

# **Gas Pipeline Safety Survey: Post Advertising Campaign Tracking Results**

October, 2007

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## **Gas Pipeline Safety Survey: Benchmark Results**

*Data compiled by Consumer Research & Analysis, October, 2007*

### **Executive Summary.**

Since an initial June 2004 benchmark survey, changes in safety awareness and knowledge have been tracked each fall. This process includes surveys measuring changes in safety knowledge among those within NW Natural's market/pipeline area. Shifts in survey results assist in pinpointing market awareness of specific safety messages, identifying message areas that need strengthening. In all surveys, samples are stratified to represent a cross-section of the entire NW Natural market, including a proportionate share of 250 natural gas customers and non-customers. Surveys are administered by telephone.

Two questions set awareness levels: Natural gas safety information recall over the past year and awareness of the "Call Before You Dig" law. About one-in four (25.2%) of the baseline (June, 2004) pre-safety campaign recalled seeing information relating to natural gas safety in the past year. While the results generally increase each year, 2007 at 56.2% awareness represents a 25% jump from 2006 levels, indicating the safety messages in the ads are internalizing substantially over the three plus years they have been aired.

Looking at non-customers, awareness of safety information more than doubled from the initial 23.0% benchmark to 50.9% in 2007. And increases in awareness by natural gas customers recovered from a decline in 2006, with 60.3% indicating awareness of natural gas safety information this year.

The goal for awareness of the "call before digging" message is to maintain overall high levels (at least four-of-five respondents). Overall levels of awareness for calling before digging declined slightly from 2006. The customer group declined 7.8 points to 79.1% aware while the non-customer group held fairly steady.

The surveys shifted somewhat over time concerning where respondents say they heard or saw safety information. The initial benchmark survey points to specific gas company brochures and posted information, followed by TV sources and press or radio information. One year into the television campaigns, respondents reporting seeing safety information on television this number almost doubled from 35.9% to 62.3%. 2007 responses follow similar patterns with one change: Numbers reporting seeing information in company brochures dropped from around 25 percent to less than one percent while those seeing information posted at a pipe increased from about 3 percent to 18 percent. As a safety information source television showed a substantial increase in television commercials over TV news and general TV responses, indicating the advertising message has been well internalized. The specific verbatim responses outlining what people report seeing reinforces this point.

Following the airing of safety ads, odor awareness lifted significantly from the general to the specific with those who had seen safety information more than doubling in the "eggs/rotten eggs" category (28.2% vs. 66.9%). Additionally, compared to the benchmark levels, fewer said they did not know what natural gas smells like. This indicates that the odor itself is a message received from advertising. On the other hand, about 18 percent of all Fall 2007 respondents may still not be able to recognize the odor of natural gas – a number that has not declined in the last

three surveys. The message is getting through, but emphasis needs to continue in future campaigns.

When specifically asked what they would do if they smelled natural gas, responses to call the gas company and leave the area were the most frequently made, although “calling the gas company” declined somewhat and “leave the area” continues to increase over the years. That the studies show no improvement in the “call the utility company” response to smelling natural gas is disappointing. However, given the nature of the question the answer is fairly predictable. What is positive is the growth of those saying “leave the area” – more than doubling among those who have reported seeing safety information since Spring, 2004 (from 17.5% to 35.4%). This our messages are getting through.

With continuing shifts from the general to the specific, all surveys show NW Natural as top choice for where people would seek information on natural gas safety. Until this year close to two-of-three name the gas company, with those who had seen information naming the gas company significantly over those who had not seen information (61.0% vs. 48.3%.) While gas company mentions are fewer this year, they basically lose to the Internet – a much higher information source this year with more than three-of-ten citing this information source. This increase in those mentioning the Internet for information points to the need to consider how NW Natural currently uses this venue in terms of content and accessibility.

Still, at least twice as many of those unaware of safety information stated they did not know where to get gas safety information. The fact that about one-in-twelve does not know where to get safety information indicates an alternate messaging vehicle might assist in future safety advertising. It’s possible that some people are unaware of the need for safety information and others just don’t know where to find such information. Either way, this gap – identified in past surveys – remains.

Respondents were asked to rate the job NW Natural is doing informing the public about natural gas safety, rating between 1 (strongly disagree that NW Natural is doing a good job) and 10 (strongly agree that NW Natural is doing a good job.) These average ratings declined somewhat in 2006 and 2007. To a certain extent, lower ratings to how well NW Natural is doing informing the public about safety issues would be expected among those who have not seen any information: If one doesn’t see any information, it’s hard to say the Company is doing a good job. The past two years’ slight rating declines marches in step with declines in a variety of customer satisfaction ratings and may just reflect a deflation in respondent ratings.

Viewing reasons why respondents gave the rating they did on the job NW Natural is doing informing the public sheds some light on what people see and why they might be missing some details. Most not recalling safety information justify responses because they do not have natural gas, haven’t seen any safety information or feel they don’t need to pay attention to information. We seem to be missing a way to address this group. Finally, regardless of whether people reported they have seen safety messages during the past twelve months, a consistent 16 percent still want more information. In this group, there are comments about respondents thinking that information should be more available than just on television.

Overall, survey results point to messaging getting through at increased levels of detail and correctness, particularly among our customers. Educating non-customers remains an issue.

## **Gas Pipeline Safety Survey: Benchmark Results**

*Data compiled by Consumer Research & Analysis, October, 2007*

### **Background.**

In response to the 2004 federal pipeline safety mandate to broaden safety information conveyed to the public, NW Natural expanded its safety information process. The mandate placed emphasis on what one should do if one smells gas or if one sees or hears a pipeline leak, focusing more heavily on those people who live closer to pipeline right-of-ways and those who are involved in excavation. These information areas match NW Natural's on-going goal to provide comprehensive and timely safety information. By distributing television ads addressing what one should do upon smelling natural gas, NW Natural expects to raise awareness of safety issues and reinforce how to stay safe should any issue arise.

Since an initial June 2004 benchmark survey, changes in safety awareness and knowledge have been tracked annually. This process includes annual tracking surveys measuring changes in safety knowledge among those within NW Natural's market/pipeline area. Shifts in survey results assist in pinpointing market awareness of specific safety messages, identifying message areas that need strengthening. These annual tracking surveys generally run late October/early November.

In all surveys, samples are stratified to represent a cross-section of the entire NW Natural market, including a proportionate share of 250 natural gas customers and non-customers. A copy of the survey instrument is included in Appendix A.

This report updates the tracking results following the completion of the 2007 fall safety information campaign. Surveys were administered late October to early November by telephone.

### **Awareness Measures.**

Two questions set awareness levels:

- Awareness of natural gas safety information over the past year; and
- Awareness of the "Call Before You Dig" law.

As shown in Chart 1 on the following page, about one-in four (25.2%) of the baseline pre-safety campaign recalled seeing information relating to natural gas safety in the past year. Following the 2004 fall safety campaign, recall increased by about 50 percent (37.3%). Awareness continued to increase approximately four points in each of 2005 and 2006 surveys. Results for 2007 at 56.2% awareness represent a 25% jump from 2006 levels, indicating the safety messages in the ads are internalizing substantially over the three plus years they have been aired.

NW Natural customers receive safety information on a regular basis, inserted into their bills and customer information mailings. Non-customers do not have access to this type of information and prior to any television campaigns may not know much about natural gas safety. Consequently, both natural gas customers and non-customers become information targets. Awareness of safety information for non-customers has more than doubled from the initial 23.0% benchmark to 50.9%. And increases in awareness by natural gas customers recovered from a decline in 2006, with 60.3% indicating awareness of natural gas safety information this year.

Chart 1.

Aware of Gas Safety Information					
	06-04	10-04	11-05	10-06	10-07
<b>Percent Aware =</b>	<b>25.2%</b>	<b>37.3%</b>	<b>40.7%</b>	<b>44.0%</b>	<b>56.2%</b>
Has natural gas . . .	32.8%	40.9%	54.9%	45.7%	60.3%
No natural gas . . .	23.0%	33.0%	33.3%	41.9%	50.9%

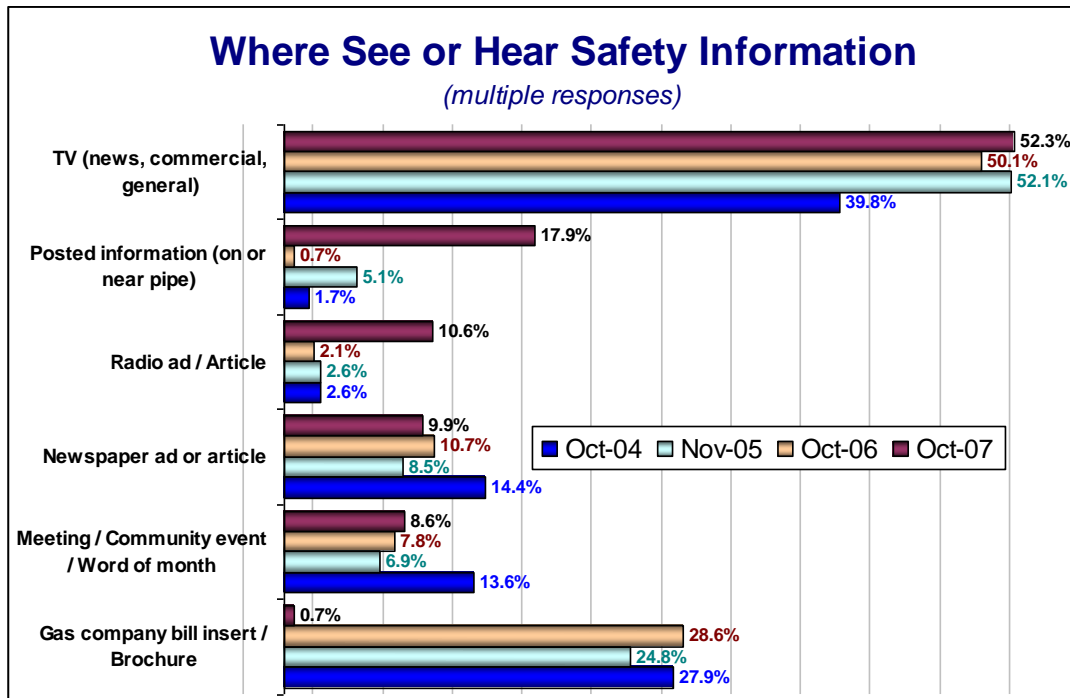
Aware of Call Before Dig					
	06-04	10-04	11-05	10-06	10-07
<b>Percent Aware =</b>	<b>87.2%</b>	<b>80.0%</b>	<b>86.8%</b>	<b>83.4%</b>	<b>78.9%</b>
Has natural gas . . .	90.5%	83.7%	89.3%	86.9%	79.1%
No natural gas . . .	83.2%	75.2%	83.6%	78.7%	78.7%

The goal for awareness levels for the “call before digging” message is to maintain existing overall high levels (at least four-of-five respondents). While natural gas customers score slightly above non-customers, overall levels of awareness for calling before digging declined slightly from 2006. This decline was due primarily to the customer group as the non-customer group held fairly steady. Detailed tables for this information are included in Appendix B.

**Specific Safety Information Seen.**

The tracking surveys show a marked shift over time concerning where respondents say they heard or saw safety information. The earlier surveys point to specific gas company brochures and posted information, followed by TV sources and press or radio information. One year into the television campaigns, respondents reporting seeing safety information on television

Chart 2.



almost doubled. For 2007, responses follow similar patterns with one change: Numbers reporting seeing information in company brochures dropped to less than one percent while those seeing information posted at a pipe increased to more than one-of-six (17.9%).

Chart 3, looking solely at those citing television as a safety information source, shows a further shift in the 2007 survey to a substantial increase in TV commercials from 39.1% in June, 2004 to 68.6% in Fall, 2006 and 85.7% in 2007. This strong shift to television commercials shows strong levels of internalization of the advertising message.

Chart 3.

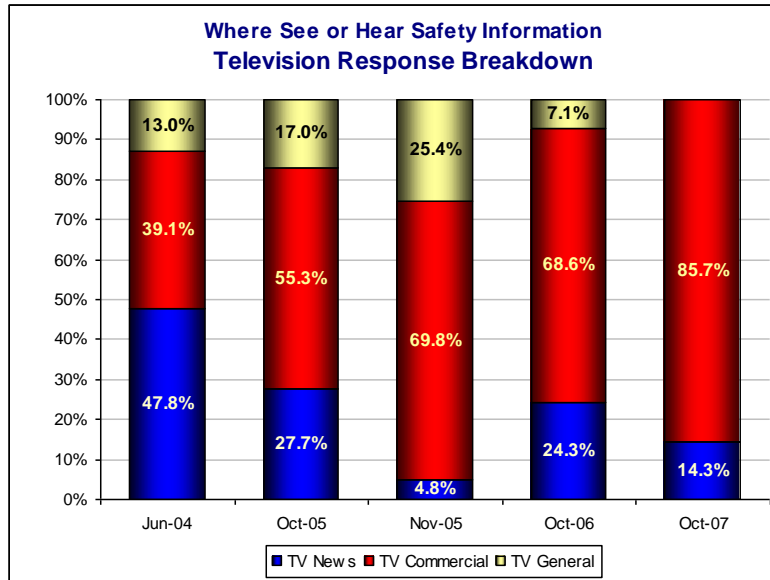
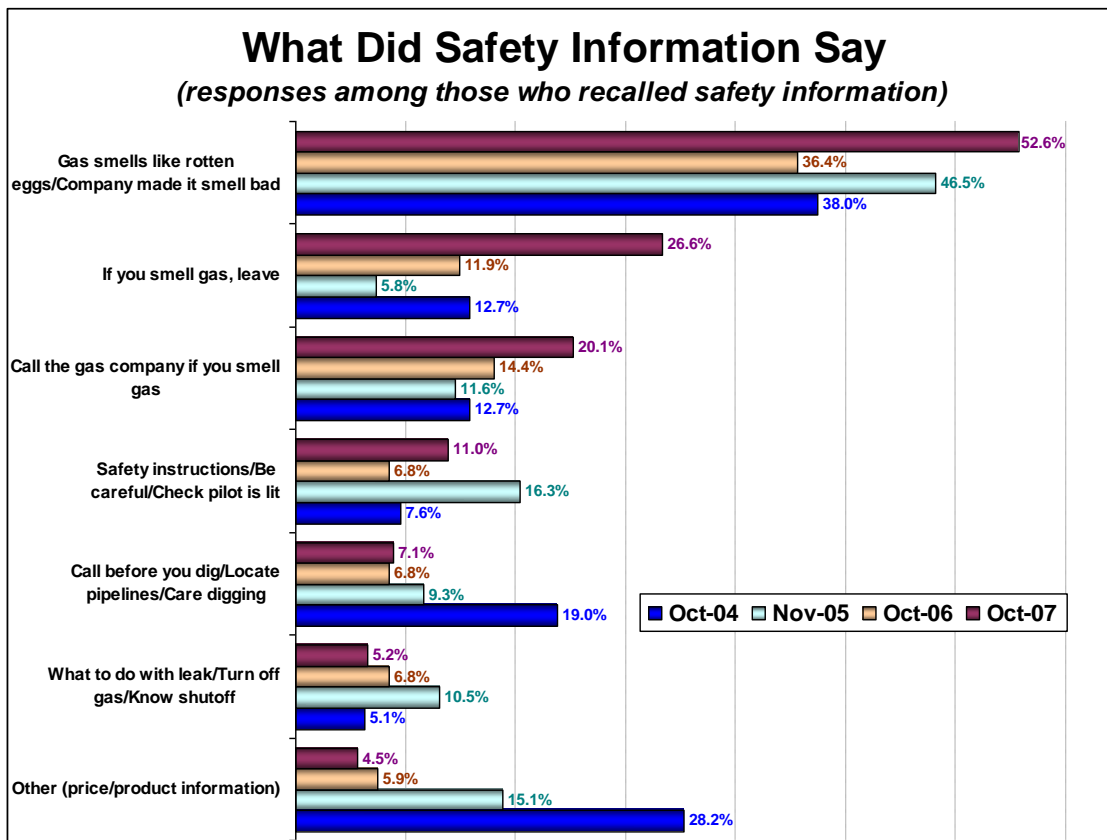


Chart 4.



With the initial surveys, the types of safety information recalled by those surveyed were not always completely correct and seemed less specific than one might wish. More mentioned the “call before digging message” and less mentioned calling the gas company if they smell gas. As shown in Chart 4, the 2007 survey reflects lifts in the actual advertising messages: Natural gas smells like rotten eggs; if you smell gas leave; and call the gas company if you smell gas.

The actual verbatims that make up this response (included in Appendix C) indicate a considerably more sophisticated level of gas safety knowledge and a good reflection of the campaign messages.

*A key success indicated by the 2007 study was the shift in television ads to a specific active response – what to do if you smell gas – over just building awareness levels of what natural gas smells like.*

**Natural Gas Odor.**

Following recalled safety information, all respondents were told that NW Natural does indeed inject an odor into the gas and then asked what they thought natural gas smelled like. Prior to the televised safety information over the three years there was little variation in responses between those who say where were aware of safety information and those who were not. Following the

Chart 5.

What Does Natural Gas Smell Like to You															
	June, 2004			October, 2004			November, 2005			October, 2006			October, 2007		
	Seen Information			Seen Information			Seen Information			Seen Information			Seen Information		
	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All
Eggs/Bad, rotten eggs	28.2%	31.8%	30.8%	50.9%	33.6%	41.2%	59.6%	48.5%	54.0%	63.6%	54.4%	59.3%	66.9%	52.6%	61.4%
Unique/Distinctive/Special Odor	2.8%	3.4%	3.2%	9.1%	11.4%	10.4%	7.3%	9.8%	8.8%	8.5%	5.6%	7.5%	4.5%	4.1%	4.4%
Something really awful/Stinky	26.8%	11.7%	16.0%	8.2%	8.6%	8.4%	6.4%	5.3%	5.6%	5.1%	4.8%	4.8%	1.9%	7.2%	4.0%
Butane/Propane/Gasoline/Gas	5.6%	5.6%	5.6%	4.5%	6.4%	5.6%	0.9%	6.1%	3.6%	2.5%	6.4%	4.3%	2.6%	7.2%	4.4%
Sulpher/Acid	1.4%	2.8%	2.4%	6.4%	2.9%	4.4%	11.0%	6.1%	8.8%	6.8%	2.4%	4.3%	6.5%	6.2%	6.4%
Broccoli/Onions/Garlic/Cabbage	2.8%	2.2%	2.4%	1.8%	2.9%	2.4%	0.0%	3.8%	2.0%	0.0%	3.2%	2.0%	1.3%	0.0%	0.8%
Other (has no smell)	2.8%	1.7%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.8%	1.2%	0.0%	0.0%	0.0%
I don't know, but have smelled it	7.0%	14.0%	12.0%	3.6%	11.4%	8.0%	2.8%	5.3%	4.0%	0.8%	4.0%	2.4%	3.9%	3.1%	3.6%
I don't know, never smelled it	22.5%	26.8%	25.6%	15.5%	22.9%	19.6%	11.9%	15.2%	13.2%	11.0%	18.4%	14.2%	12.3%	19.6%	15.1%

airing of safety ads, odor awareness lifted significantly from the general to the specific with those who had seen safety information more than doubling in the “eggs/rotten eggs” category (28.2% vs. 66.9%). Additionally, compared to the benchmark levels, fewer say they do not know what natural gas smells like. This indicates that the odor itself is still an important message received from advertising.

*While responses to the question “What does natural gas smell like to you?” grew in terms of the rotten eggs (one key message in the safety campaign), about 18 percent of all Fall 2007 respondents may still not be able to recognize the odor of natural gas. This number has not declined in the last three surveys. The message is getting through, but emphasis needs to continue in future campaigns. It may be necessary to increase alternate message sources for those who are not watching television.*

### What to Do if Smell Natural Gas.

When specifically asked what they would do if they smelled natural gas, responses mixed between the television ad messages involving leaving the area and calling the gas company to alternate actions that would aid in such a situation, but may not specifically solve the problem. The two responses to call the gas company and leave the area were the most frequently made – although “calling the gas company” declined somewhat and “leave the area” continues to increase over past years. (See Chart 6.)

Chart 6.

<b>What Would You Do If You Smelled Natural Gas</b>					
<i>(multiple responses)</i>					
	<b>June, 2004</b>	<b>Oct. 2004</b>	<b>Nov. 2005</b>	<b>Oct. 2006</b>	<b>Oct. 2007</b>
<b>Call the utility/Gas Company</b>	<b>32.0%</b>	<b>37.5%</b>	<b>37.1%</b>	<b>34.7%</b>	<b>32.8%</b>
<b>Leave the area/Get kids out</b>	<b>20.4%</b>	<b>20.1%</b>	<b>27.4%</b>	<b>26.9%</b>	<b>31.8%</b>
Turn off the valve/Gas Source	15.4%	13.2%	12.4%	14.2%	12.9%
Call 911/Police/Fire department	8.3%	6.6%	8.7%	8.7%	8.3%
Check appliances/Look for source	3.5%	8.3%	5.0%	6.4%	6.5%
Open windows	8.8%	4.7%	2.2%	4.0%	3.6%
Extinguish flames/Don't make spark	5.5%	1.2%	2.5%	1.9%	1.6%
Raise alarm/Tell others	0.7%	2.7%	2.5%	1.3%	1.0%
Call a friend/Family member	1.3%	2.0%	1.5%	1.1%	0.0%
Nothing/Not my responsibility	0.9%	0.5%	0.2%	0.0%	0.0%
Don't know	3.3%	3.2%	0.5%	0.8%	1.6%

Comparing those who say they have seen safety information against those who have not (Chart 7), shows a significant lift over time for the “leave the area” comment among those who have seen the safety information (went from 17.5% in the June benchmark test, to 34.5% following the Fall, 2007 campaign.) Those saying they would call the natural gas company has held steady as a response to smelling gas throughout the study period.

Behaviors the campaign felt were less than safe are still being mentioned by fairly high numbers. For example, almost one-in-eight cite “Turn off the gas valve”.

Chart 7.

<b>What Would You Do If You Smelled Natural Gas</b>										
<i>(multiple responses)</i>										
	<b>June, 2004</b>		<b>October, 2004</b>		<b>November, 2005</b>		<b>October, 2006</b>		<b>October, 2007</b>	
	<b>Seen Information</b>		<b>Seen Information</b>		<b>Seen Information</b>		<b>Seen Information</b>		<b>Seen Information</b>	
	<b>Yes/</b>	<b>No/D/K</b>	<b>Yes/</b>	<b>No/D/K</b>	<b>Yes/</b>	<b>No/D/K</b>	<b>Yes/</b>	<b>No/D/K</b>	<b>Yes/</b>	<b>No/D/K</b>
Call the utility/Gas Company	35.0%	31.0%	37.0%	37.9%	35.9%	39.0%	36.6%	32.5%	36.3%	27.2%
Leave the area/Get kids out	17.5%	21.4%	22.5%	17.2%	31.5%	22.9%	29.5%	24.6%	35.4%	25.9%
Turn off the valve/Gas Source	16.7%	14.9%	14.5%	12.1%	8.8%	16.1%	12.9%	14.5%	10.0%	17.7%
Call 911/Police/Fire department	9.2%	8.0%	5.0%	8.6%	8.8%	8.3%	8.5%	8.8%	6.7%	10.9%
Check appliances/Look for source	3.3%	3.6%	7.5%	9.6%	4.4%	5.9%	5.4%	7.9%	5.4%	8.2%
Open windows	8.3%	8.9%	6.0%	3.0%	3.3%	1.5%	2.7%	5.7%	3.3%	4.1%
Extinguish flames/Don't make spark	5.0%	5.7%	2.0%	0.5%	2.8%	2.0%	0.8%	3.1%	1.7%	1.4%
Raise alarm/Tell others	0.8%	0.6%	2.5%	3.0%	3.3%	2.0%	1.3%	1.3%	0.8%	1.4%
Call a friend/Family member	0.8%	1.5%	1.5%	2.5%	0.6%	1.5%	1.3%	0.9%	0.0%	0.0%
Nothing/Not my responsibility	0.0%	1.2%	0.0%	1.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Don't know	3.3%	3.3%	1.5%	4.5%	0.6%	0.5%	0.9%	0.9%	0.4%	3.4%



*It is somewhat disappointing that respondents show no great improvement in the “call the utility company” response to smelling natural gas. However, given the nature of the question, the answer is fairly predictable. What is positive in the surveys is the growth of those saying “leave the area” – more than doubling among those who have reported seeing safety information since Spring, 2004 (from 17.5% to 35.4%). This our messages are getting through: A lift in those getting the message should improve safety reactions to smelling natural gas over time.*

**Where Get Information on Natural Gas Safety.**

With continuing shifts from the general to the specific, all surveys show NW Natural as top choice for where people would seek information on natural gas safety. As shown in Chart 8, up until this year, regardless of whether one has seen safety information recently, close to two-of-three name the gas company, with about a quarter again as many who had seen information naming the gas company over those who had not seen information (61.0% vs. 48.3%.) While gas company mentions are fewer this year, they basically lose to the Internet – a much higher information source regardless of having seen information, with more than three-of-ten citing this information source. Overall, responses varied between those who had seen natural gas safety information and those who had not. However, at least twice as many of those unaware of safety information stated they did not know where to get this information at all.

Chart 8.

Where Get Safety Information (multiple responses)												
	June, 2004				October, 2004				November, 2005			
	Seen Information				Seen Information				Seen Information			
	Yes/ Maybe	No/D/K	All		Yes/ Maybe	No/D/K	All		Yes/ Maybe	No/D/K	All	
Natural Gas Company - general	53.2%	53.5%	53.4%	} 63.7%	42.2%	34.2%	37.7%	} 63.7%	25.0%	35.3%	31.9%	} 64.8%
NW Natural - phone	10.1%	6.4%	7.5%		17.2%	14.4%	15.3%		31.8%	15.3%	23.4%	
NW Natural - Website/Bill	3.8%	2.5%	2.8%		11.7%	8.9%	10.7%		12.1%	8.0%	9.5%	
Internet	20.3%	14.9%	16.4%		18.0%	16.4%	17.8%		18.2%	16.7%	16.9%	
Phone Book/Yellow Pages	2.5%	3.5%	3.2%		3.1%	2.1%	2.5%		1.5%	2.0%	1.7%	
Local Utility/PUD	1.3%	2.5%	2.1%		1.6%	3.4%	2.5%		3.0%	4.0%	3.4%	
Library/Encyclopedia/Newspaper	2.5%	2.0%	2.1%		2.3%	1.4%	1.8%		0.0%	0.7%	0.3%	
Word-of-Mouth/Friends/Family	0.0%	1.0%	0.7%		0.8%	2.1%	1.4%		1.5%	4.7%	3.1%	
Government Agency	2.6%	5.4%	4.6%		0.0%	1.4%	0.7%		0.0%	0.7%	0.3%	
Don't know	3.8%	8.4%	7.1%		3.1%	15.8%	9.6%		6.8%	12.7%	9.5%	
	October, 2006				October, 2007							
	Seen Information				Seen Information							
	Yes/ Maybe	No/D/K	All		Yes/ Maybe	No/D/K	All					
Natural Gas Company - general	32.1%	32.9%	32.8%	} 67.4%	33.3%	28.1%	31.3%	} 56.0%				
NW Natural - phone	23.3%	19.9%	20.6%		15.8%	7.9%	12.7%					
NW Natural - Website/Bill	16.4%	12.5%	14.0%		11.9%	12.3%	12.0%					
Internet	16.4%	19.9%	18.5%		29.4%	35.1%	31.6%					
Phone Book/Yellow Pages	3.1%	1.2%	2.4%		0.6%	2.6%	1.4%					
Local Utility/PUD	0.6%	0.0%	0.6%		0.6%	0.9%	0.7%					
Library/Encyclopedia/Newspaper	1.9%	0.6%	1.2%		1.1%	0.0%	0.7%					
Word-of-Mouth/Friends/Family	1.3%	0.6%	1.2%		0.0%	0.9%	0.3%					
Government Agency	2.5%	0.6%	1.5%		1.7%	1.8%	1.7%					
Don't know	2.5%	11.8%	7.2%		5.6%	10.5%	7.6%					

*The fact that about one-in-twelve does not know where to get safety information points to a messaging area that could be addressed in future safety campaigns. It's possible that some people are unaware of the need for safety information and others just don't know where to find such information. Either way, this gap – identified in past surveys – remains.*

*An increase is those shifting the Internet for information points to the need to consider how NW Natural currently uses this source in terms of content and accessibility.*

**NW Natural's Job Informing the Public.**

Respondents were asked to rate the job NW Natural is doing informing the public about natural gas safety by rating between 1 (strongly disagree that NW Natural is doing a good job) and 10 (strongly agree that NW Natural is doing a good job.) The benchmark overall average rating of

Chart 9.

NW Natural Doing Good Job Informing Public															
ALL RESPONSES	June, 2004			October, 2004			November, 2005			October, 2006			October, 2007		
	Seen Info			Seen Info			Seen Info			Seen Info			Seen Info		
	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All
Mean	6.92	5.65	6.01	7.43	6.48	6.90	8.06	6.50	7.21	7.84	6.07	6.95	7.91	5.71	7.06
% 9 or 10's	28.8%	19.5%	21.6%	34.6%	25.7%	29.6%	49.6%	22.7%	34.8%	37.3%	19.2%	28.1%	40.3%	11.3%	29.1%

6.01 received in June, 2004 while not particularly high, improved to 6.90 later that year and to 7.21 in 2005. 2006 and 2007 measures show this average declining somewhat, with similar trends regardless of whether people had seen safety information or not. A similar pattern exists for those ranking NW Natural with a 9 or 10 (top box).




*To a certain extent, lower ratings to how well NW Natural is doing informing the public about safety issues would be expected among those who have not seen any information: If one doesn't see any information, it's hard to say the Company is doing a good job. The past two years' slight rating declines marches in step with declines in a variety of customer satisfaction ratings and may just reflect a deflation in respondent ratings.*

Chart 10 on the following page reviews responses to why people gave their particular ratings to how they felt NW Natural was doing on providing safety information – both in the past and for 2007. Viewing responses by awareness of safety information sheds some light on what people see and why they might be missing some details. A chart with additional breakdowns by those who felt NW Natural was doing a good job distributing information and those who did not agree is included in Appendix C. While responses for the initial tracking years follow roughly similar patterns, last year two additional areas were added:

- Those who got information from the NW Natural website and
- A feeling that it is important to know this information and that people should be more proactive in getting it.

More of those *not* recalling safety information justify responses because they do not have natural gas, haven't seen any safety information or feel they don't need to pay attention to the information. We seem to be consistently missing this group. Regardless of whether people

Chart 10.

NW Natural Doing Good Job Informing Public									
Why Give That Response	June, 2004			November, 2005			October, 2007		
	Seen Information			Seen Information			Seen Information		
	Maybe	No/D/K	All	Maybe	No/D/K	All	Maybe	No/D/K	All
Seen lots of ads/TV & newspaper ads/Like ads	0.0%	0.0%	0.0%	25.8%	17.5%	21.2%	33.3%	13.0%	25.9%
I haven't heard anything about safety/Didn't get info	5.6%	24.0%	18.8%	4.0%	14.3%	9.7%	4.4%	37.0%	16.3%
Like more info/Not enough info/Room for improvement	9.9%	7.3%	8.0%	9.7%	11.0%	10.4%	15.7%	16.3%	15.9%
Company does great job/Takes safety seriously	7.0%	5.6%	6.0%	0.8%	1.9%	1.4%	15.1%	7.6%	12.4%
They are doing a great job/Improvement not needed	15.5%	16.2%	16.0%	12.1%	8.4%	10.1%	9.4%	3.3%	7.2%
No gas, no need to know/No opinion, not on gas	4.2%	5.0%	4.8%	4.0%	4.5%	4.3%	3.1%	8.7%	5.2%
I don't pay attention/Toss mail/Need to pay attention	8.5%	6.7%	7.2%	3.2%	4.5%	4.0%	2.5%	8.7%	4.8%
I deal with the company/Know people/They are good	2.8%	0.6%	1.2%	2.4%	2.6%	2.5%	5.7%	3.3%	4.8%
They send out brochures/Fliers	2.8%	1.7%	2.0%	0.8%	1.9%	1.4%	6.9%	1.1%	4.8%
They send information with the bill	11.3%	2.8%	5.2%	9.7%	6.5%	7.9%	5.0%	3.3%	4.4%
Don't know anything/Much about natural gas	4.2%	7.8%	6.8%	0.0%	0.6%	0.4%	1.9%	6.5%	3.6%
I've heard about safety, but it's not memorable	7.0%	2.2%	3.6%	0.0%	2.6%	1.4%	1.9%	3.3%	2.4%
Others should be informed/More school programs	n/a	n/a	n/a	n/a	n/a	n/a	0.6%	3.3%	1.6%
Unsure about info relevance/quality/Hope it's safe	1.4%	3.4%	2.8%	2.4%	3.2%	2.9%	1.9%	0.0%	1.2%
Seen the website	n/a	n/a	n/a	n/a	n/a	n/a	1.3%	1.1%	1.2%
Get lots of information/Hear all the time/Too much	12.7%	1.7%	4.8%	13.7%	7.8%	10.4%	0.6%	0.0%	0.4%
Other	1.4%	1.1%	1.2%	6.5%	1.9%	4.0%	1.3%	4.3%	2.4%
I don't know	5.6%	14.0%	11.6%	4.8%	10.4%	7.9%	5.0%	4.3%	4.8%
Top three comments: 06/04  11/05  10/07 									

reported they have seen safety messages during the past twelve months, a consistent 16 percent still want more information. In this group, there are comments about respondents thinking that information should be more available than just on television.

Interestingly, about one-in-eight of those who initially said they haven't heard any information about natural gas safety at the beginning of the survey do mention seeing the television ads concerning the gas odor. This group may not see this message as more of a public service announcement than a safety issue. Compiled verbatim responses can be reviewed by each survey session and as originally made in Appendix D.

*This year slightly less than half (45.7%) of those **not** recalling safety information justified their responses because they do not have natural gas or feel they don't need to pay attention to the information. Overall survey results point to messaging getting through at increased levels of detail and correctness, particularly among our customers. Add that some respondents cite needs to be sure everyone knows this information and an alternate message emerges – a kind of spread the word in terms of safety information urgency.*

**Demographics.**

A final section outlined in Appendix E summarizes the sample in terms of demographics, indicating a fairly successful cross-section of customers and non-customers across NW Natural's market. Unsurprisingly, more customers than non-customers are currently getting the safety messages. However, there are other differences between those who report having seen safety information over the past year and those who have not. Specifically, looking at the October, 2007, respondents, among those not noting safety information:

- They seem to watch slightly less television;

- Fewer use television as a primary source of information – and more report using the Internet as a primary news and information source;
- Less have natural gas in their home;
- Slightly more own their own home;
- As a group, seem slightly older or slightly younger than those noticing safety information – with less in the 35-49 years age group; and
- The education level is definitely less for this group over those recalling seeing safety information.

These descriptions of the sample may help to develop build future information targets.

Appendix A:  
**Survey Questions**

## NATURAL GAS SAFETY – TRACKING SURVEY

Hello, my name is \_\_\_\_\_ with Consumer Opinion Services calling on behalf of NW Natural. As a local company, NW Natural is committed to providing a safe environment for anyone who may come in contact with its natural gas product. To that end, they would like your opinions regarding public utilities and safety. Your participation in this brief, confidential survey would be greatly appreciated.

**Screen out: Under 16's; those working in PR, marketing, marketing research, advertising, or for a public utility.**

Q1. In the past year, have you seen or heard any information relating to natural gas safety?

- 1 Yes **(CONTINUE)**
- 2 Maybe, I'm not sure **(CONTINUE)**
- 3 No **(GO TO Q2)**
- 7 Don't know **(GO TO Q2)**

Q1a. Where did you see or hear that information? **(Multiple / Unaided)**

- |                          |  |
|--------------------------|--|
| 1 TV news                | 7 Meeting with gas company             |
| 2 TV commercial          | 8 Gas company brochure / handout       |
| 3 Newspaper ad / article | 9 Posted information (on or near pipe) |
| 4 Radio ad / article     | 10 Kid's school                        |
| 5 Word-of-mouth          | 11 TV - general                        |
| 6 Community meeting      | 12 Other (specify: _____)              |
|                          | 97 Don't know / Don't remember         |

Q1b. What did the information say? **(PROBE ONCE)**

---

Q2. If you wanted to get information on natural gas safety, where would you turn?

**(Multiple / Unaided)**

- |                                  |   |
|----------------------------------|---|
| 1 Natural gas company (general)  | 8 Word of mouth / Ask friends or family |
| 2 NW Natural – phone             | 9 Fire department                       |
| 3 NW Natural – website           | 10 Police department                    |
| 4 Government agency (specify)    | 11 Phone book / Yellow pages            |
| 5 Library / Encyclopedia / Paper | 12 Local utility / PUD                  |
| 6 Internet                       | 13 Other (specify: _____)               |
| 7 Consumer Reports               | 97 Don't know                           |

Q3. By itself, natural gas has no odor. To help people detect its presence, utilities inject a “warning odor” into the gas. What does natural gas smell like to you?

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| 1 Eggs / Bad or rotten eggs       | 6 Broccoli / Onion / Garlic       |
| 2 Something really awful / Stinky | 7 Sulfur                          |
| 3 I've smelled it, but don't know | 8 Unique/Distinctive/Special Odor |
| 4 Don't know – never smelled it   | 9 Other (specify: _____)          |
| 5 Butane/Propane/Gasoline/Gas     | 97 Don't know                     |

Q4. What would you do if you smelled natural gas? **(Multiple / Unaided)**

- |                                   |   |
|-----------------------------------|---|
| 1 Call the utility / Gas company  | 7 Flee / Leave the area / Get kids out  |
| 2 Call 911/Police/Fire department | 8 Nothing / Not my responsibility       |
| 3 Call a friend / Family member   | 9 Check appliances/Look for leak source |
| 4 Turn off the valve / Gas source | 10 Raise alarm / Tell others            |
| 5 Open windows                    | 11 Other (specify: _____)               |
| 6 Extinguish flames/Put out cigs  | 97 Don't know                           |

Q5. Using a scale of one to ten, where one means you strongly disagree and ten means you strongly agree, how much do you agree that your local gas company, that is NW Natural, is doing a good job of informing the public about natural gas safety? \_\_\_\_\_

Q5a. Why did you give that last rating? (**PROBE ONCE**)

---

---

Q6. Are you aware of the "Call Before You Dig" law that requires you to call all your local utility companies, including your cable, electric and natural gas companies, before you dig any hole or trench deeper than 12 inches on private or community property?

- |                                  |  |
|----------------------------------|--|
| 1 Yes, for all utilities         | 5 Did not know about electric company  |
| 2 Yes, for electric company only | 6 Did not know about cable company     |
| 3 Yes, for cable company only    | 7 Did not know about natural gas co.   |
| 4 Yes, for gas company only      | 8 No, did not know about any companies |

For classification purposes, could you tell me. . .

D1. On an average day & evening, how frequently would you say you watch television? (**READ**)

- |                    |                |
|--------------------|----------------|
| 1 Never watch      | 4 2 – 3 hours  |
| 2 Less than 1 hour | 5 3- 5 hours   |
| 3 1 – 2 hours      | 6 Over 5 hours |
|                    | 9 Refused      |

D2. What is your PRIMARY source of news and information?

- |                  |                                    |
|------------------|------------------------------------|
| 1 Internet -01   | 7 Word of mouth / Other people     |
| 2 Magazines -02  | 8 More than one response / Mixture |
| 3 Mail -03       | 9 None / No news source            |
| 4 Newspaper -04  | 10 Other (specify:_____)           |
| 5 Radio -05      | 97 Don't know / Not sure           |
| 6 Television -06 | 99 Refused                         |

D3. Do you currently use natural gas in your home?

- 1 Yes (**GO TO QD5**)  
2 No (**CONTINUE**)  
7 Don't know (**CONTINUE**)  
9 Refused (**CONTINUE**)

D4. Do you have access to natural gas in your neighborhood?

- 1 Yes  
2 No  
7 Don't know  
9 Refused

D5. Do you own or rent your home?

- 1 Own  
2 Rent  
9 Refused

D6. Which of these categories best describes your age?

- 1 Under 21
- 2 21 - 34
- 3 35 - 49
- 4 50 – 65
- 5 66+
- 9 Refused

D7. What is the highest level of education you have had the opportunity to complete?

- 1 High school or less
- 2 Some college / Trade school
- 3 Four year degree
- 4 Post graduate coursework or degree
- 9 Refused

D8. May I confirm your five digit zip code?   \_\_\_ \_\_\_ \_\_\_ \_\_\_ \_\_\_

**This concludes our survey. Thank you very much for your time and opinions.  
Have a wonderful evening!**

---

Record gender: 1 Male       2 Female



Appendix B:

**Tabled Results**

*Aware of safety information in the past year.*

*Aware of “Call Before You Dig” law.*

Table A.

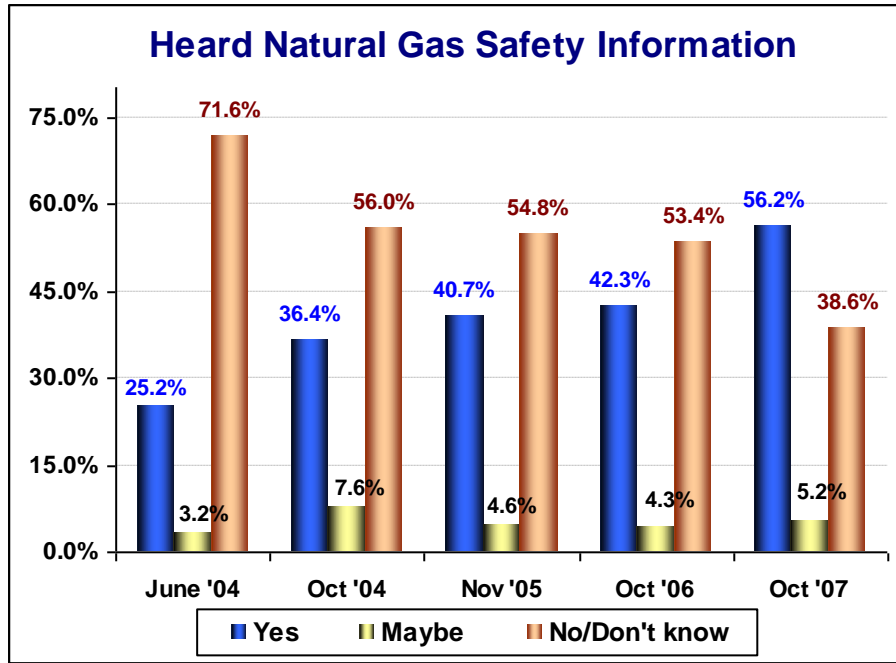
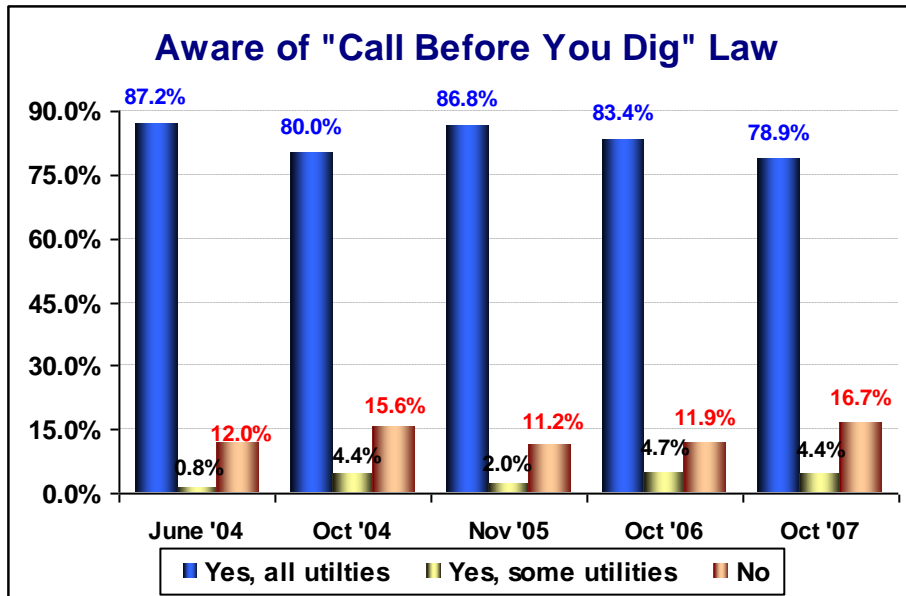


Table B.



Appendix C:

**Verbatims**

*What did the information you heard or saw relating to natural gas safety say?  
(Asked only of those recalling seeing information in the past year.).*

## What did the information relating to natural gas safety say?

About smelling the gas and then leaving the room.
About the gas smell and what to do if you smell gas.
About the odor of natural gas, that it had been doctored so that one would notice the sulfur-type smell.
Are you interested in getting natural gas, the benefits, and the drawbacks.
At this time I don't. It did say something about the odor.
Be aware of the minimum depth for digging. Call for locations.
Be careful, there is a gas line under here. It was at a construction site.
Being cautious of the smell.
Don't be stupid, turn out the pilot light. I know this because I'm a camper.
Don't put the tanks on the back porch or in the garage.
Gas smells like rotten eggs.
Having your vents checked for the heating season. Nothing else.
He (my boyfriend) tells me if I have something too close to the furnace or if I'm doing something I shouldn't be doing. He told me I had a clothing hamper too close to the furnace.
How it smells about leaking. Get out of the house right away and call the gas company. Don't stay in.
How to shut it off, how to recognize the smell, how to stay away certain distances, breathing apparatus, and when fighting a fire to turn off the valve.
How to turn off the gas. And if you smell rotten eggs to get out.
I can't remember, something about the smell.
I could not tell you. Turning it on and off and safety issues.
I don't know. Be cautious about gas.
I don't know. They put in some scent so you can detect it. It's naturally odorless.
I don't really remember, because it wasn't a concern for me.
I don't remember any of them, I don't pay attention to them.
I don't remember. What to do in an emergency.
I just decided to get it because it's good to have.
I really don't know a whole lot, it's just in my bill. Leave if you smell something bad.
I remember the thing about smelling sulfur, then you have a leak somewhere.
If it smells like bad eggs get out.
If it smells like rotten eggs get out.
If it smells you have a gas leak.
If you detect a rotten egg smell call the experts.
If you smell gas and different ways to smell it.
If you smell gas call the gas company.
If you smell gas go next door and call. That's what they say; call the gas company.
If you smell gas then leave.
If you smell gas turn off the meter and call the gas company.
If you smell gas, get out, and also about lines, and digging.
If you smell gas, you're supposed to leave and call the utility company, NWN gas.
If you smell it get out of your house.
If you smell natural gas, what does it smell like?
If you smell rotten eggs get out of the house.
If you smell rotten eggs get out.
If you smell rotten eggs leave and call.
If you smell rotten eggs that means that you have a leak and you need to leave your home.
If you smell rotten eggs to get out and call the gas company. That's basically about it, but the commercial said you could make it smell like chocolate chip cookies but you made it smell like rotten eggs.

### What did the information relating to natural gas safety say?

If you smell rotten eggs to leave the premises and call NW Natural.
If you smell rotten eggs you should evacuate immediately. If a natural gas pipe breaks you just have to let it burn out, and stay away from it.
If you smell the rotten eggs smell then leave the house and call the company.
It has a real nasty egg smell. For people's safety and concern to get out of the house.
It said if it smells like rotten eggs, get out.
It said that if you smelled natural gas like rotten eggs, leave quickly and call.
It said to know where your gas turn off is and keep things properly strapped.
It said to watch for the rotten odor of gas, and call before you did.
It says all sort of things. I don't remember. Make sure windows and doors are open, use it intelligently and turn it off at night, those sort of things.
It smells like eggs. Just to get out.
It smells like gas so get out of the house.
It smells like rotten eggs, and if you smell it call NW Natural.
It smells like rotten eggs. That's the main thing, if you smell anything, there's a gas leak.
It talked about the odor of a gas leak.
It told us what we should or shouldn't do. Stay away from the gas, notify NW Natural, evacuate, and turn off any flames.
It was about emergency preparedness.
It was about generators.
It was about how the odor of natural gas smells. You need to get a hold of a local company if you do smell something.
It was about the cookie smell and the egg smell, why it stinks to alert people of what it smells like.
It was about the odor of gas.
It was about the odor.
It was about the rotten egg smell.
It was about the smell.
It was information on liquid natural gas. It's not very safe, the possibilities of accidents are very high.
It was online. Generally positive, pointed out the risks, I don't recall any of it though.
It was pretty much about the smell of gas. I think that was pretty much it, they were just talking about why it smells the way it smells.
It was something about what they wanted to do in Portland about running a pipeline and saying they wouldn't be posing a danger to anyone. No, I had no reason to be worried about it.
It was talking about odor.
It was talking about the scent of natural gas for leaks.
It was the commercial about making natural gas smell so bad, as opposed to smelling like cookies it smells like rotten eggs or what ever. I just remember that they made it smell bad so you would recognize it and if you smelled it call the gas company.
It's been made to smell bad so that people will notice it.
It's more economical. It is safe.
It's stinky. It smells like rotten eggs and that's a good thing because then you are supposed to get out.
It's very stable, liquid natural gas, but if it's ignited it's very unstable.
Just about smelling gas stuff like that. How they do all the safety garbage. That's about it really.
Just about the smell of natural gas. If you smell it, leave the house and leave the door open.
Just says that they scent the gas to help people recognize the smell, and to report a leak if you smell it.
Just what to do if you smell gas.
Make sure equipment is turned off before... repeating it would be a problem. I understood the warning sign.

## What did the information relating to natural gas safety say?

Natural Gas is lighter than air and the smell is added for safety.

Natural gas rises, it's not like liquid petroleum, it doesn't go down, it's heavier than air, natural gas is lighter, impregnated with a strong chemical, that's what makes it smell, it's very potent and injected in the pipeline, you should smell it if you

Natural gas smells like rotten eggs, if you smell it, get out.

Natural gas smells like rotten eggs, not brownies, essentially, if you smell rotten eggs, call. Get out of your house and call the gas company.

Natural gas smells like rotten eggs. Get out if you smell it and call for help.

Natural gas smells like rotten eggs. Get out if you smell it and call for help.

No, just that there were some explosions. Nothing more that I can recall.

No. Just what to do if there is a leak.

Not right off the top of my head. If you smell like rotten eggs you're supposed to call and they'll come out and check it.

Not to anchor on that line a pipe across the river.

Not to dig without calling the gas company and if you smell something bad call the company.

Send in the mail.

Several things, to be careful where digging out side and there was an advertisement for testing the air in the house for carbon monoxide.

Smells coming from gas could be cookies, but it's important to have bad smells so you can get out.

Something about smelling gas, don't try to turn it off, get out and call.

Sort of a PSA letting me know that gas smells bad.

Talking about gas smells, and don't dig without locating.

Talking about the odor and the foul smell of it.

That gas is pretty safe.

That the gas smells like rotten eggs for a reason.

That they make natural gas smell like rotten eggs so that you can tell right away if you have a gas leak.

That you injected a smell into it that smells like rotten eggs. That you are supposed to get out and call the gas company.

The gas guy who flops down on the couch and the wife and the kid smells something that smells like rotten eggs.

The guy with the egg and the couch. The people have a rotten egg smell in their house so they run out and the natural gas guy comes and takes the egg out.

The smell and what to do .

The smell of natural gas and to leave the house if you smell it.

The smell of natural gas is yucky, smells like eggs. It said to call the gas company if there is a problem.

The smell of the gas and what to do if you smell it.

There might be pipes lined in this area, that's all.

There was one about digging up the lines, something about gas valves.

They say on TV that if you smell rotten eggs you've got a gas leak and you should get out. I'm not sure about the little pamphlet I get, its different things all the time.

They try to convince us just to get out of the house.

They usually say that natural gas doesn't smell good, it smells like rotten eggs, and to leave the premises if you smell, and to call the gas company.

They were talking about the efficiency of natural gas. The one about the smell if you smell rotten eggs, leave the house and then call.

To call before you dig and maybe to know where your lines are.

**What did the information relating to natural gas safety say?**

To indicate that it is safe to use.

To leave the house and call the gas company.

To take care of valves.

Warning about smelling gas and what to do.

Warning signs of gas leaks, who to call and what to do.

We could have made natural gas smell like apple pie but instead we made it smell like rotten eggs.

We could make it smell any way we want and we make it smell bad to warn you.

We could make natural gas smell like cookies, but we make it smell like rotten eggs instead. Get out when you smell it.

We make natural gas smell like rotten eggs so you can tell what it is. No digging.

Well I can't really tell you that. They talked about it going up and going down and playing around here and there.

Not very much, you know how it is, it depends on who's doing the broadcasting. I haven't heard much about Northwest Natural Gas.

Well they just gave the information that if your house smells like gas get out, or rotten egg.

What to do if there is a leak in case of a earthquake.

What you should do in an emergency in a gas smell is the biggest one I've seen on TV. It is that it smells bad like spoiled eggs and to immediately leave home and call the company if you smell it. I guess that was the biggest one on TV, it was just to get out of your house and call the company.

Appendix D:

### **Verbatims**

*Reasons why rated NW Natural high or low on doing  
a good job informing the public about natural gas safety.*



**NW Natural Doing Good Job Informing Public**

ALL RESPONSES	June, 2004			October, 2004			November, 2005			October, 2006			October, 2007		
	Seen Information			Seen Information			Seen Information			Seen Information			Seen Information		
	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All
Mean Response	6.92	5.65	6.01	7.43	6.48	6.90	8.06	6.50	7.21	7.84	6.07	6.95	7.91	5.71	7.06
Percent 9 or 10's	28.8%	19.5%	21.6%	34.6%	25.7%	29.6%	49.6%	22.7%	34.8%	37.3%	19.2%	28.1%	40.3%	11.3%	29.1%
Why Give That Response	Seen Information			Seen Information			Seen Information			Seen Information			Seen Information		
	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All
I haven't heard anything about safety/Didn't get info	5.6%	24.0%	18.8%	6.6%	22.7%	15.6%	4.0%	14.3%	9.7%	3.9%	16.0%	10.1%	4.4%	37.0%	16.3%
Seen lots of ads/TV & newspaper ads/Like ads	0.0%	0.0%	0.0%	16.9%	9.3%	12.7%	25.8%	17.5%	21.2%	26.1%	8.6%	17.1%	33.3%	13.0%	25.9%
They are doing a great job/Improvement not needed	15.5%	16.2%	16.0%	13.2%	7.6%	10.1%	12.1%	8.4%	10.1%	14.4%	5.5%	9.8%	9.4%	3.3%	7.2%
Like more info/Not enough info/Room for improvement	9.9%	7.3%	8.0%	13.2%	7.6%	10.1%	9.7%	11.0%	10.4%	9.8%	8.6%	9.2%	15.7%	16.3%	15.9%
No gas, no need to know/No opinion, not on gas	4.2%	5.0%	4.8%	6.6%	7.0%	6.8%	4.0%	4.5%	4.3%	3.3%	9.8%	6.6%	3.1%	8.7%	5.2%
Get lots of information/Hear all the time/Too much	12.7%	1.7%	4.8%	9.6%	4.7%	6.8%	13.7%	7.8%	10.4%	2.6%	0.6%	1.6%	0.6%	0.0%	0.4%
Company does great job/Takes safety seriously	7.0%	5.6%	6.0%	5.9%	7.0%	6.5%	0.8%	1.9%	1.4%	9.2%	4.3%	6.6%	15.1%	7.6%	12.4%
They send information with the bill	11.3%	2.8%	5.2%	8.1%	3.5%	5.5%	9.7%	6.5%	7.9%	4.6%	8.0%	6.3%	5.0%	3.3%	4.4%
I don't pay attention/Toss mail/Need to pay attention	8.5%	6.7%	7.2%	3.7%	6.4%	5.2%	3.2%	4.5%	4.0%	5.2%	9.2%	7.3%	2.5%	8.7%	4.8%
Don't know anything/Much about natural gas	4.2%	7.8%	6.8%	0.0%	3.5%	1.9%	0.0%	0.6%	0.4%	0.0%	3.1%	1.6%	1.9%	6.5%	3.6%
I've heard about safety, but it's not memorable	7.0%	2.2%	3.6%	5.9%	1.7%	3.6%	0.0%	2.6%	1.4%	0.7%	1.8%	1.3%	1.9%	3.3%	2.4%
I deal with the company/Know people/They are good	2.8%	0.6%	1.2%	2.9%	3.5%	3.2%	2.4%	2.6%	2.5%	5.9%	4.9%	5.4%	5.7%	3.3%	4.8%
Unsure about info relevance/quality/Hope it's safe	1.4%	3.4%	2.8%	1.5%	1.7%	1.6%	2.4%	3.2%	2.9%	0.0%	2.5%	1.3%	1.9%	0.0%	1.2%
They send out brochures/Fliers	2.8%	1.7%	2.0%	2.2%	1.2%	1.6%	0.8%	1.9%	1.4%	3.9%	5.5%	4.7%	6.9%	1.1%	4.8%
Seen the website	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0.0%	0.6%	0.4%	1.3%	1.1%	1.2%
Others should be informed/More school programs	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	5.9%	5.5%	7.1%	0.6%	3.3%	1.6%
Other	1.4%	1.1%	1.2%	2.2%	5.2%	3.9%	6.5%	1.9%	4.0%	2.6%	2.5%	2.5%	1.3%	4.3%	2.4%
I don't know	5.6%	14.0%	11.6%	1.5%	7.6%	4.9%	4.8%	10.4%	7.9%	2.0%	3.1%	2.5%	5.0%	4.3%	4.8%
SCORED 7-10	Seen Information			Seen Information			Seen Information			Seen Information			Seen Information		
	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All
I haven't heard anything about safety/Didn't get info	0.0%	1.6%	1.0%	0.0%	4.5%	2.2%	2.1%	3.6%	2.8%	0.8%	7.2%	3.1%	0.8%	7.9%	2.6%
Seen lots of ads/TV & newspaper ads/Like ads	0.0%	0.0%	0.0%	21.9%	15.9%	19.0%	29.5%	27.7%	28.7%	29.4%	15.9%	24.6%	42.1%	23.7%	39.0%
They are doing a great job/Improvement not needed	24.4%	43.8%	36.2%	18.8%	13.6%	16.3%	15.8%	15.7%	15.7%	16.7%	13.0%	15.4%	11.6%	7.9%	11.0%
Like more info/Not enough info/Room for improvement	4.9%	6.3%	5.7%	11.5%	8.0%	9.8%	5.3%	3.6%	4.5%	7.1%	7.2%	7.2%	10.7%	2.6%	9.1%
No gas, no need to know/No opinion, not on gas	0.0%	0.0%	0.0%	2.1%	4.5%	3.3%	1.1%	1.2%	1.1%	0.8%	2.9%	1.5%	0.0%	2.6%	0.6%
Get lots of information/Hear all the time/Too much	19.5%	4.6%	10.5%	11.5%	9.1%	10.3%	16.8%	12.0%	14.6%	3.2%	0.0%	2.1%	0.8%	0.0%	0.6%
Company does great job/Takes safety seriously	9.8%	10.9%	10.5%	8.3%	13.6%	10.9%	1.1%	3.6%	2.2%	10.3%	7.2%	9.2%	19.0%	15.8%	18.8%
They send information with the bill	19.5%	4.7%	10.5%	10.4%	4.5%	7.6%	10.5%	10.8%	10.7%	5.6%	13.0%	8.2%	5.8%	5.3%	5.8%
I don't pay attention/Toss mail/Need to pay attention	0.0%	1.6%	1.0%	3.1%	6.8%	4.9%	3.2%	4.8%	3.9%	3.2%	1.4%	2.6%	2.5%	5.3%	3.2%
Don't know anything/Much about natural gas	2.3%	3.1%	2.8%	0.0%	1.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.6%
I've heard about safety, but it's not memorable	4.9%	4.6%	4.8%	3.1%	1.1%	2.2%	0.0%	1.2%	0.6%	0.0%	2.9%	1.0%	0.8%	7.9%	2.6%
I deal with the company/Know people/They are good	4.9%	1.6%	2.8%	3.1%	6.8%	4.9%	3.2%	4.8%	3.9%	7.1%	8.7%	7.7%	7.4%	7.9%	7.8%
Unsure about info relevance/quality/Hope it's safe	0.0%	4.6%	2.8%	0.0%	0.0%	0.0%	3.2%	3.6%	3.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.6%
They send out brochures/Fliers	4.9%	1.6%	2.8%	3.1%	2.3%	2.7%	1.1%	3.6%	2.2%	4.8%	7.2%	5.6%	9.1%	2.6%	7.8%
Seen the website	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0.0%	1.4%	0.5%	1.7%	2.6%	1.9%
Others should be informed/More school programs	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	7.1%	8.7%	7.7%	0.8%	5.3%	1.9%
Other	0.0%	1.6%	1.0%	1.0%	5.7%	3.3%	5.3%	1.2%	3.4%	3.5%	2.9%	3.1%	1.7%	7.9%	3.2%
I don't know	4.9%	9.4%	7.6%	2.1%	2.3%	2.2%	2.1%	2.4%	2.2%	0.8%	0.0%	0.5%	4.1%	2.6%	3.9%
SCORED 1-6	Seen Information			Seen Information			Seen Information			Seen Information			Seen Information		
	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All	Yes/ Maybe	No/D/K	All
I haven't heard anything about safety/Didn't get info	13.3%	36.5%	31.7%	22.5%	41.7%	35.5%	10.3%	26.8%	22.0%	18.5%	22.3%	21.5%	15.8%	52.5%	38.1%
Seen lots of ads/TV & newspaper ads/Like ads	0.0%	0.0%	0.0%	5.0%	2.4%	3.2%	13.8%	5.6%	8.0%	11.1%	3.2%	5.0%	5.3%	5.1%	5.2%
They are doing a great job/Improvement not needed	3.3%	0.9%	1.4%	0.0%	1.2%	0.8%	0.0%	0.0%	0.0%	3.7%	0.0%	0.8%	2.6%	0.0%	1.0%
Like more info/Not enough info/Room for improvement	16.7%	7.8%	9.7%	17.5%	7.1%	10.5%	24.1%	19.7%	21.0%	22.2%	9.6%	12.4%	31.6%	23.7%	26.8%
No gas, no need to know/No opinion, not on gas	10.0%	7.8%	8.3%	17.5%	9.5%	12.1%	13.8%	8.5%	10.0%	14.8%	14.9%	14.9%	13.2%	11.9%	12.4%
Get lots of information/Hear all the time/Too much	3.3%	0.0%	0.7%	5.0%	0.0%	1.6%	3.4%	2.8%	3.0%	0.0%	1.1%	0.8%	0.0%	0.0%	0.0%
Company does great job/Takes safety seriously	3.3%	2.6%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	2.1%	2.5%	2.6%	1.7%	2.1%
They send information with the bill	0.0%	1.7%	1.4%	2.5%	2.4%	2.4%	6.9%	1.4%	3.0%	0.0%	4.3%	3.3%	2.6%	1.7%	2.1%
I don't pay attention/Toss mail/Need to pay attention	20.0%	9.6%	11.7%	5.0%	6.0%	5.6%	3.4%	4.2%	4.0%	14.8%	14.9%	14.9%	2.6%	10.2%	7.2%
Don't know anything/Much about natural gas	6.7%	10.4%	9.7%	0.0%	6.0%	4.0%	0.0%	1.4%	1.0%	0.0%	5.3%	4.1%	5.3%	10.2%	8.2%
I've heard about safety, but it's not memorable	10.0%	0.9%	2.8%	12.5%	2.4%	5.6%	0.0%	4.2%	3.0%	3.7%	1.1%	1.7%	5.3%	0.0%	2.1%
I deal with the company/Know people/They are good	0.0%	0.0%	0.0%	2.5%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	2.1%	1.7%	0.0%	0.0%	0.0%
Unsure about info relevance/quality/Hope it's safe	3.3%	2.6%	2.8%	5.0%	3.6%	4.0%	0.0%	2.8%	2.0%	0.0%	4.3%	3.3%	5.3%	0.0%	2.1%
They send out brochures/Fliers	0.0%	1.7%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	3.3%	0.0%	0.0%	0.0%
Seen the website	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others should be informed/More school programs	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	0.0%	3.2%	2.5%	0.0%	1.7%	1.0%
Other	3.3%	0.9%	1.4%	5.0%	4.8%	4.8%	10.3%	2.8%	5.0%	0.0%	2.1%	1.7%	0.0%	1.7%	1.0%
I don't know	6.7%	16.5%	14.5%	0.0%	13.1%	8.9%	13.8%	19.7%	18.0%	7.4%	5.3%	5.8%	7.9%	5.1%	6.2%

Top three comments: 06/04   10/04   11/05   10/06   10/07

**Rate from 10 (highest) to 1 (lowest) how much you agree that NW Natural is doing a good job of informing the public about natural gas safety.**

<b>Job Score</b>	<b>Why did you give that rating?</b>
10	Because they have quite a few ads out and they seem to work at getting the ads out.
10	Because of the public relations they do on television and with the statements to the customers.
10	I've read everything and heard it everywhere.
10	Commercials, information I've seen about it. Maybe a mailer, too. Mainly the commercials.
10	I see their commercials all the time on TV.
10	I have seen it on TV, also.
10	I think that they are giving a lot of information.
10	I've heard their PSAs on the matter.
10	I've seen it on TV and I'm aware of it.
10	I see it on TV, and get phone calls.
10	It's all over TV.
10	Because I've seen it.
10	They have been pretty good with advertising.
10	I got the message that you'd detect the odor.
10	There's been a lot of commercials about it, and it's hard for people to miss in getting that information.
10	I see their commercials all the time.
10	I see it on TV and they are very clever.
10	It is constant info being put out there.
10	They have a lot of commercials out there.
10	The TV are running.
10	They put out information on the television what to do in case of these things so you're warned ahead of time. For instance, I didn't know that you should never use your own phone, you should go next door, because something can happen.
10	The little brochures that come in the bill, I don't expect the company to do any more than they are doing.
10	They are doing a good job.
10	They do a good job.
10	I know it and so they must be doing a good job.
10	Because of the way they always tell you what to look out for.
10	I'd say pretty much everyone knows about it.
10	They keep providing plenty of info.
10	Because I think it's great that they're paying millions of dollars to inform the public, and that tells me that they care.
10	Because of this call.
10	The just seem to do it.
10	You guys put out information in the monthly bills, that's fine.
10	If you ask me specifically what it says, I can't remember, but I know that the brochure comes every month and it tells you all of these things, to reinforce them, if you have problems call this number. If you have that do that, I know that it's there.
10	I deal with them all the time because I install utilities. They're very prompt, and if you have a question, they answer it.
10	They show up whenever we call them.
10	They are a good company.
10	Because the nice guys with the company always inform me about it.
10	Every time I had an issue about it they have come right out and explained what is going on.
10	I've just never had any problems, and I hope I don't have any.
10	They have information in the mail and from the web site.
10	I get information in the mail.

**Rate from 10 (highest) to 1 (lowest) how much you agree that NW Natural is doing a good job of informing the public about natural gas safety.**

<b>Job Score</b>	<b>Why did you give that rating?</b>
10	I have seen enough commercials to know what to do.
10	They do a good job.
10	They are good.
10	They do a great job.
10	I don't understand to much.
10	I'm on the phone with you and you're asking me about my gas service.
10	Because last winter they were saying I over paid them and they gave me a check.
9	They're doing a pretty good job with advertisements, and you can call and they're really good about being on time.
9	The advertisement on TV is probably the biggest thing, I see it a lot
9	Because I do see it quite often.
9	I see and hear their ads so often.
9	I see it advertised.
9	They have ads in the paper all the time and on TV.
9	I have seen info on ads and on TV.
9	Have a lot of ads, they're easy to understand, very vivid. They're turning on smells, he's got a real nice face, he smells the stuff and turns and runs, that kind of thing. I even mute the commercials and they still get the message across. They're very we
9	Because I don't have a negative opinion.
9	Well I mean there is only so much you can put out to know.
9	I figure there's always room for improvement but they do a good job.
9	There's always room for improvement.
9	People don't have or don't watch TV.
9	Because of the newsletters and on TV, they're making sure that people are aware.
9	I know that they are getting the information out there and my neighbors are safe.
9	I think they have done a good job.
9	They have good ads on TV and in their ads.
9	I think they do, I think they inform the people.
9	Because I feel safe using natural gas and I just feel they know what they're doing. I don't hear a lot of problems with it so I feel it's safe to use. If I heard often, like monthly, that people where having problems using it I probably wouldn't feel sa
9	They let us know and we know, so that right there says something. We just know that it smells like rotten eggs.
9	The information is out there.
9	We don't have gas.
9	They are telling people enough about it to make them aware.
9	They send out a lot of brochures.
9	Nobody's perfect.
8	They get the point across to the general public. I've seen the commercial enough times, that it's making a broad landscape of people, making them aware.
8	They had those commercials on TV where there's a dog, and other commercials, with names on t-shirts, I think. I know that they send things out in their bills.
8	The commercials are memorable.
8	Because of what I've seen and heard as far as advertising and the info with the bill.
8	They're on the TV, and it's on the radio. Everyone else doesn't do anything about it, they send in the mail, but people don't read, they throw it away, waste paper.
8	It's on the commercials, maybe I have seen tags on products about natural gas safety.

**Rate from 10 (highest) to 1 (lowest) how much you agree that NW Natural is doing a good job of informing the public about natural gas safety.**

Job Score	Why did you give that rating?
8	They have quite a few commercials on TV, they seem like they're pretty community oriented in their commercials. They have all the safety commercials and they have commercials that tell you how to save energy. They're telling you how to do that they're te
8	I have heard ads about it recently.
8	I like their commercial.
8	I have seen the commercial a lot.
8	They're on the TV. I hardly ever watch TV, and I've seen it.
8	Just because it is a catchy thing. They compare: we could have done chocolate chip cookies, we could have done good things, but we did this one so you would be aware and get out.
8	I always see commercials about it, and never had any problems.
8	The TV commercials, I guess.
8	They have commercials, and they put it in writing and I've seen flyers, so they're doing what they can.
8	I think they do a very good job. The prices keep me from giving them a 10
8	Because they are doing a good job. To go to ten they could probably always improve in some way, but I think they are doing a good job.
8	I've been adequately informed.
8	I seem to know and be reminded before I can forget.
8	I don't think it's advertised enough on TV, that's the way I see it. I used to do property management and we had people who had gas and they just never understood the concept of it.
8	From what I have heard.
8	They could probably do more, but they do try.
8	There's more they could do, like teaching people how to turn their gas off
8	I am very aware of it by listening to the information.
8	They do a good job informing the consumers, quick to respond if there's a problem, seem to be a good company.
8	It is reaching people in the middle of nowhere, like myself, to make sure people are being informed.
8	They have made me aware of key factors.
8	It's been very clear and available
8	Because they do a good job, they tell people about it.
8	They are going out of their way to teach people.
8	They are doing a good enough job.
8	I think they do a pretty good job.
8	You guys put out those flyers in our bills, and I've seen things on TV I think you guys are doing good job.
8	There's fliers in the bills, there's all kinds of information if you're going to read it.
8	They send a lot of stuff out in the mail, I just don't read it, they have the website, they send it in the mail. When they came to turn my gas on the guy gave me some brief little instructions and gave me a number to call.
8	I assume that they make sure people are aware if they have gas.
8	They seemed well informed, and I get literature about the gas company, but I don't remember anything specific.
8	I've had real good results with the people that operate the line here.
8	I have called them about my furnace and was very pleased.
8	I get all kinds of pamphlets in the mail and I see it on TV.
8	We get them in the mail, and I think I've seen some things on the TV, and in the news paper I think.
8	We see things in the mail without billings.
8	When they hooked it up they gave me information that I needed.

**Rate from 10 (highest) to 1 (lowest) how much you agree that NW Natural is doing a good job of informing the public about natural gas safety.**

<b>Job Score</b>	<b>Why did you give that rating?</b>
8	I don't know.
8	No reason.
8	I don't know. Just came up with that. No idea. The only information I've really got is probably from them.
8	I'm guessing here.
8	I frequently see articles in the newspaper and similar items. They have the ads on TV about the offensive smell.
8	They run lots of public service ads.
8	I have heard about the smell and that you should get out.
8	I hear all the time on television about it, you can smell it, what to do and things.
8	I think they are very conscientious about making the public aware of safety.
8	I think there is probably enough information. We can hear about it from natural gas.
8	I think they would be responsible, they wouldn't want to have anyone suing them. They probably care about their customers.
8	Because of the info that I receive in my bill every month, there's always something about it.
8	They're doing okay, but I toss info I get because it doesn't pertain to me.
8	I know a little bit about it.
8	I think you guys are giving out information, but there could effort put into it.
8	I believe in people.
8	Because nobody's perfect.
8	You know things, even though I don't know why.
7	I haven't heard to much.
7	Well, I think they try to get the word out on TV and stuff.
7	They have commercials and advertisements when I pay attention.
7	TV ads. The graphics indicate that you don't mess around, you get out and let the proper people take care of it.
7	I only saw the commercial once. I haven't heard about it on the radio though, and those are the two forms I get my information.
7	I'm not sure if you didn't watch TV how good it would be.
7	The contact you usually get is in the bills, but safety is not a strong emphasis there.
7	They could be doing more to put the safety out there.
7	I am being fair.
7	I don't see warnings all that often.
7	They're doing a good job with the pamphlets, but that's all I see.
7	I don't know.
7	Because I really haven't heard of things lately, but I know they have done things because I seem to know a little bit about it.
7	I haven't seen anything anywhere, and I don't get anything in the mail or anything at all.
7	This is the first time I've talked to anyone about this.
7	I don't know. I know they have commercials.
7	Because I've seen the commercials on TV and I'm aware of the product and aware of safety regulations.
7	I've seen commercials on TV.
7	It's been on television a lot lately. That's probably the best venue for that kind of thing.
7	There are flyers in with the utility bill.
7	When I bother to read the inserts, or the gas bill there's always something in there. I don't watch TV and I haven't heard anything on the radio, I'd call the gas company.
7	I think they let people know, but their not hounding us about it, but they're not going to school and posting flyers about it.

**Rate from 10 (highest) to 1 (lowest) how much you agree that NW Natural is doing a good job of informing the public about natural gas safety.**

<b>Job Score</b>	<b>Why did you give that rating?</b>
7	They are very nice, we have no problems with them.
7	Good website, but I never see mailings or pamphlets.
7	There should be more education with children. What to do if there at home by themselves.
6	The only place I've seen it is television.
6	Just what I've observed, that's all. Just television is all.
6	I think they do a fine job, from my impressions from where I lived before, they are efficient.
6	I really haven't read it in the paper, and if you don't watch TV I really don't know what other sources you guys have.
6	That's what I felt it was.
6	I just don't hear much anymore about it.
6	I don't have gas so I guess I don't know a whole lot about what they do.
6	I know there's info out there but I couldn't remember any of it so it must not be totally common or all over the place, so I suppose it could be talked about more, but I know they're doing something.
6	I don't know.
6	I have no particular reason.
6	I haven't seen or heard any information in the last year and I haven't heard anyone talking about it.
6	Specifically I don't recall a lot of the information coming my way about safety.
6	I don't hear anything about it.
6	We don't have natural gas but I haven't heard anything about safety other then this phone call. That's why I went right down the middle.
6	I have not seen to much on natural gas safety.
6	Well I haven't seen any particular service ads and I don't really read the inserts in the bills.
6	I don't know, I see stuff on the TV, so they do the smells like rotten eggs, and then it tells you what to do, sort of.
6	I don't have gas, so I don't hear too much about it. I've seen TV ads but that's all.
6	They do a good job, they have to.
6	I have seen articles, but since I don't have it I don't pay much attention.
6	Maybe because I can't recall really seeing a lot, I recall seeing some things but not a lot.
6	I don't know about it really.
6	I was satisfied with former service.
5	I haven't heard much about it.
5	I don't watch TV or radio that much to know if they are really putting out there that much or not.
5	I don't hear much about it.
5	I don't know about it.
5	They could do a lot better but they are at least a little known. There are few opportunities for people who don't participate in multimedia. You see more PGE about downed power lines, and hear about it more than you hear about natural gas.
5	I don't hear about it much.
5	I grew up with natural gas and they could inform a little better and more.
5	I have only seen one commercial.
5	I don't deal with them.
5	I don't know, I don't use it.
5	I haven't got a clue, I expect if we got a bill there would be information there.
5	I don't know, they've probably done some ad campaigns and things like that. I probably recollect more the electricity safety ads, but don't think too much about gas safety.
5	Because I don't even know my company down here.
5	I don't know. I know they have commercials. -TA-



**Rate from 10 (highest) to 1 (lowest) how much you agree that NW Natural is doing a good job of informing the public about natural gas safety.**

Job Score	Why did you give that rating?
5	Because I think I saw it but can't remember
5	Natural gas has been around for a real long time and this is the first time they're starting to talk about the warnings of it.
5	I don't think I've heard anything or read anything. Maybe I just haven't been paying much attention to safety in regards to natural gas.
5	I kind of know those things, but I can't think when I heard it or how I know it. I don't hear advertisements or notifications in any other way.
5	I don't ever hear much about it.
5	I'm not aware of any.
5	I don't know about it.
5	I think I only remember one commercial.
5	I haven't heard anything for a long time.
5	I haven't heard much about it
5	I really haven't heard or seen much.
5	I don't hear everything, I don't think, and I don't know that anybody's really informed me.
5	I really haven't heard anything about it in the last year.
5	Because I see the ads on TV quite a bit.
5	I really haven't heard too much.
5	I have no idea because I have no dealing with them.
5	Because there is no natural gas here.
5	It's about half way, and I really don't have any contact with them so it really doesn't apply to me.
5	I get some information with the bill but I don't go to that.
5	Unless there's something on TV and I'm just not tuning into it, I haven't seen much. They should put up billboards and stuff.
5	I really haven't paid that much attention.
5	No reason. Never really paid that much attention.
5	I don't know about it.
5	I haven't thought about it.
5	It's a fair rating, I just don't know.
5	I don't know what to say, so I'm being average.
4	I have not seen much information, but they do make a way to get necessary info needed.
4	That was the only thing I have heard or seen anywhere else besides that commercial.
4	Because I hadn't heard any information from them, I haven't heard anything regarding natural gas safety.
4	I haven't heard much.
4	Because I know nothing about it.
3	Because I haven't heard much about it.
3	You only hear very little. It is very dangerous.
3	Since I don't have natural gas, it really doesn't get to me.
3	Personally I don't get information about this, because I don't have gas, so I don't hear a lot of information on this.
3	I haven't heard anything before this. The person who came to check my pilot light wasn't very informative, even as he tried to be helpful.
3	Because I don't hear or see any advertisements for natural gas safety on TV or radio.
3	I haven't heard anything at all.
3	I guess because I have had few discussions with people and they aren't as well informed. I don't hear anyone talking about it, I don't see any signs that people are aware of it.
3	They're not informing enough.

**Rate from 10 (highest) to 1 (lowest) how much you agree that NW Natural is doing a good job of informing the public about natural gas safety.**

Job Score	Why did you give that rating?
3	It really isn't a fair question because we don't have you guys.
3	I'm sure some people do know, but I don't know anything.
1	I have no knowledge of what NWN gas does, I haven't done any business with them at all.
1	I have no opinion.
1	I don't really see anything.
1	I never hear anything.
1	I've never heard anything.
1	I have not seen any information.
1	I haven't heard anything from any of them.
1	I haven't really heard or seen anything.
1	I haven't had any information on any brochures or anything like that or anybody calling me.
1	I don't recall seeing anything about it.
1	I really don't have an opinion because I don't have natural gas and it is not available to me, so I really don't have an opinion.
1	Don't pay attention to any of it cause I don't have it.
1	I don't know about it.



Appendix E:

## **Demographics**

Table A

Weekly Hours Watching TV															
	June, 2004			October, 2004			November, 2005			October, 2006			October, 2007		
	Information		All	Information		All	Information		All	Information		All	Information		All
	Seen	Not Seen		Seen	Not Seen		Seen	Not Seen		Seen	Not Seen		Seen	Not Seen	
Never watch	7.0%	5.6%	6.0%	1.1%	7.5%	5.2%	1.8%	12.1%	7.2%	5.1%	6.4%	5.5%	3.2%	9.3%	5.6%
Less than one hour	11.3%	11.2%	11.2%	14.3%	17.6%	16.4%	16.5%	12.1%	13.6%	9.3%	5.6%	8.3%	9.1%	8.2%	8.8%
1-2 hours	33.8%	26.8%	28.8%	25.3%	24.5%	24.8%	30.3%	22.7%	27.2%	33.9%	37.6%	36.0%	34.4%	33.0%	33.9%
2-3 hours	15.5%	22.3%	20.4%	29.7%	25.2%	26.8%	26.6%	22.0%	24.0%	22.0%	19.2%	20.2%	20.1%	19.6%	19.9%
3-5 hours	14.1%	17.9%	16.8%	20.9%	16.4%	18.0%	16.5%	20.5%	18.4%	16.1%	20.0%	17.8%	24.7%	21.6%	23.5%
Over five hours	16.9%	14.0%	14.8%	8.8%	8.2%	8.4%	8.3%	9.1%	8.8%	13.6%	10.4%	11.9%	8.4%	8.2%	8.4%
Refused to answer	1.4%	2.2%	2.0%	0.0%	0.6%	0.4%	0.0%	1.5%	0.8%	0.0%	0.8%	0.4%	0.0%	0.0%	0.0%

Table B

Primary Source of News & Information															
	June, 2004			October, 2004			November, 2005			October, 2006			October, 2007		
	Information		All	Information		All	Information		All	Information		All	Information		All
	Seen	Not Seen		Seen	Not Seen		Seen	Not Seen		Seen	Not Seen		Seen	Not Seen	
Internet	5.6%	3.9%	4.4%	6.6%	11.9%	10.0%	8.3%	6.8%	7.6%	8.5%	14.4%	11.1%	11.0%	14.4%	12.7%
Magazines/Mail	0.0%	0.6%	0.4%	1.1%	0.6%	0.8%	0.0%	0.8%	0.4%	0.8%	2.4%	1.6%	0.0%	0.0%	0.0%
Newspaper	28.2%	29.1%	28.8%	27.5%	26.4%	26.8%	23.9%	21.2%	22.0%	27.1%	24.0%	26.1%	22.7%	19.6%	21.5%
Radio	14.1%	4.5%	7.2%	9.9%	11.3%	10.8%	8.3%	9.1%	9.2%	5.9%	8.0%	6.7%	7.1%	9.3%	8.0%
Television	40.8%	50.3%	47.6%	42.9%	42.8%	42.8%	39.4%	47.7%	44.4%	43.2%	33.6%	37.9%	45.5%	41.2%	43.8%
Word of mouth	0.0%	2.8%	2.0%	0.0%	0.6%	0.4%	2.8%	4.5%	3.6%	0.8%	2.4%	2.0%	0.0%	2.1%	0.8%
Mixed sources	9.9%	7.3%	8.0%	12.1%	4.4%	7.2%	17.4%	9.8%	12.8%	13.6%	14.4%	13.8%	13.0%	13.4%	13.1%
Don't know/refused	1.4%	1.7%	1.6%	0.0%	0.6%	1.2%	0.0%	0.0%	0.0%	0.0%	0.8%	0.4%	0.0%	0.0%	0.0%

Table C

Currently Use Natural Gas in Home															
	June, 2004			October, 2004			November, 2005			October, 2006			October, 2007		
	Information		All	Information		All	Information		All	Information		All	Information		All
	Seen	Not Seen		Seen	Not Seen		Seen	Not Seen		Seen	Not Seen		Seen	Not Seen	
Yes	66.2%	51.4%	55.6%	61.5%	54.1%	56.8%	65.1%	50.0%	56.8%	58.5%	55.2%	57.3%	59.8%	47.4%	55.0%
No	33.8%	45.8%	42.4%	37.4%	44.0%	41.6%	33.9%	49.2%	42.4%	41.5%	44.8%	42.7%	39.6%	50.5%	43.8%
Don't know/refused	0.0%	1.8%	2.0%	1.1%	1.9%	1.6%	1.0%	0.8%	0.8%	0.0%	0.0%	0.0%	0.6%	2.1%	1.2%

Table D

Own or Rent Home															
	June, 2004			October, 2004			November, 2005			October, 2006			October, 2007		
	Information		All	Information		All	Information		All	Information		All	Information		All
	Seen	Not Seen		Seen	Not Seen		Seen	Not Seen		Seen	Not Seen		Seen	Not Seen	
Own	95.8%	89.9%	91.6%	97.8%	96.9%	97.2%	89.9%	89.4%	89.6%	93.2%	85.6%	88.9%	90.3%	93.8%	91.6%
Rent	1.4%	5.0%	4.0%	2.2%	1.9%	2.0%	9.2%	9.1%	9.2%	6.8%	12.8%	10.3%	9.7%	6.2%	8.4%
Refused	2.8%	5.0%	4.4%	0.0%	1.3%	0.8%	0.9%	1.5%	1.2%	0.0%	1.6%	0.8%	0.0%	0.0%	0.0%

Table E

<b>Age of Respondent</b>															
	<b>June, 2004</b>			<b>October, 2004</b>			<b>November, 2005</b>			<b>October, 2006</b>			<b>October, 2007</b>		
	<b>Information</b>		<b>All</b>	<b>Information</b>		<b>All</b>	<b>Information</b>		<b>All</b>	<b>Information</b>		<b>All</b>	<b>Information</b>		<b>All</b>
	<b>Seen</b>	<b>Not Seen</b>		<b>Seen</b>	<b>Not Seen</b>		<b>Seen</b>	<b>Not Seen</b>		<b>Seen</b>	<b>Not Seen</b>		<b>Seen</b>	<b>Not Seen</b>	
Under 21	0.0%	3.4%	2.4%	3.3%	3.1%	3.2%	0.9%	3.0%	2.0%	1.7%	1.6%	1.6%	1.3%	4.1%	2.4%
21-34	11.3%	6.7%	8.0%	13.2%	8.8%	10.4%	10.1%	14.4%	12.4%	11.9%	8.8%	10.3%	10.4%	13.4%	11.6%
35-49	23.9%	20.7%	21.6%	25.3%	25.8%	25.6%	33.0%	24.2%	29.2%	20.3%	27.2%	24.1%	31.2%	21.6%	27.5%
50-65	42.3%	33.0%	35.6%	33.0%	34.6%	34.0%	33.0%	31.8%	32.0%	41.5%	36.8%	39.1%	31.8%	34.0%	32.7%
65 and over	18.3%	33.0%	28.8%	23.1%	26.4%	25.2%	22.9%	24.2%	23.2%	23.7%	25.6%	24.5%	25.3%	26.8%	25.9%
Refused	4.2%	3.4%	3.6%	2.2%	1.2%	1.6%	0.0%	2.3%	1.2%	0.8%	0.0%	0.4%	0.0%	0.0%	0.0%

Table F

<b>Education Level</b>															
	<b>June, 2004</b>			<b>October, 2004</b>			<b>November, 2005</b>			<b>October, 2006</b>			<b>October, 2007</b>		
	<b>Information</b>		<b>All</b>	<b>Information</b>		<b>All</b>	<b>Information</b>		<b>All</b>	<b>Information</b>		<b>All</b>	<b>Information</b>		<b>All</b>
	<b>Seen</b>	<b>Not Seen</b>		<b>Seen</b>	<b>Not Seen</b>		<b>Seen</b>	<b>Not Seen</b>		<b>Seen</b>	<b>Not Seen</b>		<b>Seen</b>	<b>Not Seen</b>	
High school or less	16.9%	31.3%	27.2%	17.6%	28.3%	24.4%	22.0%	25.8%	24.4%	22.0%	22.4%	21.7%	20.8%	26.8%	23.1%
Some college/trade	23.9%	28.5%	27.2%	27.5%	25.2%	26.0%	37.6%	31.1%	34.0%	36.4%	26.4%	31.6%	24.0%	32.0%	27.1%
4-year college degree	22.5%	19.0%	20.0%	30.8%	27.0%	28.4%	23.9%	23.5%	23.6%	18.6%	27.2%	22.5%	34.4%	22.7%	29.9%
Post graduate work	31.0%	16.8%	20.8%	20.9%	15.1%	17.2%	16.5%	15.9%	16.0%	22.9%	23.2%	23.7%	20.1%	18.6%	19.5%
Refused	5.6%	4.5%	4.8%	3.3%	4.4%	4.0%	0.0%	3.8%	2.0%	0.0%	0.8%	0.4%	0.6%	0.0%	0.4%