



Annual Customer Survey Report

Prepared by:



For:



December 2015

TABLE OF CONTENTS

Methodology & Logistics	3
Executive Summary - Residential	4
Executive Summary - Business	19
Results by Question - Residential	34
Results by Question - Business	48

METHODOLOGY & LOGISTICS

OVERVIEW

- This report represents the findings from a December 2015 customer satisfaction survey of Greater Sudbury Hydro (GSH) customers conducted by Oraclepoll Research Limited for the LDC. The results in this report are compared against survey data that was first benchmarked in December 2013 and tracked in December 2014 by Oraclepoll. In each of these survey waves there was an n=400 residential customer sample segment and an n=100 business component.
- Within this report there are the finding from the December 2015 survey of GSH residential and business customers. Where applicable and possible the results are compared to the previous survey waves.
- This report includes an Executive summary for each of the Residential and Business components and a Result by Question section for each of these two segments.

Study Sample

- Greater Sudbury Hydro provided Oraclepoll with a database of their residential and business customers to be surveyed. A total of n=400 residential customers and n=100 of GSH business customers were randomly selected from the database and surveyed by telephone using person to person live telephone interviewing.
- Respondents were screened to ensure that they were 18 years of age or older and were one of the persons either at the business or residence that was responsible for making decisions related to their electricity usage including bill payments.

SURVEY METHOD

- The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.

LOGISTICS

- Interviews were completed between the days of December 9th to December 18th 2015.
- Initial calls for the residential component were made between the hours of 5 p.m. and 9 p.m. Subsequent call backs of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 5 times (from 10 a.m. to 9 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact. At least one attempt was made to contact respondents on a weekend. Calls to business customers were first made from 8:30 a.m. to 5:30 p.m. during weekdays. There was at least one follow up call after 5:30 p.m. and one on a weekend. In addition, telephone appointments were accepted and made as per the respondent's time preference.

CONFIDENCE

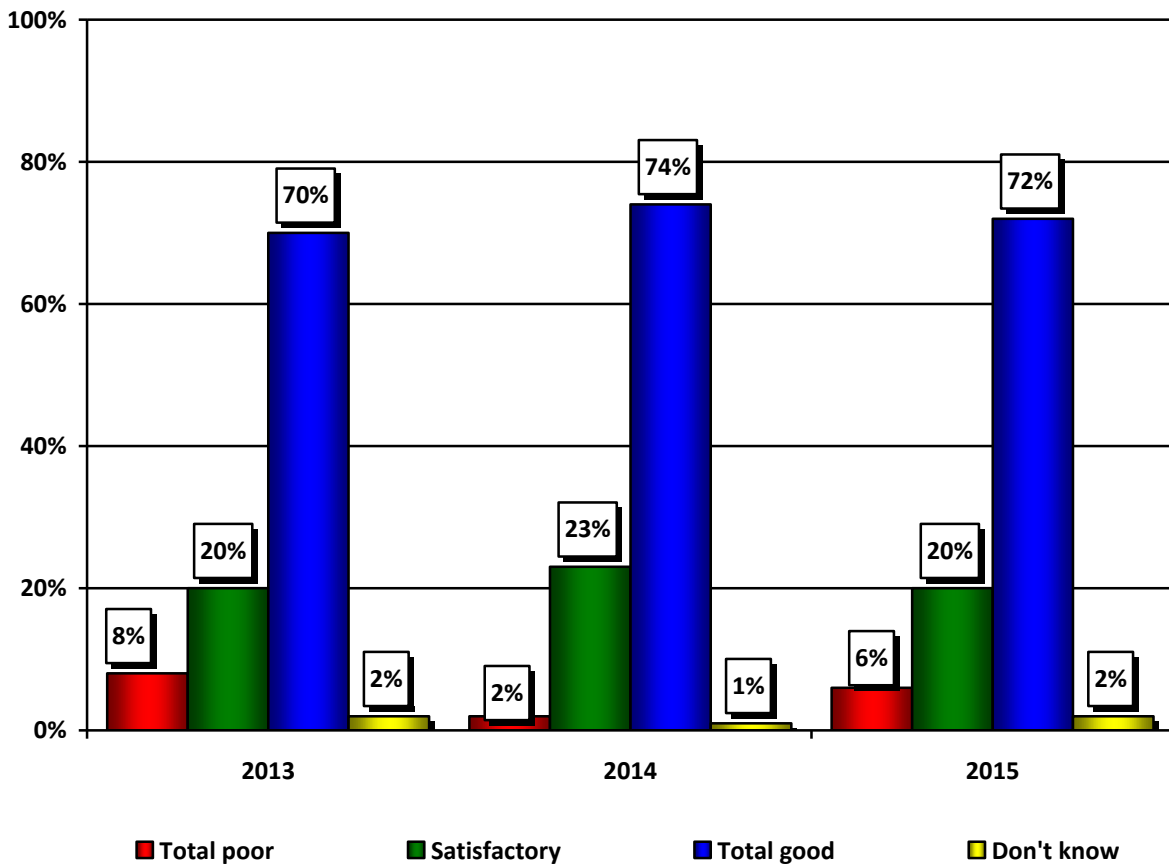
- The margin of error for the 400-person residential survey is $\pm 4.9\%$, 19/20 times and $\pm 9.8\%$, 19/20 times for the sample of 100 businesses.

EXECUTIVE SUMMARY-RESIDENTIAL

SATISFACTION

Respondents were first asked the following overall satisfaction question. The following graph compares the December 2015 results with the previous two surveys.

“Considering all aspects of being a customer of Greater Sudbury Hydro, how would you rate your overall satisfaction with the company as your electrical services provider?”

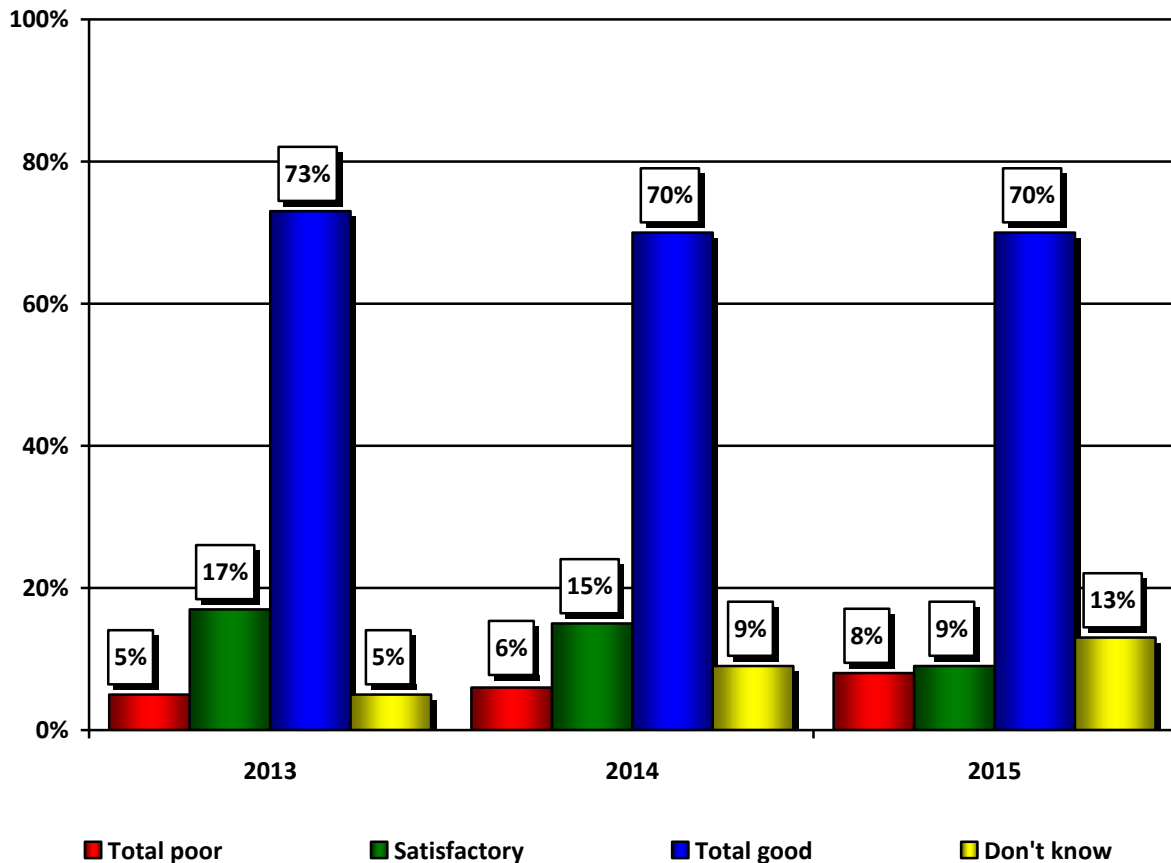


Combined overall satisfaction responses of good (30%) and very good (42%) are 72% and in the same range at a mid point as compared to the previous two survey periods. The total poor response is 6%, slightly higher than 2014 (2%) but below the 2013 level (8%), while 20% had a neutral or satisfactory opinion.

CUSTOMER SERVICE

Next residential customers were asked the following comparative service question, rating GSH's service against other providers.

"How would you rate Greater Sudbury Hydro's customer service (i.e. being responsible and reliable) compared to other service providers such as your heating fuel, Telephone Company or your cable TV or satellite provider?"

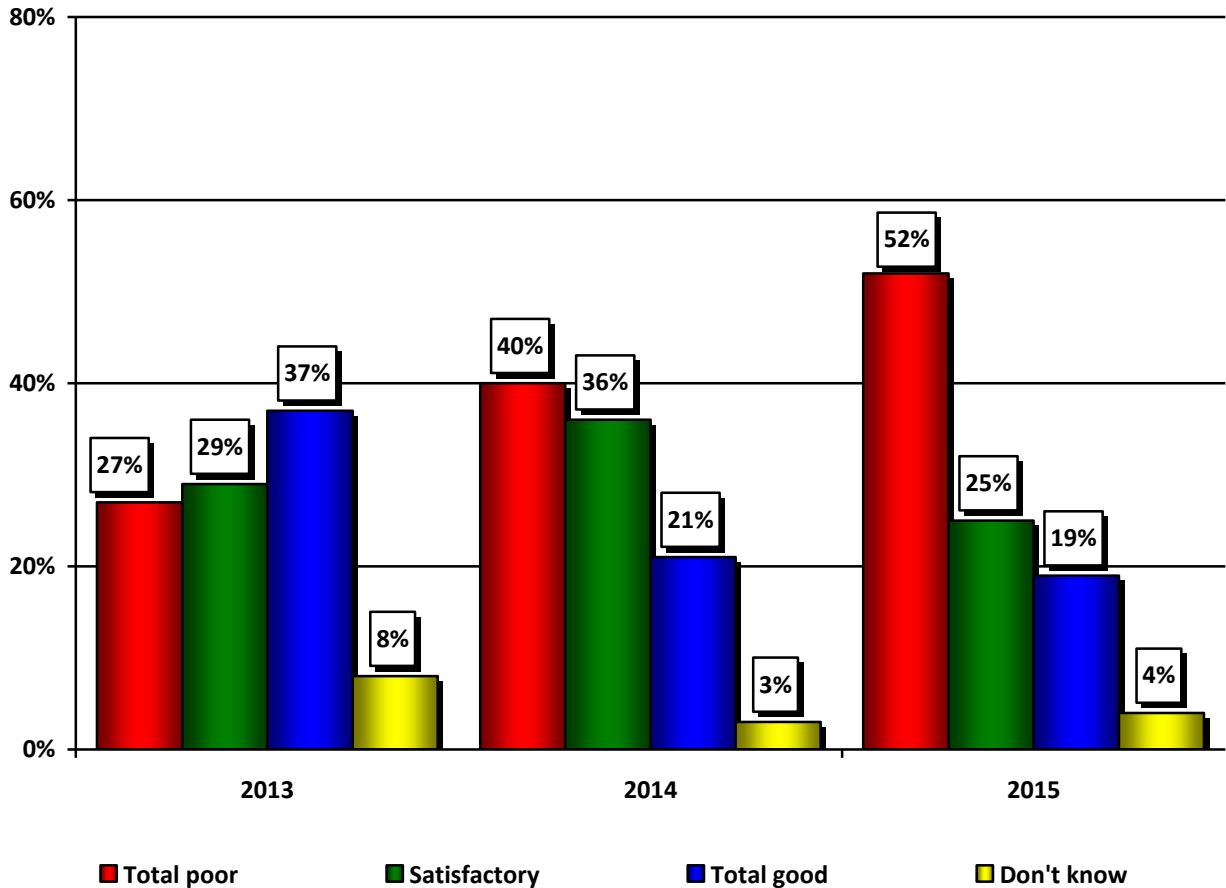


The comparative service ratings total positive score of good (33%) and very good (37%) is the same at 70% in relation to 2014. There was a drop in the satisfactory (neutral) rating from 15% in 2014 to 9%, while total poor (+2%) and do not know (+4%) answers each increased slightly. Older customers 65+ (87%) and 55-64 (78%) tended to be more satisfied in relation to younger ones 18-24 (57%). In addition, higher scores were recorded from the highest income earners \$100,000+ (83%) and from more females (77%) in relation to males (63%).

PRICE COMPARISON

A comparative price question was then asked comparing GSH to other essential services.

"How would you rate your satisfaction with the price you pay for electricity compared to what you pay for other (essential) services in your area (heating fuel, telephone company or your cable TV and satellite provider)?"

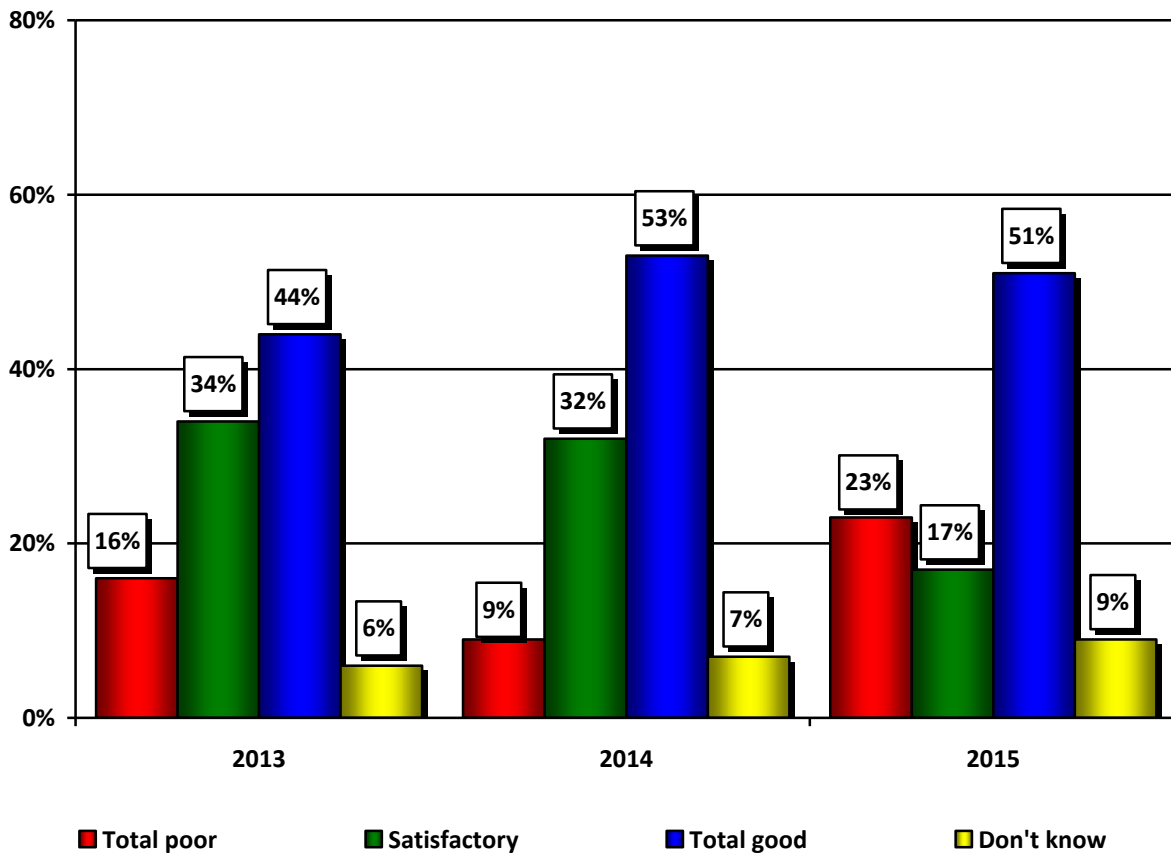


While the good and very good score has remained stable at 19% (21% in 2013) there was a significant increase in the poor or very poor rating to 52% (+12%) from 40% in 2014 and from a low of 27% in 2013. The neutral or satisfactory rating also fell 11% from last year to 25%, while the number of undecided's only increased slightly to 4%. Those according the highest poor or very poor ratings were younger residents 18-24 (72%) and 25-34 (76%) as well as those earning under \$35,000 (70%) and under \$75,000 (65%) per annum. In this instance more females (56%) compared to males (47%) gave a negative or poor rating.

OVERALL VALUE

Customers also rated the overall value that Greater Sudbury Hydro provides.

“Using the same scale from one very poor to five very good, how would you rate the overall value that Greater Sudbury Hydro provides?”



On the issue of overall value, the positive or good and very good rating is consistent with 2014 at 51% down only marginally (-2%). However, this question as in case of the previous (page 6) reveals a greater dissatisfaction over price as 23% provided a poor or very poor rating up 14% compared to 2013, while the satisfactory score dropped 15% over last year (32%) to 17%. Demographic results reveal that the main variance was a function of age with those 18-24 (46%) and 25-34 (50%) being most inclined to provide a poor or very poor rating.

RATING GREATER SADBURY HYDRO

Respondents were then asked to rate their level of agreement with a series of descriptive statements about Greater Sudbury Hydro. The table below combines the responses of agree and strongly agree and compares the results over time.

“I am now going to read some brief statements that may be used to describe Greater Sudbury Hydro. Using a scale from one strongly disagree to five strongly agree, please respond to each statement after it is read.”

STATEMENTS – TOTAL AGREE (Somewhat & Strongly)	2013	2014	2015
Greater Sudbury Hydro meets its commitment to customers.	80%	76%	75%
Greater Sudbury Hydro encourages efficient use of electricity among its customers.	62%	72%	74%
Greater Sudbury Hydro provides customers with reliable and good service.	77%	75%	73%
Greater Sudbury Hydro provides its customers with information about programs to help customers reduce their energy costs.	58%	71%	61%
Greater Sudbury Hydro is concerned about public safety and safe work practices.	48%	63%	54%
Greater Sudbury Hydro is committed to effectively managing a balanced budget.	25%	33%	32%
Greater Sudbury Hydro invests in and gives back to the community	22%	28%	26%

The strongest level of agreement was with respect to GSH meeting its commitment to customers at 75% as it was in 2014, next followed by encouraging the energy efficient use of electricity at 74% and for providing reliable and good service. Each of these three areas had similar findings compared to 2014 being in a range with a marginal 2% variance. There were significant drops compared to 2014 in the areas of providing customers with information about programs to reduce energy costs (-10%) and for being concerned about public safety and safe work practices (-9%). The areas of being committed to managing a balanced budget and giving back to the community continued to have the lowest levels of agreement and the results were similar to 2014. It should be noted that a high number of residential customers provided answers of do not know for the indicators of investing back in the community (46%), being concerned about public safety (33%) and for being committed to a balanced budget (32%) revealing a lack of awareness of the GSH in these areas.

RATING PERFORMANCE

Respondents were then asked to rate the performance of Greater Sudbury Hydro across four indicators. The table below combines the positive responses of good and very good while tracking the results over time.

“Using a scale from one very poor to five very good, please rate the performance of Greater Sudbury Hydro in each of the following areas.”

PERFORMANCE RATING (Good & Very Good)	2013	2014	2015
The reliability of power supply	83%	92%	90%
Prompt responses to power outages when they occur	72%	82%	81%
Effectively communicating with customers about planned power interruptions in your area	55%	56%	68%
Effectively scheduling planned power outages	57%	54%	66%

Greater Sudbury Hydro continues to rate very highly (good and very good) for the reliability of the power supply at 90% and for prompt responses to outages once they occur at 81%, falling in a close range with last year. There was a 12% improvement to 68% for communicating with customers about planned interruptions and a 12% gain for effectively scheduling planned outages to 66%. Responses of do not know were higher for scheduling outages (27%) and communicating about them (19%).

RATES VS OUTAGES

A question was asked related to the cost customers are willing to pay for electricity in relation to the security of service delivery or keeping the lights on.

“I am going to ask your opinion on the issue of balancing the price you pay for maintenance and renewal of your local electricity infrastructure with the security of your electricity service delivery or “keeping the lights on”. Please respond on a scale from one having the lowest rates possible with regular outages to five having the highest rates possible with no outages – 3 would be a balance between rates and outages.”

RATES VERSUS OUTAGE TRADE OFF	2013	2014	2015
1-lowest rates – regular outages	2%	4%	4%
2-low rates – occasional outages	15%	3%	8%
3-neutral – a balance between rates and outages	44%	55%	47%
4-high rates – only a few outages	15%	13%	11%
5-highest rates – no outages	3%	5%	6%
Don't know	22%	21%	24%

Customers continue to want to see a balance between rates and outages (47%), although 8% fewer said that they do than in 2014, but higher compared to 2013 (+3%). Slightly more in this survey period prefer lower rates and some form of outage (12%) compared to 2014 (7%), while an almost similar number (17%) would like higher rates and fewer outages as in 2013 (18%). More in this survey or 24% were undecided compared to 2013 (21%).

PAYMENT OPTIONS

Respondents were asked about their interest in a series of options for their electricity bill payments and were asked for responses of either yes or no for each.

“Please tell me if you are interested in each of the following payment methods for your electricity bills?”

INTEREST IN PAYMENT OPTIONS	2013	2014	2015
Online / telephone banking through your financial institution	65%	48%	54%
Automatic withdrawal from your bank account	43%	52%	49%
Equal monthly payment plan	40%	47%	46%
Online at the Sudbury Hydro Website	20%	15%	19%
Payment at the Greater Sudbury Hydro office	23%	10%	13%

The most preferred payment options as they were in 2014 related to online or telephone banking (54%), automatic withdrawal (49%) and an equal monthly payment plan (46%). Fewer continue to express interest in paying through the GSH website (19%) and at the GSH office (13%). Online or telephone banking most appealed to 18-24 (77%) and 25-34 year olds (76%), equal monthly payments to 45-54 year olds (57%), automatic withdrawal to older residents 65+ (55%), 55-64 (56%) and 45-54 (52%). A higher number of older residents also favoured office payments (65 or older – 24% & 55 to 64 – 20%).

Respondents that provided multiple responses (yes) for each of the five possible payment options (55% of the sample or n=218) were asked a follow up question to identify their most preferred option. Automatic withdrawal was most named as a choice by 50% of this sample, followed by online or telephone banking by 28% and equal monthly payments by 15%.

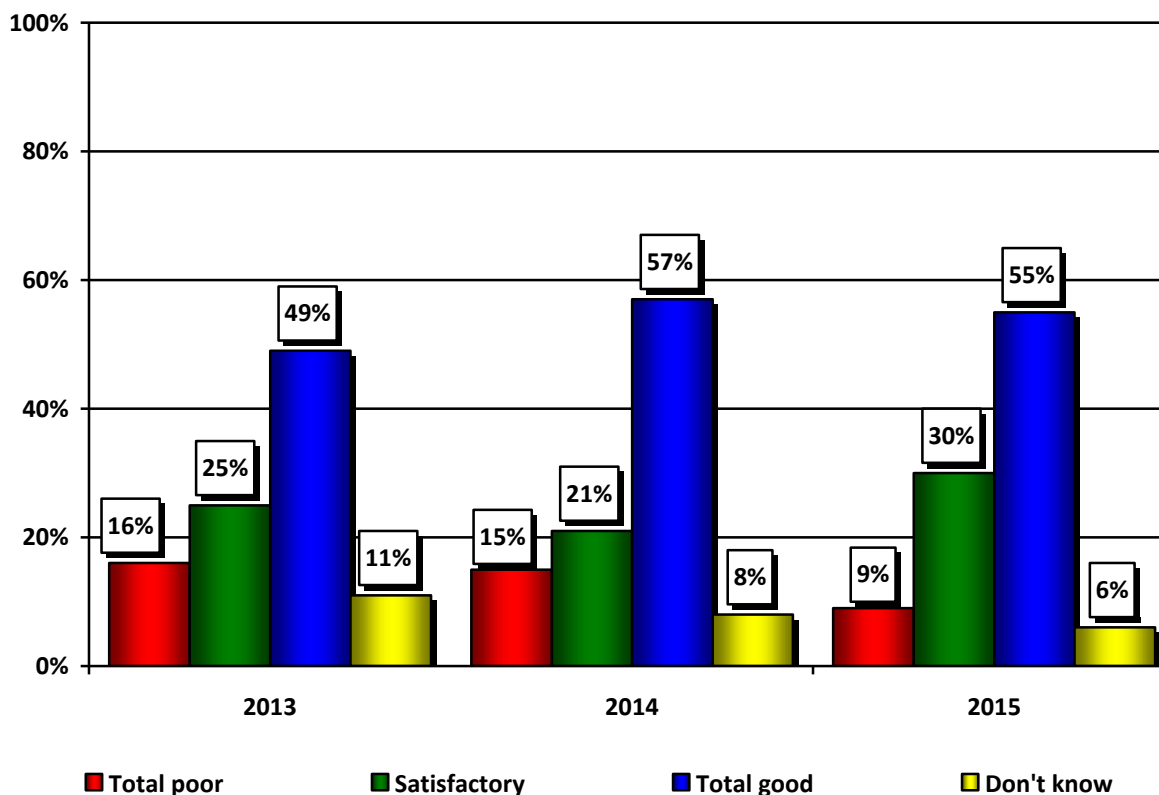
A total of **17% of residential customers surveyed said that they currently receive their hydro bill electronically** (15% in 2014). Those 18-24 (26%), 25-34 (24%) and 35-44 (25%) were most likely to get an electronic bill compared to 45-54 (15%) and 55-64 year olds (15%) and especially those 65+ (7%).

Among those that do not currently receive an electronic bill, 22% stated that they would be willing to obtain their bill via this method (20% in 2014). Residents most willing to get an electronic bill were 18-24 (50%), 25-34 (30%), those earning \$100,000+ (35%) and under \$100,000 (30%).

COMMUNICATION

A series of questions were asked about communications including the following overall rating.

“Greater Sudbury Hydro communicates to its customers through a variety of methods including bill inserts, direct mail, its website, newspapers and radio. Please rate the performance of Greater Sudbury Hydro in communicating with its customers using a scale from one very poor to five very good?”



The overall communications positive rating of good and very good is 55% a similar finding compared to 2014, while the poor or very poor score is lower at 9% (-6%). There was an increase in the neutral or satisfactory rating to 30% (+9%) and 6% did not know.

Respondents were asked in an open ended unaided question about their **preferred method to have Greater Sudbury Hydro to communicate information to them**. A total of 30% named direct mail, followed by 29% that cited bill inserts, 15% an email from the LDC and 6% social media. Other responses included radio (5%), newspaper advertising (4%), the GSH website (4%), an the customer newsletter (3%). A total of 3% were unsure.

In another open or unaided question, residential customers were asked about **how that they would most like to communicate with GSH**. The direct approach by telephone was most named by 56% of those surveyed, followed by an email (20%) and an in person or face to face approach (11%). Lesser cited answers included social media (5%), regular mail (4%) and a link on the GSH website (3%).

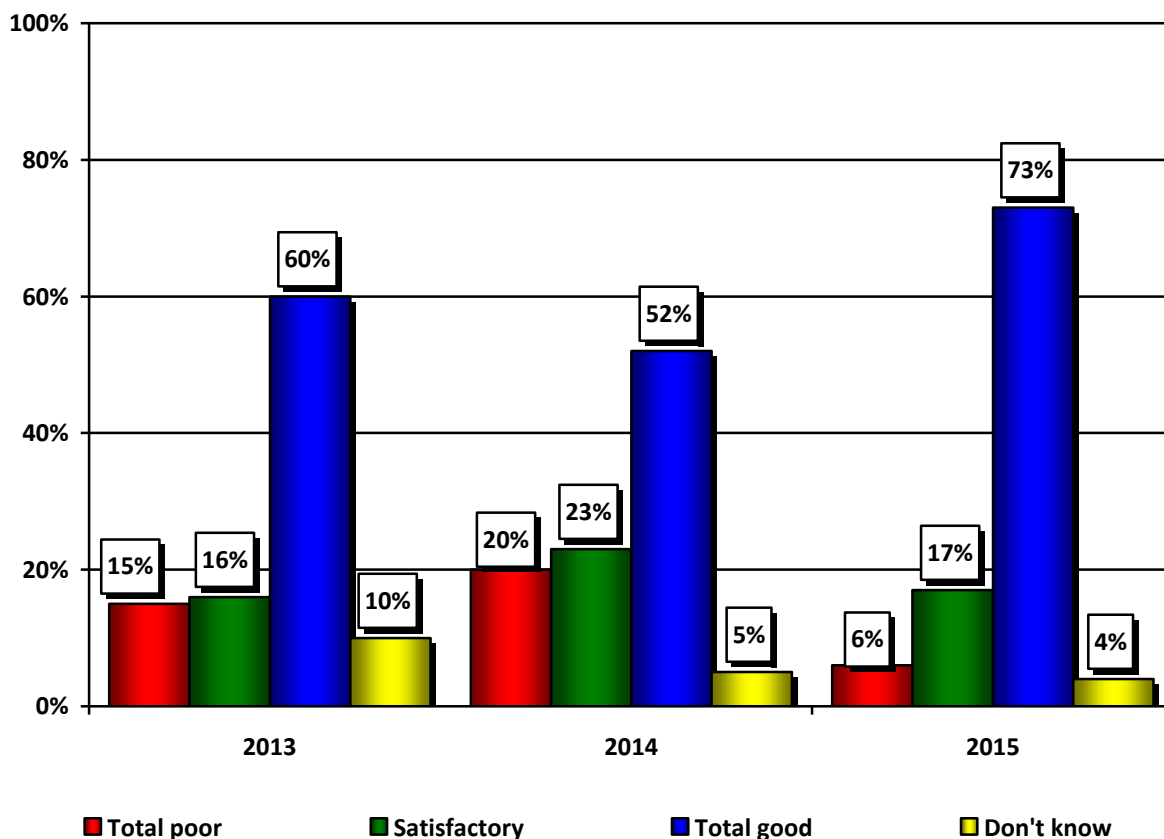
WEBSITE

The questioning then moved specifically to the Greater Sudbury Hydro website.

Respondents were first asked if they had **visited the Greater Sudbury Hydro website over the course of the last year** of which 21% said that they had (27% in 2014). Website visitors tended to be 25-34 year olds (37%) and those 35-44 (46%).

The 21% (n=82) that visited the site were then asked three follow up questions on the information that it contains.

“How would you rate the quality of the information provided on the Greater Sudbury Hydro website?”



Among website visitors (n=82) there is a higher level of satisfaction with the quality of information provided as evidenced by the good or very good rating of 73% up from 52% in 2014, while the poor or very poor score also fell to 6% from 20% (2014).

Website visitors were also asked **about the information that they were looking for**, with 39% naming account information, 30% something about rates or fees, 25% information on energy conservation and 3% news or developments.

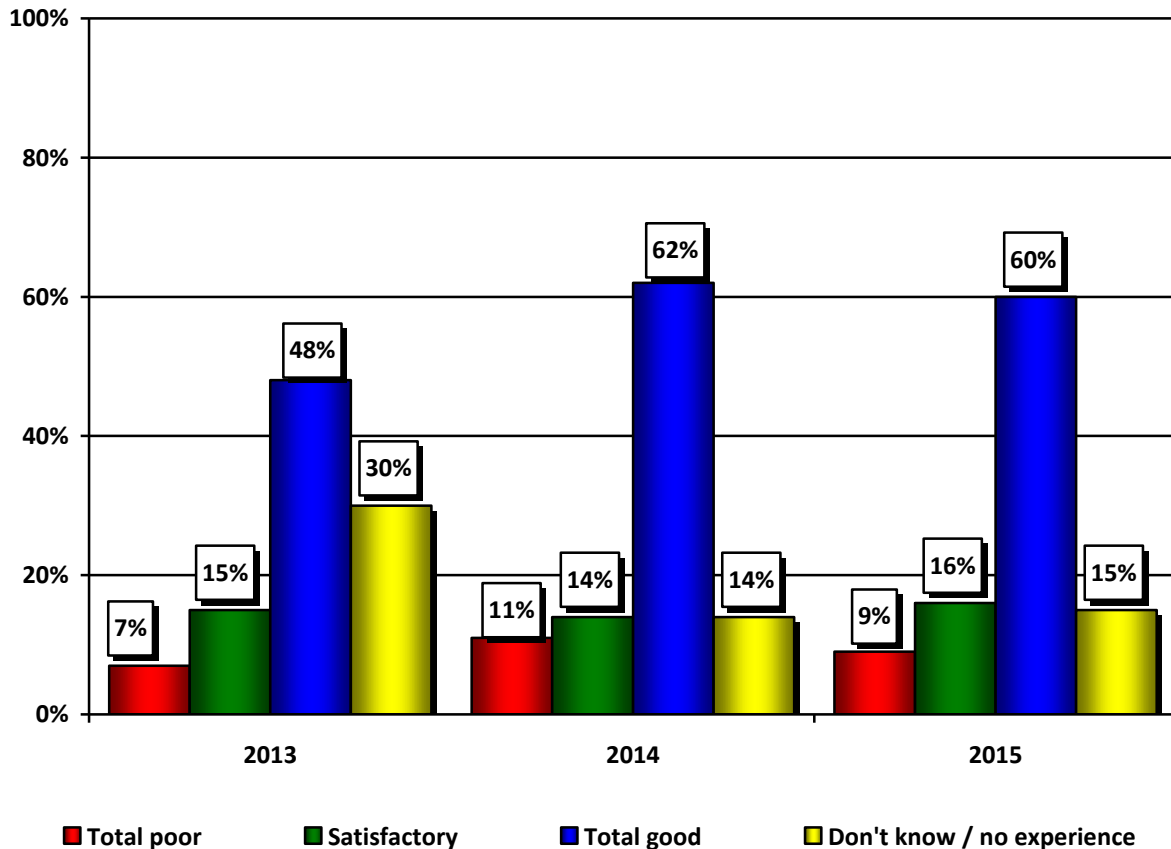
In a final website rating question, visitors were asked **if they found the information that they were looking for** of which a high 81% did claim that they found this information, representing a 10% increase from the 71% that stated the same in 2014.

All residential respondents (n=400) were then questioned as to whether **they would be interested in managing their GSH account online**. Slightly less than a third or 32% said that they would be interested, 64% were uninterested and 4% were unsure. Interest is defined as a function of age with 18-24 year olds (66%) and 25-34 year olds (60%) being most interested, followed by 35-44 year olds (43%), while older residents 45-54 (30%), 55-64 (16%) and especially 65+ (7%) were less interested.

PRINT MATERIAL

Respondents then rated the print material provided by Greater Sudbury Hydro.

“From time to time, Sudbury Hydro attaches information to your bill in the form of a bill insert, or for electronic bill, in the form of a link. Using a scale from one very poor to five very good, how would you rate the overall quality of each of the bill inserts and other printed material you have received from Greater Sudbury Hydro?”

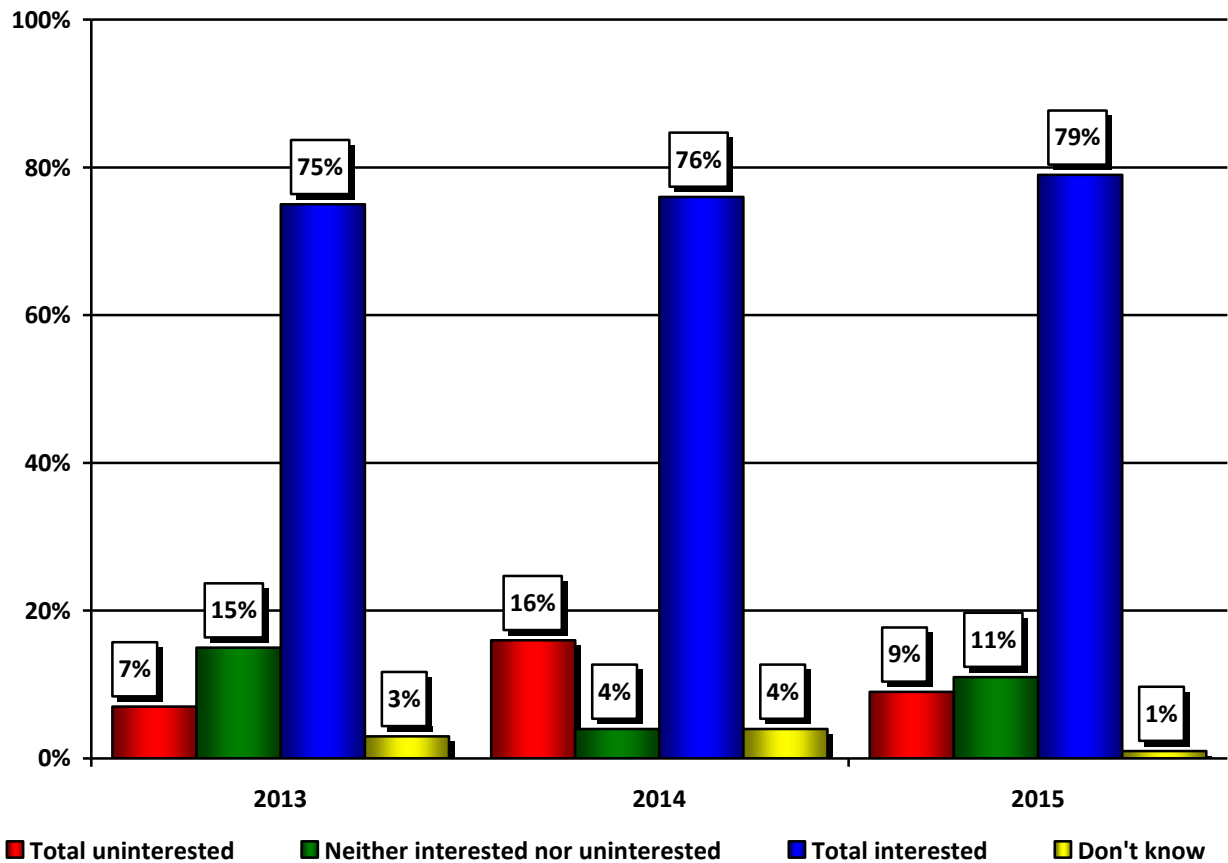


The rating provided for print material has remained constant compared to 2014 with scores falling in a similar range. A total of 60% accorded a good or very good score, 10% a poor or very poor one, 15% a neutral or satisfactory rating, while 7% did not know and 8% said that they had no experience or have not seen one (combined 15% for do not know & no experience).

ENERGY EFFICIENCY

A question was asked about consumer interest in having GSH providing them with information about home energy efficiency and cost savings.

“Using a scale from one not at all interested to five very interested, how interested would you be in having Greater Sudbury Hydro provide information which could help your home save money by being more energy efficient?”

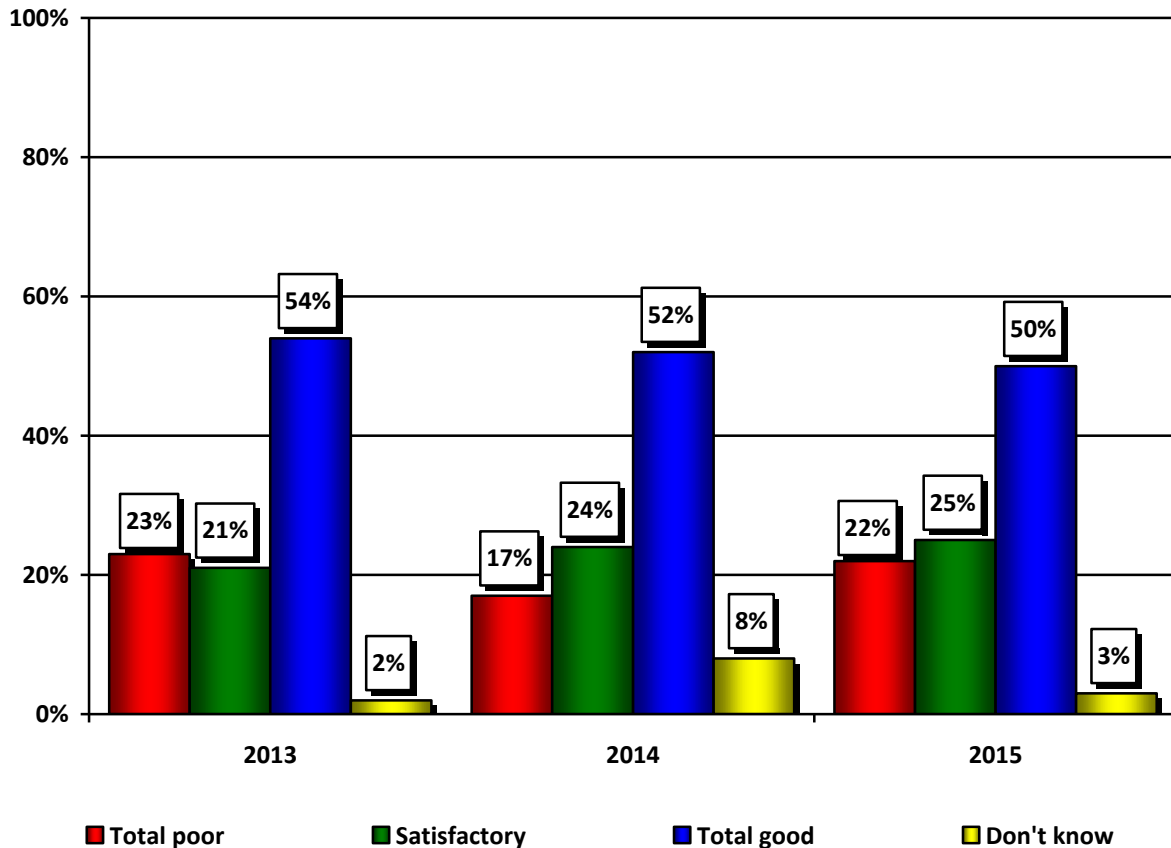


Interest in receiving information which can help their home save money by being more energy efficient is high at 79%. The lowest income earners in the under \$35,000 range (100%) and under \$50,000 bracket (98%) had the strongest interest compared to the highest earners (\$100,000 and over – 70% & under \$100,000 – 71%).

BILLING – EASE OF UNDERSTANDING

Respondents were questioned about their energy bill and the ease of reading or understanding it.

“Using a scale from one very poor to five very good, how would you rate how easy it is to read and understand your power or utility bill?”



Half or 50% provided a good or very good rating for the ease of understanding or reading their GSH bill similar but slightly lower the 52% in 2014. The neutral or satisfactory score also remained stable at 25%, but the poor or very poor rating went from 17% to 22% in this survey period.

IMPROVEMENT COMMENTS

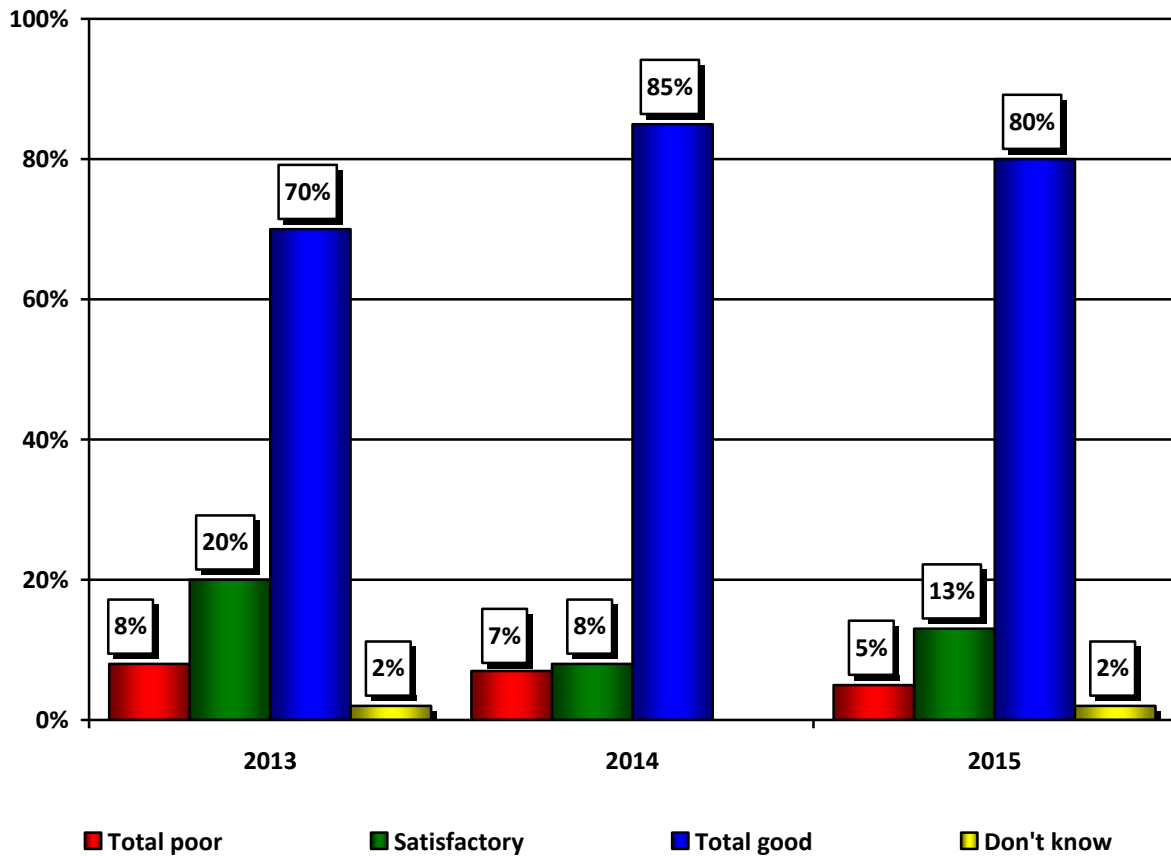
In a final open ended or unaided question asked to all residential respondents, they were asked **what they felt Greater Sudbury Hydro could do to better service its customers**, with pricing and how to conserve energy being the dominant themes mentioned. While a high 43% did not know or had no opinion, among those with an improvement comment the most named was lower rates by 34%, next followed by a lesser 7% making bills easier to understand and 6% communicating better with customers. Other responses included having more information on how to save energy or to conserve (4%) and improving customer service (4%). A total of 2% would also like incentives to reduce electricity usage, 2% want no rate increase and 1% cited each of improved peak time offerings, details on the costing of hydro and better hours of operation.

EXECUTIVE SUMMARY- BUSINESS

SATISFACTION

Business customers were first asked the following overall satisfaction question.

“Considering all aspects of being a customer of Greater Sudbury Hydro, how would you rate your overall satisfaction with the company as your electrical services provider?”

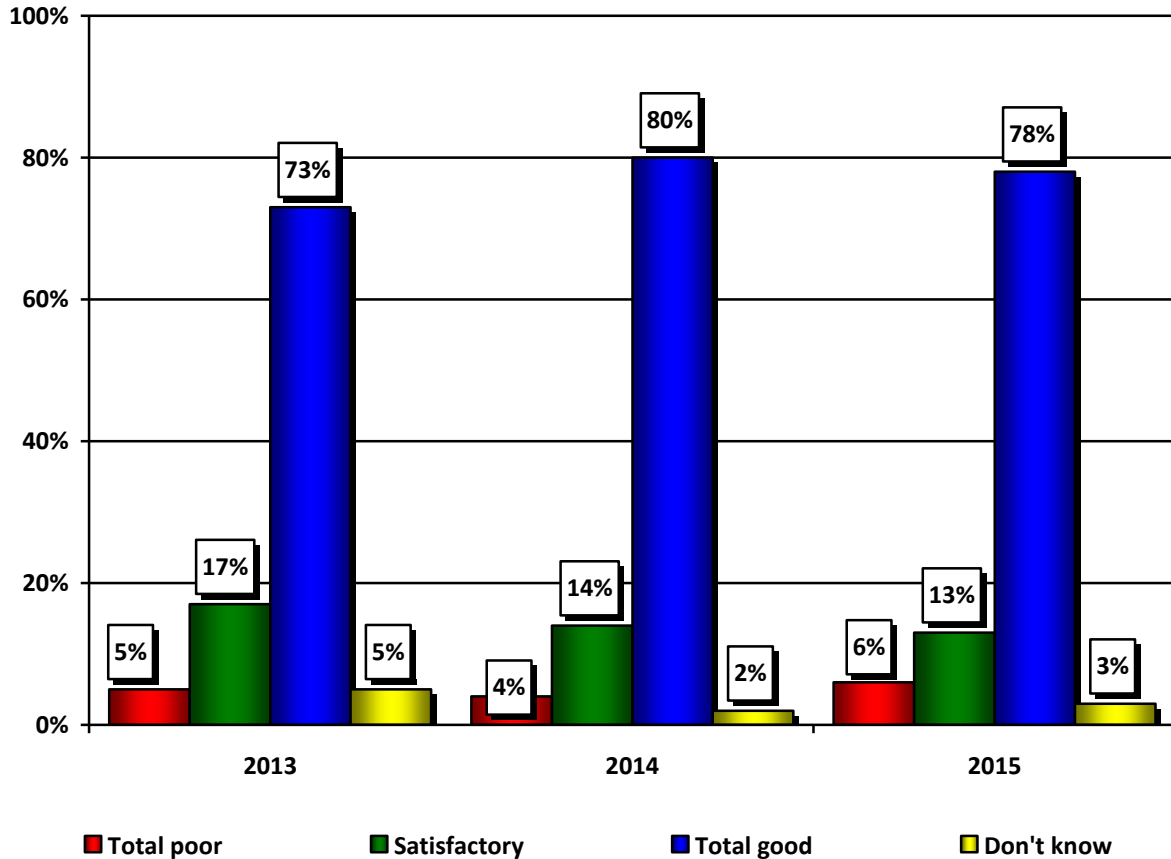


Overall satisfaction among businesses is eight in ten or 80% with 37% providing a good rating and 43% a very good score. While results have dipped 5% from 2014 they remain 10% higher in relation to the 2013 baseline survey.

CUSTOMER SERVICE

Customers were then asked the following comparative service question, rating GSH's service against other providers.

"How would you rate Greater Sudbury Hydro's customer service (i.e. being responsible and reliable) compared to other service providers such as your heating fuel, Telephone Company or your cable TV or satellite provider?"

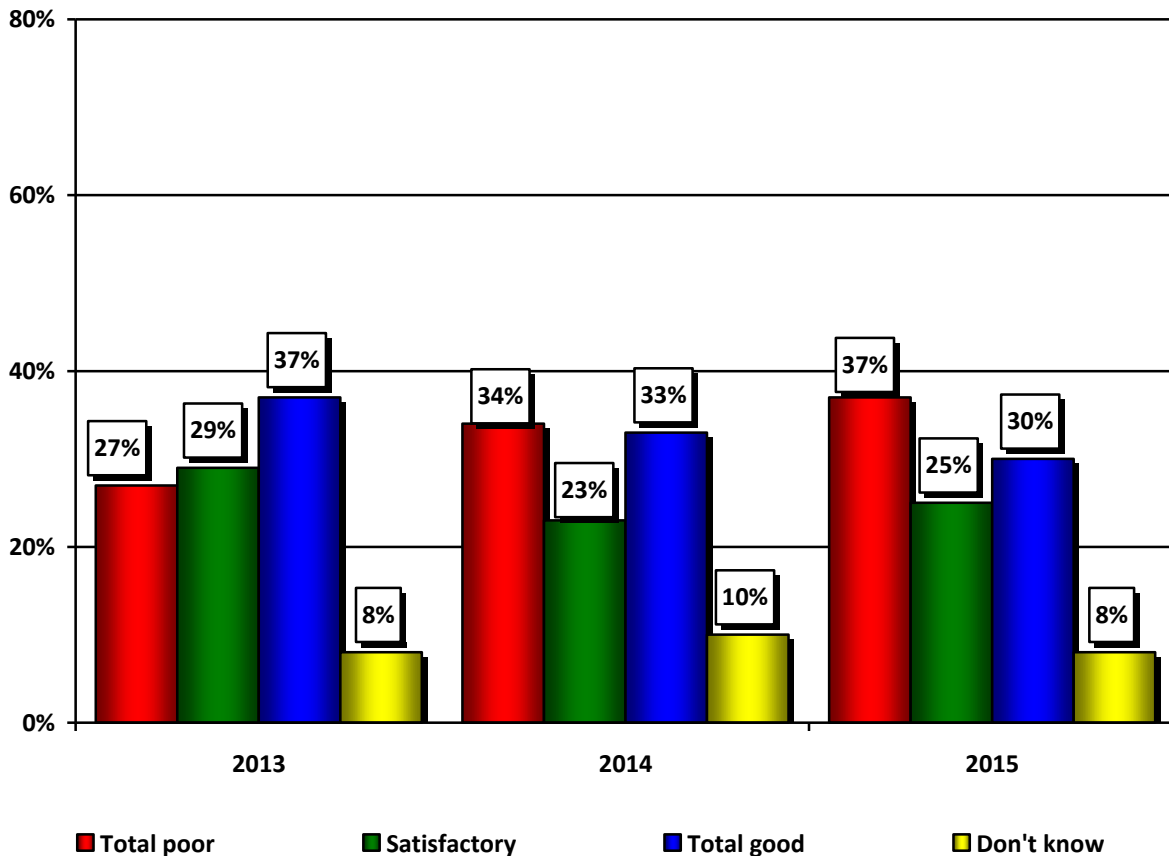


A total of 78% of businesses provided a good or very good rating for GSH and its service in relation to other providers, a similar result compared to 2014 (80%) and higher than in the initial 2013 survey period (73%).

PRICE COMPARISON

A comparative price question was then asked comparing GSH to other essential services.

"How would you rate your satisfaction with the price you pay for electricity compared to what you pay for other (essential) services in your area (heating fuel, telephone company or your cable TV and satellite provider)?"

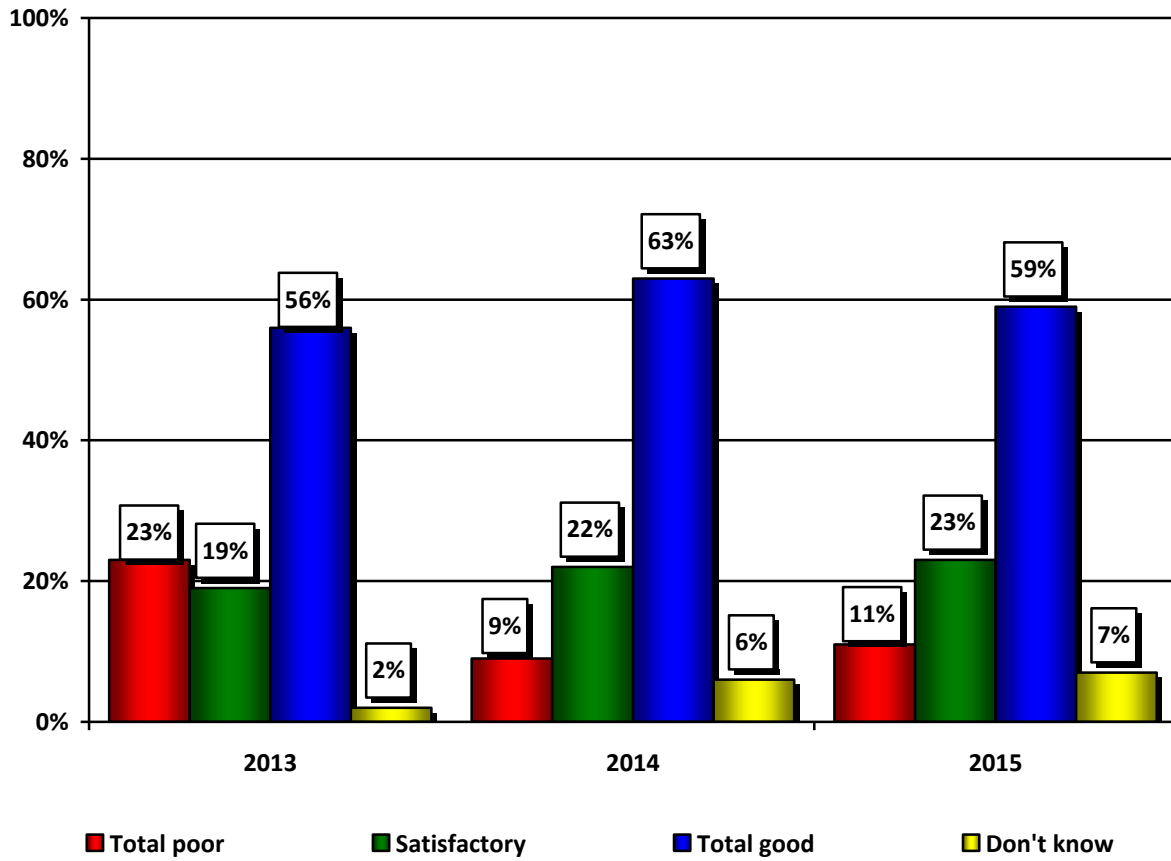


On the issues of comparative cost in relation to other services, there was a slight drop in the good or very good score to 30% (-3%), an increase in the poor or very poor score to 37% (+3%) and an increase in the satisfactory rating to 25% (+2%). The undecided score also fell 2% to 8%.

OVERALL VALUE

Customers also rated the overall value that Greater Sudbury Hydro provides.

“Using the same scale from one very poor to five very good, how would you rate the overall value that Greater Sudbury Hydro provides?”



The good or very good rating in this area fell slightly 4% from the highest tracking score provided in 2014 to 59%. There was also a slight shift to both the total poor (+2) and satisfactory (+1%) ratings as well as the undecided range (+1%) from 2014.

RATING GREATER SUDBURY HYDRO

Business respondents were then asked to rate their level of agreement with a series of descriptive statements about Greater Sudbury Hydro. The table below combines the responses of agree and strongly agree and compares the results over time.

“I am now going to read some brief statements that may be used to describe Greater Sudbury Hydro. Using a scale from one strongly disagree to five strongly agree, please respond to each statement after it is read.”

STATEMENTS – TOTAL AGREE (Somewhat & Strongly)	2013	2014	2015
Greater Sudbury Hydro provides customers with reliable and good service.	69%	89%	85%
Greater Sudbury Hydro meets its commitment to customers.	69%	86%	83%
Greater Sudbury Hydro encourages efficient use of electricity among its customers.	55%	75%	71%
Greater Sudbury Hydro provides its customers with information about programs to help customers reduce their energy costs.	65%	71%	69%
Greater Sudbury Hydro is concerned about public safety and safe work practices.	65%	58%	56%
Greater Sudbury Hydro invests in and gives back to the community (e.g. through sponsorship / donations; school safety program and support for other activities).	38%	29%	25%
Greater Sudbury Hydro is committed to effectively managing a balanced budget.	25%	21%	21%

Total agreement (somewhat & strongly agree) remains highest and strong for providing good and reliable service (85%) and meeting a commitment to customers (83%), despite small drops in both areas (-4% & -3% respectively). The next highest rated area in terms of total agreement was for encouraging efficient energy use at 71%, a number 4% lower than 2014 but still 16% higher compared to 2013. The other conservation area of providing information to reduce energy costs followed at 69%, but was 2% lower than in 2014. The remaining three areas rated lower and especially for investing back in the community (25%) and being committed to a balanced budget (21%). The being concerned about public safety indicator polled higher at 56%. It should be noted that a high number of businesses were unaware of GSH being committed to a balanced budget (48%), investing back in the community (46%) and being concerned about safety (24%) answering do not know to each question.

RATING PERFORMANCE

Businesses were then asked to rate the performance of Greater Sudbury Hydro across four indicators. The table below combines the positive responses of good and very good while tracking the results over time.

“Using a scale from one very poor to five very good, please rate the performance of Greater Sudbury Hydro in each of the following areas.”

PERFORMANCE RATING (Good & Very Good)	2013	2014	2015
The reliability of power supply	91%	90%	87%
Prompt responses to power outages when they occur	74%	73%	70%
Effectively scheduling planned power outages	61%	59%	55%
Effectively communicating with customers about planned power interruptions in your area	62%	53%	50%

Good and very good scores remain highest for the reliability of the power supply at 87%, followed by the prompt response to outages at 70%. While the negative rating for prompt outage response time was only 4%, 11% gave a satisfactory rating and 15% said that they did not know. Results remain lowest for scheduling outages (55%) and communicating about power interruptions. However, once again there were a high number of businesses that were unaware answering do not know to the question on scheduling outages (32%) and communicating about interruptions (30%).

RATES VS OUTAGES

A question was asked about the cost customers are willing to pay for electricity in relation to the security of service delivery or keeping the lights on.

“I am going to ask your opinion on the issue of balancing the price you pay for maintenance and renewal of your local electricity infrastructure with the security of your electricity service delivery or “keeping the lights on”. Please respond on a scale from one having the lowest rates possible with regular outages to five having the highest rates possible with no outages – 3 would be a balance between rates and outages.”

RATES VERSUS OUTAGE TRADE OFF	2013	2014	2014
1-lowest rates – regular outages	3%	4%	3%
2-low rates – occasional outages	6%	3%	5%
3-neutral – a balance between rates and outages	57%	58%	65%
4-high rates – only a few outages	12%	18%	14%
5-highest rates – no outages	9%	3%	2%
Don't know	13%	14%	11%

Most businesses and more than in 2014 (+7%) want a balance between rates and outages (65%), only 8% are willing to have lower prices at the cost of some form of outage, while 16% would tolerate a higher price for fewer interruptions.

PAYMENT OPTIONS

Respondents were asked about their interest in a series of options for their electricity bill payments and were asked for responses of either yes or no for each.

“Please tell me if you are interested in each of the following payment methods for your electricity bills?”

INTEREST IN PAYMENT OPTIONS	2013	2014	2015
Online / telephone banking through your financial institution	51%	42%	47%
Equal monthly payment plan	36%	41%	43%
Automatic withdrawal from your bank account	22%	43%	42%
Payment at the Greater Sudbury Hydro office	25%	28%	19%
Online at Sudbury Hydro Website	20%	16%	19%

Interest remains highest for online or telephone banking (47%), equal monthly payment plans (43%) and automatic bank withdrawal (42%), while lowest for payments at the GSH office (19%) and online at the GSH website (19%).

Those respondents that provided **multiple responses of yes to the payment method question (53% or n=53) were then asked which one was their most preferred.** Automatic bank withdrawal came up as the top choice by 40%, followed by online or telephone banking (28%) and equal monthly payments (21%). A total of 6% named each of online at Sudbury Hydro Website and payment at the Greater Sudbury Hydro office.

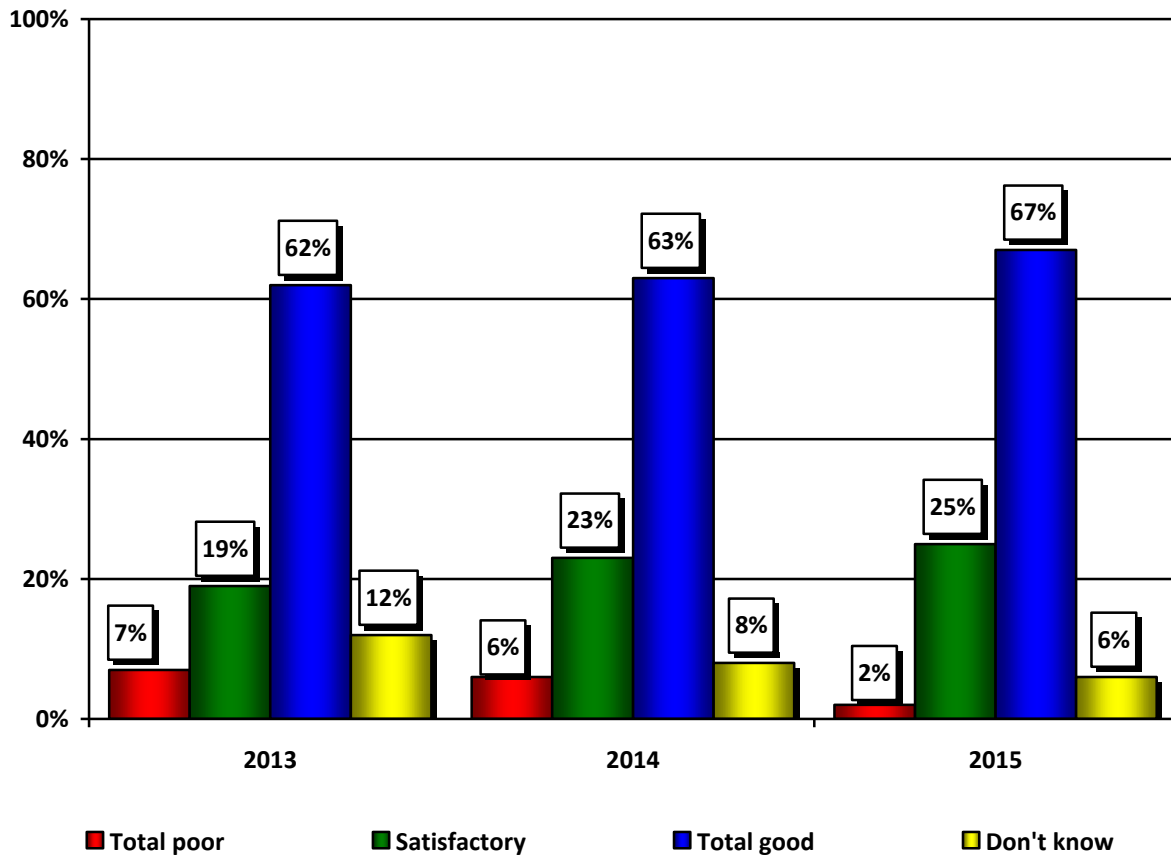
A total of **16% of business customers surveyed said they they currently receive their hydro bill electronically.**

Among those **that do not receive an electronic bill (84%, n=84), 36% of them said that they would be willing to** obtain their bill through this method.

COMMUNICATION

A series of questions were asked about communications, starting off with an overall rating.

“Greater Sudbury Hydro communicates to its customers through a variety of methods including bill inserts, direct mail, its website, newspapers and radio. Please rate the performance of Greater Sudbury Hydro in communicating with its customers using a scale from one very poor to five very good?”



The overall communications positive rating of good and very good is 67%, higher than in both of the previous years.

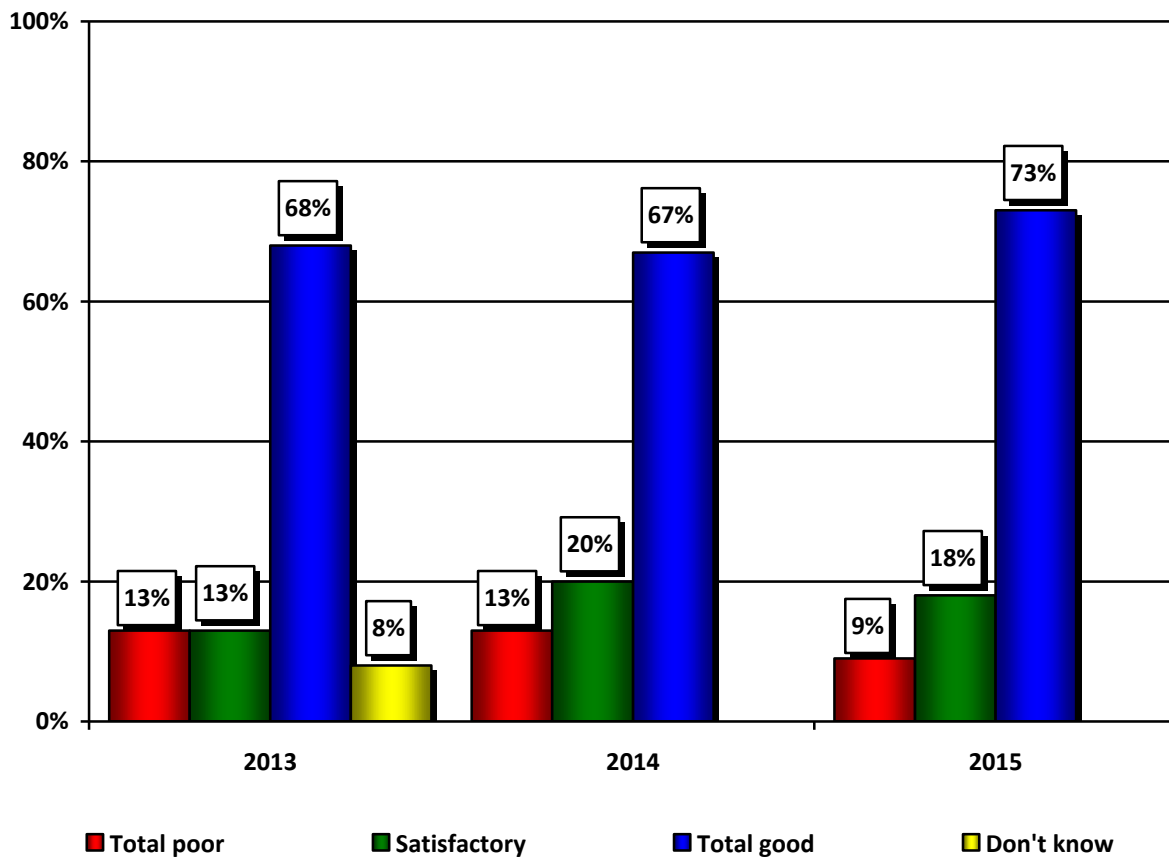
Businesses were asked in an open ended unaided question about their **preferred method to have Greater Sudbury Hydro communicate information to them**. There was a three way split for the most preferred method with 27% naming an email, 25% bill inserts and 22% direct mail. Other mentions included the GSH website (9%), telephone (7%), a newsletter (4%), newspapers (2%) and 1% each of radio and social media.

In another open or unaided question, businesses were asked about **how that they would most like to communicate with GSH**. The direct approach by telephone was most named by 52% of those surveyed, followed by an email (29%), the GSH website (8%), social media (4%), in person at office (3%) and 1% regular mail. A total of 3% had no preference or did not know.

WEBSITE

Businesses were first asked if they had visited the Greater Sudbury Hydro website over the course of the last year of which 22% said that they had (15% in 2014). Website visitors were then asked follow up questions related to the information provided.

“How would you rate the quality of the information provided on the Greater Sudbury Hydro website?”



Satisfaction (good & very good score) with the website increased 6% over 2014 to 73%, while the poor or very poor rating fell 4% to 9% compared to last year. Website visitors were also asked about the information that they were looking for, with 37% naming account information, 30% energy conservation tips and 17% rates and fees.

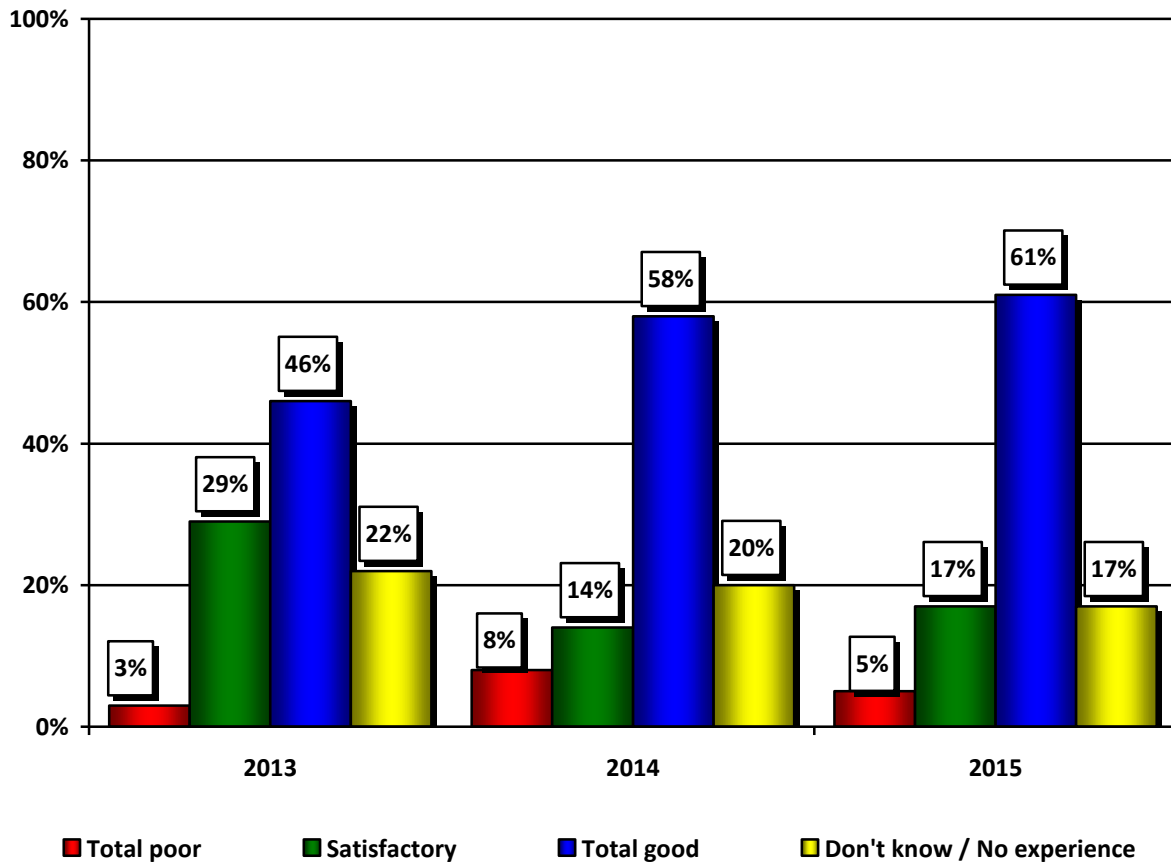
In a final website rating question, business visitors were asked if they found the information that they were looking for of which a high 77% did claim that they found this information, a very strong 17% improvement from the 60% rating in 2014.

All business respondents (n=100) were then questioned as to whether they would be interested in managing their GSH account online. Almost six in ten or 58% said that they would be interested, compared to only 44% in 2014.

PRINT MATERIAL

Respondents then rated the print material provided by Greater Sudbury Hydro.

“From time to time, Sudbury Hydro attaches information to your bill in the form of a bill insert, or for electronic bill, in the form of a link. Using a scale from one very poor to five very good, how would you rate the overall quality of each of the bill inserts and other printed material you have received from Greater Sudbury Hydro?”

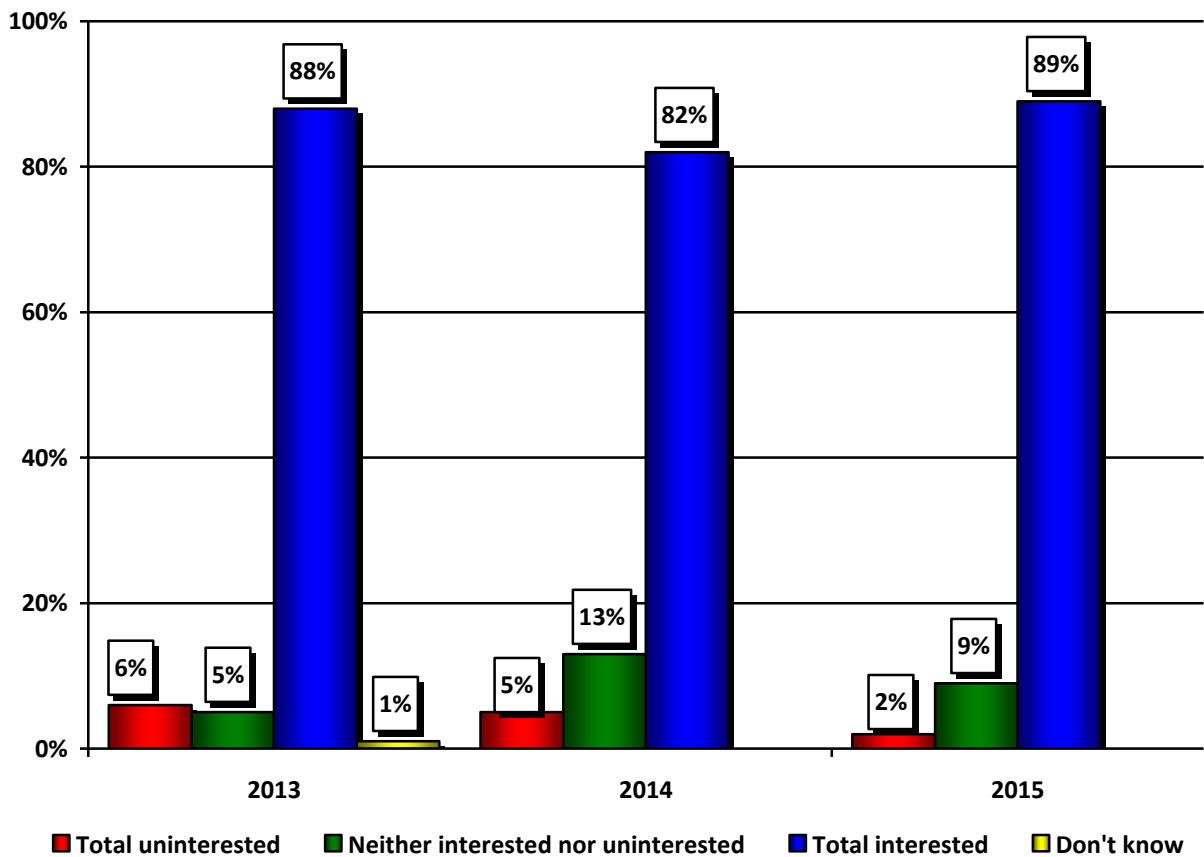


The good and very good rating provided for bill inserts and other printed material remains stable at 61% compared to 58% in 2014 and higher than the low of 46% in 2013.

ENERGY EFFICIENCY

A question was then asked about consumer interest in information about energy efficiency and cost savings.

“Using a scale from one not at all interested to five very interested, how interested would you be in having Greater Sudbury Hydro provide information which could help you save money by being more energy efficient?”

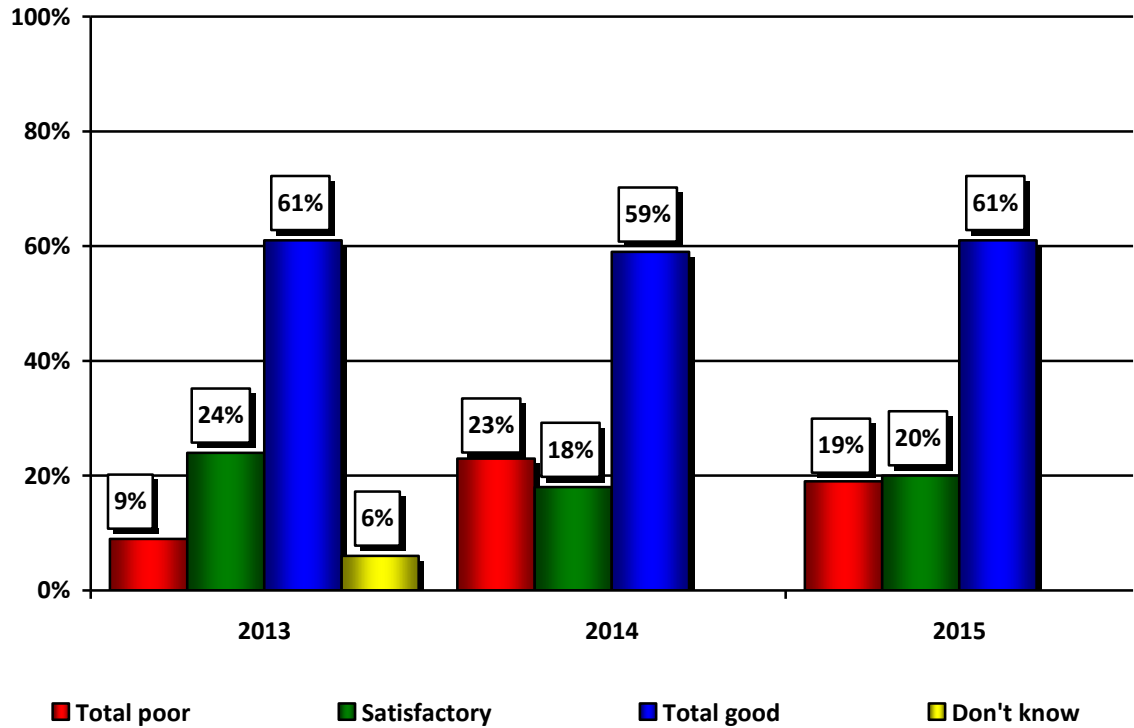


A very high 89% of businesses are interested in having GSH provide them with information to help them save money by being more energy efficient, 7% higher than in 2014 (82%) and now consistent with the baseline 2013 findings (88%).

BILLING – EASE OF UNDERSTANDING

Respondents were questioned about their energy bill.

“Using a scale from one very poor to five very good, how would you rate how easy it is to read and understand your power or utility bill?”



A total of 61% (+2% over 2014) of business consumers provided a good or very good score for the ease of understanding or reading their utility bill, the same as in 2013 (61%).

IMPROVEMENT COMMENTS

In a final open ended or unaided question asked to all businesses, they were asked **what they felt Greater Sudbury Hydro could do to better service its customers**, with cost or price being the most cited theme. While 45% did not know or had no opinion, among those with an improvement comment the most named was lower rates by 34%, next followed by a lesser 8% that cited making bills easier to understand, 5% do not raise the rates and 4% providing more information on the pricing of power. Other responses by 1% each included having better hours of operation, low rates with no interruptions and more information about outages.