

PSNH EarthSmart Green Rate Survey

Report Date: 29-Jul-11

Total Surveys Received 90
Number of Customers 110
Survey Response Rate 82%

Age	18-25	4%	55-65	26%
	26-34	18%	66 +	17%
	35-54	36%	No reply	0%
Annual Household Income	Up to \$20,000	6%	\$101,000-150,000	18%
	\$21,000-\$50,000	21%	\$151,000 or more	11%
	\$51,000-\$80,000	22%	No reply	8%
	\$81,000-\$100,000	14%		
Education	Grade School or Less	0%	College Graduate	32%
	High School Graduate	3%	Post Grad Degree	53%
	Vocational school/tech	1%	No reply	1%
	Some College	9%		
Are you registered to vote in NH?	Yes	93%		
	No	6%		
	No reply	1%		
How many years have you been a PSNH customer	Less than 1 year	11%	> 10 years	43%
	2-5 years	24%	No reply	2%
	6-10 years	19%		
What level of participation did you sign up for?	25%	28%	100%	49%
	50%	21%	No reply	2%
Would you say the info you received about the program was clear?	Agree	52%	Disagree	4%
	Somewhat Agree	40%	No reply	3%
How did you learn about Green Rate?	PSNH.com	21%	News Story	7%
	Bill Insert	39%	Friend/Relative	10%
	Newsletter	1%	Other	21%
	Email	1%	No Reply	0%
Which message is most compelling to you?	Developing More Renewables	59%	Reducing Dependence on fossil	26%
	Reducing Emissions	10%	No reply	6%
How would you describe the decision to sign up?	Not Difficult	87%	Very Difficult	0%
	Somewhat Difficult	12%	No reply	1%
What aspect of the rate did you think about the most?	The monthly cost	26%	The enviro impact of membership	42%
	Where the money goes	30%	No reply	2%
What enviromental orgs do you belong to?	Audubon Society	16%	Local Consvr. Comm.	10%
	Sierra Club	13%	Other	19%
	Society for protection of NH Forests	11%	None	26%
	Nature Conservancy	6%		