

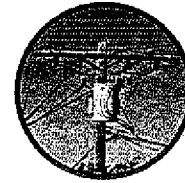
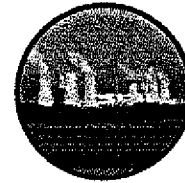
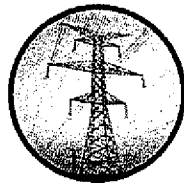
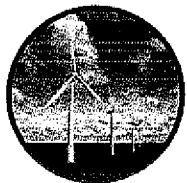
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CEA Opinion Research ►►

2014 NATIONAL PUBLIC ATTITUDES SURVEY



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**Canadian
Electricity
Association**

**Association
canadienne
de l'électricité**

Core Attributes and Satisfaction Measures

Note that all of the core satisfaction and attribute questions were randomly split between the new bipolar 0-10 scale and the old unipolar 1-10 scale. Results from the new 0-10 scale are reported here except where otherwise noted.

Retailers have similar levels of satisfaction as regular distributors

- Overall half of customers are satisfied with their electricity retailer (55%). Just 12% are dissatisfied. This is in line with the general level of satisfaction customers have with their distributor.
- In Alberta, retailers perform best when rated on their ability to provide easy to understand bills, accurate bills, and to operate as an efficient, well-run company. On the other hand, fewer customers (34%) are satisfied that they are contributing back to the community.

Satisfaction with distributors is down from previous years

- Overall just over half of customers (55%) are satisfied with their distributor in general. On the old 1-10 scale 59% reported they were satisfied. Comparing to previous waves, this is a decline of 7 points from 66% in 2013.
- On specific attributes, distributors are seen to provide good quality power, and reliable electricity. Respondents are also satisfied that these companies encourage efficient use of electricity, provide information on using power efficiently, provide accurate bills, and provide easy to understand bills.

Satisfaction with transmission lower, but many just 'don't know'

- Among respondents whose transmission company differs from their distributor, satisfaction with that company is slightly lower. Just 37% are satisfied with their provincial transmission company.
- When these respondents were asked to rate their transmission company on the core attributes many responded that they did not know. Don't knows made up between 18% and 31% of answers on each of these attributes.
- All respondents were asked to rate their transmission companies on transmission specific attributes, and here transmission companies did well with regards to running a reliable transmission system, and operating in an environmentally responsible way.

Satisfaction with generation similar to distributors and retailers

- Similar to both distributors and retailers, 52% are satisfied with generation companies in their province.
- Respondents were most likely to be satisfied that generators are providing reliable service and protecting public safety.