

STATEMENT OF CONFIDENTIALITY AND OWNERSHIP

All of the analyses, findings, data, and recommendations contained within this report are the exclusive property of Aquarion Water Company with offices located in Hampton, New Hampshire.

As required by the Code of Ethics of the National Council on Public Polls and the United States Privacy Act of 1974, The Center for Research maintains the anonymity of respondents to surveys the firm conducts. No information will be released that might, in any way, reveal the identity of the respondent.

Moreover, no information regarding these findings will be released without the express written consent of an authorized representative of Aquarion Water Company.

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1 INTRODUCTION

The Center for Research (CFR) is pleased to present the results to a *2011 Customer Satisfaction Survey* conducted on behalf of Aquarion Water Company (“AWC”).

The study included a telephone survey among New Hampshire customers from Aquarion Water Company’s Hampton, North Hampton and Rye service areas. Each group is represented proportionally to customer population contribution.

This report summarizes statistics collected from a telephone survey that was administered between April 19 through April 21, 2011. The survey is comprised of 400 completed interviews among the three service areas.

The *Customer Satisfaction Survey* included the following areas for investigation:

- Rating water quality;
- Satisfaction with Aquarion Water Company as a company;
- Perceptions of customer service;
- Rating customer service and field personnel;
- Attitudes and awareness of water conservation measures; and
- Demographics.

Following this introduction, Section II contains and explains the methodologies employed in completing this *Customer Satisfaction Survey*, the margins for error and the confidence level for the statistics collected.

Section III contains Highlights made after a careful analysis of the data which is presented in narrative format in the Summary of Findings, Section IV. Section V is the Appendix containing copies of the survey instrument utilized, the composite aggregate data and a crosstabulation table.



METHODOLOGY

A total of 400 Aquarion Water Company customers currently living in the New Hampshire towns of Hampton, North Hampton and Rye provided complete responses to a telephone survey administered from April 19 through April 21, 2011.

The 400 respondents who completed the survey lived within the three specified service areas. Each town contributed to the 400 sample based on its actual proportional contribution to the overall customer base.

Using a list of customers provided by Aquarion Water Company, CFR developed an *n/h* name stratified sample. This sample was used by CFR researchers to call prospective respondents.

Survey design at CFR is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias. Further, all scales used by CFR (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree or strongly disagree) are balanced evenly. And, placement of questions is carefully determined so that order has minimal impact.

One survey instrument was used to elicit information from all respondents. Skip patterns were developed to further question specific groups of respondents based on certain answers. For example, those respondents not having had contact with Aquarion Water Company personnel could not rate them on such issues as “courtesy.”

CFR achieved an **83%** completion rate among the original sample. Completion rates are a critical aspect of any research study. Because one group might be easier to reach than another, it is important that efforts are made to reach all groups to an equal degree. A high completion rate means that a high percentage of the households within the sample were actually contacted, and that the resulting sample is not skewed to one potential audience. This percentage is considered high and can reflect on the level of interest the respondents place on the topic for study.

CFR used a callback procedure to ensure the randomness of the sample and to reduce non-response bias. When a randomly selected customer was not available during the first telephone contact, additional callbacks were made in order to complete the interview.

All telephone interviews were conducted from CFR headquarters, located in Meriden, Connecticut. Research was conducted primarily during the hours of 5:00 p.m. and 9:00 p.m. weekdays. The survey was conducted April 19 through April 21, 2011.



All aspects of this project including questionnaire design, sample design, testing and fielding, coding, programming, data entry, editing and analysis were completed by CFR staff in the Meriden, Connecticut headquarters.

Statistically, a sample of 400 completed interviews represents an accuracy level of +/-5.0% at the midpoint of a 95 percent confidence level. This level of accuracy pertains to the composite data of “like” questions asked of all respondents. The accuracy level would be lower for questions posed only to respondents, for example, who had contact with Aquarion Water Company personnel. Further, the accuracy level will be lower when viewing the results by town separately.

In theory, a sample of 400 Aquarion Water Company customers will differ no more than +/-5.0% than if all customers were contacted and included in the survey. That is, if random probability sampling procedures were reiterated over and over again, sample results may be expected to approximate the larger population values within plus or minus 5.0% -- 95 out of 100 times.

Readers of this report should note that any survey is analogous to a snapshot in time and results are only reflective of the time period in which the survey was undertaken. Should concerted public relations or information campaigns be undertaken during or shortly after the fielding of the survey, the results contained herein may be expected to change and should be, therefore, carefully interpreted and extrapolated.

Furthermore, it is important to note that all surveys contain some component of “sampling error.” Error that is attributable to systematic bias has been significantly reduced by utilizing strict random probability procedures. This sample was strictly random in that selection of each potential customer was an independent event, based on known probabilities.

Each qualified customer had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.



HIGHLIGHTS

The 2011 Customer Satisfaction Index (“CSI”) percent derived from the Customer Satisfaction Survey is 90.6% (without don’t know responses). This number is statistically unchanged from 92.0% in 2007.

The CSI percent is an average of the overall characteristic ratings for Aquarion Water Company as a company (84.2% in 2011 from 87.2% in 2007), Aquarion Water Company office personnel (91.4% in 2011 from 93.3% in 2007) and Aquarion Water Company field personnel (96.1% in 2011 from 95.4% in 2007). Service organizations strive to attain and maintain numbers in the high eighties.

ON WATER QUALITY...

- When rating the five features of tap water in their home such as “appearance/clarity,” “safe to drink,” “water pressure,” “smell” and “taste,” the highest positive rating was recorded for “water pressure” (90.5% in 2011 from 92.0% in 2007) and “appearance/clarity” (90.5% in 2011 from 89.8% in 2007). The tap water feature receiving the lowest positive rating was “taste” (69.3% in 2011 from 70.3% in 2007).
- Importantly, the majority of all 2011 respondents surveyed, 86.6%, feel their water has either “improved” (4.3% in 2011 from 2.5% in 2007) or “remained good” (82.3% in 2011 from 88.5% in 2007) over the past year.

ON RATING AQUARION WATER COMPANY...

- Aquarion Water Company enjoys a strong customer satisfaction level among its New Hampshire residential customers. When rated on 9 different company characteristics, (with “don’t know” responses removed from the data) Aquarion Water Company received an overall positive average of 84.2% which is only down slightly from 87.2% recorded in 2007.
- The highest positive rating was recorded for “maintaining an adequate supply of water” (97.0% in 2011 from 94.4% in 2007), while the lowest positive rating was recorded for “providing good service and value for the cost of water” (69.7% in 2011 from 76.3% in 2007).



ON CUSTOMER SERVICE...

- Of those respondents (16.8% or 67 respondents) who reported having contact with Aquarion Water Company, the vast majority, 85.1%, reported the method of contact was via the “phone/called.” Additionally, of those (85.1% or 57 respondents) who had contact with Aquarion over the phone, the vast majority, 89.5%, reported speaking with a live representative.
- Of those respondents who reported contact with Aquarion either by phone or in-person (15.8% or 63 respondents), more than three-quarters, 77.8%, reported “Aquarion takes care of things the first time.”
- The average positive rating for the 13 customer service personnel characteristics measured (with “don’t know” responses removed from the data) is 91.4% in 2011, which is only down slightly from the 93.3% previously recorded in 2007.
- The highest positive rating for customer service personnel was recorded for “being courteous to you and treating you with respect” (96.3% in 2011 from 95.1 in 2007).
- While still impressive, the lowest positive ratings were recorded for “satisfying the original reason for the contact” (87.0% in 2011 from 91.5% in 2007) and “providing you with results in a reasonable amount of time” (87.0% in 2011 from 89.8% in 2007).
- Among those having an interaction with a customer service representative, more than three-quarters (76.2% in 2011 from 77.8% in 2007) reported the “first person” who worked with them was able to find a solution to the purpose for the contact. Another 11.1% suggested the “second person” found a solution to the purpose for the contact.
- The average positive rating for the 11 field service personnel characteristics measured (with “don’t know” responses removed from the data) is 96.1% in 2011 from 95.4% in 2007.
- The highest positive ratings were recorded for the following field representative characteristics: “overall appearance” (100.0% in both 2011 and 2007), “understanding the service required” (100.0% in 2011 from 96.7% in 2007) and “appears knowledgeable” (100.0% in 2011 from 93.3% in 2007).
- While still impressive, the lowest positive rating was recorded for “resolving the reason for contact” (92.6% in 2011 from 93.1% in 2007).

ON WATER CONSERVATION...

- Slightly less than one quarter of respondents, 24.3%, reported they had installed a “low-flow shower head” within the last two years. This was followed by “low-flow toilet (uses 1.6 gallons per flush)” with 22.5%.



- When asked to provide a timeframe when they might replace any of these appliances (Dishwasher, Frontload clothes washer, Low-flow toilet and Low-flow shower head) for a more efficient model, nearly two-fifths of respondents, 37.5%, reported they were “not planning to replace any of those items,” while another one-third of respondents, 34.3%, reported it “depends on lifespan of those items.”
- Over half of respondents, 51.0% in 2011, reported they “think about water conservation daily,” while another 23.3% reported they “think about water conservation only when someone brings it up.”
- Finally, while more than three-fifths of all respondents, 62.6%, reported to be “somewhat uninterested” (4.6%) or “not at all interested” (58.3%) in paying their Aquarion Water bill on a monthly basis, nearly one-fifth, 19.5%, reported to be either “very interested” (7.8%) or “somewhat interested” (11.8%) in paying their bill on a monthly basis.



SUMMARY OF FINDINGS

Readers are reminded that this section summarizes the statistics collected from a random sample telephone survey instrument used to interview respondents for Aquarion Water Company.

This section is prepared for ease in reading and to present the summary of findings to each of the sixty-eight questions asked. Detailed findings can be found in the Composite Aggregate Data section in the Appendix of this report.



WATER QUALITY

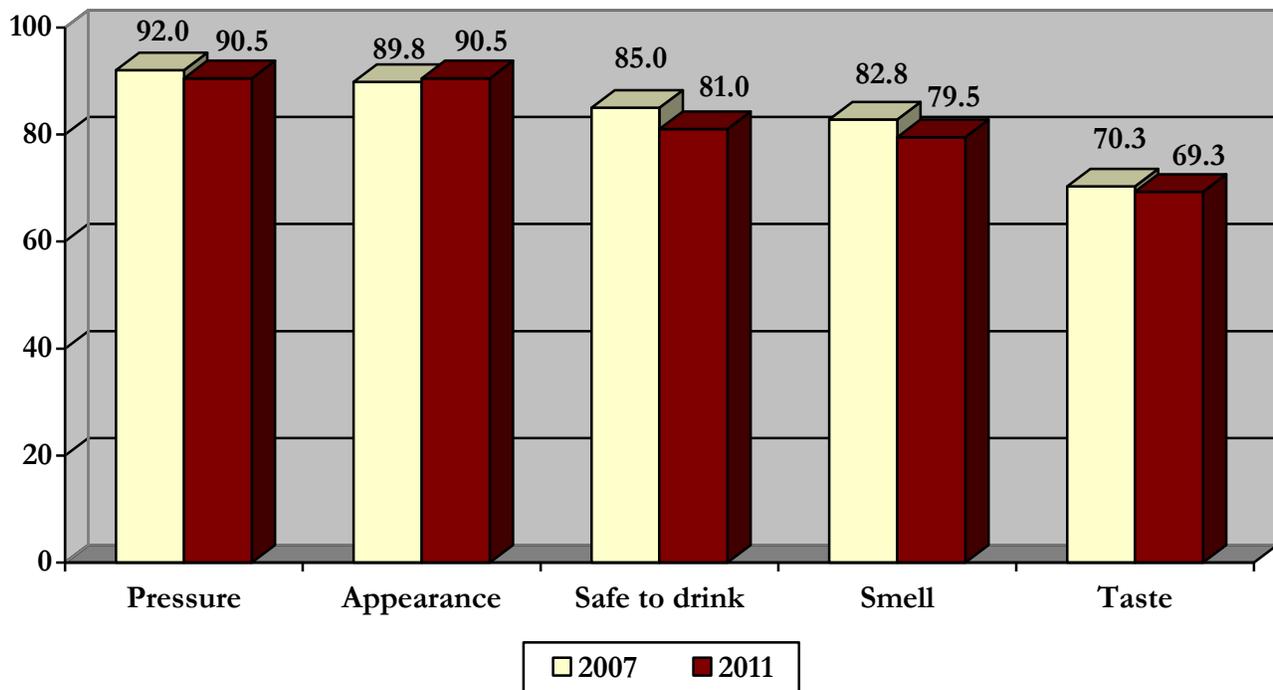
Respondents were asked to rate five features of tap water in their home using a scale of one to five where one (1) was very good and five (5) was very poor. The percentages found below display the cumulative total for those responding one or two (very good or good) on the five-point scale.

Results for 2007 and 2011 are presented below.

<i>Characteristics...</i>	<i>2007</i>	<i>2011</i>
Water pressure	92.0%	90.5
Appearance/Clarity	89.8	90.5
Safe to drink	85.0	81.0
Smell	82.8	79.5
Taste	70.3	69.3

Results may also be found in the chart located below.

Water characteristics...



All respondents were asked if they perceived any differences in the overall quality of tap water in their homes over the past year. They were asked if their water had improved, remained good, remained poor or worsened.

The majority of 2011 respondents, 86.6%, reported their water had either “improved” (4.3%) or “remained good” (82.3%) over the past year.

<i>Differences...</i>	<i>2007</i>	<i>2011</i>
Improved	2.5%	4.3
Remained good	88.5	82.3
Remained poor	4.0	1.8
Worsened	2.0	5.8
Don't know/unsure	3.0	6.0

In the table below, those respondents suggesting their water had “improved” (4.3% or 17 respondents) over the last year were asked to define the improvement. Readers should note that multiple responses were accepted.

<i>How improved?</i>	<i>2007 (N=10)</i>	<i>2011 (N=17)</i>
Water is cleaner/color has cleared up/not discolored	40.0%	12.5
Taste is better	20.0	62.5
Less chlorine/chlorine smell is gone	20.0	25.0
Better pressure	20.0	6.3

In the table below, those respondents (7.6% or 30 respondents) suggesting their water quality had either “worsened” or “remained poor” were asked to provide the reason for the decline. Readers should note that multiple responses were accepted.

<i>How worsened?</i>	<i>2007 (N=24)</i>	<i>2011 (N=30)</i>
Taste bad	37.5%	36.7
Smells bad	25.0	16.7
Too much chlorine	12.5	20.0
Water leaves stains	8.3	13.3
Too many chemicals	8.3	10.0
Don't know/unsure	4.2	3.3
Quality has decreased/poor quality in general	4.2	16.7
Water is not clear/discolored	---	16.7
Sediment/particles in water	---	6.7



RATING AQUARION WATER COMPANY

Customer respondents were asked to rate the performance of Aquarion Water Company in a number of service areas. They were asked to use a scale of one to five where one (1) meant very good and five (5) meant very poor.

The ratings depicted below represent results of cumulative totals for those selecting one or two as (positive) ratings on the five-point scale. Those respondents offering a “don’t know” response have been removed from the data.

<i>Company Characteristics...</i>	<i>2007 w/o DKs</i>	<i>2011 w/o DKs</i>
Maintaining an adequate supply of water	94.4%	97.0
Being environmentally responsible	92.5	84.4
Responsiveness to customers	90.3	88.8
Being open and honest about company operations and policies	88.9	83.3
Monitoring water quality	88.0	90.5
Informing the public about water issues	87.1	82.4
Promoting conservation of water	84.6	82.7
Involved in the community	82.6	78.6
Providing good service and value for the cost of water	76.3	69.7
Average	87.2	84.2

Those respondents providing a low rating for any of the company characteristics were asked to report the reason for the low rating. Readers should note that multiple responses were accepted.

<i>Reason for low rating...</i>	<i>2011</i>
Too expensive	61.3%
Need to keep customers better informed	29.0
They never send notices on changes	12.9
Overall quality needs to improve	11.3
Don't inform customers when flushing system	3.2
Slow response time when needed	3.2
Water tastes bad	3.2
Low supply/running out of water	1.6
Dark/discolored water	1.6
Poor water pressure	1.6
Water smells bad	1.6
Not environmentally focused	1.6
Lack of community involvement	1.6



AQUARION WATER COMPANY CUSTOMER SERVICE

All customers were asked if they had been contacted by Aquarion Water Company or initiated contact themselves over the past year.

Less than one-fifth of all respondents, 16.8%, reported having contact with Aquarion Water Company over the past year.

<i>Had contact with AWC?</i>	<i>2007</i>	<i>2011</i>
Yes	17.8%	16.8
No	81.0	82.3
Don't know/unsure	1.3	1.0

When asked to indicate the purpose for their contact, the highest percentage of respondents, 29.9%, reported having direct contact with Aquarion Water Company for a “question on bill – general.”

A complete list of contacts along with frequency of mention is provided below.

<i>Purpose for contact...</i>	<i>2007</i>	<i>2011</i>
Response to a service letter	28.2%	3.0
Question on bill – general	23.9	29.9
Other	11.3	---
Water quality concern – general	9.9	11.9
Question on bill – higher than usual	5.6	10.4
Don't know/unsure	5.6	---
Water quality concern – color	4.2	---
Property Transfer or Name/Address change	4.2	7.5
Question on bill – estimated bill	4.2	---
Question on bill – payment location or method	2.8	3.0
Water quality concern – taste/odor	---	1.5
Meter issue	---	10.4
Service required/repair	---	9.0
Pressure issue	---	6.0
Pipe break/repair	---	6.0
Water shut off	---	1.5



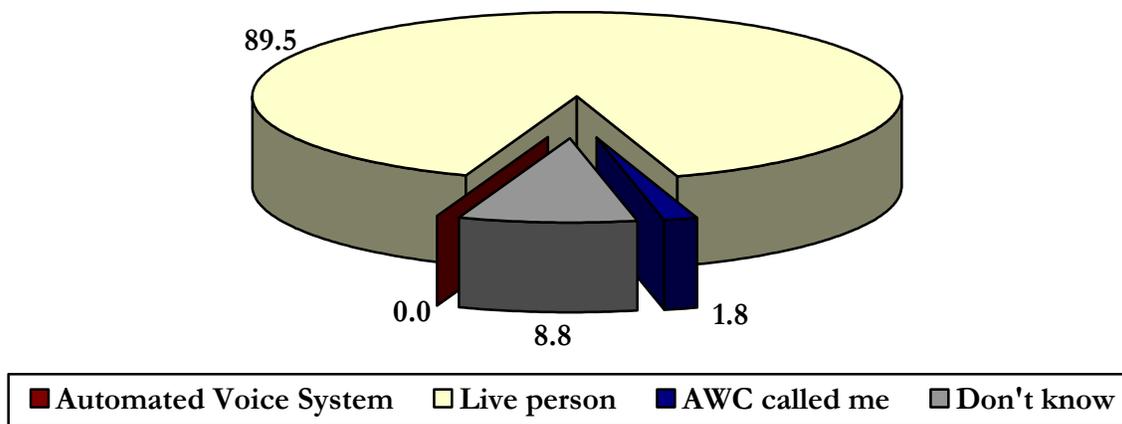
For those who reported having contact with Aquarion Water Company (16.8% or 67 respondents), the following table depicts the way in which it occurred.

Method of contact...	2007	2011
Phone/called	78.9%	85.1
Letter/direct mail	9.9	6.0
Face to face/personal contact	9.9	9.0
Email	1.4	---
Don't know/unsure	---	---

Respondents having a phone interaction with Aquarion Water Company (85.1% or 57 respondents) were asked by researchers if they used the automated voice system or spoke with a live person during the contact.

The majority of respondents, 89.5%, reported speaking with a live person, while remaining respondents reported being contacted by Aquarion Water Company (1.8%) or were unsure (8.8%).

Use Automated Voice System or spoke with live person?



All respondents having contact with Aquarion Water Company either by phone or in-person (15.8% or 63 respondents) were asked if, when contacting Aquarion, things are taken care of to their satisfaction the first time or if they must have repeated contact with AWC before things are taken care of to their satisfaction.

As presented in the following table, more than three-quarters of respondents, 77.8%, reported that “AWC takes care of things the first time.”

<i>Taken care of...</i>	<i>2007 (N=63)</i>	<i>2011 (N=63)</i>
AWC takes care of things the first time	77.8%	77.8
Must have repeated contact	11.1	12.7
It varies	4.8	1.6
Don't know/unsure	6.3	7.9

Respondents were asked to rate Aquarion Water Company Customer Service Personnel in a number of different areas. The following table depicts the results as collected.

The ratings are cumulative positive totals for those respondents providing the staff with a one or two rating (positive). Those respondents offering a “don't know” response have been removed from the data.

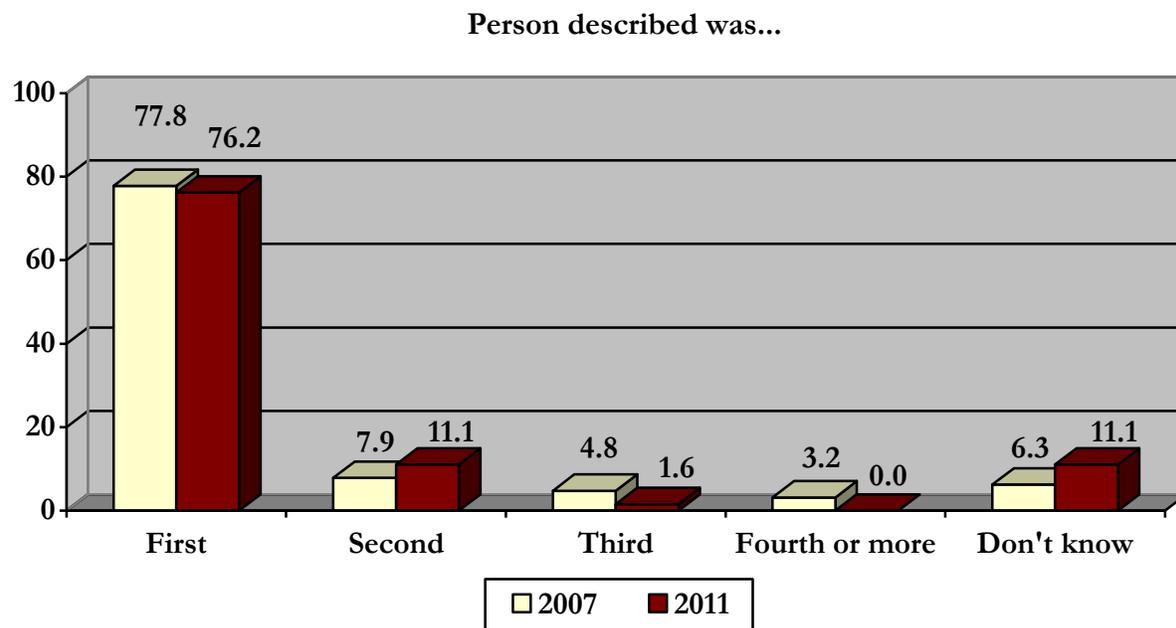
<i>Customer Service Characteristics...</i>	<i>2007 w/o DKs</i>	<i>2011 w/o DKs</i>
Friendly greeting	96.7%	94.4
Demonstrating a willingness to be helpful to you	96.7	94.4
Being courteous to you and treating you with respect	95.1	96.3
Demonstrating knowledge about your problem or need	95.1	90.7
Understanding your problem or need	93.4	94.4
Overall job performance rating	93.4	90.7
Accuracy or giving you correct information the first time	93.3	90.2
Showing an interest in you and the reason for contact	93.3	90.7
Thoroughness or doing everything that was promised	93.2	88.7
Knowledgeable	91.8	88.9
Satisfying the original reason for the contact	91.5	87.0
Responsiveness or listening carefully to you and then acting	90.0	94.4
Providing you with results in a reasonable amount of time	89.8	87.0
<i>Average</i>	<i>93.3</i>	<i>91.4</i>



Respondents were asked if the person they described as the one who worked with them to find a solution was the first, the second or third person they spoke with from Aquarion.

Both the table and chart located below present the results as collected.

<i>Person described was...</i>	<i>2007 (N=63)</i>	<i>2011 (N=63)</i>
First person	77.8%	76.2
Second person	7.9	11.1
Third person	4.8	1.6
Fourth or more	3.2	---
Don't know/unsure	6.3	11.1



All survey participants were asked by researchers if an Aquarion field representative had visited their home or office to work on the service discussed.

The table below presents the results as collected.

<i>Field Rep visit?</i>	<i>2007</i>	<i>2011</i>
Yes	8.0%	9.8
No	91.3	89.0
Don't know/unsure	0.8	1.3



Those respondents (9.8% or 39 respondents) who had an Aquarion Field Representative visit their home or office to perform work were asked to rate each on a number of characteristics. The table below depicts the cumulative results of positive ratings.

The ratings are cumulative totals for those respondents rating the staff one or two (positive). Again, those offering a “don’t know” response have been removed from the data.

<i>Field Representative Characteristics...</i>	<i>2007 w/o DKs</i>	<i>2011 w/o DKs</i>
Overall appearance	100.0%	100.0
Arriving on time for the work to be performed	100.0	96.6
Having proper identification available	100.0	95.8
Being courteous to you and treating you with respect	100.0	96.4
Explaining things you needed to know about the work to be performed	96.7	93.1
Understanding the service required	96.7	100.0
Appears knowledgeable	93.3	100.0
Resolving the reason for contact	93.1	92.6
Completing the job as promised	93.1	93.3
Demonstrating a willingness to be helpful	90.0	96.4
Overall job performance rating	86.7	93.1
<i>Average</i>	<i>95.4</i>	<i>96.1</i>



WATER CONSERVATION

All respondents were read a list of four different appliances designed to aid in water conservation and asked if they had recently installed any of these appliances in their home.

The table below presents each appliance along with the total percentage of respondents that reported they installed the appliance within the last two years.

<i>Appliance...</i>	<i>2011 Yes</i>	<i>2011 No</i>	<i>2011 DK</i>
New Dishwasher	16.3%	83.5	0.3
Front-load clothes washer	19.3	80.5	0.3
Low-flow toilet (uses 1.6 gallons per flush)	22.5	76.3	1.3
Low-flow shower head	24.3	73.3	2.5

In a follow-up question, all respondents were asked to provide a time frame, if any, in which they may consider replacing their clothes washer, dishwasher or toilets to a more efficient model.

While nearly two-fifths of all respondents, 37.5%, reported that they were “not planning to replace any of those items,” one-third of respondents, 34.3%, reported it “depends on lifespan of those items.”

<i>Time frame to replace appliances...</i>	<i>2011</i>
Not planning to replace any of those items	37.5%
Depends on the lifespan of those items	34.3
Within one to five years	12.5
Don't know/unsure	6.5
Within six months to one year	4.0
Within the next six months	2.8
More than five years from now	2.5



Respondents were read a series of statements related to water conservation and asked to indicate which statement best applied to their view of water conservation.

As presented in the following table, more than half of all respondents, 51.0%, reported that “I think about water conservation daily.” Readers should note that multiple responses were accepted.

<i>Which statement best applies to your view on water conservation?</i>	<i>2011</i>
I think about water conservation daily	51.0%
I think about water conservation when someone brings it up	23.3
I think about water conservation seasonally	19.3
I think about water conservation when purchasing new equipment	14.8

Following, respondents were asked how interested they might be in paying their Aquarion Water bill on a monthly basis as opposed to a quarterly basis.

Nearly one-fifth of respondents, 19.6%, reported to be either “very interested” (7.8%) or “somewhat interested” (11.8%) in paying their bill on a monthly basis.

The table below presents the results collected.

<i>Interested in paying monthly bill?</i>	<i>2011</i>
Very interested	7.8%
Somewhat interested	11.8
Somewhat uninterested	4.3
Not at all interested	58.3
Don't know/unsure	18.0
<i>Total interested</i>	<i>19.6</i>
<i>Total uninterested</i>	<i>62.6</i>



DEMOGRAPHICS

The final section of the survey instrument contained a number of demographic questions including type of home, ownership of home, education, age and income.

These results are listed in the tables below.

<i>Primary <u>decision maker</u> in your home...</i>	<i>2007</i>	<i>2011</i>
You (respondent)	73.3%	77.3
Another head of household/male	6.5	5.0
Another head of household/female	4.3	3.5
Other (joint/share/both)	12.5	12.0
Don't know/unsure/refused	3.6	2.3

<i>Primary <u>bill payer</u> in your home...</i>	<i>2007</i>	<i>2011</i>
You (respondent)	75.0%	79.0
Another head of household/male	10.0	6.8
Another head of household/female	8.0	7.3
Other (joint/share/both)	3.5	5.5
Don't know/unsure/refused	3.6	1.5

<i>Rent or Own...</i>	<i>2007</i>	<i>2011</i>
Rent	5.0%	3.0
Own	91.3	94.0
Refused	3.8	3.0

<i>Type of Home...</i>	<i>2007</i>	<i>2011</i>
Single family	85.0%	84.8
Multiple family	4.8	5.8
Condo	6.3	5.5
Other	4.0	---
Apartment complex	---	0.8
Refused		3.3



<i>Highest Grade of School...</i>	<i>2007</i>	<i>2011</i>
Some High School	3.3%	0.5
Graduated High School	15.3	14.3
Some College	16.8	11.0
Graduated College	32.8	36.3
Post-Graduate Work	21.3	21.5
Don't know/unsure/refused	10.8	16.5

<i>Age of Respondent...</i>	<i>2007</i>	<i>2011</i>
18-21	---%	---
22-24	0.8	0.3
25-34	2.0	2.5
35-44	7.3	8.5
45-54	21.3	18.3
55-64	19.8	21.8
65-74	21.5	19.3
75 and older	14.0	18.0
Refused	13.5	11.5

<i>Family Income...</i>	<i>2007</i>	<i>2011</i>
Under \$9,999	0.5%	0.5
\$10,000-24,999	2.0	0.8
\$25,000-39,999	4.8	2.8
\$40,000-49,999	3.5	1.3
\$50,000-59,999	4.5	2.8
\$60,000-74,999	3.3	2.5
\$75,000-100,000	4.5	6.0
\$100,000 or more	9.5	9.8
Don't know/unsure	5.3	20.8
Refused	62.3	53.0



<i>Number of years in current town...</i>	<i>2007</i>	<i>2011</i>
1 to 10 years	28.0%	35.8
11 to 20 years	26.3	24.5
21 to 30 years	15.0	14.8
31 to 40 years	11.5	12.0
41 to 50 years	7.7	6.0
51 or more years	4.4	5.3
Don't know/refused	7.1	1.8

<i>Gender (by Observation)...</i>	<i>2007</i>	<i>2011</i>
Male	47.0%	44.8
Female	53.0	55.3

<i>Town...</i>	<i>2007</i>	<i>2011</i>
Hampton	71.8%	71.8
North Hampton	18.3	20.3
Rye	10.0	8.0



APPENDIX

Interpretation of Aggregate Results

The computer processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable”. This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The meticulous analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. This is utilized to gauge some ordered or ranked meaning.



AFFIDAVIT

STATE OF NEW HAMPSHIRE PUBLIC UTILITY COMMISSION

HARRY C. HIBBARD, being first duly sworn, deposes and states:

That he is the Harry C. Hibbard whose direct testimony accompanies this Affidavit, that said direct testimony is a true and accurate statement of his answers to the questions contained herein, and that he adopts those answers as his sworn testimony in this proceeding.



HARRY C. HIBBARD

SWORN TO and SUBSCRIBED before me this 10th day of May, 2012.



Notary Public

Denyse H. Cota
A Notary Public of Connecticut
My Commission Expires March 31, 2016

