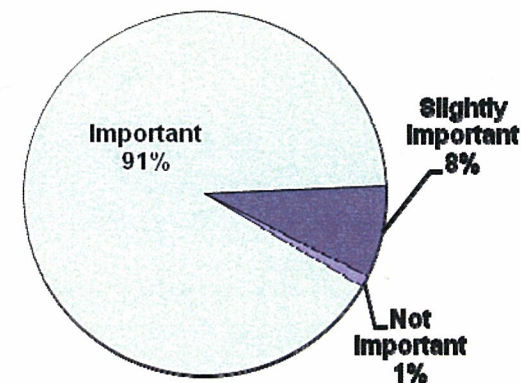
2010
Survey



Do Electric & Gas Companies Have a Role
in Minimizing Impact of Global Climate Change?



Is this Role...?



Base=Believe Companies Have a Role; n=849

Greenhouse Gas Control is a Key Issue

- ◆ Nearly all respondents agree that utilities should take responsibility regarding greenhouse gases.

88% Agree:

Electric & gas companies should reduce the release of natural gas, a potent greenhouse gas, from their gas distribution and transmission systems.

n=830

89% Agree:

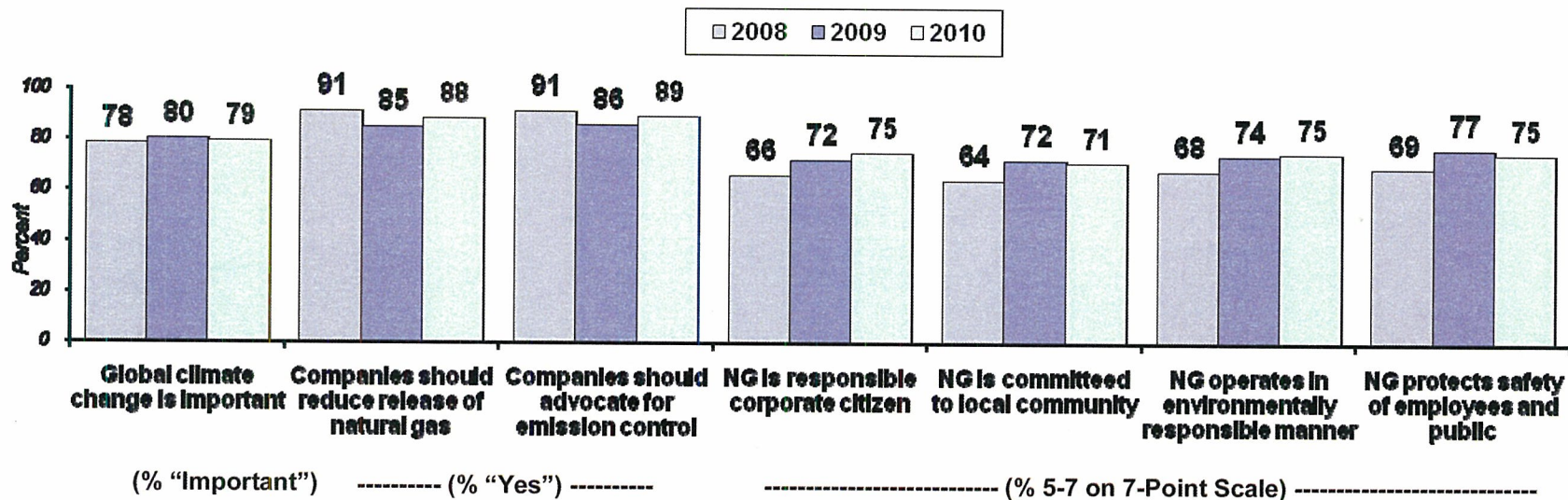
Electric & gas companies should advocate for the implementation of greenhouse gas emission control programs on a regional and national basis.

n=881

2010 Survey

Social Responsibility Aspects - Trended

- Several social responsibility aspects improved this year: “reduce release of natural gas” +3 points, “advocate for emission control” +3 points, “responsible corporate citizen” +3 points, and “environmentally responsible” +1 point.
- Three aspects decreased: “protects safety of employees and public” -2 points, “global climate change is important” -1 point and “committed to local community” -1 point.



Differences Between Highly Satisfied vs. Less Satisfied Customers Regarding Social Responsibility Aspects

- Perceptions of National Grid regarding social responsibility differ substantially between customers who are highly satisfied overall and those who are less satisfied.

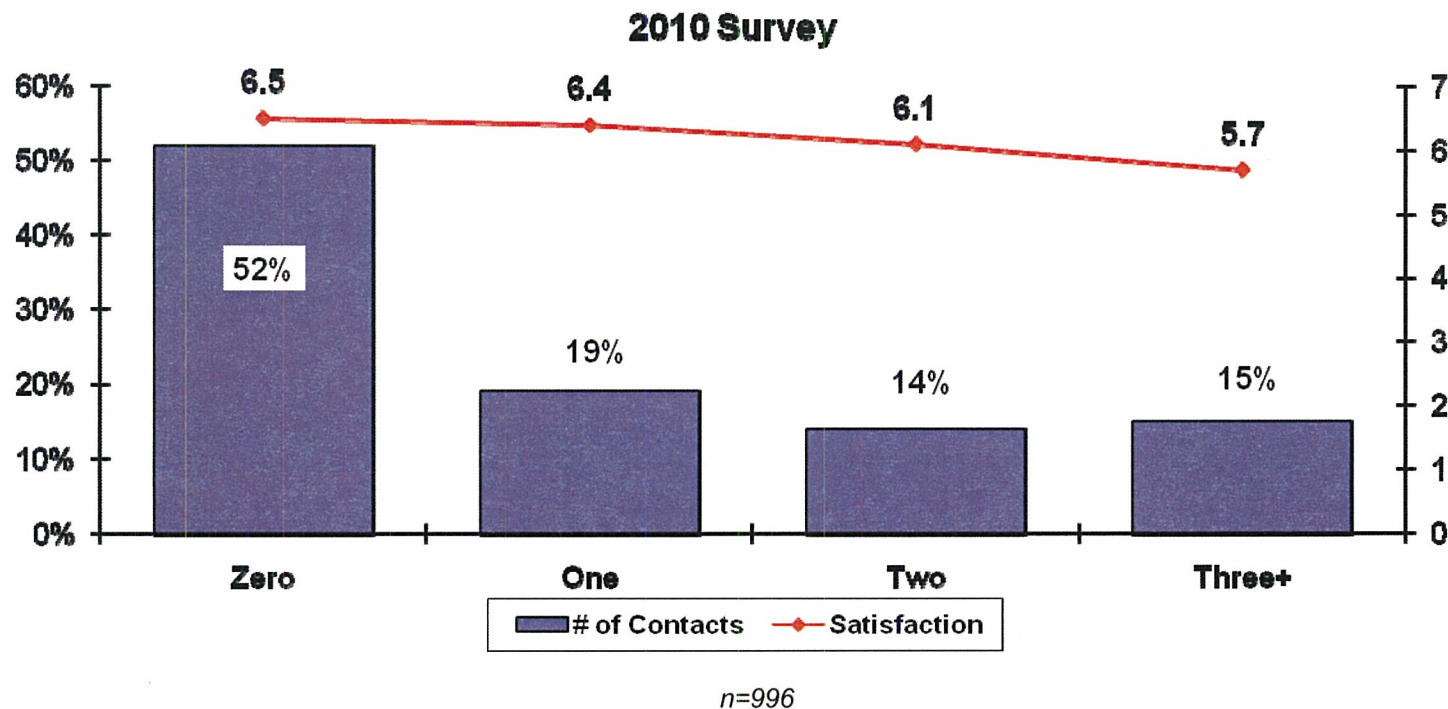
2010 Survey (20+ point differences circled)	Highly Satisfied <u>Overall</u> (% 6-7)	Less Satisfied <u>Overall</u> (% 1-5)	Percentage Point Difference
(Base)	(817)	(179)	
Being a responsible corporate citizen (% 5-7)	80%	52%	28
Commitment to the local community (% 5-7)	77	41	36
Operating in an environmentally responsible manner (% 5-7)	80	50	30
Protecting the safety of employees and the public (% 5-7)	79	56	23

Detailed Findings

4. Contact with National Grid

Overall Satisfaction Declines as the Number of Contacts Increases

- ◆ Fewer than half of all NH customers (48%) have had some contact with National Grid (or attempted to contact National Grid) in the past 12 months.
- ◆ Those with no contact (mean 6.5) are much more satisfied than those who have had contact (mean 5.7-6.4), demonstrating that contacts correlate to satisfaction.

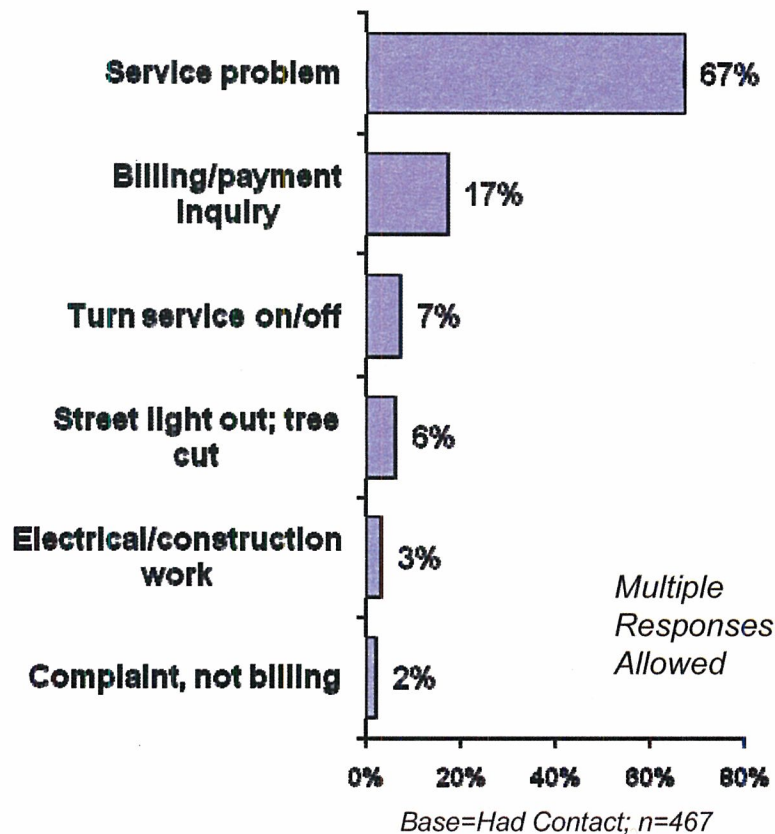


Most Customers Contacted the CCC for Service Problems

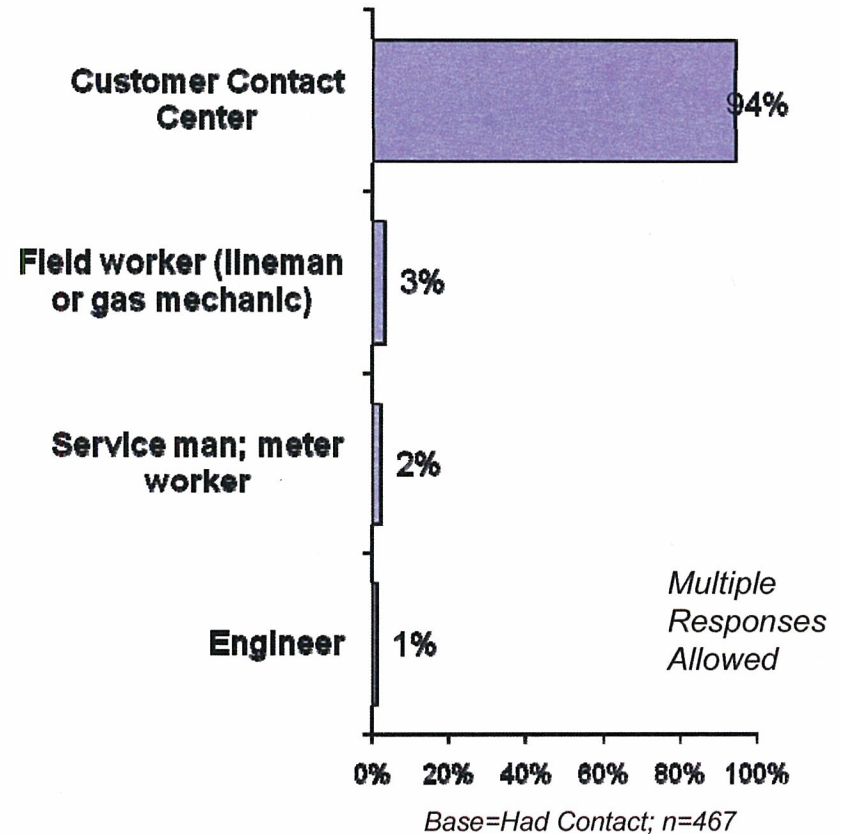
- A service problem is the most common reason to contact National Grid (67%) and the Customer Contact Center (phone center) is the place where most residents make contact (94%).

2010 Survey

Reasons for Contact



Where/Who Contacted

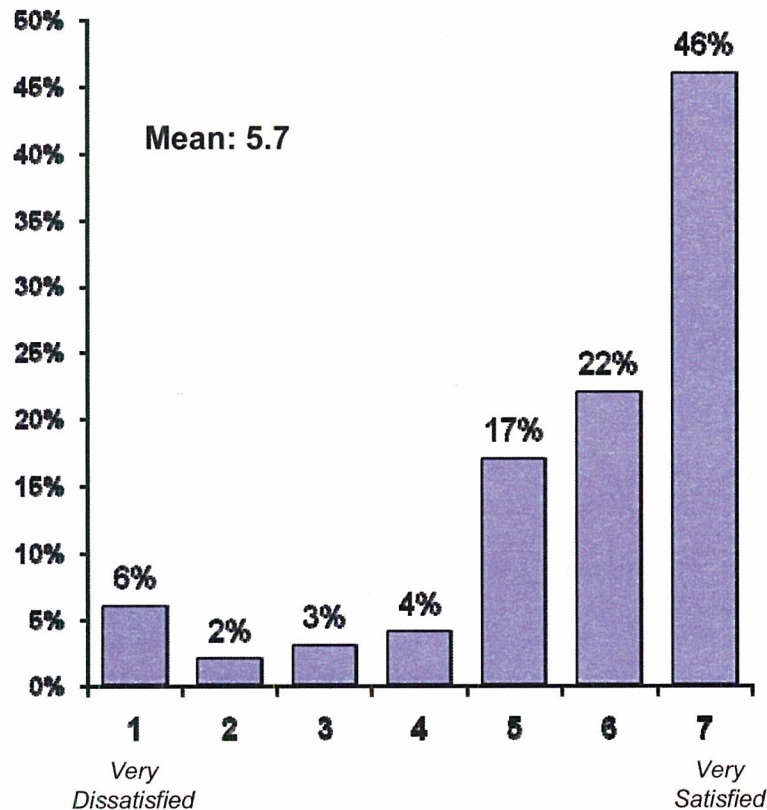


Service Levels Correlate to Satisfaction with Contact

- Most customers are satisfied with their most recent contact; those who are not satisfied mention the length of time it took to obtain a response (34%) and generally poor service (29%) as issues.

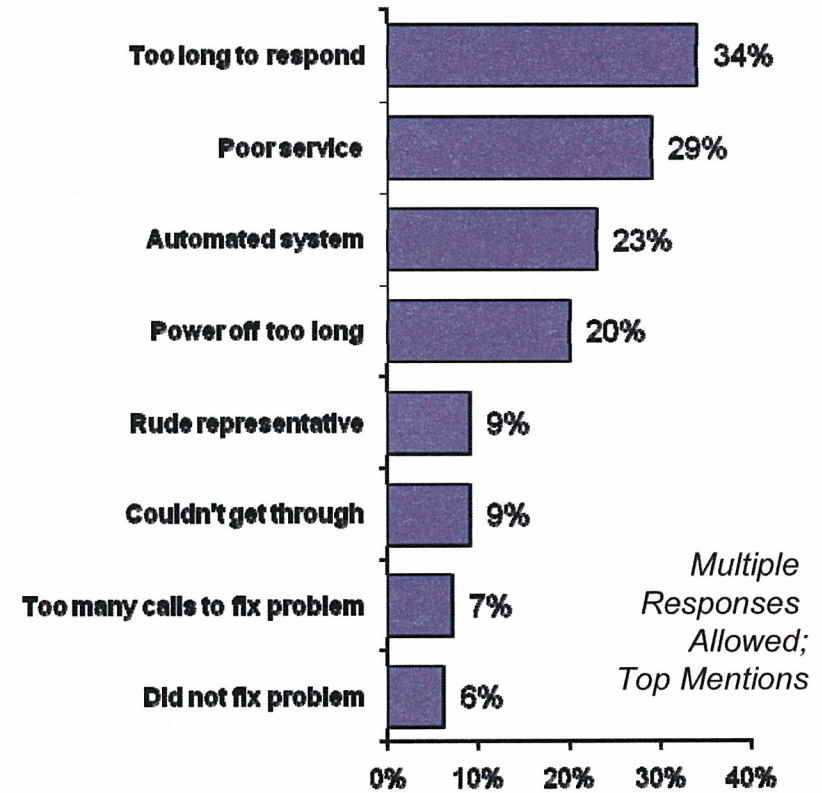
2010 Survey

Satisfaction with Contact



Base=Had Contact; n=459

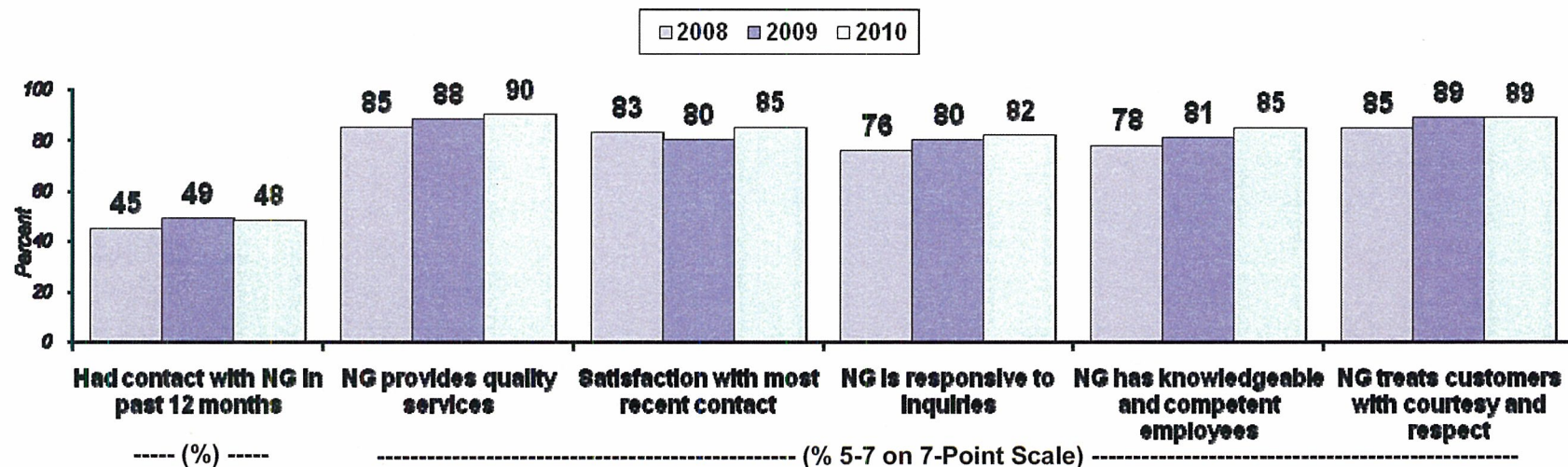
Why Dissatisfied?



Base=Had Contact and Sat=1-4; n=70

Contacts - Trended

- A slightly lower proportion of customers this year (48%) than last year (49%) had contact with National Grid.
- However “satisfaction with the most recent contact” increased 5 percentage points this year.
- All the other ratings related to contacts improved by +2 or +4 points in 2010 (except “treats customers with courtesy and respect” which has no change).



Differences Between Highly Satisfied vs. Less Satisfied Customers Regarding Contacts

- Perceptions of National Grid in terms of providing good customer service have a major impact on overall satisfaction. Highly satisfied and less satisfied customers give very different ratings.

2010 Survey (20+ point differences circled)	Highly Satisfied Overall (% 6-7)	Less Satisfied Overall (% 1-5)	Percentage Point Difference
(Base)	(817)	(179)	
High satisfaction (% 5-7) with most recent contact	90%	66%	24
NG provides quality services to customers (% 5-7)	95	68	27
NG is responsive to your inquiries (% 5-7)	87	57	30
NG has knowledgeable and competent employees (% 5-7)	89	65	24
Contacted NG 3+ times in past 12 months	11	30	19
Contacted NG 0 times in past 12 months	56	35	21
Treat you with courtesy and respect (% 5-7)	93	73	20
Mean number of contacts in past 12 months	2.1	4.3	-

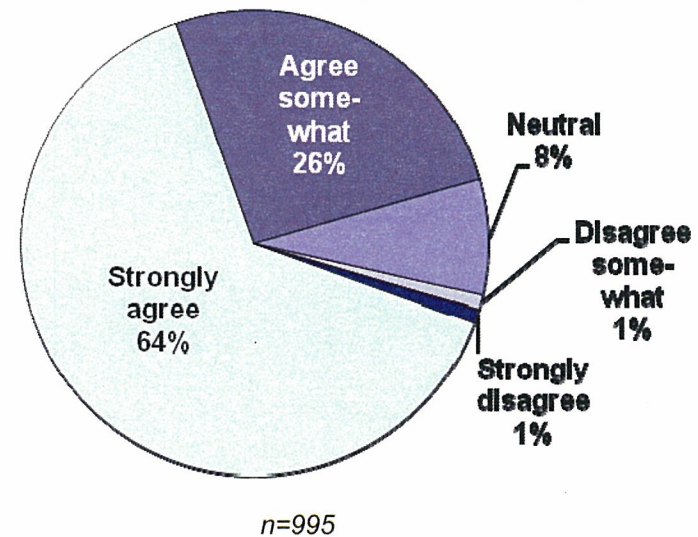
Detailed Findings

5. Reliability: Outages & Power Quality

National Grid Provides Reliable Service

- Most customers agree (90%) that National Grid provides reliable electric service.

2010 Survey

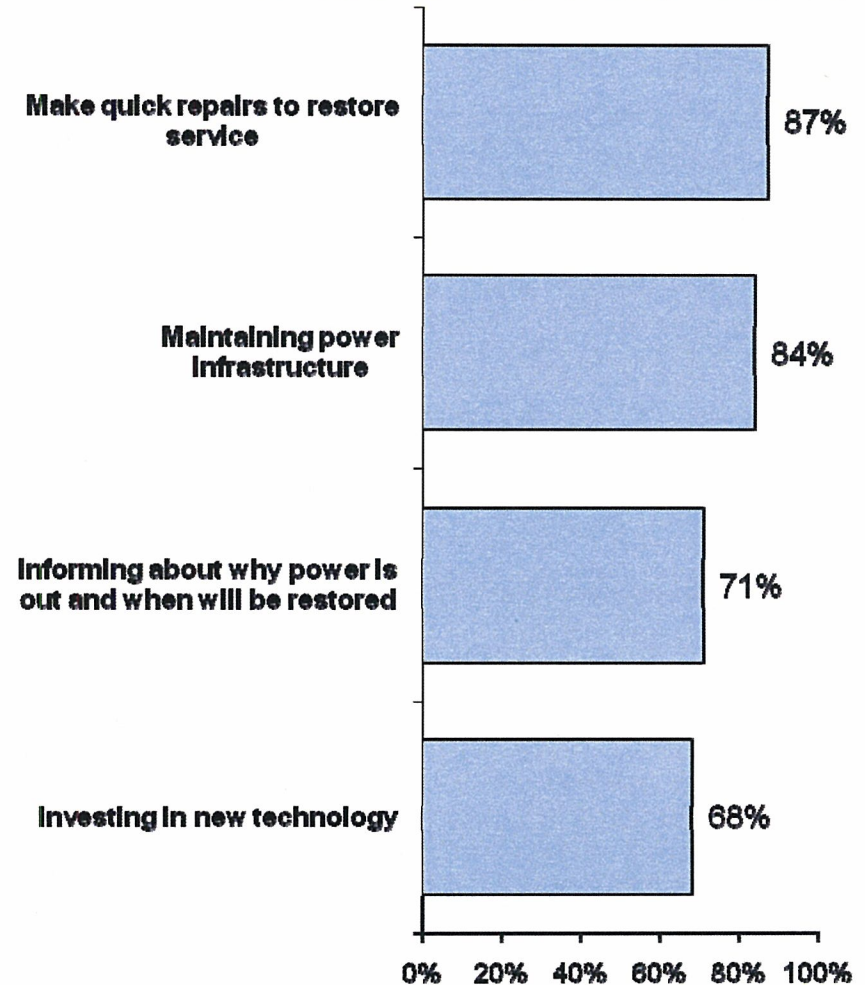


NH Residents Give National Grid High Marks on Reliability

2010 Survey

% Rate 5-7 on 7-Point Scale; 7=Excellent

- Most survey respondents give high ratings to National Grid's performance on four reliability aspects.
- Lowest rated is the extent to which National Grid invests in new technology (68%).



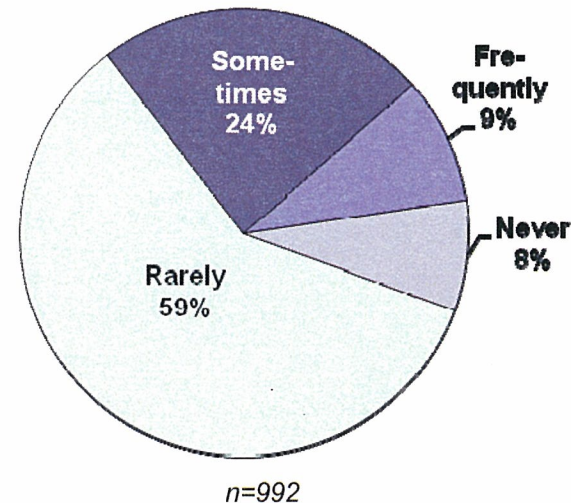
n=1000

NH Residents Are Tolerant of More Outages Than They Experience

2010 Survey

- Most residents have experienced few, if any, power outages.
- NH residents are tolerant of nearly three outages per year.

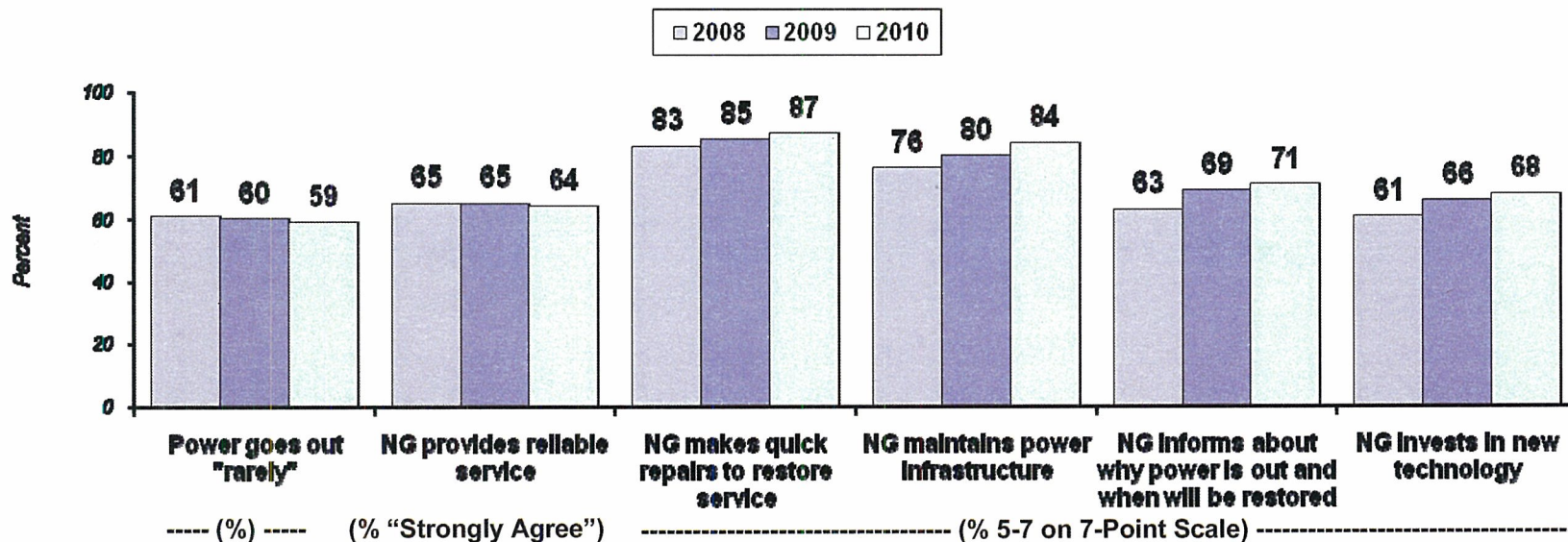
Power Goes Out...



An average of 2.3 outages are tolerable over a 12-month period

Reliability - Trended

- Trends regarding reliability are mostly positive. The two aspects that did not improve this year are “power goes out rarely” and “reliable service” – each down only one percentage point.
- Other aspects of reliability improved by between two points (quick repairs, informs about outages and investing in new technology) and four points (maintains power infrastructure).



Differences Between Highly Satisfied vs. Less Satisfied Customers Regarding Reliability

- Highly satisfied customers are much more likely to give National Grid high ratings on all aspects of power reliability, particularly relating to service reliability and infrastructure.

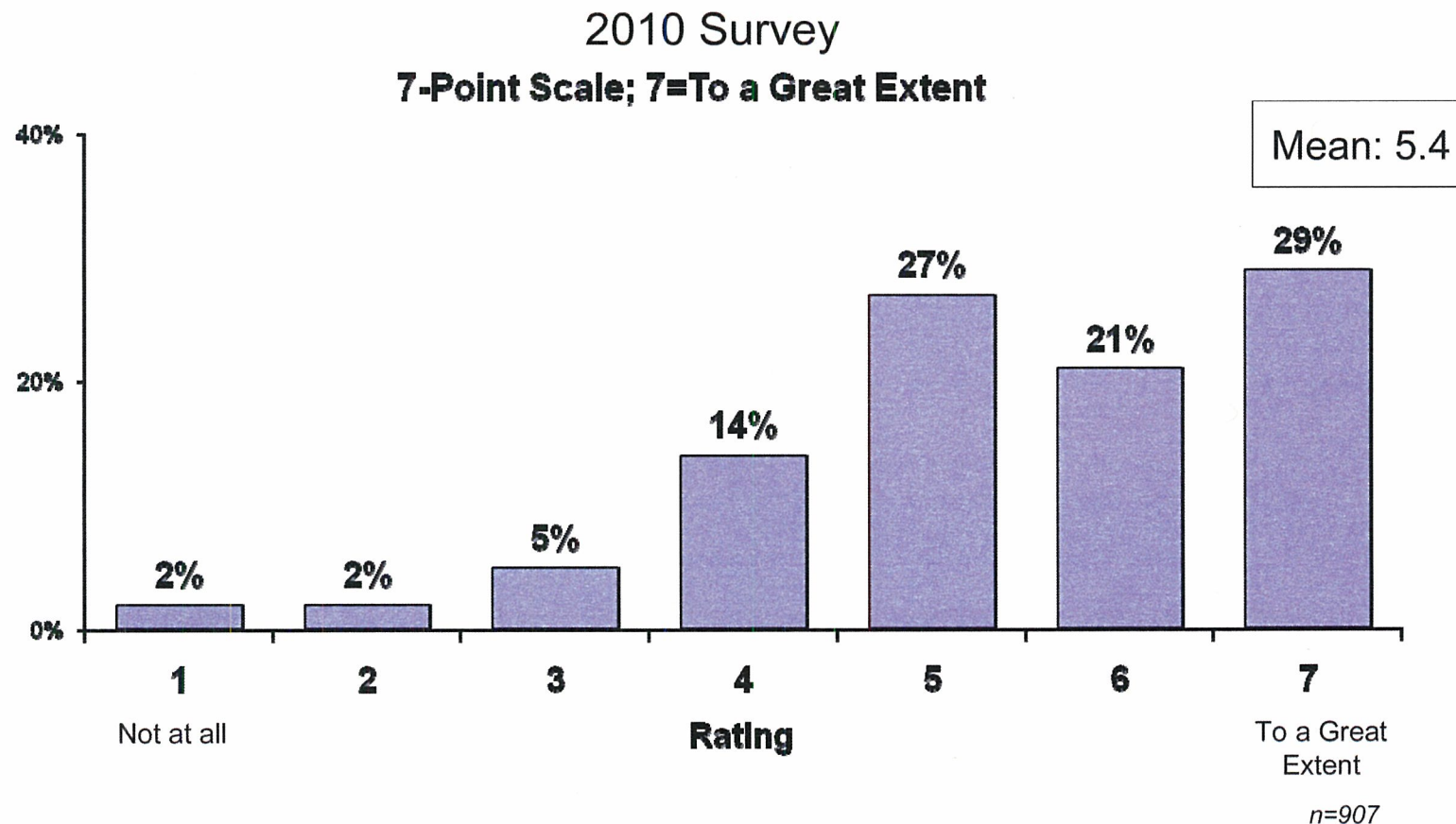
2010 Survey (20+ point differences circled)	Highly Satisfied <u>Overall</u> (% 6-7)	Less Satisfied <u>Overall</u> (% 1-5)	Percentage Point Difference
(Base)	(817)	(179)	
Strongly agree/agree that NG provides reliable service	70%	34%	36
NG adequately maintains power infrastructure (% 5-7)	89	64	25
Informs why power is out and when will be restored (% 5-7)	77	42	35
Cite "power outages" as reason for low satisfaction rating	6	30	24
NG makes quick repairs to restore service (% 5-7)	92	64	28
NG invests in new technology to ensure uninterrupted power (% 5-7)	74	40	34
Power goes out "rarely"	62	44	18
Power goes out "frequently"	6	23	17

Detailed Findings

6. Rates & Billing

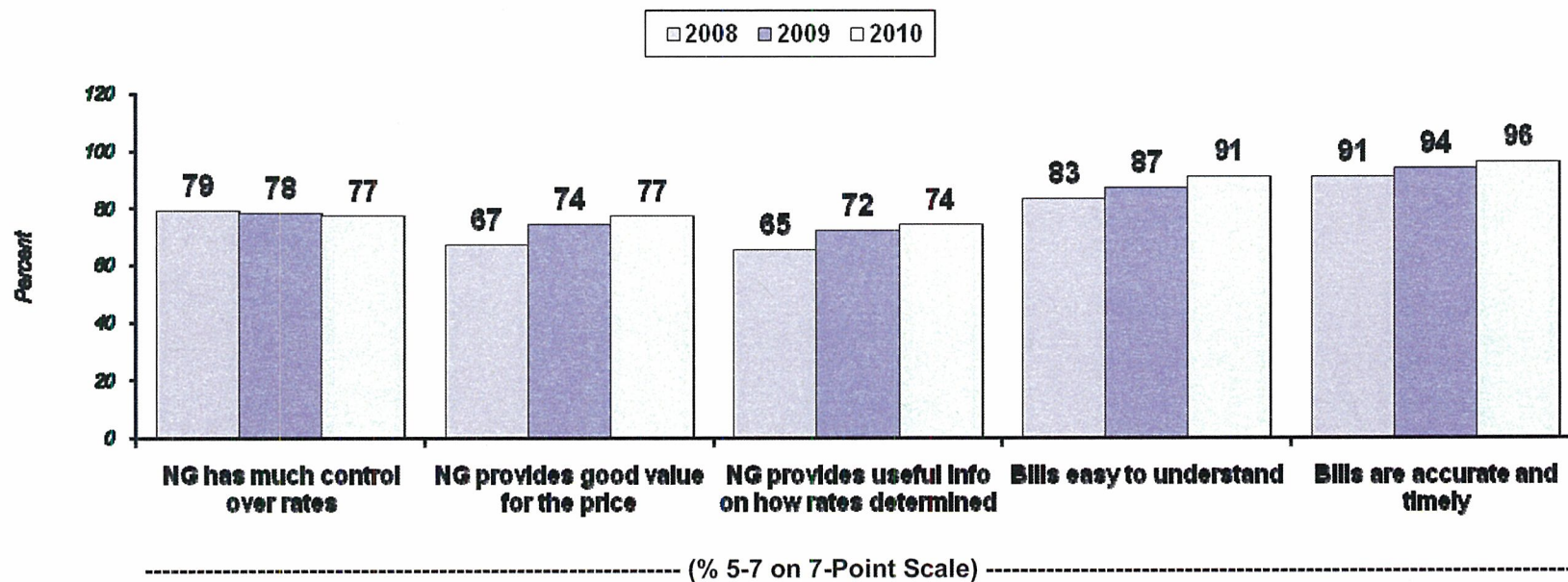
Perceptions are that National Grid has Some Control over Rates

- ◆ Three-fourths of NH residents (77%) believe that National Grid has a great deal of control over rates (rate 5-7).



Rates and Billing - Trended

- Positive trends are evident relative to the value that National Grid provides to customers (“good value for the price” +3 points) and information provided about rates (“how rates are determined” +2 points).
- Trends for billing issues are also positive; “easy to understand” +4 points and “accurate and timely” +2 points
- The only decrease in rate-related aspects this year concerns “control over rates” which is down only one percentage point.



Differences between Highly Satisfied vs. Less Satisfied Customers Regarding Rates and Billing

- Perceptions of rates and billing aspects vary significantly between highly satisfied and less satisfied NH residents. Perceptions about the value provided by National Grid and information on how rates are determined are key differentiating factors.

2010 Survey (20+ point differences circled)	Highly Satisfied <u>Overall</u> (% 6-7)	Less Satisfied <u>Overall</u> (% 1-5)	Percentage Point Difference
(Base)	(817)	(179)	
NG provides a good value for the price (% 5-7)	84%	44%	40
Useful info on how rates are determined (% 5-7)	80	47	33
Bills are easy to understand (% 5-7)	94	76	18
Cite "high rates" as reason for low satisfaction rating	2	18	16
Bills are accurate and timely (% 5-7)	98	88	10
Contacted for billing/payment inquiry	17	20	3
Believe that NG has control over rates (% 5-7)	80	63	17

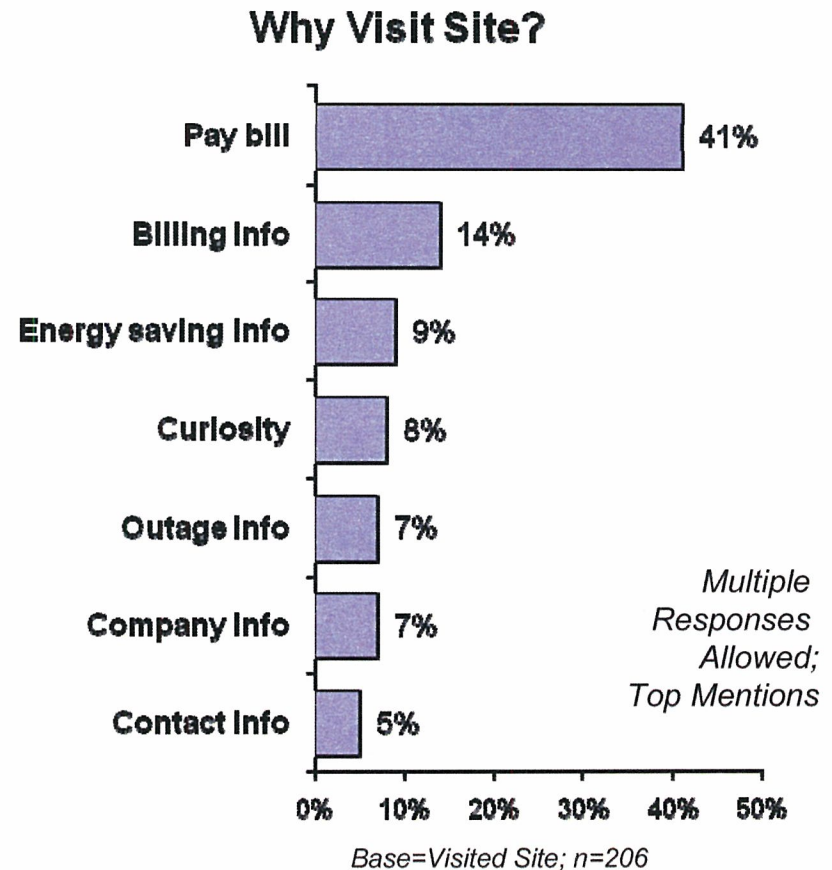
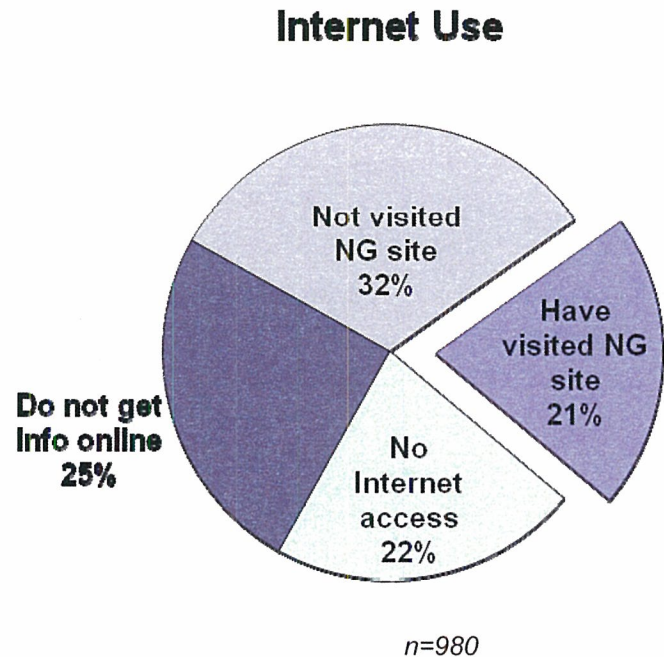
Detailed Findings

7. Internet

A Small Number of Customers Go to the Web Site to Pay a Bill

- Only a few NH residents have visited the National Grid Web site (21%), but most of these visitors went there to pay a bill (41%).

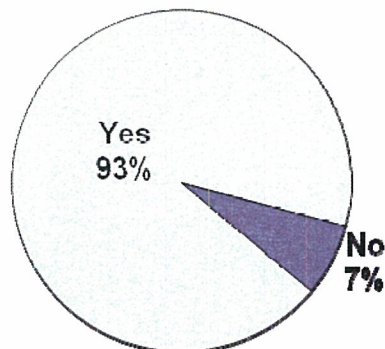
2010 Survey



The Web Site Provides a Satisfactory Experience

- Most customers (93%) found what they were looking for at the National Grid Web site, and most consider the site valuable (88% rate 5-7).
- More than half (58%) would use the site to pay their bill.

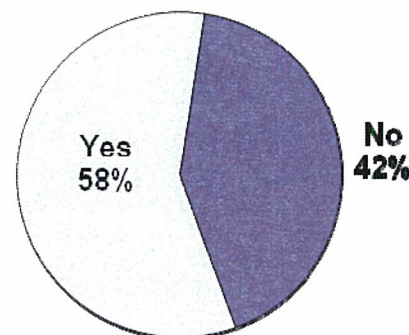
Find What Looking For?



Base=Visited Site; n=200

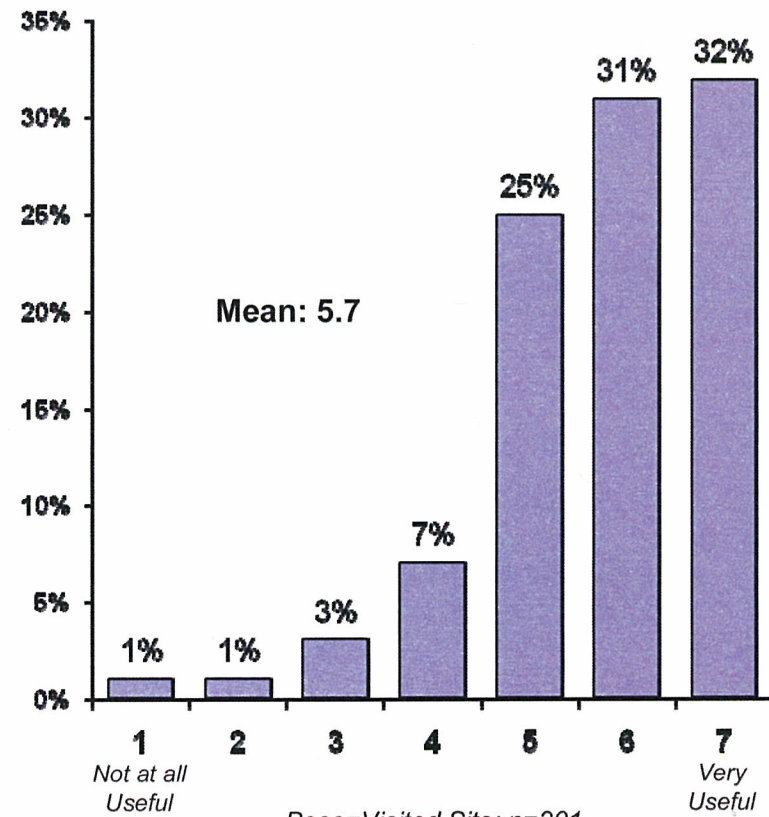
2010 Survey

Consider Paying Bill at Site?



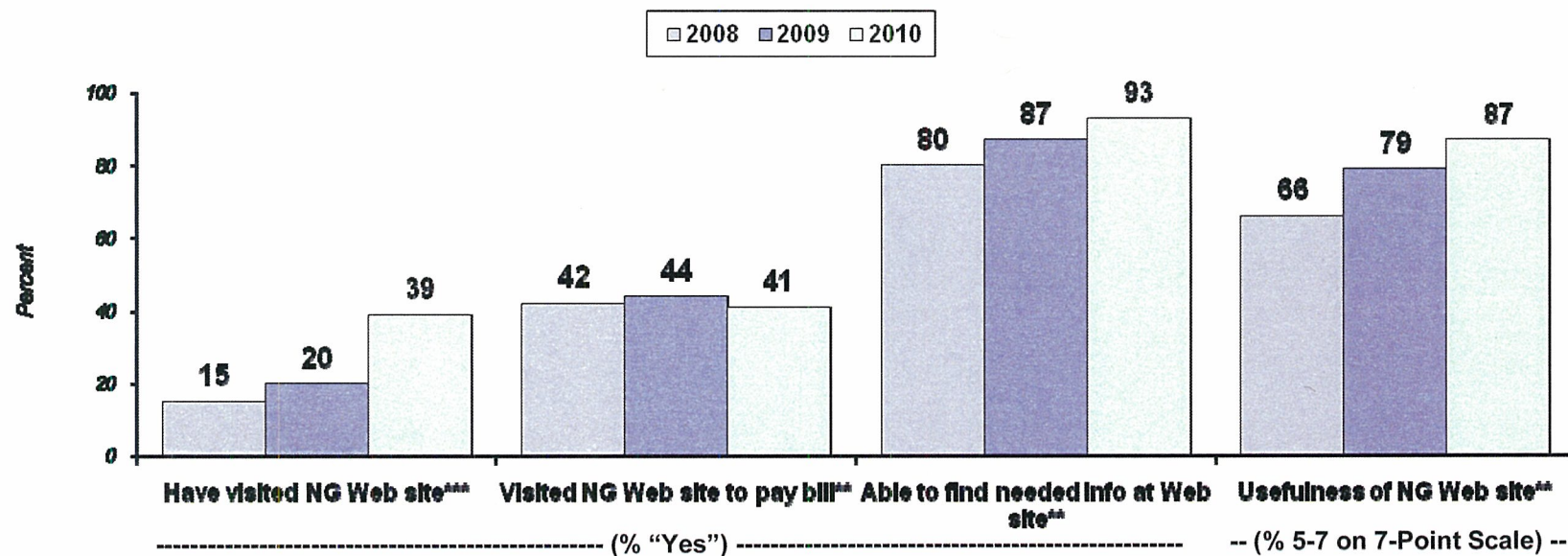
Base=Use Internet for Biz; n=516

Usefulness of Web Site



Internet - Trended

- Most Internet-related measurements have increased this year compared to last year's survey. More customers are visiting the site (+19 points), finding what they need (+6 points), and deem the site useful (+8 points) this year.
- However, fewer are visiting the site to pay a bill (-3 points).



Base=Visited NG Web site *Base=Get info online

Differences Between Highly Satisfied vs. Less Satisfied Customers Regarding the Internet

- There are only small differences between highly satisfied and less satisfied customers regarding aspects of the NG Web site; Internet-related aspects are not strong differentiators and therefore do not have a great deal of impact upon satisfaction.
- However, highly satisfied customers consider the National Grid Web site somewhat more useful than less satisfied customers.

2010 Survey (20+ point differences circled)	Highly Satisfied <u>Overall</u> (% 6-7)	Less Satisfied <u>Overall</u> (% 1-5)	Percentage Point Difference
(Total Base)	(418)	(103)82	
Overall usefulness of NG Web site (% 5-7)**	94%	64%	30
Visited Web site to pay a bill**	46	27	19
Visited NG Web site***	38	44	6
Have Internet access	78	82	4
Able to find needed information at the NG Web site**	95	87	8
Would use Web site to pay bill online**	60	51	9
Get information/do business online*	67	74	7

*Base=Have Internet access **Base=Visited NG Web site ***Base=Get info online

Detailed Findings

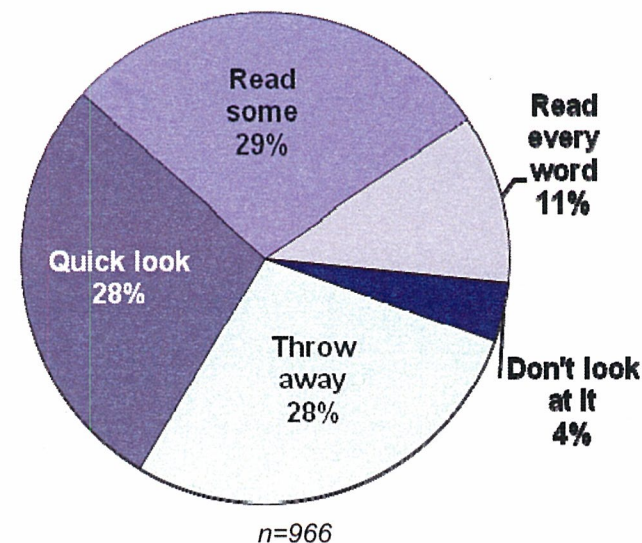
8. Communications with Customers

A Small Number of Residents Read the Newsletter

- Two in five residents (40%) read the newsletter and another one-fourth takes a quick look (28%).

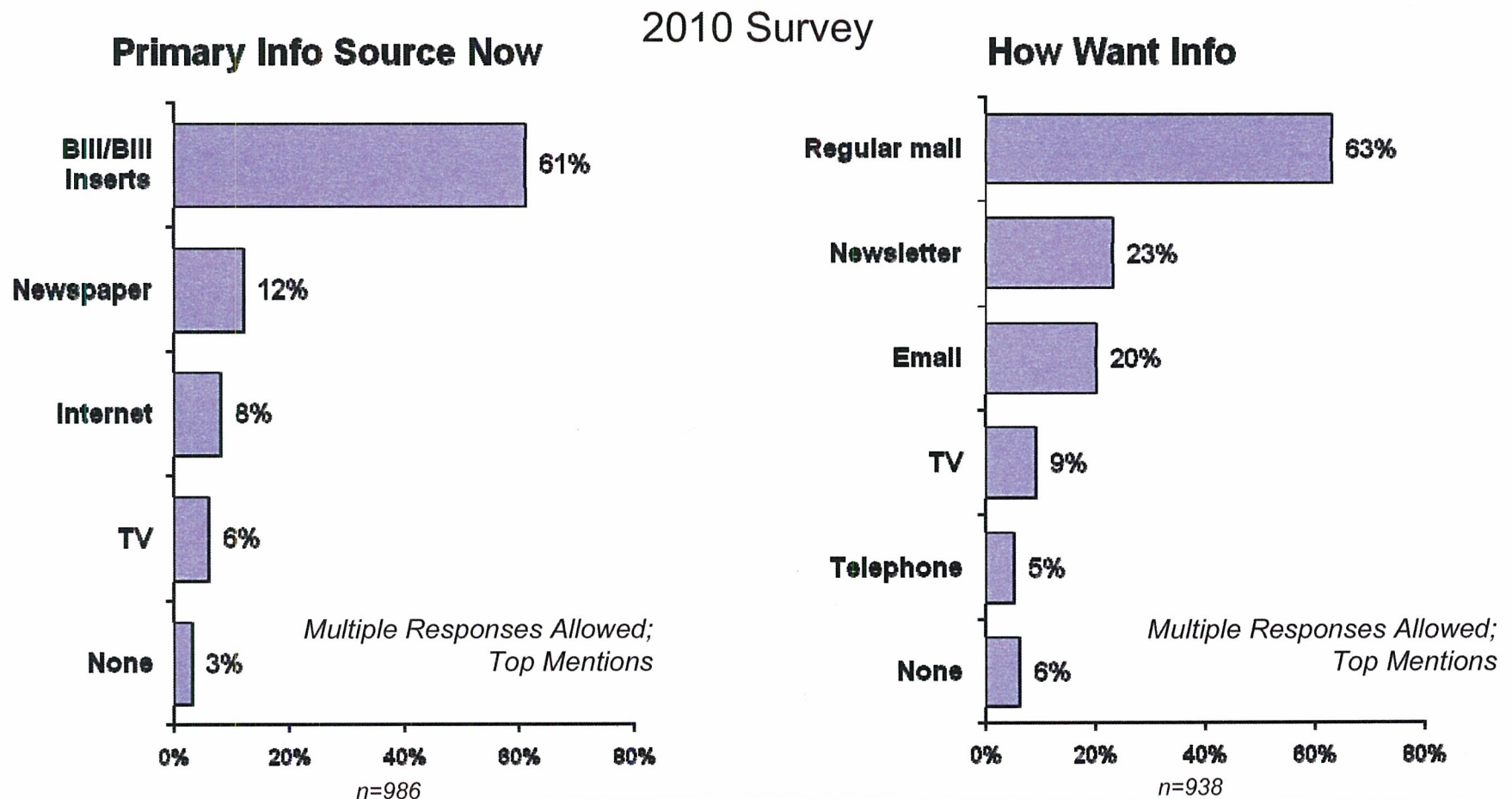
2010 Survey

Info Newsletters



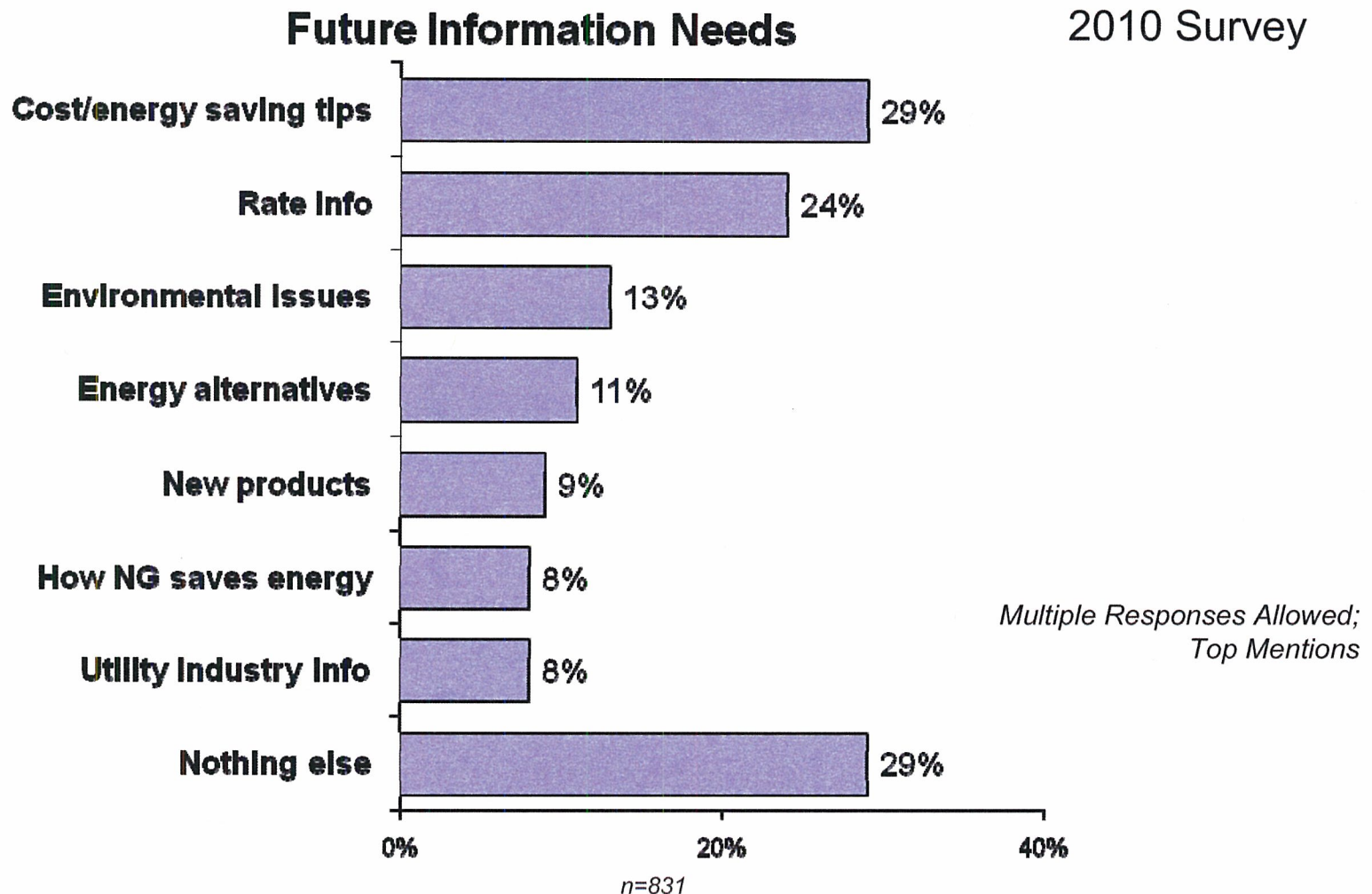
The Mail is the Preferred Method of Communication

- Most people currently look to their bill inserts for information (61%) and would like to continue receiving info through the mail (63%).



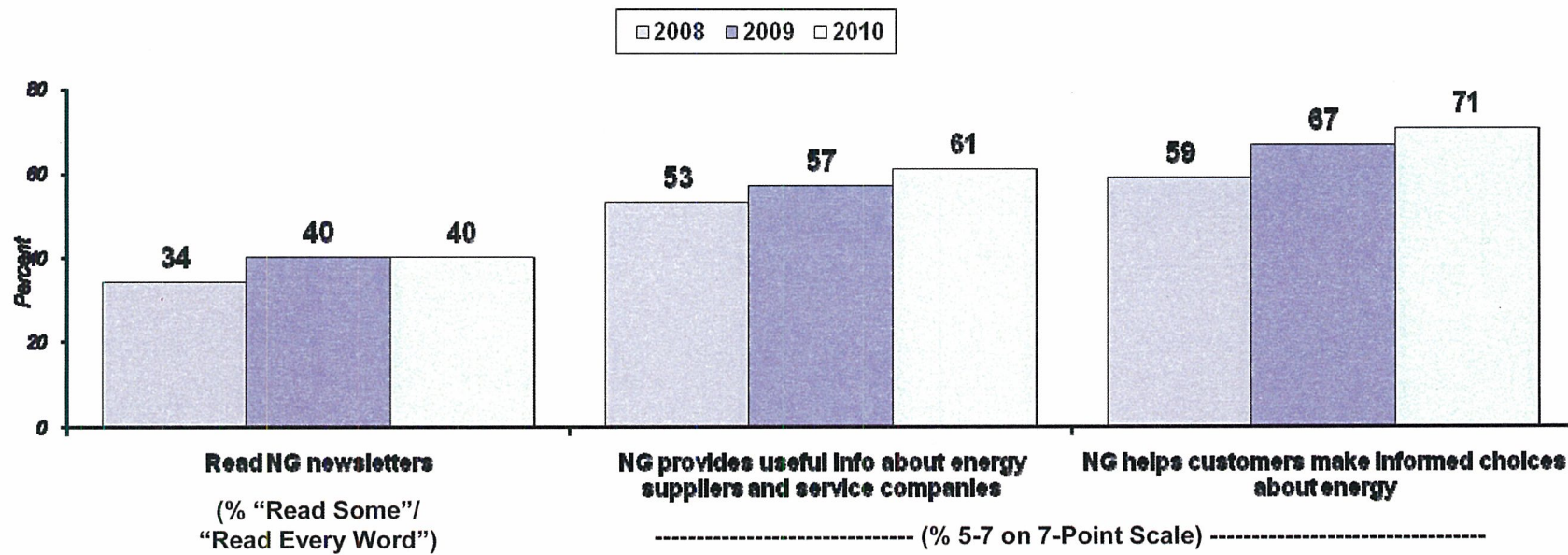
NH Residents Want More Cost Saving Tips and Rate Information

- NH residents want more info on energy/cost-saving tips (29%) and rates (24%).



Communications - Trended

- All communication trends are positive or neutral compared to the 2009 survey: the same number of customers are reading the newsletter (40%; no change); yet more are finding useful information about energy suppliers/service companies (+4 points), and more believe the company is helping them to make more informed choices about energy (+4 points).



Differences between Highly Satisfied vs. Less Satisfied Customers Regarding Communications

- There is considerable differentiation between the two satisfaction segments regarding the information communicated by National Grid.

2010 Survey (20+ point differences circled)	Highly Satisfied <u>Overall</u> (% 6-7)	Less Satisfied <u>Overall</u> (% 1-5)	Percentage Point Difference
(Base)	(817)	(179)	
NG helps you make informed choices regarding energy (% 5-7)	77%	42%	25
NG provides useful info about different energy suppliers and energy service companies (% 5-7)	66	34	32

Conclusions & Recommendations

Overall Satisfaction Remains High and Perceptions Continue To Be Positive

- Overall satisfaction is high in New Hampshire (58% “very satisfied”; highest rating of “7”) and this proportion has improved each year for the past three years.
 - The proportion of NH residents giving the highest satisfaction rating (“7”) increased from 45% in 2007, to 54% in 2008, to 57% last year and is currently at 58%.
 - Similarly, top box ratings (% rate 5-7) rose from 89% in 2007, to 91% in 2008, to 94% last year and have remained at 94% this year as well.
- Satisfaction is driven by a lack of problems (56% of highly satisfied customers give this as a reason for their high rating).
 - Several also cite “good service” (27%) and reliability (“no outages”; 15%) as contributing to their satisfaction level.
- Perceptions of National Grid remain very positive (83% say it is an “excellent” or “good” company). This is up slightly from 80% last year.
 - After strong improvements last year, about equal proportions of respondents this year describe National Grid as a well-run company (78%), as premier in the industry (71%), and as having vision for the future (67%).
- ❖ Continue to provide high levels of service to customers and minimize problem occurrences. Also continue to promote and position the company in order to maintain perceptions of National Grid as a “good/excellent” company.

Similar To Past Surveys, a Key Area of Dissatisfaction is Service - Both Power Interruption & Customer Service

- NH residents attribute their dissatisfaction primarily to power outages (30% of less satisfied customers).
- Issues such as outages prompt customers to contact National Grid.
 - Although most customers agree that National Grid provides **reliable** electric service (90%), and most say their **power goes out “rarely”** (59%), most contacts with National Grid are for **service problems** (67%).
- Many interactions are satisfactory (46% “very satisfied” with most recent contact), and this measurement increased by the second largest amount (+5 points) compared to last year’s survey. (See tables in the appendix.)
 - Customers dissatisfied with the most recent contact mention issues with customer service. Taking too long to respond is mentioned by the most customers (34%) followed by poor service in general (29%). Others had problems with the automated phone system (23%), an inability to get through (9%), and unhelpful reps (9%).
 - Other dissatisfied customers complain specifically about power problems: power was off for too long (20%), having a problem that was not fixed (6%), and having to make multiple contacts in order to get a problem resolved (7%).
- ❖ Outages cause customers to contact National Grid; ensure that these contacts are handled quickly and efficiently and strive to improve satisfaction in this area as it has a major impact on satisfaction overall.

Rates Continue to Create Dissatisfaction among Customers

- The single differentiating variable that shows the widest discrepancy between highly satisfied and less satisfied customers in NH continues to be the perception of the value that National Grid provides for the price that customers pay (see table in appendix).
 - While a majority of customers give high ratings to the value that National Grid provides (77%), and this proportion has improved over the last two surveys (+7 points in 2009 and +3 points in 2010), value has the most impact on customer satisfaction.
- Most of the NH residents surveyed believe that National Grid has control over rates (77%); when rates are high, they blame National Grid.
- Customers recognize and appreciate information provided by National Grid about rates.
 - Most believe that National Grid provides useful information about **how rates are determined** (74%) and this proportion has improved since the last survey (+2 points).
 - Many NH customers also agree that National Grid provides **useful information** about energy suppliers and service companies (61%; +4 points) although this is one of the lowest-rated variables in the survey this year.
 - While 71% agree that National Grid helps them make informed choices regarding energy, one in four (24%) would like even **more information** about rates.
- ❖ Rates will always be an issue for customers; continue to provide useful information about rates and how they are established. Use media that is preferred by customers (63% prefer mail) to communicate rate information.

The Web site is becoming more popular, although some consumers express a lack of confidence in National Grid's use of technology

- Although only one in five survey respondents have visited the National Grid Web site (20%), the overall usefulness of the site is rated high by most visitors (88%) and this proportion has improved dramatically over the past two surveys (+13 points in 2009, +9 points in 2010).
 - Almost all visitors say they were able to find what they were looking for (93%).
 - The most common reason to visit the site is to pay a bill (41%).
- ❖ Continue to update and modify the Web site to ensure that all visitors are able to complete their transaction or find information quickly and easily.
- Two of the lowest-rated variables in this year's survey are National Grid's vision for the future (67%) and the belief that National Grid invests in new technology to ensure uninterrupted power (68%).
 - Both of these survey questions are also rated quite differently by customers who are highly satisfied compared to those who are less satisfied. This indicates that these perceptions have an impact on overall satisfaction with National Grid.
- ❖ Address perceptions regarding National Grid and the future of technology in communications with customers. Attempt to reposition National Grid as an energy leader and publicize activities involving newly added or upgraded equipment.

Appendix

~Summary Tables~

Differences Between Highly Satisfied vs. Less Satisfied Customers - 2010 Survey

2010 Survey Top 3 Box Ratings (% 5-7) (20+ point differences circled)	Highly Satisfied <u>Overall</u> (% 6-7 OA Sat)	Less Satisfied <u>Overall</u> (% 1-5 OA Sat)	Percentage Point Difference
NG provides a good value for the price	84%	44%	40
Commitment to the local community	77	41	36
Vision for the future	73	38	35
Informs why power is out and when will be restored	77	42	35
Overall reputation	90	55	35
NG invests in new technology to ensure uninterrupted power	74	40	34
Useful info on how rates are determined	80	47	33
Being premier in its industry	77	44	33
NG provides useful info about different energy suppliers	66	34	32
Being a well run company	83	52	31
NG is responsive to your inquiries	87	57	30
Operating in an environmentally responsible manner	80	50	30
Overall usefulness of NG Web site	94	64	30
Being a responsible corporate citizen	80	52	28
NG makes quick repairs to restore service	92	64	28
NG provides quality services to customers	95	68	27
NG adequately maintains power infrastructure	89	64	25
NG helps you make informed choices regarding energy	77	42	25
High satisfaction with most recent contact	90	66	24
NG has knowledgeable and competent employees	89	65	24
Protecting the safety of employees and the public	79	56	23
Treat you with courtesy and respect	93	73	20
Bills are easy to understand	94	76	18
Believe that NG has control over rates	80	63	17
Bills are accurate and timely	98	88	10

Trended Differences

Top 3 Box Ratings (% 5-7)	2008 Survey	2009 Survey	Percentage Point Difference (2008-2009)	2010 Survey	Percentage Point Difference (2009-2010)
Overall usefulness of NG Web site	66%	79%	13	88%	9
High satisfaction with most recent contact	83	80	-3	85	5
NG helps you make informed choices regarding energy	59	67	8	71	4
NG adequately maintains power infrastructure	76	80	4	84	4
NG provides useful info about different energy suppliers	53	57	4	61	4
Bills are easy to understand	83	87	4	91	4
NG has knowledgeable and competent employees	78	81	3	85	4
Overall reputation (good + excellent)	78	80	2	84	4
NG provides a good value for the price	67	74	7	77	3
Being a responsible corporate citizen	66	72	6	75	3
Protecting the safety of employees and the public	69	77	8	75	-2
Useful info on how rates are determined	65	72	7	74	2
Informs why power is out and when will be restored	63	69	6	71	2
NG invests in new technology to ensure uninterrupted power	61	66	5	68	2
NG is responsive to your inquiries	76	80	4	82	2
NG provides quality services to customers	85	88	3	90	2
Bills are accurate and timely	91	94	3	96	2
NG makes quick repairs to restore service	83	85	2	87	2
Being a well run company	68	77	9	78	1
Commitment to the local community	64	72	8	71	-1
Operating in an environmentally responsible manner	68	74	6	75	1
Believe that NG has control over rates	79	78	-1	77	-1
Vision for the future	57	67	10	67	0
Being premier in its industry	67	71	4	71	0
Treat you with courtesy and respect	85	89	4	89	0