

NW Natural Washington Bill Discount Program Survey September 2024

Presented to the GREAT Advisory Group
September 20, 2024



Methodology

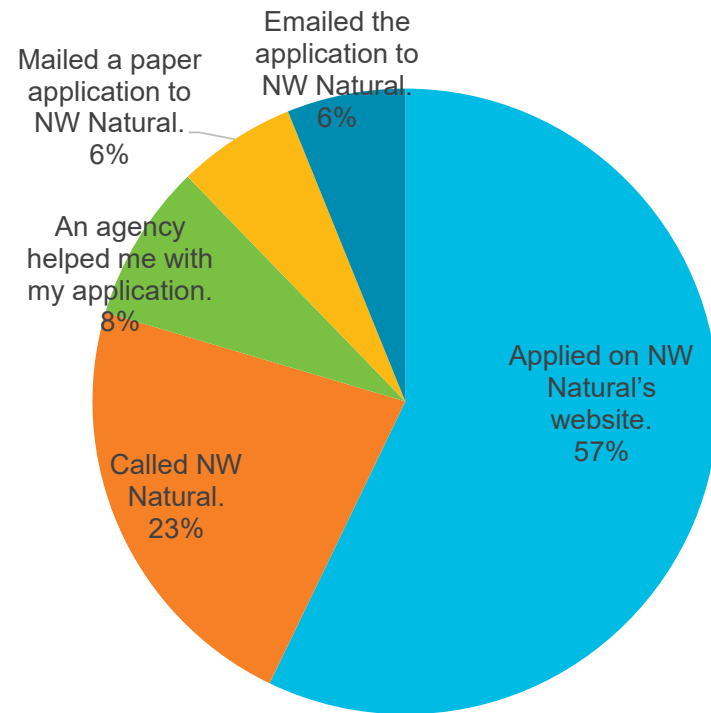
- Online study
- Survey criteria:
 - Recently enrolled customers
 - Have received two bill discounts
 - 100 emails randomly selected every month
- Number of completes: 49 (out of 414 emails sent)

Executive Summary

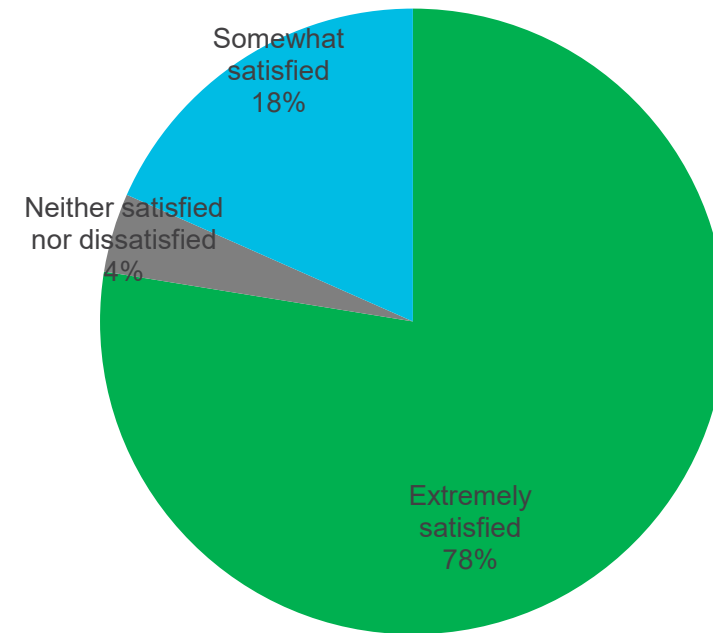
- The majority of current participants were enrolled through the NW Natural website, and they are very happy with the application process.
- Most of them (84%) agree that the bill discount program has a positive impact on their household finances and overall quality of life.
- 73% are not aware of other assistance programs, and 67% want to participate in those programs.
- 59% of all participants are on a fixed income.

Application process

Channel

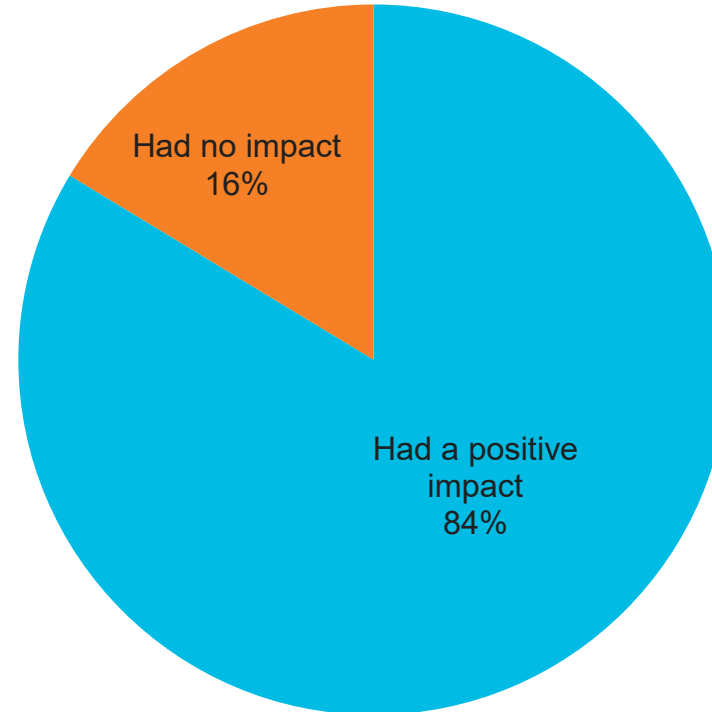


Satisfaction



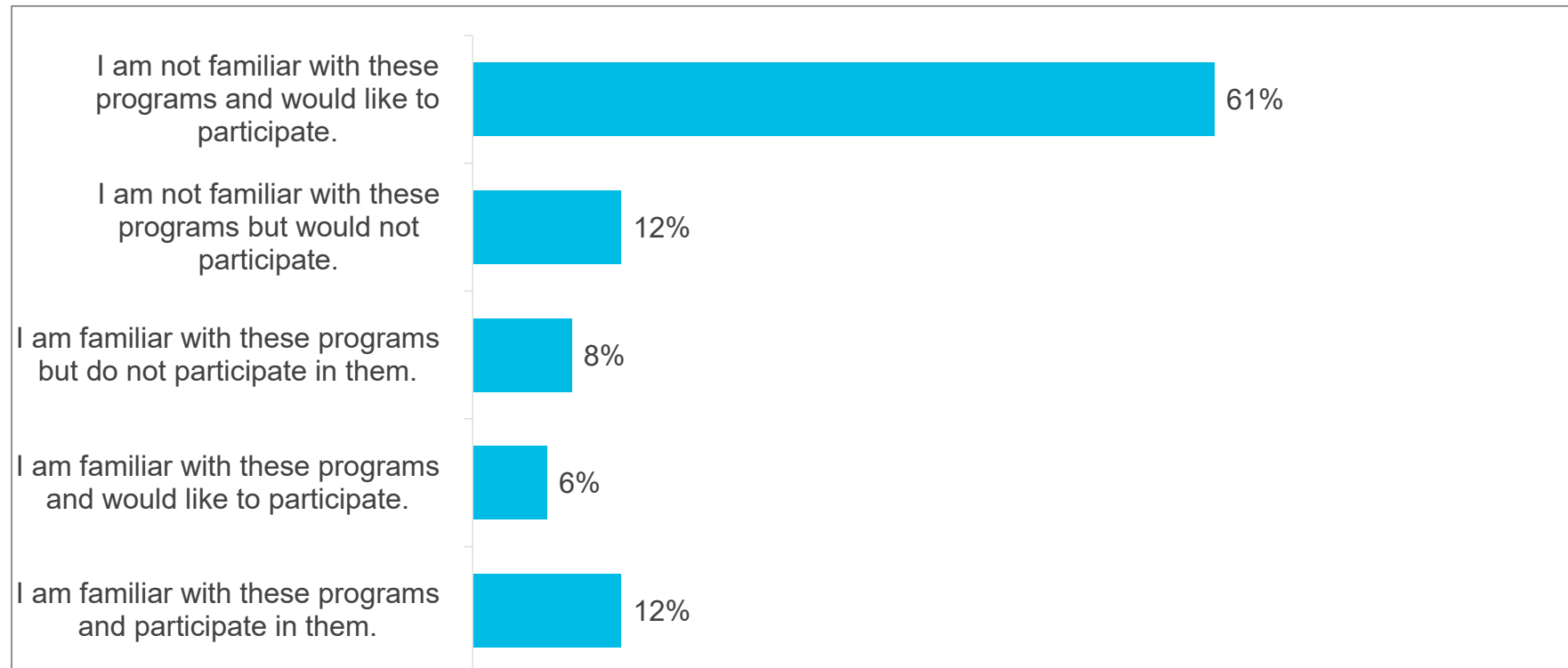
Impact from Bill Discount Program

Has your participation in the Bill Discount Program impacted your household finances and overall quality of life?



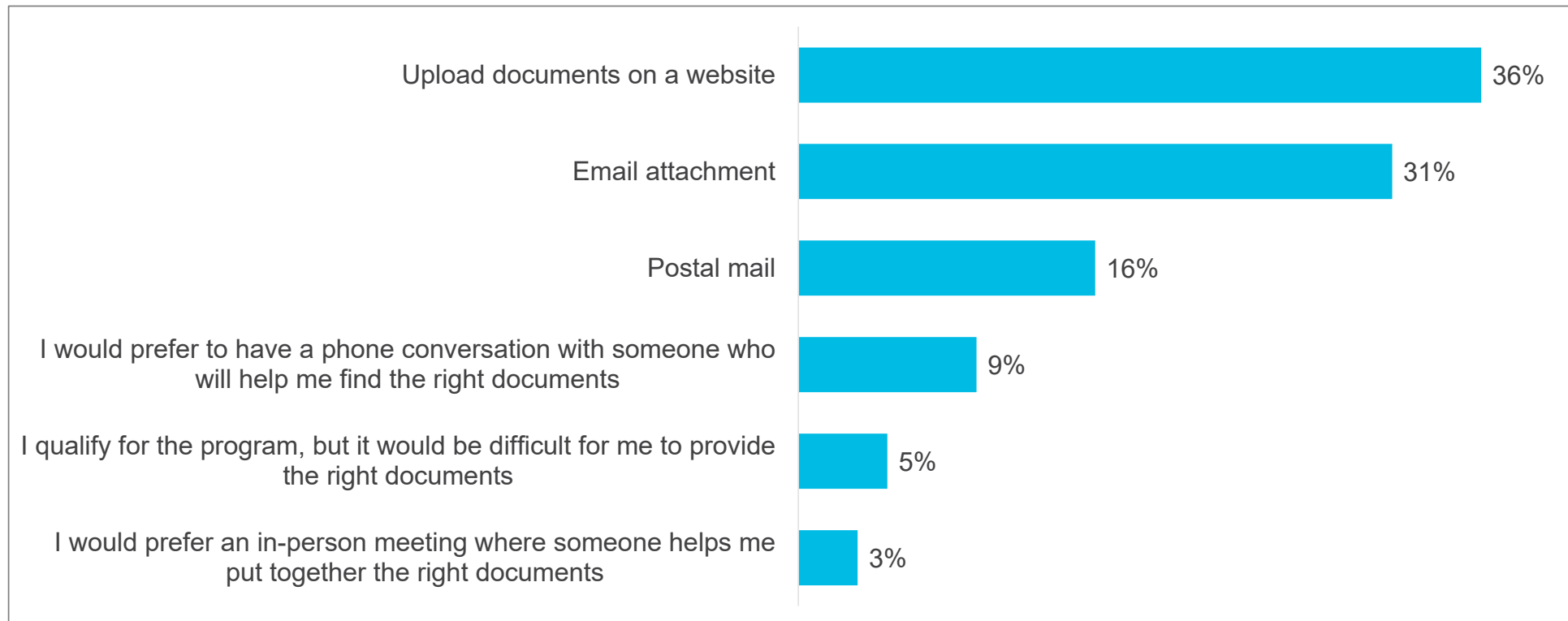
Familiarity with other assistance programs

How familiar are you with other available NW Natural programs that can assist you with your energy bills and energy use? These programs include Washington Low-Income Energy Efficiency (WA-LIEE), Gas Assistance Program (GAP), Gas Residential Energy Assistance Tariff (GREAT), and Equal Pay Plan.

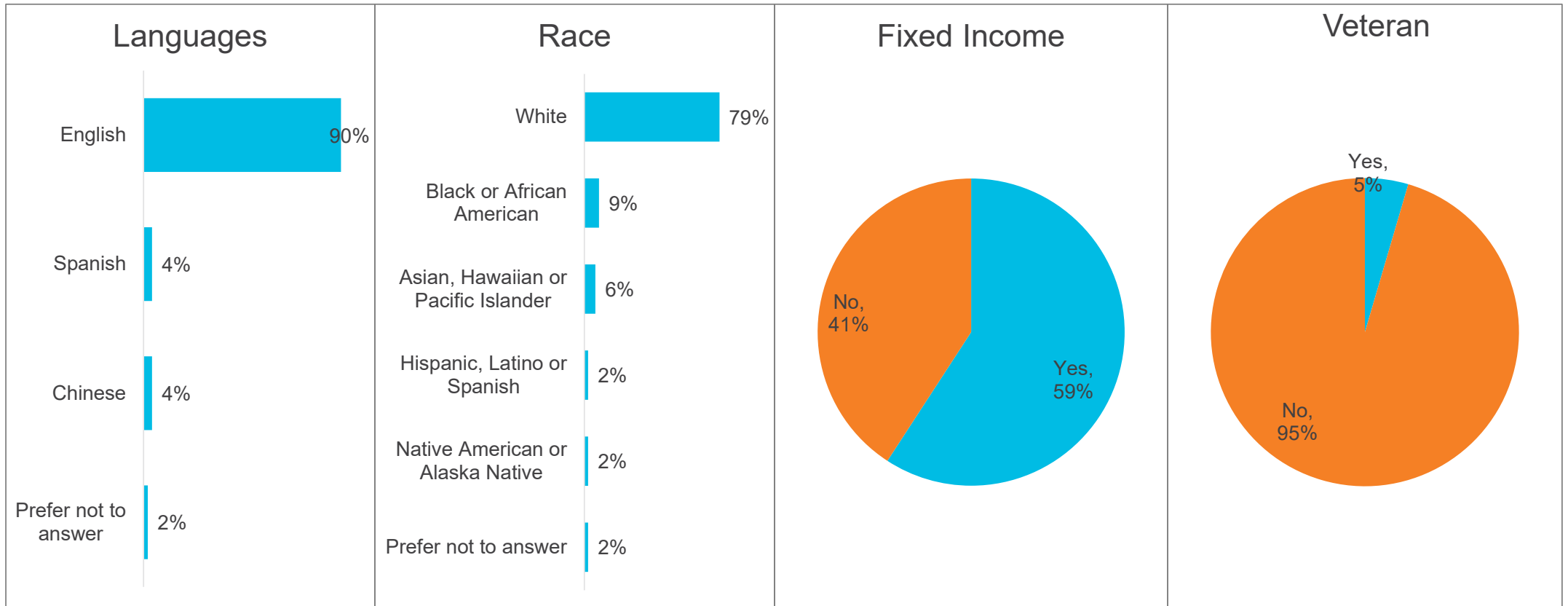


Participant verification preference

Q13 - A random sample of participants in this program will be required to provide documentation of their income. If you were selected, what would be the most convenient way for you to verify your income? (Multiple choice)

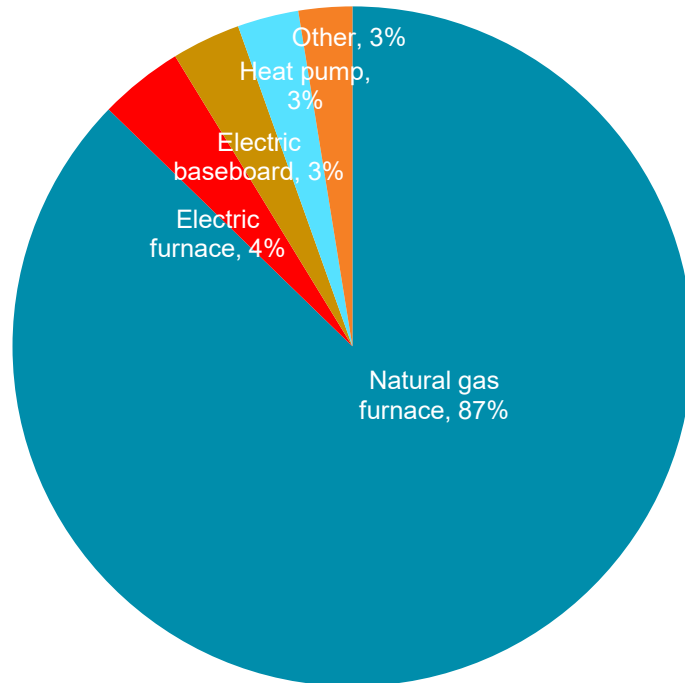


Demographics



Demographics - continued

Primary Heating Source



Homeownership

