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OBJECTIVES AND METHODOLOGY

Objectives & Methodology

Objectives

- Compare current customer satisfaction levels with 2012
- Analyze satisfaction at the overall level

Methodology

- A total of 1,502 surveys from Liberty Utilities' Gas customers were completed in 2013; 1,506 surveys were completed in 2012.
- Approximately 55% of interviews were completed via phone and 45% were completed online in 2013. All interviews were completed via phone in 2012.
- Interviews were conducted in New Hampshire, the Eastern Region of Liberty's service area.
- The study was fielded from October 30th, 2013 through December 3rd, 2013.

Objectives & Methodology

- This is the second year of performance tracking for services rendered to Liberty Utilities' Gas customers in New Hampshire. Data from 2013 is compared throughout the report to data from 2012, the baseline year.
- Residential customers were randomly selected from a sample provided by Liberty Utilities for participation in the survey. The survey sample was representative of Liberty Utilities' Eastern Region gas customers.
- Base counts throughout this report refer to total responding, eliminating those 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 population of all Liberty Utilities residential customers. Sampling error varies inversely with the size of the sample.
 - With a sample size of 1,502 and a 95% level of confidence, the range of error for proportions observed in this survey is +/- 2.53 percentage points.

RESPONDENT PROFILE

Respondent Profile

	2012	2013
Total	N=1506	N=1502
Gender		
Male	51%	47%
Female	49%	53%
Age		
18 to 24 years	3%	2%
25 to 34 years	15%	10%
35 to 44 years	14%	11%
45 to 54 years	18%	18%
55 to 64 years	19%	22%
65 years or older	31%	38%
Household Income		
Under \$25,000	10%	11%
\$25,000 - \$49,999	20%	20%
\$50,000 - \$74,999	16%	16%
\$75,000 - \$99,999	12%	13%
\$100,000 - \$149,999	9%	9%
\$150,000 or more	6%	5%
Prefer not to say	26%	27%
Ethnicity		
White/Caucasian	86%	87%
Black/African-American	1%	1%
Asian or Pacific Islander	3%	1%
Native American/Alaska Native	1%	1%
Hispanic/Latino (White/Caucasian)	2%	1%
Hispanic/Latino (Black/African-American)	0%	0%
Hispanic/Latino (all other or multiple race)	1%	0.3%
Other	2%	1%
Prefer not to say	4%	8%

NOTE: Bold red data indicates significant differences between the two years.

Respondent Profile

	2012	2013
Total	N=1506	N=1502
Average Number of Children in Household		
Under 18 years of age	1.84	1.74
Education		
Less than high school	2%	2%
High school/GED	20%	16%
Professional school/training	5%	6%
Some college	19%	17%
Associate's degree	8%	10%
Bachelor's degree	21%	20%
Some graduate school	3%	4%
Graduate school degree	16%	18%
Prefer not to say	5%	7%
Home Own Status		
Rent	30%	23%
Own	69%	76%
Years In Current Residence		
Less than 3 months	3%	2%
3 months to less than 6 months	4%	3%
6 months to less than one year	4%	5%
1 to 5 years	34%	26%
6 to 10 years	21%	15%
11 to 20 years	15%	20%
More than 20 years	18%	28%

NOTE: Bold red data indicates significant differences between the two years.

Respondent Profile

	2012	2013
Total	N=1506	N=1502
Home Type		
Single family	61%	68%
Multi-family/apartment	35%	24%
Other	3%	7%
DK/Not Sure	<1%	<1%
Main Heat Source For Home		
Natural Gas	87%	92%
Oil	3%	3%
Propane Gas	1%	1%
Electricity	3%	1%
Wood	1%	1%
Geothermal Heat Pump	<1%	<1%
Kerosene	<1%	0%
Other	1%	1%

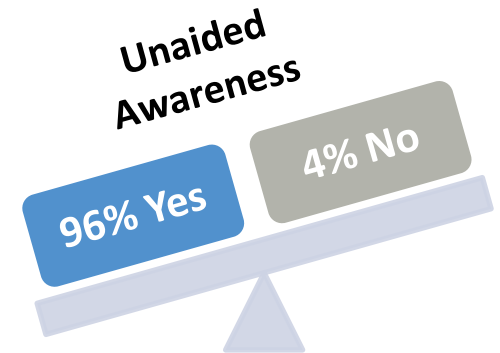
NOTE: Bold red data indicates significant differences between the two years.

KEY FINDINGS & RECOMMENDATIONS

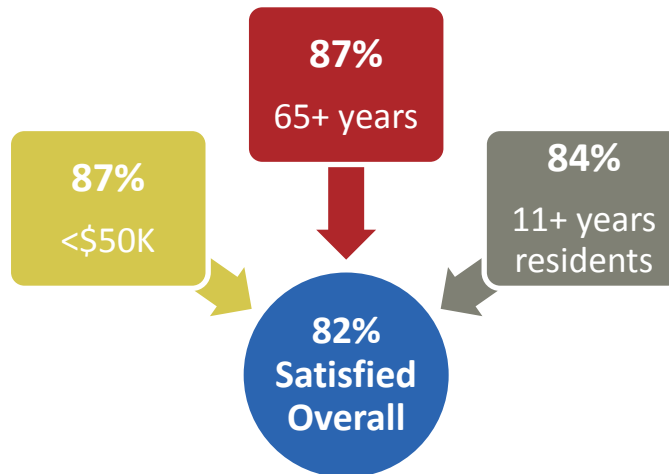
Overall Services and Company

Awareness of Liberty Utilities was high.

- Almost all customers were aware that Liberty Utilities was their gas utility company, with 96% citing awareness. This was a significant jump from 2012 (73%), likely a result of Liberty's communication efforts over the past year as well as customers having more time to learn the name of their provider.



More than eight out of ten expressed overall satisfaction with Liberty Utilities Gas in 2013, despite a decline in top box scores since 2012.

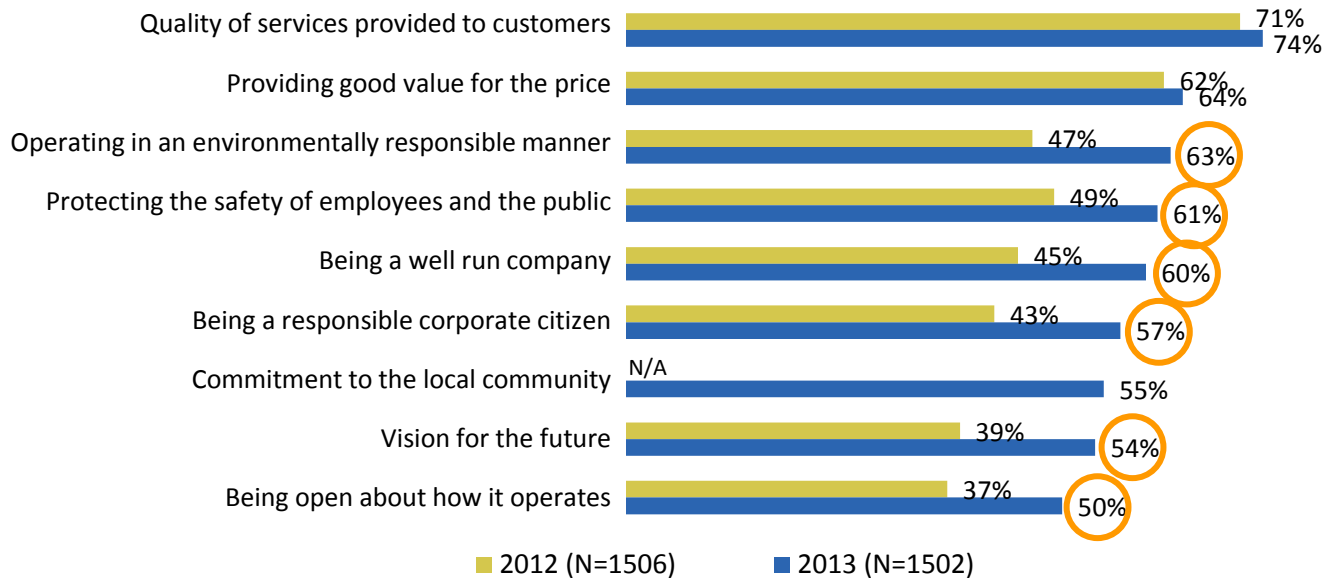


- Overall satisfaction with Liberty Utilities was high in 2013 at 82%. There was a shift noted, however, of customers transitioning from being *Very Satisfied* (54% vs. 61% in 2012) to *Satisfied* (28% vs. 22% in 2012).
- Older, lower income, and long-term residents were more likely to say they were *Very Satisfied*, while younger and newer residents were more likely to express their dissatisfaction overall – an area worth exploring to augment satisfaction across all groups.

Overall Services and Company

Customer satisfaction surrounding Liberty Utilities' corporate responsibility improved tremendously since 2012.

- Almost every attribute measuring satisfaction with the company received significantly higher scores in 2013, a true indication that developments and improvements have been made in this area.
- Overall, customers were most satisfied with the *quality of services provided*, with almost three-quarters of respondents saying they were *Somewhat/Very Satisfied* (74%). All other metrics scored within the 50% to 64% range, a substantial improvement from 2012.

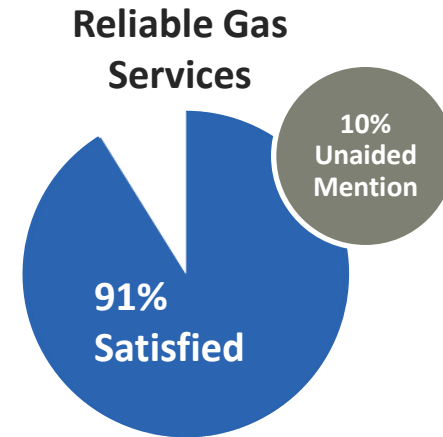


NOTE: Orange circled data indicates significant increases compared to 2012.

Overall Services and Company

***Reliable gas services* was a great source of satisfaction.**

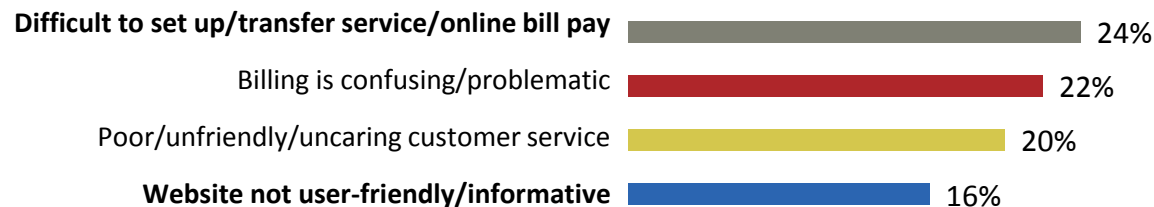
- More than nine out of ten customers said they were satisfied with Liberty's provision of *reliable gas services*, the highest rated attribute of all key indicators. In fact, unprompted, one out of ten customers cited *reliable gas services* as the reason for their satisfaction (10%). This was the second highest reason behind *never having a complaint* (38%).
- Other unaided mentions that became prominent in 2013 for sources of satisfaction included *service is satisfactory/good/excellent* (8%), *reasonable cost* (7%) and *prompt, considerate repair service* (6%).



Company website and community presence were causes for dissatisfaction.

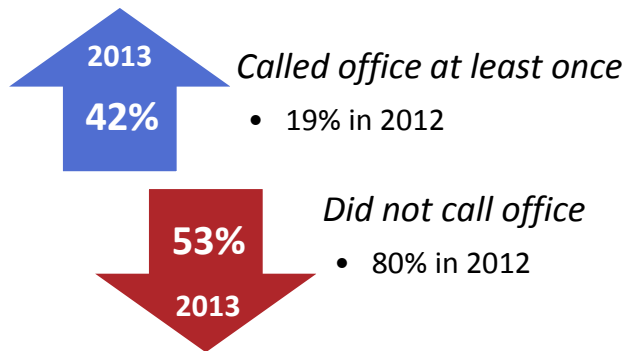
- The lowest scoring key indicators of satisfaction were *community presence* (53%) and *company website* (56%), both only receiving Top 2 Box satisfaction scores from a little over half of respondents.
- This sentiment was confirmed through the unaided responses for dissatisfaction. Almost a quarter of dissatisfied customers cited that it was *difficult to set up/transfer service/online bill pay* (24%) while almost one out of five said the *website was not user-friendly/informative* (16%).

Top (Unaided) Reasons for Dissatisfaction



Customer Service

Calls to customer service more than doubled since 2012.



- The amount of customers who called Liberty Utilities in the past year more than doubled since 2012, with 42% of customers saying they had called the business office at least once (compared to 19% in 2012). The primary reason for increased calls was most likely a result of customers clarifying or resolving any questions, issues and/or concerns that arose after the transition from National Grid.

Satisfaction with customer service was high, but the downward trend from 2012 may have been caused by dissatisfaction with speed of service.

- While more than three-quarters of customers said they were satisfied with their customer service experience in 2013 (78%), overall ratings trended downward from 2012, with 12% of customers reporting that their experience with customer service was *fair/poor*, a statistically significant increase since 2012.
- Satisfaction scores were relatively stable across all specific customer satisfaction metrics since 2012; however, a significant decline was noted for staff *handling requests quickly* (76% vs. 82% in 2012). This may be an area, therefore, worth improving.



NOTE: Orange circled data indicates significant increases compared to 2012.

Customer Billing

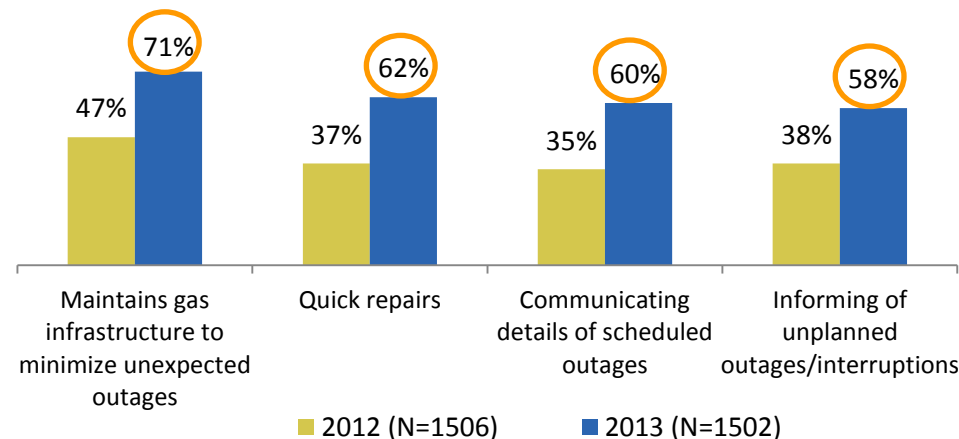
Three-quarters of New Hampshire gas customers agreed they were satisfied with almost every aspect of billing in 2013, despite a decline in ratings since 2012.

- Overall, customers reported being most satisfied with their *bill being easy to read* (79%), *easy to understand* (78%) and *payment options* (76%-77%), although these metrics received lower satisfaction ratings in 2013 than in 2012.
- While the provision of *useful rate information* was the lowest scoring attribute (66%), a significant increase was noted regarding this aspect of billing since 2012 (60%) – a clear indication that an improvement has been made in Liberty’s ability to communicate and/or the customers’ reception of such information.

Service Outages

Customer satisfaction with service outages improved considerably over the last year.

- Maintenance* and *repair* efforts were rated most favorably while *communicating details* and *information on outages* were rated less favorably. This indicates a clear need for more communication prior to and during service disruptions.



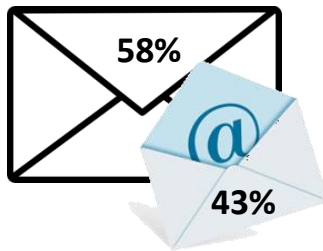
NOTE: Orange circled data indicates significant increases compared to 2012.

Communications

Engagement in company communications increased among NH gas customers.

- More customers reported reading their bill inserts in 2013 than in 2012 (67% *always/sometimes* vs. 57%), revealing a more engaged customer base seeking information from their utilities company.
- Interestingly, customers who were less engaged in the informational inserts were also more likely to provide lower satisfaction scores on several metrics throughout the study – including younger customers (56% *18-44 years*), higher income customers (58% *\$100K+*) and newer residents (63% *10 years or less*).

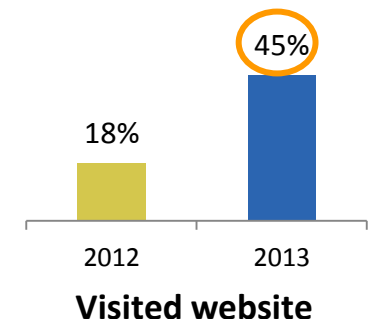
The top preferred method of receiving information was *regular mail/letter*, followed by *email*.



- Not surprisingly, customers who said they were less likely to read their billing informational inserts – younger, higher income and newer residents – were also more likely to prefer receiving information via email as well as the company website.

Visits to the Liberty Utilities website more than doubled.

- There was a sharp increase in website visits over the past year from 18% to 45%.
- Overall, perceived usefulness remained consistent from 2012; however, younger customers (*18-44 years*) were more likely to report that their web visit was *Somewhat/Not at All Useful* (22%). Therefore, there is an opportunity to improve the functionality of the utility's website, especially as it relates to younger, perhaps more tech-savvy users.



NOTE: Orange circled data indicates significant increases compared to 2012.

Recommendations

Overall Company

- Customers agreed that Liberty Utilities has provided them with a quality and reliable gas service, maintaining overall satisfaction ratings at a high 82%. Nevertheless, there was a decline in the number of *Very Satisfied* customers from 2012 to 2013. To get at the root of the decline, it is important to look at sources of dissatisfaction, which seem to have resulted from company operations beyond providing gas to customers – items such as issues with billing, the company website, communication with customer service and overall community presence. Therefore, these are the areas on which Liberty Utilities Gas should focus streamlining operations and improving the customer experience.
- It is also recommended to improve outreach to younger, newer and higher income residents, as all three groups were more likely to report dissatisfaction on several attributes and key indicators. This objective is further addressed in the recommendations for Liberty's communications.
- Satisfaction around Liberty Utilities' corporate responsibility have improved dramatically since 2012, including metrics such as *operating in an environmentally responsible manner, protecting employee/public safety, commitment to the local community*, etc. Therefore, any steps that Liberty Utilities has taken to bolster awareness and/or perceptions of its socially responsible actions have proven successful and should be maintained.

Customer Service

- A decline in satisfaction with customer service staff's ability to *handle requests quickly* was observed, perhaps as a result of the significant increase in call volume to the business center over the last year. Therefore, it is recommended that adequate resources be provided and necessary practices be put in place to ensure that the customer service staff can tend to the current volume of service requests efficiently and effectively.

Recommendations

Customer Billing

- It is recommended that Liberty Utilities review any changes that have been made to its own billing as well as any billing changes that customers may have experienced as a result of the transition from National Grid. Improvements should be made to ensure the bill is easy to read, easy to understand and that payment options – specifically on the company website – are easy to use. It is also recommended that the company continue to clearly communicate how rates are determined in order to increase acceptance of rates and overall satisfaction with billing.

Service Outages

- Any changes or improvements implemented by Liberty Utilities in the past year with regards to service outages have proven to be effective, as satisfaction ratings were considerably higher. Current efforts to address outages should be maintained and continued, especially with regards to maintenance and repair programs, which were rated most favorably. Communication prior to and during service interruptions could be further improved, as customers did not rate these aspects as highly as maintenance/repair.

Communication

- Younger, newer and high income residents – who reported overall lower satisfaction ratings – said they were less likely to read the informational inserts provided in their bills, most likely because they prefer communication via email and the company website. To further engage these customers, it is recommended that Liberty launch an electronic outreach campaign targeting these specific groups. Detailed, resourceful information should be provided through e-newsletters and the website.
- In terms of the types of information that these customers are interested in, *rate information* remained a top priority, followed by *energy/cost saving tips*. Younger customers were more interested in receiving information on *energy alternatives* than older residents. Both younger and newer residents expressed more of an interest in receiving information on *payment options/how to pay online*. Perhaps each of the installments of the electronic campaign can be dedicated to providing details on one specific subject.
- It is not only necessary to provide information via email and the website, but it is also critical to improve the website's functionality and value, so that customers can easily accomplish what they intend to achieve (e.g. accessing their accounts, viewing electronic bills and setting up online bill pay).

Recommendations – Follow-up Research

Improving satisfaction among specific demographic groups

- Research findings from the quantitative study revealed that younger, newer and high income residents were more likely to express dissatisfaction with Liberty Utilities overall. This would be an area worth exploring through qualitative research to discover what the expectations are among these specific demographic groups are and how their overall experience can be enhanced to meet those expectations.

Discovering how to improve website features and functionality

- There was a sharp increase in website usage over the past year, with site visits doubling since 2012; however, the company website was one of the lowest rated key indicators and a primary source for discontent among those who said they were dissatisfied with Liberty overall. Qualitative research would be an effective way to uncover ways in which Liberty can improve their website's functionality, features and user-friendliness – especially as customers transition over to the convenient option of automated, paperless billing.

Uncovering drivers of corporate perceptions

- Satisfaction around Liberty Utilities' community presence and corporate responsibility improved dramatically since 2012, a true indication that developments and improvements have been made in this area. It is important to note, however, that the resulting satisfaction ratings are relatively low when compared to other aspects of satisfaction (key indicators, customer service, customer billing). Therefore, it would be beneficial to discover, through qualitative research, which changes implemented by Liberty Utilities have bolstered awareness and/or perceptions of its social responsibility, and how Liberty can continue to augment satisfaction in this area.

Reducing the need to call into the business office

- Quantitative findings showed that calls to the customer service center more than doubled since 2012. Qualitative research, therefore, would reveal why more customers are calling the business office, as well as ways in which customer service can be improved to meet and exceed customers' expectations. Qualitative research would also allow Liberty to uncover if there are any residual effects of the transition from National Grid that took place in 2012, such as account-related questions, billing issues, and/or overall concerns that arose during the changeover.

DETAILED FINDINGS

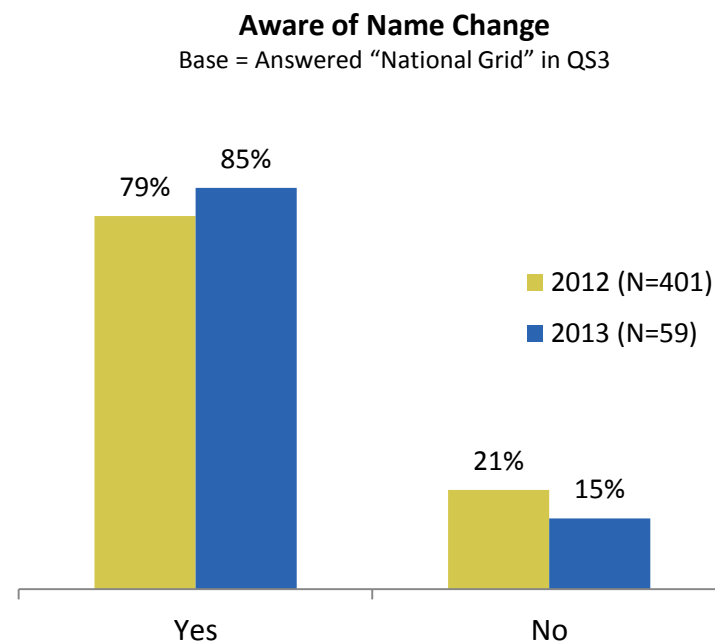
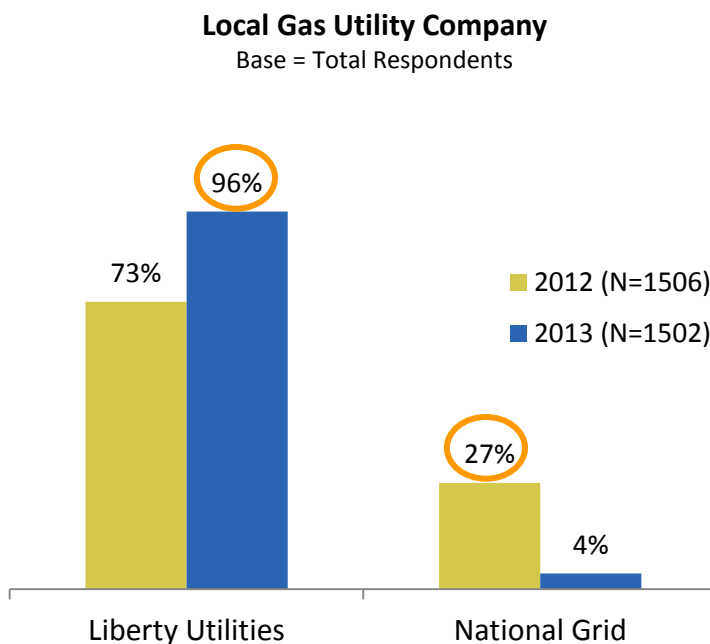
AWARENESS OF CHANGE TO LIBERTY UTILITIES

Awareness

Almost all customers said they were aware that Liberty Utilities was their gas utility provider, with 96% citing awareness – a significant jump from 2012.

When prompted, 85% of those who first said *National Grid* was their gas utility company stated that they were aware of the name change to *Liberty Utilities*.

Overall, older residents (*65+ year olds*) had greater awareness of Liberty Utilities as their gas provider (97%).



NOTE: Orange circled data indicates significant increases compared to 2012.

S3. Who is your local gas utility?

S4. Are you aware that your local utility provider for gas service is now Liberty Utilities?

OVERALL SATISFACTION WITH COMPANY AND SERVICES

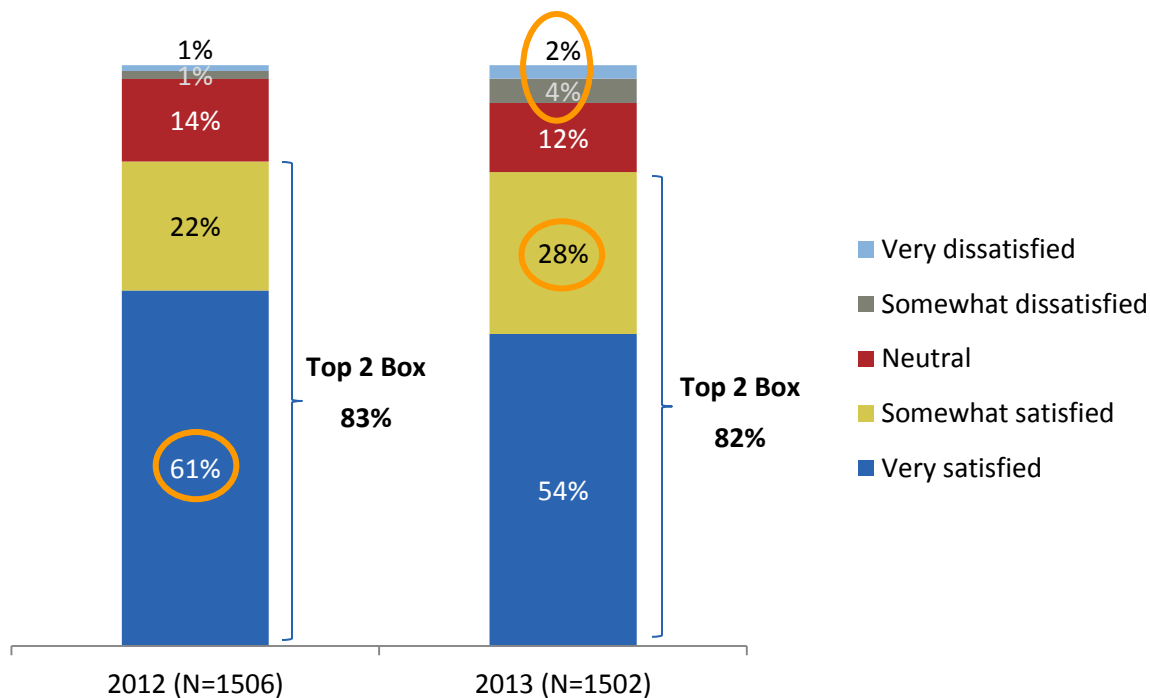
Company Evaluation – Overall Satisfaction

Overall satisfaction with Liberty Utilities was high in 2013 among New Hampshire gas customers at 82%. There was a shift noted, however, of customers transitioning from being *Very Satisfied* (54% vs. 61% in 2012) to *Satisfied* (28% vs. 22% in 2012).

Older (65+ years), lower income (<\$50K) and long-term residents (11+ years) were more likely to say they were *Very Satisfied* (58%-63%), while younger and newer residents were more likely to express their dissatisfaction overall (8%-10% *Somewhat/Very Dissatisfied*) – an area worth exploring.

Overall Satisfaction with Company

Base = Total Respondents



NOTE: Orange circled data indicates significant increases compared to 2012.

Q3. Overall, how satisfied are you with Liberty Utilities?

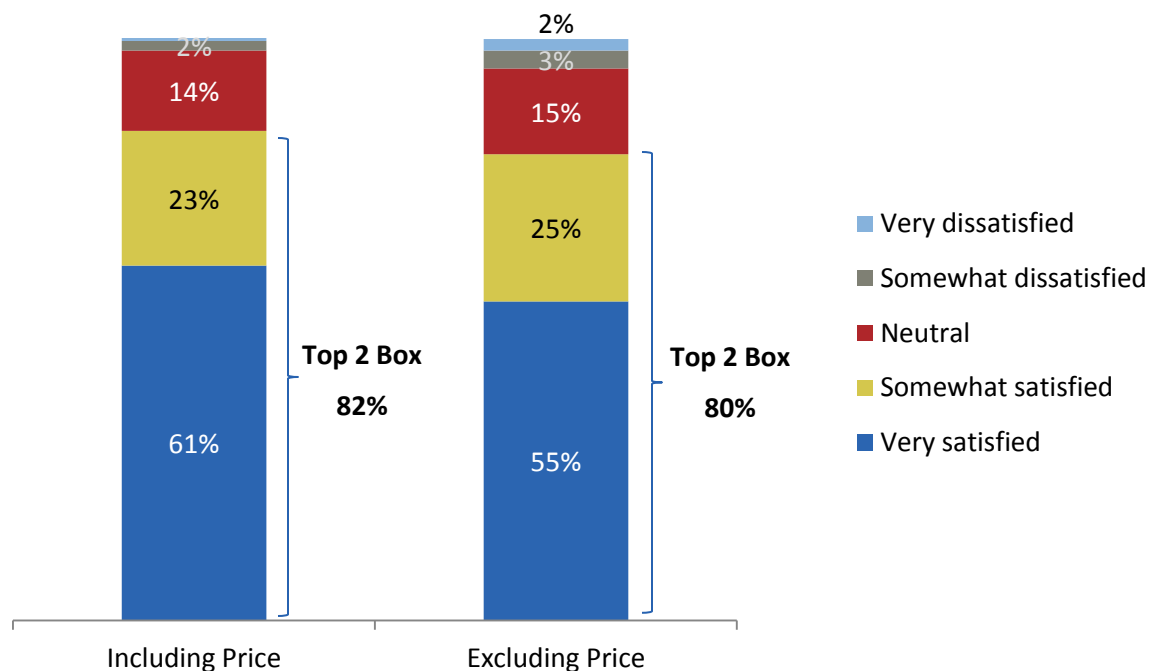
Company Evaluation – Overall Satisfaction Excluding Price

Interestingly, when price was removed from the equation, no significant change was observed in terms of the overall satisfaction scores provided by respondents (82% when price was a factor vs. 80% without price). This implies that the high satisfaction ratings provided by gas customers were the result of the quality services provided by Liberty.

Once again, older residents (65+) gave higher ratings than any other age group, with 87% saying they were *Somewhat/Very Satisfied* with the services received from Liberty Utilities.

2013 Overall Satisfaction with Services – Impact of Price

Base = Total Respondents



NOTE: Orange circled data indicates significant increases compared to 2012.

QEAST01. Using a scale where 5 is "very satisfied" and 1 is "very dissatisfied", how satisfied are you with the services, excluding price, that you are receiving from Liberty Utilities?

Reasons for Satisfaction/Dissatisfaction

The top reason why customers said they were *Somewhat/Very Satisfied* with Liberty was because they *never had a complaint* (38%). While fewer customers cited this reason in 2013 as compared to 2012, other reasons became more prominent, such as *service being satisfactory/good/excellent* (+4% increase since 2012) and *prompt, considerate repair service* (+5% increase since 2012) .

The top reason for dissatisfaction in 2013 was the fact that it was *difficult to set up/transfer service/online bill pay* (24%), which was not mentioned in 2012. *Billing is confusing/problematic* remained a top reason in both 2012 and 2013 (22%), a potential result of the transition from National Grid to Liberty Utilities.

Suggestions for Improvements	2012 Total	2013 Total	Difference from 2012
Why Satisfied	N=1256	N=1225	
Never had a problem/complaint	57%	38%	-19%
Reliable/Receive services paid for/No service interruptions	8%	10%	2%
Service is satisfactory/good/excellent	4%	8%	4%
Cost is reasonable	6%	7%	1%
Don't know/Don't know much about them/no interaction/experience	11%	6%	-5%
Prompt, considerate repair service	1%	6%	5%
Cost is too high/rate increases	4%	5%	1%
Why Dissatisfied	N=36	N=98	
Difficult to set up/transfer service/online bill pay	-	24%	24%
Billing is confusing/problematic	22%	22%	0%
Poor/unfriendly/uncaring customer service	17%	20%	3%
Website not user-friendly/informative	-	16%	16%
Poor communication/response/unable to contact	-	13%	13%
Cost is too high/rate increases	19%	12%	-7%
Insufficient online services/payment options	3%	12%	9%
Transition from previous company has not been smooth	-	11%	11%
Poor repair service/response to outages	-	8%	8%
Poor community relations/communication/public relations	28%	1%	-27%

NOTE: Bold red data indicates significant increases/decreases compared to 2012. Data is only shown for 5%+ mentions in 2013, with the exception of calling out significant changes in year-to-year data.

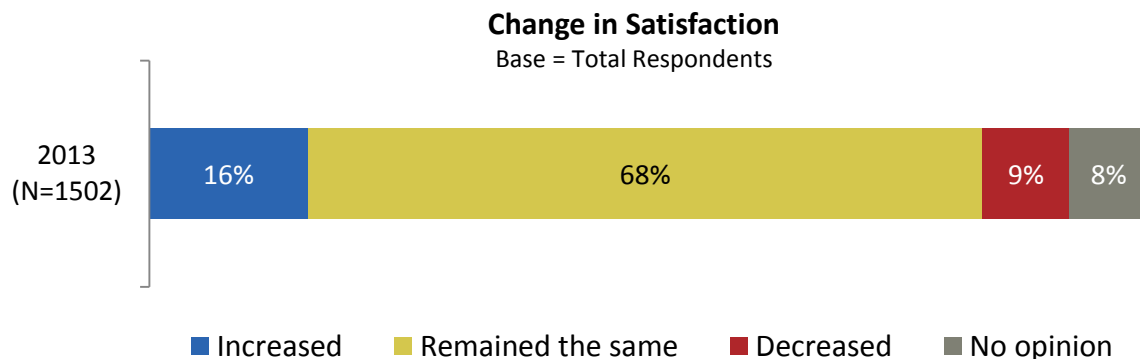
Q3B. Being as specific as possible, why did you say you are [INSERT FROM Q3] with Liberty Utilities?

Company Evaluation – Overall Change in Satisfaction

The majority of New Hampshire gas customers (68%) reported that their overall satisfaction with Liberty Utilities remained the same over the past year, substantiating the overall satisfaction scores observed for 2012 and 2013.

A 16% increase was noted among customers, a likely result of the improved satisfaction scores for specific areas such as *service outages* and the *company's overall operations* (corporate responsibility, protecting employees/public, etc.).

Nevertheless, almost one out of 10 said they felt their satisfaction declined in the last year (9%) while a similar amount said they had no opinion regarding the matter (8%), likely reflected in the shift from *Very Satisfied* to *Satisfied* scores.



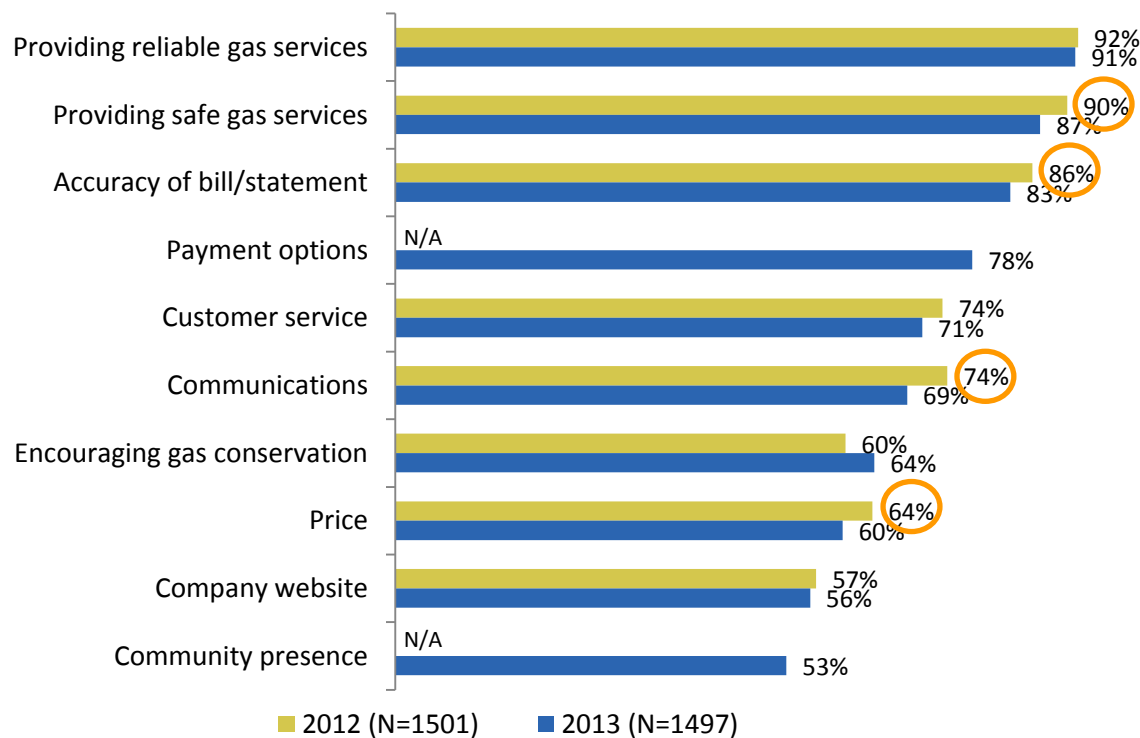
Key Indicators – Satisfaction

New Hampshire gas customers were most satisfied with Liberty's *reliable gas services*, with 91% of customers expressing they were *Somewhat/Very Satisfied* with this aspect. Company website and community presence remained areas where the company could improve, as these received the lowest scores overall.

While the company's overall performance remained on par for several key indicators since 2012, there were specific attributes where a decline in satisfaction scores was observed, including *providing safe gas services*, *accuracy of the bill/statement*, *communications*, and *price*.

Satisfaction ratings provided by older residents (*65+ years*) were significantly lower in 2013 than they were in 2012; however, seniors remained the most satisfied among all age groups on several attributes. Lower income residents (<\$50K) and long-term residents (*11+ years*) also provided significantly higher scores than their counterparts.

Top 2 Box Scores (4,5): 5 = Very Satisfied



NOTE: Orange circled data indicates significant increases compared to 2012; Data excludes those who responded "NA".

"Accuracy of bill/statement" was asked as "Billing and payment" in 2012; "Payment Options" was only asked in 2013.

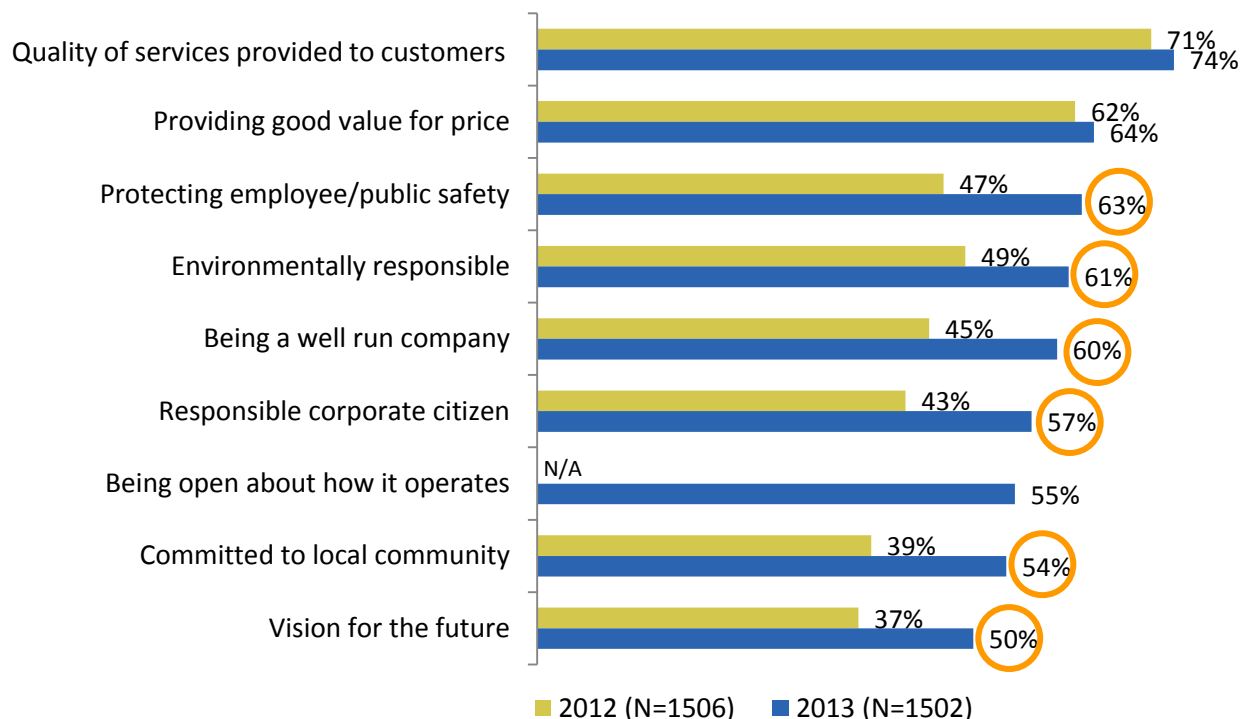
Q2. Please rate Liberty Utilities in the following areas by using a 5-point scale with 5 being "Very Satisfied" and 1 being "Very Dissatisfied".

Satisfaction with Company

Customer satisfaction surrounding Liberty Utilities as a company improved tremendously since 2012, with six out of eight attributes receiving significantly higher scores in 2013 – a true indication that development and improvement has been made in this area.

Overall, customers were most satisfied with the *quality of services provided*, with almost three-quarters of respondents saying they were *Somewhat/Very Satisfied* (74%). All other metrics scored within the 50% to 64% range, a substantial improvement from the much wider span of 37% to 62% in 2012. Nevertheless, it is important to note that these resulting Top 2 Box scores are not particularly high compared to several key indicators, such as *service reliability* (91%), *safe services* (87%) and *accuracy of bill* (83%).

Top 2 Box Scores (4,5): 5 = Excellent



NOTE: Orange circled data indicates significant increases compared to 2012.

Q5. Based on a scale from 1 to 5 where 1 is "Poor" and 5 is "Excellent", please rate how good a job Liberty Utilities does on each of the following items:

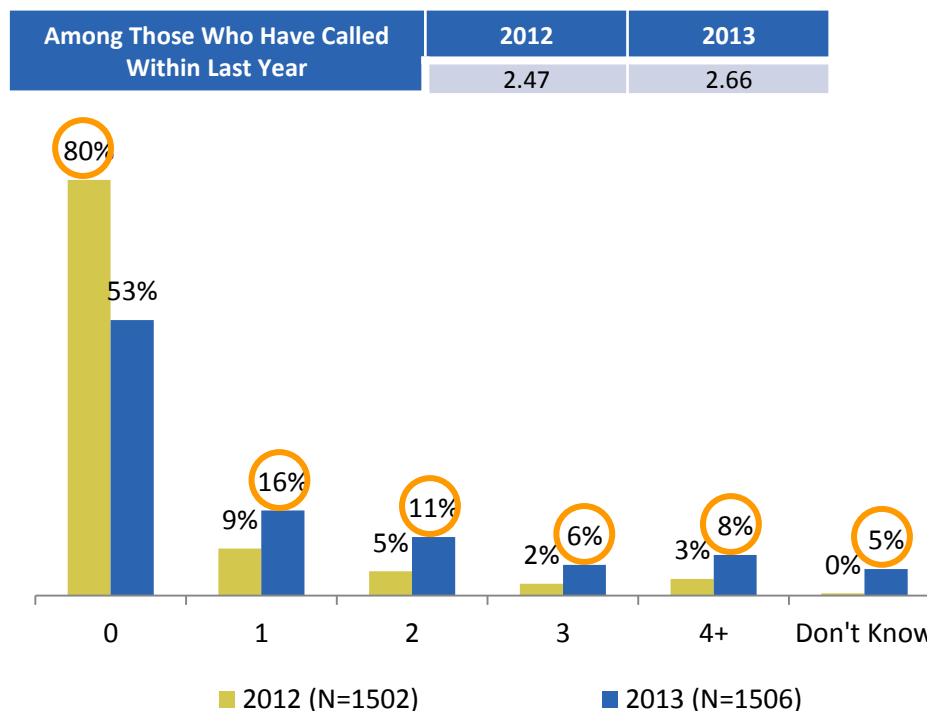
CUSTOMER SERVICE

Customer Service - Calls

The amount of customers who called Liberty Utilities in the past year more than doubled since 2012, with 42% of customers saying they had called the business office at least once (compared to 19% in 2012). The primary reason for increased calls was most likely a result of customers clarifying or resolving any residual questions, issues and/or concerns that arose after the transition from National Grid.

Younger customers (*ages 18-44*), lower income residents (<\$50K), and those living at their current residence for *less than 10 years* were more likely to call the business office, with around half of each group (47%-55%) calling at least once.

Times Called Business Office

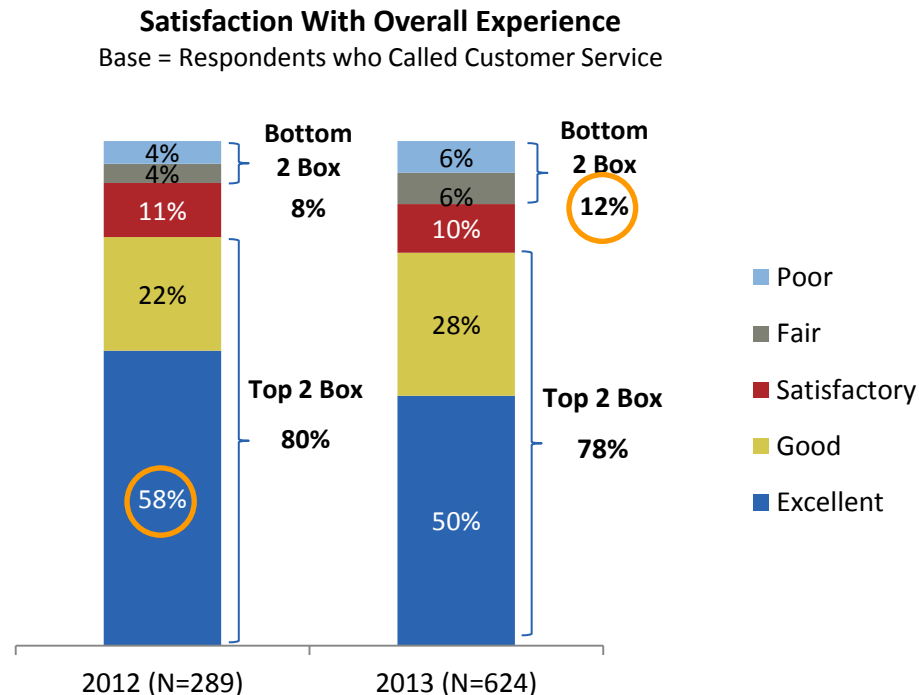


NOTE: Orange circled data indicates significant increases compared to 2012.

Q6. To the best of your recollection, how many times have you called Liberty Utilities within the last year?

Customer Services – Overall Experience

More than three-quarters of customers said they were satisfied with their customer service experience in 2013 (78% *excellent/good*). Overall, however, satisfaction scores for customer service trended downward, with fewer customers rating their experience as *excellent* (50% vs. 58% in 2012) and significantly more customer reporting their experience as *fair/poor* (12% vs. 8% in 2012).

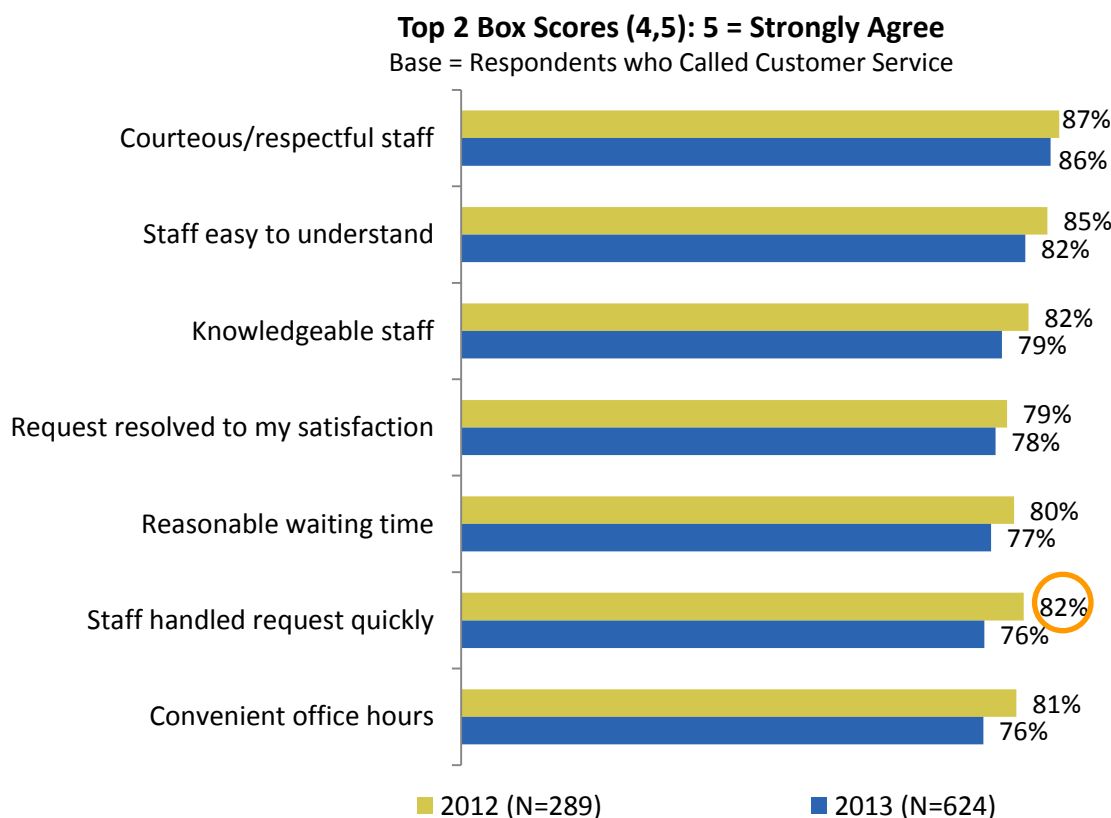


NOTE: Orange circled data indicates significant increases compared to 2012.

Q8. Overall, how would you rate your experience with the customer service you received? If you have called or visited the office more than once in the last year, please think only about your last contact with Liberty Utilities.

Customer Service – Satisfaction

More than eight out of ten customers felt that the customer service staff was *courteous/respectful* (86%) and *easy to understand* (82%). Overall, satisfaction scores were relatively stable across all metrics since 2012, ranging from 76% to 86% top 2 box scores. A significant decline was noted, however, for *staff handling request quickly*, indicating it could be an area worth exploring and improving.



NOTE: Orange circled data indicates significant increases compared to 2012.

Q7. Using a 5-point scale where 5 is Strongly Agree and 1 is Strongly Disagree, please tell me how much you agree or disagree with each of the following statements about Liberty Utilities' customer service. If you have called or visited an office more than once within the last year, please think only about your last contact with Liberty Utilities.

CUSTOMER BILLING

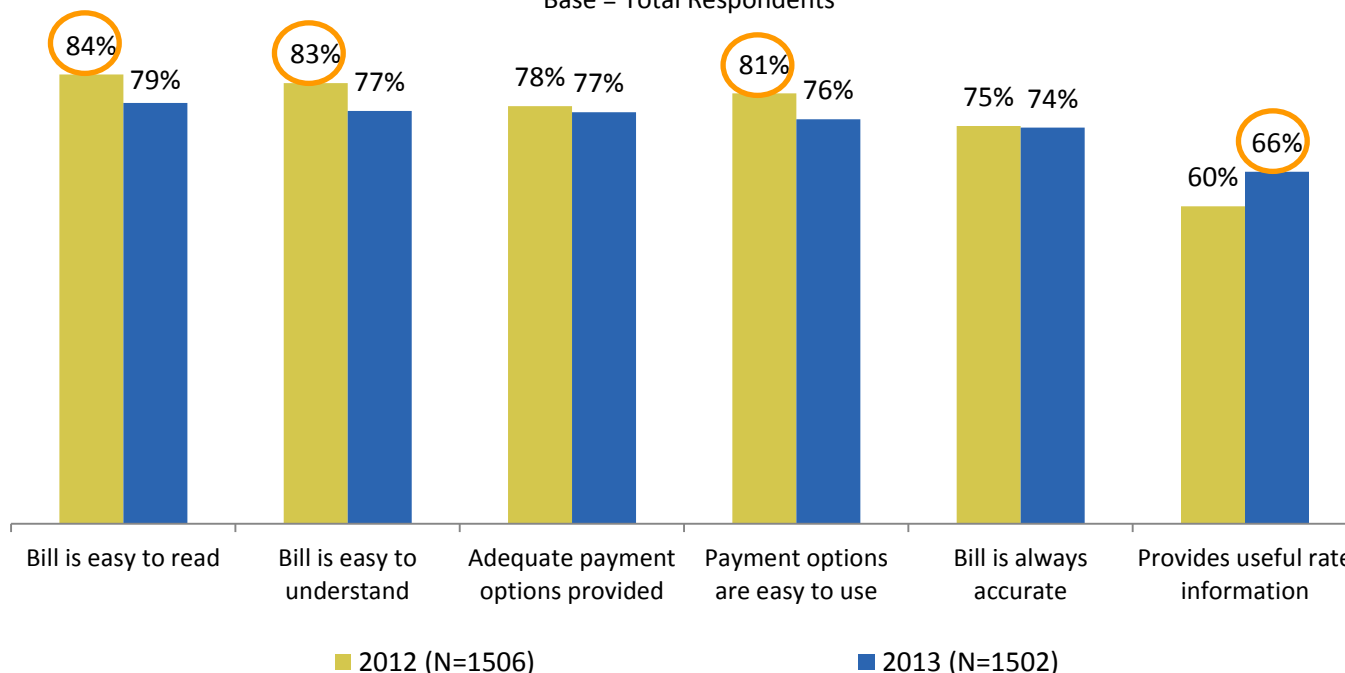
Customer Billing – Satisfaction

Nearly three-quarters of New Hampshire gas customers agreed they were satisfied with most aspects of billing in 2013. Overall, customers reported being most satisfied with their *bill being easy to read* (79%), *easy to understand* (77%) and *payment options are easy to use* (76%), although these metrics received lower satisfaction ratings in 2013 than in 2012.

While the provision of *useful rate information* was the lowest scoring attribute, a significant improvement has been made regarding this aspect of billing since 2012 – indication that improvement has been made in Liberty's ability to communicate and/or the customers' reception of such information.

Top 2 Box Scores (4,5): 5 = Strongly Agree

Base = Total Respondents



NOTE: Orange circled data indicates significant increases compared to 2012.

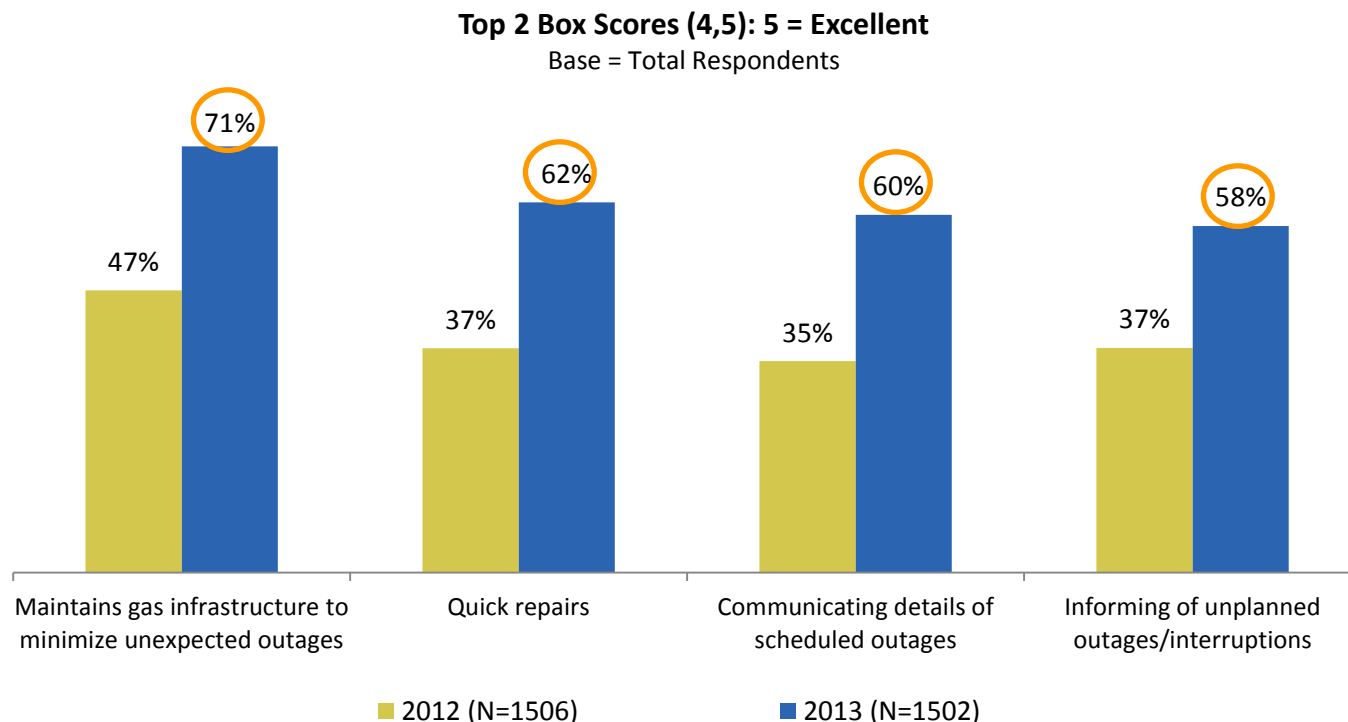
Q9. Using a 5-point scale where 5 is Strongly Agree and 1 is Strongly Disagree, please tell me how much you agree or disagree with each of the following statements.

SERVICE OUTAGE

Service Outages – Satisfaction

Customer satisfaction with regards to service outages improved considerably over the last year. Since 2012, all four metrics received at least a 20% increase in satisfaction ratings, pointing towards a concerted effort on Liberty's part to augment customer satisfaction in this area.

Liberty's *maintenance* and *repair* efforts were rated most favorably (62%-71%) while *communicating details* and *information on outages* were rated less favorably (58%-60%). This indicates a clear need for more communication prior to and during service disruptions.



NOTE: Orange circled data indicates significant increases compared to 2012.

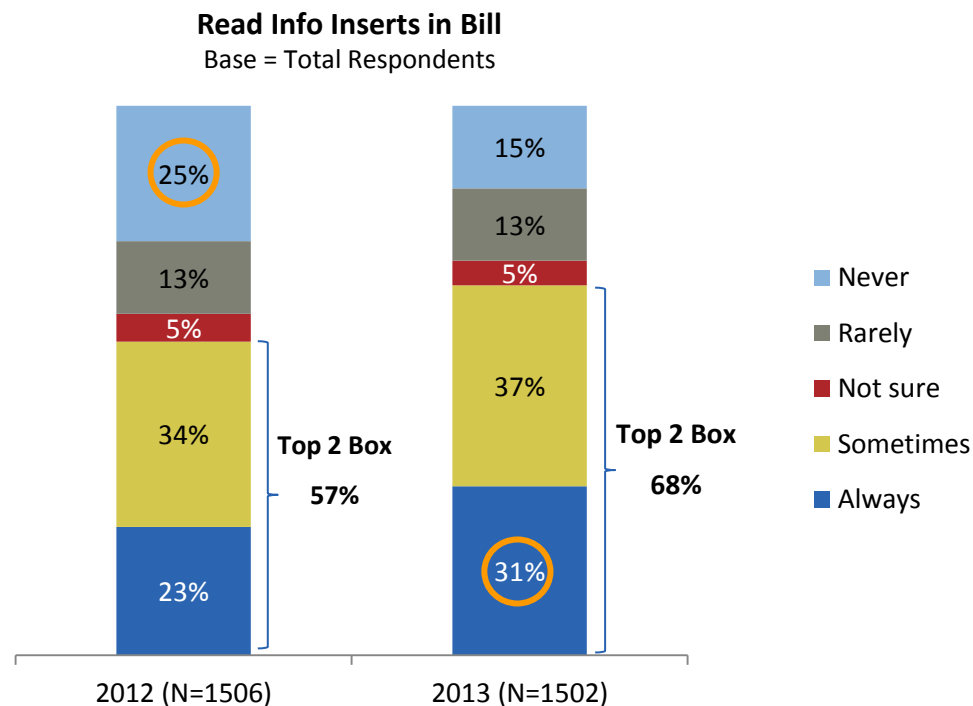
Q10. Thinking about all of your experiences with Liberty Utilities, please rate how good a job they do on each of these items on a scale from 1 to 5, where 1 is "Poor" and 5 is "Excellent".

COMMUNICATION

Communication – Frequency Read Inserts

More customers reported reading their bill inserts in 2013 than in 2012 (68% saying they read them *sometimes/always* as compared to 57% in 2012). The amount of customers who said they *never* read their inserts declined (15% from 25% in 2012), revealing a significantly more engaged customer base seeking information from their utility company.

Interestingly, customers who were less engaged in the informational inserts were also more likely to provide lower satisfaction scores on several metrics throughout the study – including younger customers (*18-44 years*), higher income customers (*\$100K+*) and newer residents (*10 years or less*).



NOTE: Orange circled data indicates significant increases compared to 2012.

Q11. How often do you read the informational inserts included in your bill?

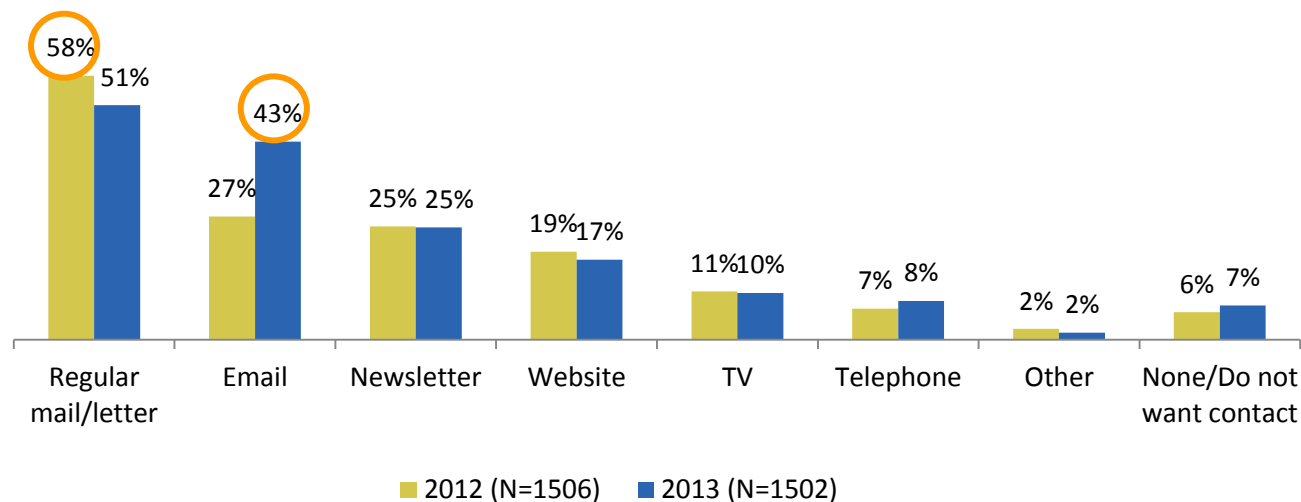
Communication – Preferred Channels

The top preferred method of communication among New Hampshire gas customers was *regular mail/letter*, favored by more than half of customers (51%). *E-mail* was a close second (43%), becoming increasingly popular since 2012, while *newsletters* remained the third choice to receive information (25%).

Not surprisingly, customers who said they were less likely to read their billing informational inserts – younger, higher income and newer residents – were also more likely to prefer receiving information via email as well as the company website. Since these customers were also less satisfied overall, an electronic outreach campaign should be of utmost priority to increase engagement with these customers.

Preferred Method of Receiving Information

Base = Total Respondents



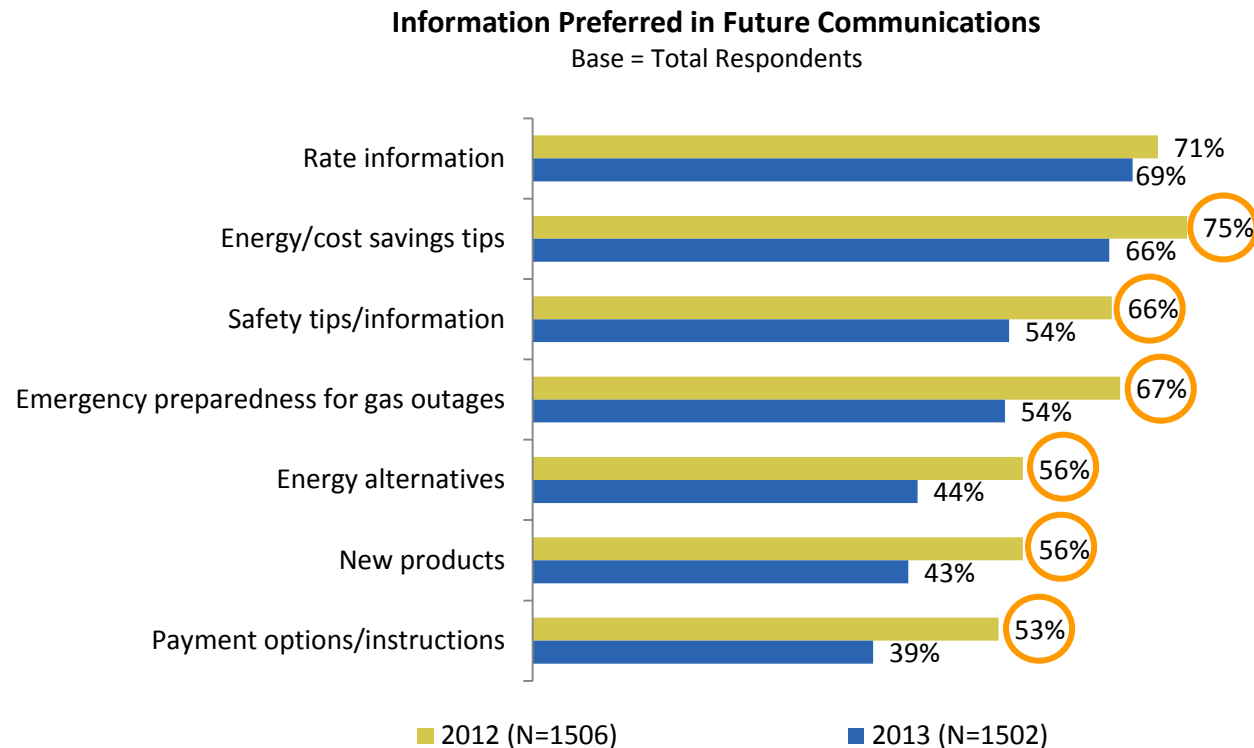
NOTE: Orange circled data indicates significant increases compared to 2012.

Q12. How would you like to receive information from Liberty Utilities? Please select all that apply.

Communication – Preferred Information

While interests in receiving almost all informational categories declined in 2013, *rate information* remained a top priority (69%), followed by *energy/cost saving tips* (66%).

Younger customers (18-44 years) were more interested in receiving information on *energy alternatives* (51%) than older residents. Both younger and newer residents expressed greater interest in receiving information regarding *payment options/how to pay online* (42%-50%) than their older/longer-term counterparts.



NOTE: Orange circled data indicates significant increases compared to 2012.

QEAST05. What types of information would you like Liberty Utilities to include in future communications? Please select all that apply.

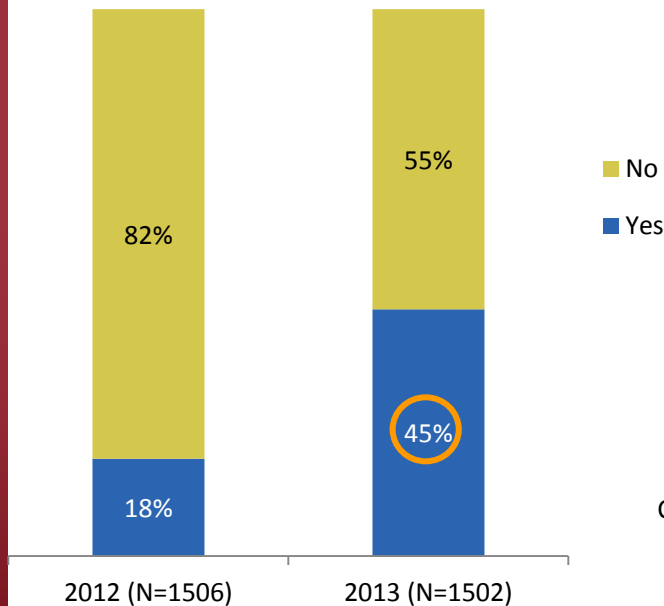
Website – Usage & Reasons for Visit

The number of customers who visited the utility's website more than doubled from 2012 to 2013 (18% to 45%), an area worth further exploring (i.e., page hits, keywords, etc.) in order to determine the reason for increased visits.

While the majority of customers visited the website for billing related reasons, a decrease in visitation was seen for the purpose of *paying a bill*, while an increase in visitation was due to *needing billing info* – perhaps due to an increased number customers utilizing automated/paperless bill-pay accounts.

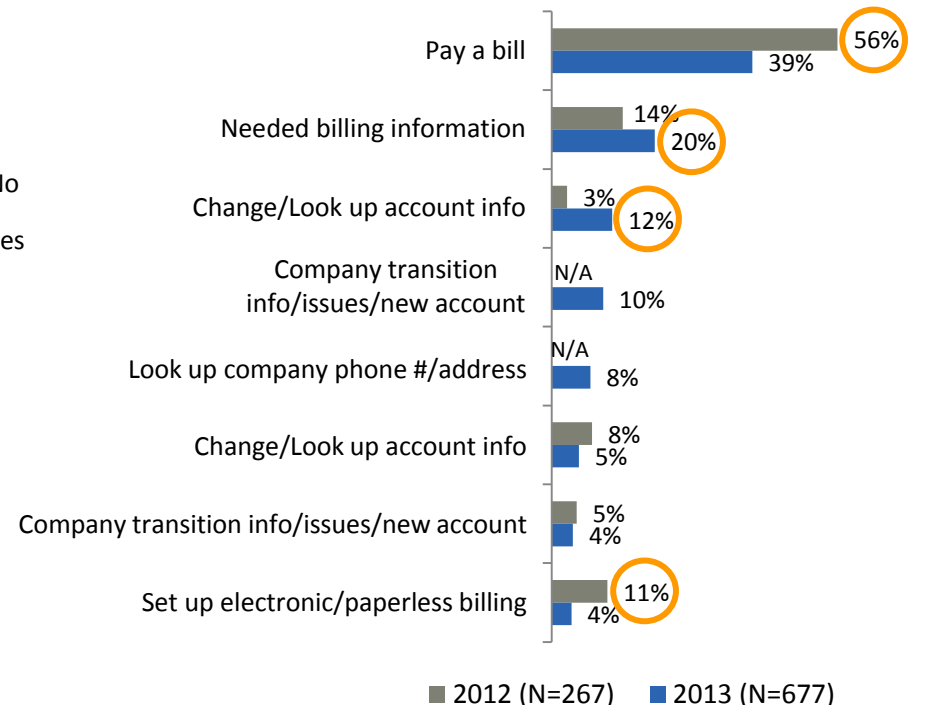
Accessed Website

Base = Total Respondents



Why Visit Website

Base = Respondents Who Visited Liberty Utilities' Website



■ 2012 (N=267) ■ 2013 (N=677)

NOTE: Orange circled data indicates significant increases compared to 2012; 5%+ mentions shown for Q14

Q13. Have you visited the Liberty Utilities website within the past year? / Q14. For what reasons did you visit the website?

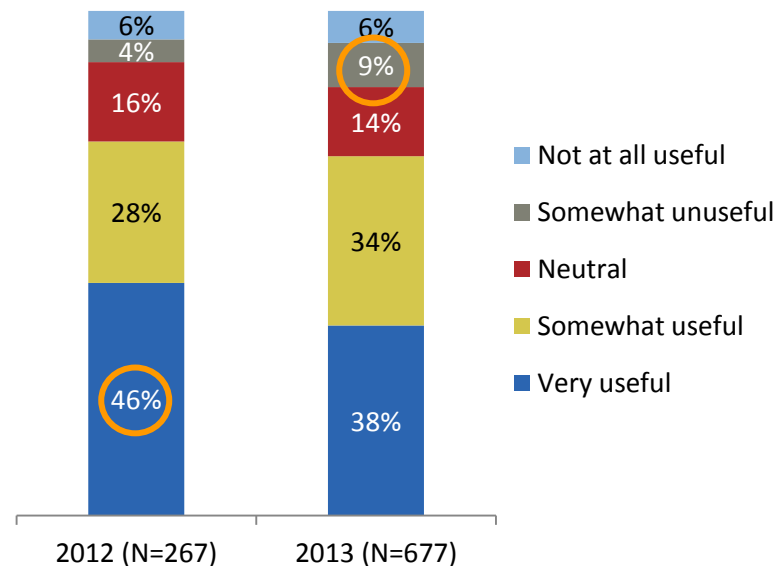
Website – Overall Usefulness

Overall, website functionality scores remained consistent from 2012; however, there was a noticeable decline in those who perceived the website as being *Very Useful* (38% vs. 46% in 2012).

Specifically, younger customers (18-44 years) were more likely to report that their web visit was *Somewhat/Not at all useful* (22%). This points to an opportunity to improve the functionality of the utility's website, especially as it relates to younger, perhaps more tech-savvy users.

Overall Usefulness

Base = Respondents Who Visited Liberty Utilities' Website



NOTE: Orange circled data indicates significant increases compared to 2012.

Q15. Please rate the usefulness of Liberty Utilities website using a scale from 1 to 5, where 1 is "not at all useful" and 5 is "very useful"..