

August 17, 2010

Regulatory Affairs Correspondence
Email: regulatory.affairs@terasengas.com

British Columbia Utilities Commission
Sixth Floor
900 Howe Street
Vancouver, B.C.
V6Z 2N3

Attention: Ms. Erica M. Hamilton, Commission Secretary

Dear Ms. Hamilton:

**Re: Terasen Gas Inc. ("Terasen Gas")
Application for Approval of Biomethane Service Offering and Supporting
Business Model, for the Approval of the Salmon Arm Biomethane Project and
for the Approval of the Catalyst Biomethane Project (the "Application")
Response to the British Columbia Utilities Commission ("BCUC" or the
"Commission") Information Request ("IR") No. 1 – Attachment 43.1.6**

On June 8, 2010, Terasen Gas filed the Application as referenced above. In accordance with Commission Order No. G-109-10 setting out the Regulatory Timetable for the review of the Application, Terasen Gas submitted its response to BCUC IR No. 1 on August 6, 2010.

In the response to BCUC IR 1.43.1.6, Terasen Gas filed Attachment 43.1.6 confidentially under separate cover because it contained personal contact information. Terasen Gas hereby attaches a redacted version of Attachment 43.1.6 for the public record of this proceeding.

If you have any questions or require further information related to this Application, please do not hesitate to contact the undersigned.

Yours very truly,

TERASEN GAS INC.

Original signed:

Tom A. Loski

Attachment

cc (e-mail only): Registered Parties

As requested in BCUC IR 1.43.1.6, Terasen Gas has provided all written communication between Terasen Gas and TNS up to the finalization of sample and questionnaire design. This is a redacted copy of the documents, with personal information (such as email addresses and phone numbers) removed.

The following email communications are arranged in date order. Where email conversations are a series of replies, the whole email chain is filed by the date of the latest email. For example, if an initial email was sent September 30, and the reply was received October 1, the email chain (the original email and the reply) would be filed as October 1.

Draft versions of the questionnaires are included below the email communications. The questionnaires are filed by version number, and are separated into residential and commercial drafts.

The questionnaires are followed by the Discrete Choice Model matrixes.

From: Hal.Gray@[REDACTED]
To: Kinyanjui, Christine
Cc: Michael.Antecol@[REDACTED]
Subject: RE: Green Gas meeting
Date: Monday, September 28, 2009 10:31:39 AM

Hi Christine,

No need to send a request unless it contains a room number. 12:30PM is good for the Green Gas meeting.

Thanks,

Hal

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui@[REDACTED]]
Sent: Monday, September 28, 2009 10:28 AM
To: Gray, Hal (TSVCV)
Subject: RE: Green Gas meeting

Hi Hal,

We can have the Green Gas meeting between 12.30 and 1.30pm, just before the 2.00pm Corporate Performance Metrics meeting. Could you send me Michael's email contact and I will send a meeting request.

Thanks,

Christine Kinyanjui
Market Research Analyst

Terasen Gas

[REDACTED]
www.terasengas.com

From: Hal.Gray@[REDACTED] [mailto:Hal.Gray@[REDACTED]]
Sent: September 28, 2009 10:19 AM
To: Kinyanjui, Christine
Subject: Green Gas meeting

Hi Christine,

See my contact information below.

Hal

Hal Gray | Project Director

TNS Canadian Facts

1140 W. Pender Street, Suite 610 | Vancouver, BC | V6E 4G1

Phone: [REDACTED] [REDACTED]

[REDACTED] www.tnsglobal.com

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From: Kinyanjui, Christine
To: Lemire, Christina; Webb, Scott; Devaney, Janet; "Michael.Antecol@terasegas.com"; "Hal.Gray@terasegas.com"
Cc: Wright, Walter; Bennett, David
Subject: FW: Green Gas Study meeting

The first meeting was on Thursday Oct 01, 2009.

-----Original Appointment-----

From: Kinyanjui, Christine
Sent: Monday, September 28, 2009 11:37 AM
To: Kinyanjui, Christine; Webb, Scott; Devaney, Janet; "Michael.Antecol@terasegas.com"; "Hal.Gray@terasegas.com"
Cc: Wright, Walter; Bennett, David
Subject: Green Gas Study meeting
When: Thursday, October 1, 2009 12:30 PM-1:30 PM (GMT-08:00) Pacific Time (US & Canada).
Where: CR - SRY/OPS - Rm 3-350(10)

Hello all,

I forgot to mention that lunch will be provided at the meeting.

If you have any questions before then, please do not hesitate to contact me.

Thanks,

Christine Kinyanjui
Market Research Analyst
Terasen Gas
Phone: [REDACTED]
Fax: [REDACTED]
HYPERLINK: [REDACTED]
www.terasengas.com

From: Devaney, Janet
To: Antecol, Michael (TSVCV)
Cc: Gray, Hal (TSVCV)
Subject: RE: The New Green Program for Utilities paper
Date: Monday, October 5, 2009 7:58:43 PM

Sounds good.

The reason we chose these numbers is because our research shows most programs charge between 10-20 % premium for green pricing. Also, at these prices a 10%-30% premium = 5, 10, 20 % blend of biogas. A lesser premium wouldn't justify a biogas rate / program.

We need to somehow derive from the survey if people are willing to pay more for biogas to have a blend of traditional gas and TG invested biogas or would they be happy with a portfolio supplemented with carbon offsets to bring down the price of the premium and offset more of their use of natural gas.

Also, we have the question as to whether this addresses if the customer doesn't have a preference for a type of biogas. Or is the customer forced to make a choice??

Look forward to our conversation.

FYI - Friday is set up for 10:30am-12:30pm.

Thanks,
JD

[REDACTED]
Participant Conference Access code: [REDACTED]

From: Michael.Antecol@ [REDACTED] Michael.Antecol@ [REDACTED]
Sent: Monday, October 05, 2009 4:40 PM
To: Devaney, Janet
Cc: Hal.Gray@ [REDACTED]
Subject: RE: The New Green Program for Utilities paper

No worries, 3:30 works for us.

Speak tomorrow.

M

From: Devaney, Janet [mailto: [REDACTED]]
Sent: Monday, October 05, 2009 4:33 PM
To: Antecol, Michael (TSVCV)
Cc: Gray, Hal (TSVCV)
Subject: RE: The New Green Program for Utilities paper

Hi Michael,

I will be tied up at 2pm now. Would 3:30pm work?

Also, here is what we were thinking for the pricing categories for discussion:

- 1) Type of Gas
 - a. Traditional
 - b. Renewable (Municipal & Farm)

- c. Offset (Within BC & Outside BC)
- 2) Project Type
 - a. Existing Project
 - b. Future Project
- 3) Price Point
 - a. Current Commodity Price, Plus 10% (average \$6 / mo)
 - b. CP, Plus 20% (average \$12 / mo)
 - c. CP, Plus 30% (average \$18 / mo)
 - d. CP, Plus > 30% for more TG biogas

Let me know – thanks!
Janet

From: Michael.Antecol [REDACTED]
Sent: Monday, October 5, 2009 10:01 AM
To: Devaney, Janet
Cc: Hal.Gray [REDACTED]
Subject: RE: The New Green Program for Utilities paper

Hi Janet,

Thanks for your notes.
I will review both prior to our chat tomorrow.

Tuesday morning won't work for me.
Can we shoot for 2 pm? Let's do this one as a conference call.

As for Friday, the morning works, providing it's at about 10:30.

Let me know.

M

From: Devaney, Janet [REDACTED]
Sent: Monday, October 05, 2009 9:17 AM
To: Antecol, Michael (TSVCV)
Cc: Gray, Hal (TSVCV)
Subject: RE: The New Green Program for Utilities paper

Hi Michael,

As mentioned, here are some original questions we had put together as a starting point for a survey. I will leave it with you to develop further to achieve our desired outcome as you are the expert in this area, but it might give you a better idea as to where we were going with the offset questions.

Christine is going to set up a meeting for us Friday morning.

Let me know if Tuesday at 10am works for a conference call or if you would rather come in that day as well. I am open all day at this point.

Thanks,
Janet

From: Devaney, Janet
Sent: Saturday, October 3, 2009 11:33 AM
To: Michael.Antecol@
Cc: Hal.Gray@
Subject: RE: The New Green Program for Utilities paper

Hi Michael,

That sounds good. I am available any time those days. If you are planning on coming in the office Friday, then how about a morning meeting say from 9-11am? I will check with Scott and Christine for that time as well.

Tuesday, I can give you a call in the morning around 10am if that works. I also have some draft questions we had designed as a group that I will forward you on monday.

Thanks,
Janet

From: Michael.Antecol@
Sent: Friday, October 02, 2009 11:21 AM
To: Devaney, Janet
Cc: Hal.Gray@
Subject: RE: The New Green Program for Utilities paper
Thanks Janet.

Let's have a quick chat on Tuesday, and a fuller discussion on Friday (so I can work on a questionnaire draft).

What are your available times?

Do you want Scott and Christine to attend?

M

From: Devaney, Janet [mailto:]
Sent: Thursday, October 01, 2009 2:30 PM
To: Antecol, Michael (TSVCV)
Subject: FW: The New Green Program for Utilities paper

Hi Michael,

Attached is some background info as to the type of offset program we were thinking as part of a large scale "green" product offering.

I am available Tue / Thur / Friday next week for a follow-up meeting. In the meantime, I will track down answers to your questions.

Janet Devaney
Business Development Manager
Terasen Gas

[REDACTED]

Fax:

Email:

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From: Devaney, Janet
To: Antecol, Michael (TSVCV)
Cc: Webb, Scott
Subject: Carbon Offset Description
Date: Wednesday, October 7, 2009 9:12:34 AM

Hi Michael,

Please find below the offset description. Feel free to use only those portions that help clarify the questions being asked.

What are carbon offsets?

A carbon offset is what a buyer receives in exchange for supporting a project that reduces greenhouse gases in the environment. One "carbon offset" equals one ton of greenhouse gases.

The average Terasen customer's gas use generates about 5 tons of CO2 per year.

Purchase of a carbon offset balances out greenhouse gases released by the buyer's activities, such as home heating and cooling, driving a car or manufacturing.

Offset projects range from planting trees – which absorb carbon dioxide from the atmosphere – to sophisticated renewable energy and high-efficiency equipment projects.

Types of Utility Green Pricing programs:

Offset programs - utilities offer customers the option to offset their natural gas use in their homes or business. The utility either acquires offsets from projects themselves or use an outside third party to acquire offsets on their behalf. Most utilities have criteria around which offsets will be purchased, ie – biogas projects, wind projects, solar projects within their service territory.

Energy based programs – this type of program allows customers to choose a selected amount of energy to be supplied from renewable sources for a premium.

As far as the biogas blend pricing goes, I think we should discuss this further on Friday. I'd like to see the questionnaire more fully developed before we start adding this in to see if it is necessary. ie - will we achieve our objective anyways if we get a sense of what customers are willing to pay as a premium for renewable fuel and if they have any issues with a portfolio being supplemented by offsets (asked separately from the DCM).

Thanks,

Janet Devaney
Business Development Manager
Terasen Gas

[REDACTED]

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From: Gray, Hal (TSVCV)
Sent: Thursday, October 08, 2009 1:24 PM
To: janet.devane, [REDACTED]
Cc: Antecol, Michael (TSVCV); Gee, Raymond (TSVCV)
Subject: R1549_Green Gas Q'aire

Attachments: R1549 QRE draft 5 (Oct 8 2009) HG.doc

Hello Janet,

Here's a draft of the q'aire for you to look at before our meeting. We have some questions for you indicated by your name in the right hand column.

Until tomorrow.

Hal Gray

Hal Gray | Project Director

TNS Canadian Facts

1140 W. Pender Street, Suite 610 | Vancouver, BC | V6E 4G1

Phone: [REDACTED] Fax: [REDACTED]
[REDACTED] www.tnsglobal.com

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From: Devaney, Janet [REDACTED]
Sent: Monday, October 19, 2009 9:51 AM
To: Gee, Raymond (TSVVCV); Antecol, Michael (TSVVCV); Gray, Hal (TSVVCV)
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire

Attachments: R1549 QRE draft 8 (Oct 13 2009) All[1]- JD.doc

Hi Raymond,

Please use the conference call # below for Wednesday's call.

[REDACTED]
* Participant Conference Access code: [REDACTED] We've made some edits to the DCM model attached (starting in Display 5) - wondering if something like this would work to cover off the biogas / offset blend questions... we can discuss more on Wed.

From: Raymond.Gee@[REDACTED]
Sent: Monday, October 19, 2009 9:33 AM
To: Devaney, Janet; Michael.Antecol@[REDACTED]; Hal.Gray@[REDACTED]
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire

Hi Janet,

This Wednesday at 3-4 works for us. Is there a number that we can call you at? We'll be in Michael's office.

I spoke with Christine last week about concerns around the DCM trade-off analysis. If you want to explore the idea of offering a blend of biogas and carbon offsets, we would need to revert back to a setup similar to our original questionnaire draft (below).

Type Of Renewable Gas Initiative:

Renewable biogas from municipal waste (water treatment or landfill). A premium is paid by customers who sign up.

Renewable biogas from municipal waste (water treatment or landfill). The project costs are spread across all customers.

Renewable biogas from animal waste (manure, etc...). A premium is paid by customers who sign up.

Renewable biogas from animal waste (manure, etc...). The project costs are spread across all customers.

None

Carbon offsets

Carbon offsets for projects within BC

Carbon offsets for project outside of BC

None

Affect On Monthly Gas Bill:

No or negligible change to price

The current commodity price + 10% (about extra \$6/month)

The current commodity price + 20% (about extra \$12/month)

The current commodity price + 30% (about extra \$18/month)

The current commodity price + >30% (over \$18 more per month)

-----Original Message-----

From: Devaney, Janet [mailto: [REDACTED]]
Sent: Thursday, October 15, 2009 11:41 AM
To: Gee, Raymond (TSVCV); Antecol, Michael (TSVCV); Gray, Hal (TSVCV)
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire

Hello TNS,

Would Wed, Oct 21st 3-4pm work for a conference call?

From: R [REDACTED]

Sent: Wednesday, October 14, 2009 2:28 PM

To: Devaney, Janet

Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine; Michael.Antecol@[REDACTED] Hal.Gray [REDACTED]

Subject: RE: R1549_Green Gas Q'aire

Hi Janet,

Attached is a revised draft of the questionnaire. Once the team there has reviewed it, let us know when you would like to have a conference call to discussed this latest version.

Regards,

Raymond

From: Devaney, Janet [mailto:[REDACTED]]

Sent: Friday, October 09, 2009 2:26 PM

To: Antecol, Michael (TSVCV)

Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine; Gray, Hal (TSVCV); Gee, Raymond (TSVCV)

Subject: RE: R1549_Green Gas Q'aire

Hi Michael,

Thanks for meeting with us today, I think we are getting there.

Attached are my edits mostly around the types of carbon offsets.

Please copy the group on the next draft.

Thanks,

Janet

From: Hal.Gray [REDACTED]

Sent: Thursday, October 8, 2009 1:24 PM

To: Devaney, Janet

Cc: Michael.Anteco [REDACTED], Raymond.Gee [REDACTED]

Subject: R1549_Green Gas Q'aire

Hello Janet,

Here's a draft of the q'aire for you to look at before our meeting. We have some questions for you indicated by your name in the right hand column.

Until tomorrow.

Hal Gray

Hal Gray ? Project Director

TNS Canadian Facts

1140 W. Pender Street, Suite 610? Vancouver, BC ? V6E 4G1

[REDACTED]

[REDACTED] www.tnsglobal.com<<http://www.tnsglobal.com/>>

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From: Kinyanjui, Christine
To: "Michael.Antecol" [REDACTED]
Cc: Webb, Scott; Devaney, Janet; gee.raymond [REDACTED]
Subject: RE: Change of Scope Green Gas Market Offering - to include Commercial Customers
Date: Thursday, October 22, 2009 10:51:00 AM

Hi Michael,

A letter proposal is fine.

A similar study for the commercial customers would be fine if we can reach our commercial customers online. Unfortunately, we don't have enough email addresses for the commercial customers to provide a good sample which is why we suggested in-depth interviews. We will also need to reach decision makers within the organizations.

Ideally we would like the two studies completed at the same time.

We are open to ideas so let us know what you think will work best.

Thanks,

Christine

-----Original Message-----

From: Michael.Antecol [REDACTED]
Sent: October 22, 2009 10:19 AM
To: Kinyanjui, Christine
Cc: Webb, Scott; Devaney, Janet; gee.raymond [REDACTED]
Subject: RE: Change of Scope Green Gas Market Offering - to include Commercial Customers

Hi there,

Can the proposal take the form of a letter?
Or are you looking for a full proposal?

Although your letter refers to in-depth interviews only, we may also want to consider an online survey akin to the residential survey. Especially, now that the DCM is nailed down on the residential side, I'm wondering if it would also makes sense on run it on commercial side (perhaps the details would need to be massaged, i.e. price points). If so, it would have to be online. But this wouldn't be a problem.

If you did want to consider an online, would you prefer that it run concurrently with the residential study? Or, is your preference to field after the residential is completed?

Let me know.

Speak soon,

M

-----Original Message-----

From: Kinyanjui, Christine [mailto:[REDACTED]]
Sent: Wednesday, October 21, 2009 4:29 PM

To: Antecol, Michael (TSVCV)
Cc: Webb, Scott; Devaney, Janet
Subject: Change of Scope Green Gas Market Offering - to include Commercial Customers

Hello Michael,

Attached is a request for proposal to expand the scope of the Green Gas Market Offering study - Purchase Order 4500031733, to include Terasen Gas commercial customers.

Please submit your proposal with quotation to Scott Webb at scott.webb@ [REDACTED] with a copy to me at Christine.Kinyanjui [REDACTED].com> as soon as possible.

Thank you,

Christine Kinyanjui
Market Research Analyst
Terasen Gas

[REDACTED]
[REDACTED]
www.terasengas.com

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From: Michael.Antecol@ [REDACTED]
To: Devaney, Janet; Raymond.Gee@ [REDACTED]; Hal.Gray@ [REDACTED]
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits
Date: Friday, October 23, 2009 11:34:35 AM
Attachments: R1549_QRE draft 10 (Oct 22 2009) rg.doc

Here is the revised questionnaire.

I have left the tracked changes on so you can easily see where we made changes.

Let's shoot for a Monday afternoon or Tuesday morning meeting to finalize.
I will know the exact timing by the time we meet next week.

Have a great weekend.

M

Michael Antecol, LL.B. Ph.D.
Vice President
TNS Canadian Facts

1140 West Pender Street, Suite 610, Vancouver, BC V6E 4G1

[Web: www.tns-global.com](http://www.tns-global.com)

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From: Devaney, Janet [mailto:[REDACTED]]
Sent: Wednesday, October 21, 2009 4:27 PM
To: Gee, Raymond (TSVCV); Antecol, Michael (TSVCV); Gray, Hal (TSVCV)
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

I spoke with Regulatory and they suggested keeping the DCM option for Renewable Gas generic (ie – not as a choice between municipal or farm waste).

Thanks,
JD

From: Devaney, Janet
Sent: Tuesday, October 20, 2009 4:32 PM
To: Raymond.Gee@ [REDACTED]; Michael.Antecol@ [REDACTED]; Hal.Gray@ [REDACTED]
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

Hello TNS,

Please find attached the latest survey draft with Terasen's edits. We made a number of changes, so

we have included a clean copy with only the comments left as well as the version showing the edits.

Look forward to our call tomorrow.

Sincerely,

Janet Devaney
Business Development Manager
Terasen Gas

[REDACTED]

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From: Devaney, Janet [REDACTED]
Sent: Thursday, October 29, 2009 1:29 PM
To: Antecol, Michael (TSV CV); Gee, Raymond (TSV CV); Gray, Hal (TSV CV)
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

Attachments: GHG Reduction.xls
Please find attached various GHG reduction scenarios for discussion today.

From: Michael.Antecol [REDACTED]
Sent: Thursday, October 29, 2009 9:43 AM
To: Devaney, Janet; Raymond.Gee [REDACTED]; Hal.Gray [REDACTED]
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

We can make it.

Speak soon,

M

From: Devaney, Janet [mailto:[REDACTED]]
Sent: Thursday, October 29, 2009 9:37 AM
To: Gee, Raymond (TSV CV); Antecol, Michael (TSV CV); Gray, Hal (TSV CV)
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

Why don't we leave original call on for 2pm then today and we cover off what we can?

Let me know if that still works.

Conference call

[REDACTED]

- Participant Conference Access code: [REDACTED]

Comments for discussion attached.

Thanks,
Janet

From: Raymond.Gee [REDACTED]
Sent: Wednesday, October 28, 2009 4:19 PM
To: Devaney, Janet; Michael.Antecol [REDACTED]; Hal.Gray [REDACTED]
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

Hi team,

I've updated the questionnaire with the latest set of changes. We have a few people in our call centres go through the survey. They're timing in at 18 to 23 minutes.

Janet, the addition of the addition three GHG reduction numbers create an issue. If you associate biogas with 10-30% only and offsets with 50-100% only, then:

- a) Respondents are going to be more inclined to choose offsets, if pricing levels are similar.
- b) We don't have a way of holding everything equal, to see if respondents would prefer and offset versus biogas.

I'm proposing that we should ask biogas at the 50-100% levels too and offsets at 10-30% levels too. However, when we conduct the analysis, we would only look at the more likely scenarios.

Is there anyway we could meet this week, maybe Friday? Michael will be out next week.

Raymond

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From: Gee, Raymond (TSVVCV)
Sent: Monday, November 02, 2009 4:25 PM
To: 'Kinyanjui, Christine'; Antecol, Michael (TSVVCV); Gray, Hal (TSVVCV)
Cc: Webb, Scott; Wright, Walter; Devaney, Janet
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits
Hi Christine,

We plan on scrubbing out all choices where Renewable Gas and Carbon Offsets are both 'No', since you can't reduce your GHG without one or both options.

Raymond

From: Kinyanjui, Christine [REDACTED]
Sent: Monday, November 02, 2009 4:20 PM
To: Gee, Raymond (TSVVCV); Antecol, Michael (TSVVCV); Gray, Hal (TSVVCV)
Cc: Webb, Scott; Wright, Walter; Devaney, Janet
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

Hello Raymond,

One of the options for the DCM is:

Renewable Gas - No
Carbon Offset - No
Effect on Monthly Gas Bill - The current commodity price + > 30% (OR all other price options)
Percent Reduction in your GHG Emissions - 100% ... (OR all other reduction options)

Will these option(s) be asked?

We think that the option(s) would not be asked because if neither Renewable Gas nor Carbon Offset are present then there would be no effect on the bill or reduction of GHG (the customer essentially does not participate in the energy initiatives program). Please confirm.

Thanks,

Christine

From: Raymond.Gee [REDACTED]
Sent: October 28, 2009 4:19 PM
To: Devaney, Janet; Michael.Antecol [REDACTED]; Hal.Gray [REDACTED]
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

Hi team,

I've updated the questionnaire with the latest set of changes. We have a few people in our call centres go through the survey. They're timing in at 18 to 23 minutes.

Janet, the addition of the addition three GHG reduction numbers create an issue. If you associate biogas with 10-30% only and offsets with 50-100% only, then:

- a) Respondents are going to be more inclined to choose offsets, if pricing levels are similar.
- b) We don't have a way of holding everything equal, to see if respondents would prefer and offset versus biogas.

I'm proposing that we should ask biogas at the 50-100% levels too and offsets at 10-30% levels too. However, when we conduct the analysis, we would only look at the more likely scenarios.

Is there anyway we could meet this week, maybe Friday? Michael will be out next week.

Raymond

From: Devaney, Janet [REDACTED]
Sent: Wednesday, October 28, 2009 2:48 PM
To: Antecol, Michael (TSVCV); Gee, Raymond (TSVCV); Gray, Hal (TSVCV)
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

Hi Michael,

Can we push back this meeting to Monday, November 2nd, same time? We should have answers to our internal questions by then.

Conference call details below:

[REDACTED]
Participant Conference Access code: [REDACTED]

Do you have an idea of the length of the survey yet? I.e. – will we need to cut any questions out? Also, does the addition of the two other GHG reduction numbers to the DCM model work or will we need to discuss this further?

Thanks,
Janet

From: Michael.Antecol [mailto:[REDACTED]]
Sent: Tuesday, October 27, 2009 1:46 PM
To: Devaney, Janet; Kinyanjui, Christine; Raymond.Gee@tns-global.com; Hal.Gray@tns-global.com
Cc: Webb, Scott; Wright, Walter
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

Thursday between at 2 pm works for us.
Speak to you then. Will you be setting up a bridge?

M

From: Devaney, Janet [mailto:[REDACTED]]
Sent: Tuesday, October 27, 2009 7:54 AM
To: Kinyanjui, Christine; Antecol, Michael (TSVCV); Gee, Raymond (TSVCV); Gray, Hal (TSVCV)
Cc: Webb, Scott; Wright, Walter
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

Hello TNS,

We are double checking with regulatory on the questions they had wanted to add on whether they are better addressed in the conversion model as well as communications intent on the media question.

How would Thursday afternoon work as a call to finalize? Say 2-3pm?

Note you are correct that there are 2 program scenarios, 1) renewable gas or 2) carbon offset program (offsets from utility invested projects, plus other offsets)

Thanks,
Janet

From: Kinyanjui, Christine
Sent: Monday, October 26, 2009 3:58 PM
To: Michael.Antecol[REDACTED]; Raymond.Gee[REDACTED]; Hal.Gray@[REDACTED]
Cc: Webb, Scott; Wright, Walter; Devaney, Janet
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

TNS,

Attached is the questionnaire with our comments. We are getting there on the DCM and have indicated some inclusions we would like. Let us know how the changes will be incorporated and once we have that done we should be good to go.

Thanks,

Christine Kinyanjui
Market Research Analyst
Terasen Gas
[REDACTED]
www.terasengas.com

From: Michael.Antecol[REDACTED]
Sent: October 23, 2009 11:35 AM
To: Devaney, Janet; Raymond.Gee[REDACTED]; Hal.Gray[REDACTED]
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

Here is the revised questionnaire.

I have left the tracked changes on so you can easily see where we made changes.

Let's shoot for a Monday afternoon or Tuesday morning meeting to finalize.
I will know the exact timing by the time we meet next week.

Have a great weekend.

M

Michael Antecol, LL.B. Ph.D.
Vice President
TNS Canadian Facts

1140 West Pender Street, Suite 610, Vancouver, BC V6E 4G1
[REDACTED]

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From: Devaney, Janet [mailto:[REDACTED]]
Sent: Wednesday, October 21, 2009 4:27 PM
To: Gee, Raymond (TSVCV); Antecol, Michael (TSVCV); Gray, Hal (TSVCV)
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

I spoke with Regulatory and they suggested keeping the DCM option for Renewable Gas generic (ie – not as a choice between municipal or farm waste).

Thanks,
JD

From: Devaney, Janet
Sent: Tuesday, October 20, 2009 4:32 PM
To: Raymond.Gee@[REDACTED]; Michael.Antecol@[REDACTED]; Hal.Gray@[REDACTED]
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549_Green Gas Q'aire - Terasen Edits

Hello TNS,

Please find attached the latest survey draft with Terasen's edits. We made a number of changes, so we have included a clean copy with only the comments left as well as the version showing the edits.

Look forward to our call tomorrow.

Sincerely,

Janet Devaney
Business Development Manager
Terasen Gas

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From: Gee, Raymond (TSVCV)
Sent: Wednesday, November 04, 2009 10:05 AM
To: 'Devaney, Janet'; Gray, Hal (TSVCV); Antecol, Michael (TSVCV)
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549 QRE draft 11 (Nov 03 2009) rg - Terasen Edits.doc
Hi Janet,

Thanks for the confirmation.
We can certainly show price as the bottom item in the DCM choice sets.

We'll give you a chance to demo the survey before we broadcast any invites.

Raymond

From: Devaney, Janet [REDACTED]
Sent: Wednesday, November 04, 2009 8:03 AM
To: Gee, Raymond (TSVCV); Gray, Hal (TSVCV); Antecol, Michael (TSVCV)
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549 QRE draft 11 (Nov 03 2009) rg - Terasen Edits.doc

Please note additional comments added:

- VP confirmed % premium for question added regarding cost borne by all customers.
- Terasen would like to confirm the order for which the levels of the DCM are being asked, ie – we feel the effect on monthly gas bill makes most sense being asked last. Please confirm.

Thanks!
Janet

From: Devaney, Janet
Sent: Tuesday, November 3, 2009 4:06 PM
To: Raymond.Gee [REDACTED]; Hal.Gray [REDACTED]; Michael.Antecol [REDACTED]
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: FW: R1549 QRE draft 11 (Nov 03 2009) rg - Terasen Edits.doc

Hello TNS,

Please find attached our edits from our discussion last week.

Let us know once you have had a chance to review and next steps.

Thanks,

Janet Devaney
Business Development Manager
Terasen Gas

[REDACTED]

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From: Kinyanjui, Christine [REDACTED]
Sent: Friday, November 06, 2009 11:23 AM
To: Gee, Raymond (TSVCV); Gray, Hal (TSVCV); Antecol, Michael (TSVCV)
Cc: Devaney, Janet; Webb, Scott; Wright, Walter
Subject: RE: Revised Questionnaire edits

Attachments: R1549 QRE draft 13 (Nov 03 2009) rg - Terasen Edits.doc
Hello Raymond,

Looks like we are good to go; just two typo's to correct on page 6. Once you have programmed let us know how long the survey is running and send us the link to test it.

Thanks,

Christine

From: Raymond.Gee [mailto:Raymond.Gee@tsn-global.com]
Sent: November 5, 2009 4:12 PM
To: Kinyanjui, Christine; Hal.Gray@tns-global.com; Michael.Antecol@tns-global.com
Cc: Devaney, Janet; Webb, Scott; Wright, Walter
Subject: RE: Revised Questionnaire edits

Hi team,

I think we're close to completion on this questionnaire.

Here's the latest version.

Raymond

From: Kinyanjui, Christine [mailto:[REDACTED]]
Sent: Thursday, November 05, 2009 3:30 PM
To: Gee, Raymond (TSVCV); Gray, Hal (TSVCV); Antecol, Michael (TSVCV)
Cc: Devaney, Janet; Webb, Scott; Wright, Walter
Subject: RE: Revised Questionnaire edits

Hi Raymond,

Please see Janet's comments below and the edits in the questionnaire. The changes are mainly around the wording on the additional questions; give me a call if you need clarification on what we would like.

Thanks,

Christine

From: Raymond.Gee [mailto:[REDACTED]]
Sent: Wednesday, November 4, 2009 12:45 PM
To: Devaney, Janet; Hal.Gray@tns-global.com; Michael.Antecol [REDACTED]
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine

Subject: Revised Questionnaire edits

Janet,

I've updated the questionnaire. Some points regarding my changes.

-The question about whether they receive their bill directly or indirectly... instead of putting it up front, I've slotted it in the back of the questionnaire. Two reasons for this. It's not a screening criteria – we're going to use it to categorize respondents, so it belongs more with the classification questions in the back. Secondly, we don't want to give away that it is a Terasen sponsored survey right at the beginning. - AGREE

-The new pricing questions. I've left the approach to the questions the same as before, but using the new price points that you've outlined. If you ask people what the price should be, they'll always say it should be free. If you give them four pricing options, they'll always pick the lowest. That's why we use the approach that we do. – AGREE WITH APPROACH, BUT ONLY WHEN ASKING ABOUT COST BORNE BY ALL CUSTOMERS (DON'T ASK AROUND THE PROGRAM COST IN THIS SECTION) - See suggested edits in the questionnaire.

-On the new price points, I'm concerned that respondents will interpret a 0%-1% increase as 1%. We should use a specific % if possible (i.e., 0.5% or \$0.30 more per month). – 0.5% IS FINE @ \$0.30 / month

-The DCM: If you're looking to add a description about biogas, it would go in Display 5. – OK WITH ME AS IS

The cuts we've made should reduce the length of the questionnaire.

That's it for now. Apologies for the delay in turning this around – I had to confirm the best way to ask the pricing questions.

Raymond

From: Devaney, Janet [mailto: [REDACTED]]
Sent: Wednesday, November 04, 2009 8:03 AM
To: Gee, Raymond (TSVCV); Gray, Hal (TSVCV); Antecol, Michael (TSVCV)
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549 QRE draft 11 (Nov 03 2009) rg - Terasen Edits.doc

Please note additional comments added:

- VP confirmed % premium for question added regarding cost borne by all customers.
- Terasen would like to confirm the order for which the levels of the DCM are being asked, ie – we feel the effect on monthly gas bill makes most sense being asked last. Please confirm.

Thanks!
Janet

From: Devaney, Janet
Sent: Tuesday, November 3, 2009 4:06 PM
To: Raymond.Gee@ [REDACTED]; Hal.Gray@ [REDACTED]; Michael.Antecol@ [REDACTED]
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: FW: R1549 QRE draft 11 (Nov 03 2009) rg - Terasen Edits.doc

Hello TNS,

Please find attached our edits from our discussion last week.

Let us know once you have had a chance to review and next steps.

Thanks,

Janet Devaney
Business Development Manager

Terasen Gas

Phone: [REDACTED]
Cell: [REDACTED]
Fax: [REDACTED]
Email: [REDACTED]

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From: Gee, Raymond (TSVCV)
Sent: Thursday, November 12, 2009 3:13 PM
To: 'Kinyanjui, Christine'
Subject: RE: Green Gas -Revised Questionnaire edits
Hi Christine,

We've been testing and going back and forth with the programmers for most of today. I expect to have a link for you tomorrow morning.

If everything goes well, we can broadcast on Sunday/Monday.

Raymond

From: Kinyanjui, Christine [mailto: [REDACTED]]
Sent: Thursday, November 12, 2009 3:10 PM
To: Gee, Raymond (TSVCV)
Subject: RE: Green Gas -Revised Questionnaire edits

Hi Raymond,

Let me know when we can expect to get a link for the survey.

Thanks,

Christine

From: Raymond.Gee@ [REDACTED]
Sent: November 5, 2009 4:12 PM
To: Kinyanjui, Christine; Hal.Gray@tns-global.com; Michael.Antecol@tns-global.com
Cc: Devaney, Janet; Webb, Scott; Wright, Walter
Subject: RE: Revised Questionnaire edits

Hi team,

I think we're close to completion on this questionnaire.

Here's the latest version.

Raymond

From: Kinyanjui, Christine [mailto: [REDACTED]]
Sent: Thursday, November 05, 2009 3:30 PM
To: Gee, Raymond (TSVCV); Gray, Hal (TSVCV); Antecol, Michael (TSVCV)
Cc: Devaney, Janet; Webb, Scott; Wright, Walter
Subject: RE: Revised Questionnaire edits

Hi Raymond,

Please see Janet's comments below and the edits in the questionnaire. The changes are mainly around the wording on the additional questions; give me a call if you need clarification on what we would like.

Thanks,

Christine

From: Raymond.Gee@[REDACTED]
Sent: Wednesday, November 4, 2009 12:45 PM
To: Devaney, Janet; Hal.Gray@[REDACTED]; Michael.Antecol@[REDACTED]
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: Revised Questionnaire edits

Janet,

I've updated the questionnaire. Some points regarding my changes.

-The question about whether they receive their bill directly or indirectly... instead of putting it up front, I've slotted it in the back of the questionnaire. Two reasons for this. It's not a screening criteria – we're going to use it to categorize respondents, so it belongs more with the classification questions in the back. Secondly, we don't want to give away that it is a Terasen sponsored survey right at the beginning. - AGREE

-The new pricing questions. I've left the approach to the questions the same as before, but using the new price points that you've outlined. If you ask people what the price should be, they'll always say it should be free. If you give them four pricing options, they'll always pick the lowest. That's why we use the approach that we do. – AGREE WITH APPROACH, BUT ONLY WHEN ASKING ABOUT COST BORNE BY ALL CUSTOMERS (DON'T ASK AROUND THE PROGRAM COST IN THIS SECTION) - See suggested edits in the questionnaire.

-On the new price points, I'm concerned that respondents will interpret a 0%-1% increase as 1%. We should use a specific % if possible (i.e., 0.5% or \$0.30 more per month). – 0.5% IS FINE @ \$0.30 / month

-The DCM: If you're looking to add a description about biogas, it would go in Display 5. – OK WITH ME AS IS

The cuts we've made should reduce the length of the questionnaire.

That's it for now. Apologies for the delay in turning this around – I had to confirm the best way to ask the pricing questions.

Raymond

From: Devaney, Janet [REDACTED]
Sent: Wednesday, November 04, 2009 8:03 AM
To: Gee, Raymond (TSVCV); Gray, Hal (TSVCV); Antecol, Michael (TSVCV)
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549 QRE draft 11 (Nov 03 2009) rg - Terasen Edits.doc

Please note additional comments added:

- VP confirmed % premium for question added regarding cost borne by all customers.
- Terasen would like to confirm the order for which the levels of the DCM are being asked, ie – we feel the effect on monthly gas bill makes most sense being asked last. Please confirm.

Thanks!
Janet

From: Devaney, Janet
Sent: Tuesday, November 3, 2009 4:06 PM
To: Raymond.Gee@[REDACTED]; Hal.Gray@[REDACTED]; Michael.Antecol@[REDACTED]
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: FW: R1549 QRE draft 11 (Nov 03 2009) rg - Terasen Edits.doc

Hello TNS,

Please find attached our edits from our discussion last week.

Let us know once you have had a chance to review and next steps.

Thanks,

Janet Devaney
Business Development Manager
Terasen Gas

[REDACTED]

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From: Gee, Raymond (TSVVCV)
Sent: Wednesday, November 04, 2009 12:45 PM
To: 'Devaney, Janet'; Gray, Hal (TSVVCV); Antecol, Michael (TSVVCV)
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: Revised Questionnaire edits

Attachments: R1549 QRE draft 12 (Nov 03 2009) rg - Terasen Edits.doc
Janet,

I've updated the questionnaire. Some points regarding my changes.

-The question about whether they receive their bill directly or indirectly... instead of putting it up front, I've slotted it in the back of the questionnaire. Two reasons for this. It's not a screening criteria – we're going to use it to categorize respondents, so it belongs more with the classification questions in the back. Secondly, we don't want to give away that it is a Terasen sponsored survey right at the beginning.

-The new pricing questions. I've left the approach to the questions the same as before, but using the new price points that you've outlined. If you ask people what the price should be, they'll always say it should be free. If you give them four pricing options, they'll always pick the lowest. That's why we use the approach that we do.

-On the new price points, I'm concerned that respondents will interpret a 0%-1% increase as 1%. We should use a specific % if possible (i.e., 0.5% or \$0.30 more per month).

-The DCM: If you're looking to add a description about biogas, it would go in Display 5.

The cuts we've made should reduce the length of the questionnaire.

That's it for now. Apologies for the delay in turning this around – I had to confirm the best way to ask the pricing questions.

Raymond

From: Devaney, Janet [mailto:Janet.Devaney@[REDACTED]]
Sent: Wednesday, November 04, 2009 8:03 AM
To: Gee, Raymond (TSVVCV); Gray, Hal (TSVVCV); Antecol, Michael (TSVVCV)
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: RE: R1549 QRE draft 11 (Nov 03 2009) rg - Terasen Edits.doc

Please note additional comments added:

- VP confirmed % premium for question added regarding cost borne by all customers.
- Terasen would like to confirm the order for which the levels of the DCM are being asked, ie – we feel the effect on monthly gas bill makes most sense being asked last. Please confirm.

Thanks!
Janet

From: Devaney, Janet
Sent: Tuesday, November 3, 2009 4:06 PM
To: Raymond.Gee@[REDACTED]; Hal.Gray@[REDACTED]; Michael.Antecol@[REDACTED]
Cc: Webb, Scott; Wright, Walter; Kinyanjui, Christine
Subject: FW: R1549 QRE draft 11 (Nov 03 2009) rg - Terasen Edits.doc

Hello TNS,

Please find attached our edits from our discussion last week.

Let us know once you have had a chance to review and next steps.

Thanks,

Janet Devaney
Business Development Manager
Terasen Gas

Phone: [REDACTED]
Cell: [REDACTED]
Fax: [REDACTED]
Email: [janet.devaney@\[REDACTED\]](mailto:janet.devaney@[REDACTED])

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From: Kinyanjui, Christine [Christine.Kinyanjui@[REDACTED]]
Sent: Monday, November 16, 2009 3:29 PM
To: Gee, Raymond (TSVCV)
Cc: Wright, Walter; Webb, Scott
Subject: RE: Green Gas Commercial Proposal

I'm not sure we want to interview non-Terasen customers. We would not be able to classify small or medium businesses who pay their bill indirectly, as part of their rental fee, as TG Small Commercial Customers. The objective of the Green Gas study is to gauge pick rate for renewable gas for each of the tariff groups (Rates 2, 3, 5). So the customer who completes the survey must be able to purchase the option. The ability to purchase options as part of the premise rental fee would be very limited and may compromise the validity of the survey.

From: Raymond.Gee@[REDACTED] [mailto:Raymond.Gee@[REDACTED]]
Sent: November 16, 2009 3:02 PM
To: Kinyanjui, Christine
Cc: Wright, Walter; Webb, Scott
Subject: RE: Green Gas Commercial Proposal

Yes, you are correct about the quota on the residential study.

On the commercial side, when I mentioned non-customers, I meant non-Terasen customers (not non-gas consumers). I'm not sure how most businesses, including ours, who rent office space would know what our energy consumption levels would be.

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui@[REDACTED]]
Sent: Monday, November 16, 2009 2:44 PM
To: Gee, Raymond (TSVCV)
Cc: Wright, Walter; Webb, Scott
Subject: RE: Green Gas Commercial Proposal

I believe we discussed (but probably did not write it down) that we had a quota of 100 non-gas consumers for the Residential study. Please confirm.

On the Commercial customers, all respondents **must be** gas customers. We should not include non-gas consumers. *(If we included non-gas consumers we cannot categorize them as either small or large commercial customers).*

The results of the study should be able to categorize respondents as either Small or Large customers as per Terasen definitions.

Christine

From: Raymond.Gee@[REDACTED] [mailto:Raymond.Gee@[REDACTED]]
Sent: November 16, 2009 2:01 PM
To: Kinyanjui, Christine
Cc: Wright, Walter; Webb, Scott
Subject: RE: Green Gas Commercial Proposal

Wouldn't the commercial study mirror the residential one in that we would survey non-customers too?

The gigajoules questions won't work in my opinion, because respondents won't know. Asking about their annual (or better, monthly) gas bill would make more sense. However, non-customers (who pay their gas bill indirectly) would have no way of knowing what their bill is.

I'm thinking we may need to approach this with a simple, random sample instead of a stratified sample.

Raymond

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui@[REDACTED]]
Sent: Monday, November 16, 2009 1:55 PM

To: Gee, Raymond (TSVCV)
Cc: Wright, Walter; Webb, Scott
Subject: RE: Green Gas Commercial Proposal

Hi Raymond,

During our phone call this morning you mentioned you were going to start recruiting sample for the commercial customers.

Two issues:

1. We can recruit Small Commercial Customers from the TG dataset. We have approximately 80,000 Small Commercial Customers, so respondent fatigue may not be an issue with this group. The bigger question is how to recruit the large commercial customers.
2. Alternatively we can proceed with your purchased sample options. We can do this in two ways.
 - As Scott mentioned one way of identifying customer type is by asking how much gas they consume in Gigajoules.
 - The other is asking how much their annual gas bill is, excluding taxes. A commercial customer's bill, looks like this (<http://www.terasengas.com/Business/AccountsAndBilling/BillAndPaymentOptions/UnderstandingYourBill/default.htm>) . And in qualifying the respondents, ask how much they pay for their annual gas consumption and if it is less than \$25,000 (**excluding taxes**) then they are likely Small Commercial customers, if they pay more, they are likely Large commercial customers. However it is important to ensure that categorization is based on consumption - if they consume less than 2000 (Small) or more than 2000 (large) GJ's per year.
Typically, large commercial customers are aware of the gas bill breakdown while small commercials are less so.

*Small Commercial - Up to 2,000 GJ/year
Annual bill - Up to the following amounts*

Delivery Charges

Basic charge - 279.96
Delivery Charge - 4,890.00

Commodity charge

Midstream - 80.00
Cost of gas 4,890.00

Total annual bill of up to - \$ 24,843.66

The survey sample should have a certain quota for Small and Large commercial- we can discuss the quota mix. Let's touch base on the next steps.

Thanks,

Christine

From: Raymond.Gee@[REDACTED] [mailto:Raymond.Gee@[REDACTED]]
Sent: November 12, 2009 12:59 PM
To: Webb, Scott
Cc: Wright, Walter; Kinyanjui, Christine
Subject: RE: Green Gas Commercial Proposal

Unfortunately, the business listings that we buy sample from do not keep track of these statistics. I'm wondering if there are other firmographic variables we might be able to use as a proxy to identify large versus Small-mid size businesses.

For example:

Do your large commercial customers correspond with a certain organization size?

Are your large commercial customers generally concentrated in specific sectors/industries.

I'm wondering if businesses would be able to self-classify themselves based on their energy consumption. If not, we may need to conduct a simple, random sample (instead of a quota sample of 350 SMBs and 150 Large Commercials as was laid out in our proposal).

Raymond

From: Webb, Scott [mailto:Scott.Webb@[REDACTED]]
Sent: Thursday, November 12, 2009 11:50 AM
To: Gee, Raymond (TSVCV)
Cc: Wright, Walter; Kinyanjui, Christine
Subject: RE: Green Gas Commercial Proposal

Hi Raymond, it's actually associated with volume throughput. Small commercial consume up to 2000 GJs per year, and Large commercial consume over 2000 GJs per year. Please see attached for full description.

Cheers,

Scott

Scott Webb • Manager, Customer Programs and Research
Terasen Gas • 16705 Fraser Hwy, Surrey, BC V4N 0E8 • P [REDACTED] • C [REDACTED] • [scott.webb@\[REDACTED\]](mailto:scott.webb@[REDACTED])

From: Raymond.Gee@[REDACTED] [mailto:Raymond.Gee@[REDACTED]]
Sent: Thursday, November 12, 2009 9:46 AM
To: Webb, Scott
Cc: Wright, Walter; Kinyanjui, Christine
Subject: RE: Green Gas Commercial Proposal

Hi Scott,

We're going to purchase Business numbers for commercial green gas. In order to control for a mix of both large commercial and smb interviews, I was wondering if you can tell me what criteria Terasen uses to distinguish between a large commercial client and a small commercial client. Is there a revenue point that you use to separate the two?

Raymond

From: Wright, Walter [mailto:Walter.Wright@[REDACTED]]
Sent: Wednesday, November 04, 2009 11:37 AM
To: Gee, Raymond (TSVCV); Kinyanjui, Christine; Antecol, Michael (TSVCV); Gray, Hal (TSVCV)
Cc: Webb, Scott; Devaney, Janet
Subject: RE: Green Gas Commercial Proposal

Hi Raymond;

Maybe I can answer the first part of your question on Christine's behalf.

Our contact information is a mixed bag. We don't have email addresses, just phone numbers. It maybe the phone number of the business owner (more likely for small commercial customers), the A/P clerk who pays the bill or a host of other people within the company.

We have also just concluded two studies involving commercial customers; the Large Commercial Customer Satisfaction Study and the Small Commercial Customer Satisfaction Study. We need to be sensitive to participant fatigue within the large commercial group which only numbers 4,000+ unique customers and which has traditionally been difficult to reach.

Walter

From: Raymond.Gee@[REDACTED] [mailto:Raymond.Gee@[REDACTED]]
Sent: November 4, 2009 10:39 AM
To: Kinyanjui, Christine; Michael.Antecol@[REDACTED] Hal.Gray@[REDACTED]
Cc: Webb, Scott; Devaney, Janet; Wright, Walter
Subject: RE: Green Gas Commercial Proposal

Hi Christine,

We need two things:

- 1) What contact information do you have on your commercial customers at the moment? Are there any email addresses at all? For telephone contacts - do you have telephone numbers for specific contacts within commercial client organizations or do you have general switchboard numbers? (I'm not sure if you've already had discussions with Michael regarding this point)
- 2) On the questionnaire front, we need to finalize the residential survey and use that as the foundation for this questionnaire.

If you can let me know about point #1, we're going to update and bounce the residential questionnaire back to you in the next 30 minutes.

Raymond

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui@[REDACTED]]
Sent: Tuesday, November 03, 2009 5:51 PM
To: Antecol, Michael (TSVCV); Gee, Raymond (TSVCV); Gray, Hal (TSVCV)
Cc: Webb, Scott; Devaney, Janet; Wright, Walter
Subject: RE: Green Gas Commercial Proposal

Hello Michael, Raymond;

We are pleased to let you know that we will be proceeding with Option 1 - Replicate The Residential Study - for the Green Gas Commercial Study as quoted below. You will receive the Change to the Purchase Order this week. And because of the time constraints we can start working on modifying the survey as well as getting any additional information immediately.

Let us know what we need to get going.

Thanks,

Christine Kinyanjui
Market Research Analyst

Terasen Gas

[REDACTED]
www.terasengas.com

From: Michael.Antecol@[REDACTED] [mailto:Michael.Antecol@[REDACTED]]
Sent: October 23, 2009 5:15 PM
To: Webb, Scott
Cc: Raymond.Gee@[REDACTED]
Subject: Green Gas Commercial Proposal

Scott,

We have reviewed your request to expand the Green Gas Residential Study to include the Commercial sector. We present four choices to do this business-to-business study. They are listed immediately below from the most to least rigorous in terms of data, possible analytics, price and, most importantly, meeting your objectives. Note that are recommended sample in the quantitative possibilities is N=500.

1. REPLICATE THE RESIDENTIAL STUDY

This is our preferred choice where we would replicate the Residential study (with any necessary modifications) using an online methodology. This is the most elegant and rigorous solution.

We feel that this approach would be best suited to achieve both the sampling criteria and the objectives set out in the Change of Scope Document. Indeed, we note that these are essentially the same objectives as for the residential study.

Further, doing so would allow for direct comparison between the residential and commercial samples – that is, we could run the DCM for both groups and see how they differ, and we could run Analyses of Variances, etc... on the other variables to see where the differences lie.

To undertake the study in this manner will be challenging, though.

First, as email addresses are generally unavailable, we will need to do a telephone-recruit-to-online survey (we will also have to find the right person within the organizations as well)

To achieve a final sample of 500 commercial clients (350 SMB, 150 large) we would need to recruit the following:

Based on a 15% response rate, we would need to speak to 6,637 businesses in order to get 1,000 to agree to provide email addresses.

Of those, we estimate about 50% will actually go online to complete the survey yielding 500 completes.

We can do the study in this manner for [REDACTED]

This price takes into account the economies of scale of replicating the residential study (i.e., it saves on programming costs, questionnaire development, etc...).

If Terasen were able to provide phone numbers of commercial customers we would be able lower the fee somewhat.

Further, although not technically part of this proposal, if we were selected to be the Supplier on the Corporate Performance Metrics Study, we could use this study to start building the Key Account database we recommended therein to improve the response rate going forward with this group.

2. TELEPHONE-ONLY STUDY

Here, we essentially replicate all aspects of the residential study except the DCM on the phone.

Again, the sample size would be N=500.

While some economies of scale persist (i.e., questionnaire development), others have to be replicated (i.e., telephone programming).

Further, while less calls obviously have to be made to achieve N=500, those calls will be longer on average leading to higher costs.

Unfortunately, doing the study this way yields less data at a cost that is more-or-less the same costs as the above study.

Specifically, the cost would be [REDACTED] (Note that a report would be included).

Based on this criterion alone, we would recommend #1.

3. FOCUS GROUPS

Here, we would do focus groups of 8 to 10 participants from the required groups at different locations across the province.

We suggest two groups in Vancouver (for the Lower Mainland), two in Victoria (for Vancouver Island), and two in Kelowna or Kamloops or Prince George (for the Interior).

We suggest the following for the two groups in each city:

Group 1: Institutional (public) / Industrial (private)

Group 2: SMB (private)

Note that it would help the recruitment and the turnout if Group 1 in each city were scheduled at 7:30 am and Group 2 were scheduled for 5:30 pm.

Our costs for doing business-to-business focus groups is generally [REDACTED] (as there are very high incentives to pay and high recruitment costs) per group but if you do two groups per day, you save on facility rental, so we could lower the price to [REDACTED] per group. This would include a full report and all travel, recruitment, moderation, facility rental, etc...

Therefore, the total cost would be [REDACTED]

Note that as a qualitative solution (we'd only be talking to about 48 people), any data obtained is indicative only and this may not be sufficient for the BCUC.

4. IN-DEPTH INTERVIEW (IDIs)

For this option we would suggest six IDIs in Vancouver (for the Lower mainland), six in Victoria (for Vancouver Island), and six in Kelowna or Kamloops or Prince George (for the Interior).

Within each region we would do a mix of large/small and public/private within.

All IDIs would be conducted on the phone.

Our costs for doing business-to-business is generally [REDACTED] as there are very high incentives to pay and high recruitment costs). This would include a full report, recruitment, moderation etc...

Therefore the total cost would be [REDACTED]

Note that as a qualitative solution (we'd only be talking to 18 people) any data obtained is indicative only and this may not be sufficient for the BCUC.

Let me know if you have any questions, and how you want to proceed.

Have a great weekend.

Speak soon,

M

Michael Antecol, LL.B. Ph.D.
Vice President
TNS Canadian Facts

1140 West Pender Street, Suite 610, Vancouver, BC V6E 4G1

Phone: [REDACTED]
michael.antecol@[REDACTED] Web: www.tns-global.com

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From: Kinyanjui, Christine [Christine.Kinyanjui@[REDACTED]]
Sent: Tuesday, November 17, 2009 3:26 PM
To: Gee, Raymond (TSVCV)
Cc: Antecol, Michael (TSVCV)
Subject: RE: R1549_Terasen_Green Gas Residential test

The main concern and the reason for removing the 5% premium option, is asking about scenarios that cannot be viably offered under the biogas option (e.g. 100% renewable biogas and 5% premium) and finding that these are the most attractive.

Also, under the "Price for Biogas" section, we ask about respondent interest in biogas for a 1% - 3% premium and Janet and her team felt that this will adequately cover the question of offering biogas at a lower premium of 5%.

The concern around the choice options is secondary – we would prefer to have less than 16 but can live with what we have.

I certainly appreciate that this feels like we are going over old ground and it takes a lot to rerun the model but I'm hopeful we'll finalize this particular section soon.

Thanks for your patience.

Christine Kinyanjui

Market Research Analyst | Terasen Gas | [REDACTED]

From: Raymond.Gee@[REDACTED] [mailto:Raymond.Gee@[REDACTED]]
Sent: November 17, 2009 3:08 PM
To: Kinyanjui, Christine
Cc: Michael.Antecol@[REDACTED]
Subject: RE: R1549_Terasen_Green Gas Residential test

Christine,

I'm a little concerned with the amount of changes that are taking place with the DCM. Unfortunately, these aren't simple changes to make. It won't be til tomorrow afternoon or Thursday morning before we can revise the matrix and have it programmed.

What would you say is the main reason for this change? Are you trying to reduce the number of scenarios presented to respondents? Or are you concerned over the unlikeliness of certain scenarios?

Raymond

PS, you can go back into the demo (same link as before) to test the online changes now.

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui@[REDACTED]]
Sent: Tuesday, November 17, 2009 2:59 PM
To: Gee, Raymond (TSVCV)
Cc: Gray, Hal (TSVCV); Devaney, Janet; Antecol, Michael (TSVCV)
Subject: RE: R1549_Terasen_Green Gas Residential test

Hi Raymond,

We are getting there. On the DCM, - **Effect On Monthly Gas Bill:** can we remove the following - The current commodity price + 5% (about extra \$3/ month)

The DCM Options now are:

Energy Initiatives

Renewable Energy Program
Carbon Offset Program

Percent Reduction In Your Green House Gas Emissions:

10 %
20%
30 %
50%
80%
• 100%

Effect On Monthly Gas Bill:

The current commodity price + 10% (about extra \$6/month)
The current commodity price + 20% (about extra \$12/month)
The current commodity price + 30% (about extra \$18/month)

This should remove the number of unlikely scenarios. And the remaining scenarios will give us more actionable information as we will exclude options that are completely unlikely from a product offering position.

Let us know if this will reduce the number of choices presented to the respondents. And if you can send us the Choice set scenarios that will be great!

On the online changes, let me know when we can test the survey again with the new changes.

We are inching closer to the end and we'll try to finalize within the next few days.

Thanks

Christine

Christine Kinyanjui

Market Research Analyst | Terasen Gas | [REDACTED]

From: Raymond.Gee@[REDACTED] [mailto:Raymond.Gee@[REDACTED]]
Sent: November 17, 2009 1:06 PM
To: Kinyanjui, Christine
Cc: Hal.Gray@[REDACTED]; Devaney, Janet; Michael.Antecol@[REDACTED]
Subject: RE: R1549_Terasen_Green Gas Residential test

Hi Christine,

Unfortunately, I've been tied up for most of yesterday and today.

There are two points regarding the DCM that needs to be addressed.

1. Can we reduce the number of choices (16) presented to respondents?

We could, but I'd prefer not to. We need to get a certain number of respondents rating each set of choices. Because the DCM is not asked of everybody (asked only those interested in these programs), there are no certainties on the number of respondents who will be directed to this question. I'd prefer to error on the side of caution.

I don't foresee questionnaire length to be a vital issue. Our panelists are given many incentives to complete the full questionnaire.

2. Can we remove some unlikely scenarios?

Unless they are not within the realm of possibilities, we need to leave it in. When we take away too many scenarios that creates holes in the model. For example, with the suggested deletions below, we wouldn't be able to give you a very good read on how attractive/unattractive a 5% premium would be, since we're taking it out of too many scenarios.

Hope this clarifies things.

Raymond

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui@[REDACTED]]
Sent: Monday, November 16, 2009 4:29 PM
To: Gee, Raymond (TSVCV)
Cc: Gray, Hal (TSVCV); Devaney, Janet
Subject: RE: R1549_Terasen_Green Gas Residential test
Importance: High

Raymond,

Here are some changes and questions.

The Choice Sets should read

Energy Initiative - **Renewable Energy Program**
- Carbon Offset Program

Additional comments from Janet - - The survey seems to be bogged down with too many scenarios. If we need to keep them in there for statistical purposes that is fine. But from a respondents point of view if we can eliminate some so that respondents get up to 10 choices only, if possible.

Can we remove these unlikely scenarios:

Renewable Energy, 5% premium, 100% GHG reduction
Renewable Energy, 5% premium, 80% GHG reduction
Carbon offset, 5% premium, 100% GHG
Carbon offset, 5% premium, 80% GHG

These ones could come out as well:
Carbon Offset, 30% premium, 10% GHG reduction
Carbon offset, 30% premium, 20% GHG reduction

Christine

From: Hal.Gray@[REDACTED] [mailto:Hal.Gray@[REDACTED]]
Sent: November 16, 2009 1:59 PM
To: Kinyanjui, Christine; Raymond.Gee@[REDACTED]
Subject: RE: R1549_Terasen_Green Gas Residential test

Hi Christine,

Here are the revised choice sets.

Hal

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui@[REDACTED]]
Sent: Monday, November 16, 2009 11:19 AM
To: Gee, Raymond (TSVCV)
Cc: Gray, Hal (TSVCV)
Subject: RE: R1549_Terasen_Green Gas Residential test
Importance: High

Hi Raymond,

Attached are the changes we would like to the survey - the "Online Changes" doc describes all the tweaks to the survey. Also attached is the questionnaire draft with additional changes to the DCM and a few other questions as discussed this morning.

You'll probably have questions so give me a call. And as agreed, send us the Excel Choice Sets once you have that ready.

Thanks,

Christine Kinyanjui
Market Research Analyst

Terasen Gas

www.terasengas.com

From: Raymond.Gee@[REDACTED] [mailto:Raymond.Gee@[REDACTED]]
Sent: November 13, 2009 10:37 AM
To: Kinyanjui, Christine; Hal.Gray@[REDACTED]
Subject: RE: R1549_Terasen_Green Gas Residential test

It can be sent to the rest of the team.

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui@[REDACTED]]
Sent: Friday, November 13, 2009 10:07 AM
To: Gray, Hal (TSVCV)
Cc: Gee, Raymond (TSVCV)
Subject: RE: R1549_Terasen_Green Gas Residential test

Hi Hal,

Is this a unique link or can I send it to the rest of the team?

Christine Kinyanjui
Market Research Analyst

Terasen Gas

www.terasengas.com

From: Hal.Gray@[REDACTED] [mailto:Hal.Gray@[REDACTED]]
Sent: November 13, 2009 9:26 AM
To: Kinyanjui, Christine
Cc: Raymond.Gee@[REDACTED]
Subject: R1549_Terasen_Green Gas Residential test

Hi Christine,

Just paste the link into your browser and you'll be able to test the survey. Also attached are the choice sets for the Natural Gas Choice section (QN1).

If you have any questions please call Raymond or myself.

Thanks,

Hal



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Sent: Wednesday, November 18, 2009 4:00 PM
To: 'Kinyanjui, Christine'
Cc: Gray, Hal (TSVCV)
Subject: RE: R1549_Terasen_Green Gas Residential test

Attachments: R1549 Choice Sets - Revision #4.xls
Christine,

Attached is the revised DCM for your review. I'm sending the spreadsheet for ease of review. I'm going to hold off on programming it, in case there are further changes.

Please cc Hal tomorrow if you have additional changes, as I'll be at your offices for most of the morning.

Raymond

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui@t [REDACTED]]
Sent: Wednesday, November 18, 2009 11:14 AM
To: Gee, Raymond (TSVCV)
Subject: RE: R1549_Terasen_Green Gas Residential test

Hi Raymond,

Here is feedback on the survey on some outstanding issues – excluding the DCM portion.

1. The survey is still quite slow. Altogether it's taking at least 25 minutes.
2. Reactivate the automatic click-through – it will make it progress faster.
3. Will the "back" buttons be active or is this for testing only. Recommend and apply the best option.
4. Survey progress bar is inactive during the cell choice options – therefore becomes inaccurate on survey progress. Can they be changed?
5. QD2 – Answer option should read – Natural Gas Fireplace – (that is, delete inset)

I'll wait to get the DCM changes and aim for completion of changes and testing by end of day tomorrow.

Thanks,

Christine

From: Raymond.Gee@ [REDACTED] [mailto:Raymond.Gee@ [REDACTED]]
Sent: November 17, 2009 2:59 PM
To: Kinyanjui, Christine
Subject: RE: R1549_Terasen_Green Gas Residential test

Christine,

We've updated the questionnaire and you can go in to retest it again. It's the same link as before.

I've asked Hal to have the automatic next screen feature disabled so that you can test the survey with it off to see if you would like it better.

I'm also checking into why the DCM screens are so slow right now.

Raymond

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui@ [REDACTED]]
Sent: Tuesday, November 17, 2009 9:27 AM
To: Gee, Raymond (TSVCV)

Subject: RE: R1549_Terasen_Green Gas Residential test

Hi Raymond,

Let me know if you have any feedback on this.

If we can remove the unlikely scenarios, can these additional scenarios come out too?

Renewable Energy, 10% premium, 100% GHG reduction
Renewable Energy, 10% premium, 80% GHG reduction

Thanks,

Christine Kinyanjui

Market Research Analyst | Terasen Gas | [REDACTED]

From: Kinyanjui, Christine
Sent: November 16, 2009 4:29 PM
To: Raymond.Gee@[REDACTED]
Cc: 'Hal.Gray@tns-global.com'; Devaney, Janet
Subject: RE: R1549_Terasen_Green Gas Residential test
Importance: High

Raymond,

Here are some changes and questions.

The Choice Sets should read

Energy Initiative - **Renewable Energy Program**
- Carbon Offset Program

Additional comments from Janet - - The survey seems to be bogged down with too many scenarios. If we need to keep them in there for statistical purposes that is fine. But from a respondents point of view if we can eliminate some so that respondents get up to 10 choices only, if possible.

Can we remove these unlikely scenarios:

Renewable Energy, 5% premium, 100% GHG reduction
Renewable Energy, 5% premium, 80% GHG reduction
Carbon offset, 5% premium, 100% GHG
Carbon offset, 5% premium, 80% GHG

These ones could come out as well:
Carbon Offset, 30% premium, 10% GHG reduction
Carbon offset, 30% premium, 20% GHG reduction

Christine

From: Hal.Gray@[REDACTED] [mailto:Hal.Gray@[REDACTED]]
Sent: November 16, 2009 1:59 PM
To: Kinyanjui, Christine; Raymond.Gee@[REDACTED]
Subject: RE: R1549_Terasen_Green Gas Residential test

Hi Christine,

Here are the revised choice sets.

Hal

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui@[REDACTED]]
Sent: Monday, November 16, 2009 11:19 AM
To: Gee, Raymond (TSVCV)
Cc: Gray, Hal (TSVCV)
Subject: RE: R1549_Terasen_Green Gas Residential test
Importance: High

Hi Raymond,

Attached are the changes we would like to the survey - the "Online Changes" doc describes all the tweaks to the survey. Also attached is the questionnaire draft with additional changes to the DCM and a few other questions as discussed this morning.

You'll probably have questions so give me a call. And as agreed, send us the Excel Choice Sets once you have that ready.

Thanks,

Christine Kinyanjui
Market Research Analyst
Terasen Gas
[REDACTED]
www.terasengas.com

From: Raymond.Gee@[REDACTED] [mailto:Raymond.Gee@[REDACTED]]
Sent: November 13, 2009 10:37 AM
To: Kinyanjui, Christine; Hal.Gray@[REDACTED]
Subject: RE: R1549_Terasen_Green Gas Residential test

It can be sent to the rest of the team.

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui@[REDACTED]]
Sent: Friday, November 13, 2009 10:07 AM
To: Gray, Hal (TSVCV)
Cc: Gee, Raymond (TSVCV)
Subject: RE: R1549_Terasen_Green Gas Residential test

Hi Hal,

Is this a unique link or can I send it to the rest of the team?

Christine Kinyanjui
Market Research Analyst

Terasen Gas

www.terasengas.com

From: Hal.Gray@[REDACTED] [mailto:Hal.Gray@[REDACTED]]
Sent: November 13, 2009 9:26 AM
To: Kinyanjui, Christine
Cc: Raymond.Gee@[REDACTED]
Subject: R1549_Terasen_Green Gas Residential test

Hi Christine,

Just paste the link into your browser and you'll be able to test the survey. Also attached are the choice sets for the Natural Gas Choice section (QN1).

If you have any questions please call Raymond or myself.

Thanks,

Hal

[REDACTED]

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From: [Wright, Walter](#)
To: [Raymond.Gee](#) [REDACTED]
Cc: [Kinyanjui, Christine](#)
Subject: Small Commercial Sample 1 of 3
Date: Wednesday, November 18, 2009 11:57:22 AM
Attachments: [SMS 57351 Small Commercial Customer Satisfaction Study Part 1.zip](#)

Raymond;

Attached is the first of three Small Commercial files.

Just a few notes on the sample:

- 1) Rate class will tell if the customer has a contract with a gas marketer. 2U indicates a marketer customer, all others are on the TG variable rate. The sample was extracted in August 2009, so some customers will have changed status since then.
- 2) Vancouver Island customers do not have access to marketing contracts
- 3) Revelstoke customers should be excluded from the survey - they are on a stand alone propane system.
- 4) We won't be able to provide information as to who was contacted as part of the Small Commercial Customer Satisfaction Study.
- 5) The files are password protected. I will forward the password in a separate email.

Walter

-----Original Message-----

From: Raymond.Gee [REDACTED] [<mailto:Raymond.Gee>] [REDACTED]
Sent: November 17, 2009 4:24 PM
To: Kinyanjui, Christine; Wright, Walter
Cc: Webb, Scott
Subject: RE: Green Gas Commercial Proposal

How are you sending the list?

For the list, it would be good to have the following data (in addition to contact info) -Large or Small Bus
-Their region/location -If they were contacted earlier this year -If they completed a survey this year

Raymond

-----Original Message-----

From: Kinyanjui, Christine [<mailto:Christine.Kinyanjui>] [REDACTED]
Sent: Tuesday, November 17, 2009 4:11 PM
To: Gee, Raymond (TSVCV); Wright, Walter
Cc: Webb, Scott
Subject: RE: Green Gas Commercial Proposal

Hi Raymond,

Okay we have a few things nailed down.

1. The sample will be TG business customers and we will send you the customer list. The sample is grouped into the different tariff, rate, and region (and identifies Customer Choice customers by rate).
2. Customer Choice customers will be included.

3. For the 2009 Customer Sat studies only approximately 95% of Small Commercial customers and approx. 50% of Large Commercial customers have been contacted. Our concern is respondent fatigue with the Large customers, however as TNS will be conducting the next Customer Sat/Loyalty study, you determine the best approach.

We'll get the customer list over to you tomorrow. Let me know what else you need regarding the sample.

Christine Kinyanjui
Market Research Analyst | Terasen Gas | [REDACTED]

-----Original Message-----

From: Raymond.Gee [mailto:Raymond.Gee@terasen.com] [REDACTED]
Sent: November 17, 2009 2:22 PM
To: Wright, Walter; Kinyanjui, Christine
Cc: Webb, Scott
Subject: RE: Green Gas Commercial Proposal

So we have a few items to iron out with the sample on the commercial side.

It sounds as though (and please correct if I'm wrong) you want to survey TG business customers in the 3 tariff groups. These businesses must have the ability to purchase the biogas options explored in the survey. And to Walter's point, we would exclude Customer Choice customers. I am assuming that these are criteria that you will be able to flag within your customer database.

I would be better if we recruited off your database, instead of purchasing sample from a third party. The challenge of distinguishing between Large vs Small/Medium would become irrelevant since you would be able to classify them for us when you extract the sample.

I know that your contact information is a mix bag, but we will be able to screen and locate the appropriate person within the organization to interview.

How many of your large customers meet the screening criteria? And am I correct in assuming that they were all contacted within the past couple of months for the '09 customer sat research?

Raymond

-----Original Message-----

From: Wright, Walter [mailto:Walter.Wright@terasen.com] [REDACTED]
Sent: Monday, November 16, 2009 4:26 PM
To: Kinyanjui, Christine; Gee, Raymond (TSVCV)
Cc: Webb, Scott
Subject: RE: Green Gas Commercial Proposal

Don't want to add to the confusion but - are we going to exclude Customer Choice customers? They are TG customers, however they wouldn't be able to purchase renewable gas as-long-as they have a contract with the gas marketer.

Walter

From: Kinyanjui, Christine
Sent: November 16, 2009 3:28 PM
To: Raymond.Gee [mailto:Raymond.Gee@terasen.com] [REDACTED]
Cc: Wright, Walter; Webb, Scott
Subject: RE: Green Gas Commercial Proposal

I'm not sure we want to interview non-Terasen customers. We would not be able to classify small or

medium businesses who pay their bill indirectly, as part of their rental fee, as TG Small Commercial Customers. The objective of the Green Gas study is to gauge pick rate for renewable gas for each of the tariff groups (Rates 2, 3, 5). So the customer who completes the survey must be able to purchase the option.

The ability to purchase options as part of the premise rental fee would be very limited and may compromise the validity of the survey.

From: Raymond.Gee [mailto:Raymond.Gee]
Sent: November 16, 2009 3:02 PM
To: Kinyanjui, Christine
Cc: Wright, Walter; Webb, Scott
Subject: RE: Green Gas Commercial Proposal

Yes, you are correct about the quota on the residential study.

On the commercial side, when I mentioned non-customers, I meant non-Terasen customers (not non-gas consumers). I'm not sure how most businesses, including ours, who rent office space would know what our energy consumption levels would be.

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui]
Sent: Monday, November 16, 2009 2:44 PM
To: Gee, Raymond (TSVCV)
Cc: Wright, Walter; Webb, Scott
Subject: RE: Green Gas Commercial Proposal

I believe we discussed (but probably did not write it down) that we had a quota of 100 non-gas consumers for the Residential study. Please confirm.

On the Commercial customers, all respondents must be gas customers. We should not include non-gas consumers. (If we included non-gas consumers we cannot categorize them as either small or large commercial customers).

The results of the study should be able to categorize respondents as either Small or Large customers as per Terasen definitions.

Christine

From: Raymond.Gee [mailto:Raymond.Gee]
Sent: November 16, 2009 2:01 PM
To: Kinyanjui, Christine
Cc: Wright, Walter; Webb, Scott
Subject: RE: Green Gas Commercial Proposal Wouldn't the commercial study mirror the residential one in that we would survey non-customers too?

The gigajoules questions won't work in my opinion, because respondents won't know. Asking about their annual (or better, monthly) gas bill would make more sense. However, non-customers (who pay their gas bill indirectly) would have no way of knowing what their bill is.

I'm thinking we may need to approach this with a simple, random sample instead of a stratified sample.

Raymond

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui]
Sent: Monday, November 16, 2009 1:55 PM
To: Gee, Raymond (TSVCV)
Cc: Wright, Walter; Webb, Scott

Subject: RE: Green Gas Commercial Proposal

Hi Raymond,

During our phone call this morning you mentioned you were going to start recruiting sample for the commercial customers.

Two issues:

1. We can recruit Small Commercial Customers from the TG dataset. We have approximately 80,000 Small Commercial Customers, so respondent fatigue may not be an issue with this group. The bigger question is how to recruit the large commercial customers.

2. Alternatively we can proceed with your purchased sample options. We can do this in two ways.

* As Scott mentioned one way of identifying customer type is by asking how much gas they consume in Gigajoules.

* The other is asking how much their annual gas bill is, excluding taxes. A commercial customer's bill, looks like this (<http://www.terasengas.com/Business/AccountsAndBilling/BillAndPaymentOptions/UnderstandingYourBill/default.htm>) . And in qualifying the respondents, ask how much they pay for their annual gas consumption and if it is less than \$25,000 (excluding taxes) then they are likely Small Commercial customers, if they pay more, they are likely Large commercial customers. However it is important to ensure that categorization is based on consumption - if they consume less than 2000 (Small) or more than 2000 (large) GJ's per year. Typically, large commercial customers are aware of the gas bill breakdown while small commercials are less so.

Small Commercial - Up to 2,000 GJ/year
Annual bill - Up to the following amounts

Delivery Charges	
Basic charge -	279.96
Delivery Charge -	4,890.00

Commodity charge	
Midstream -	80.00
Cost of gas	4,890.00

Total annual bill of up to - \$ 24,843.66

The survey sample should have a certain quota for Small and Large commercial- we can discuss the quota mix. Let's touch base on the next steps.
Thanks,

Christine

From: Raymond.Gee [mailto:Raymond.Gee@terase.com] [mailto:Raymond.Gee@terase.com]
Sent: November 12, 2009 12:59 PM
To: Webb, Scott
Cc: Wright, Walter; Kinyanjui, Christine
Subject: RE: Green Gas Commercial Proposal Unfortunately, the business listings that we buy sample from do not keep track of these statistics. I'm wondering if there are other firmographic variables we might be able to use as a proxy to identify large versus Small-mid size businesses.

For example:

Do your large commercial customers correspond with a certain organization size?
Are your large commercial customers generally concentrated in specific sectors/industries.

I'm wondering if businesses would be able to self-classify themselves based on their energy consumption. If not, we may need to conduct a simple, random sample (instead of a quota sample of 350 SMBs and 150 Large Commercials as was laid out in our proposal).

Raymond

From: Webb, Scott [mailto:Scott.Webb@terascan.com]
Sent: Thursday, November 12, 2009 11:50 AM
To: Gee, Raymond (TSVCV)
Cc: Wright, Walter; Kinyanjui, Christine
Subject: RE: Green Gas Commercial Proposal

Hi Raymond, it's actually associated with volume throughput. Small commercial consume up to 2000 GJs per year, and Large commercial consume over 2000 GJs per year. Please see attached for full description.

Cheers,

Scott

Scott Webb * Manager, Customer Programs and Research Terasen Gas * 16705 Fraser Hwy, Surrey, BC
V4N 0E8 * [REDACTED] * C
[REDACTED] *
scott.webb@terascan.com <mailto:scott.webb@terascan.com>

From: Raymond.Gee [mailto:Raymond.Gee@terascan.com]
Sent: Thursday, November 12, 2009 9:46 AM
To: Webb, Scott
Cc: Wright, Walter; Kinyanjui, Christine
Subject: RE: Green Gas Commercial Proposal

Hi Scott,

We're going to purchase Business numbers for commercial green gas. In order to control for a mix of both large commercial and smb interviews, I was wondering if you can tell me what criteria Terasen uses to distinguish between a large commercial client and a small commercial client. Is there a revenue point that you use to separate the two?

Raymond

From: Wright, Walter [mailto:Walter.Wright@terascan.com]
Sent: Wednesday, November 04, 2009 11:37 AM
To: Gee, Raymond (TSVCV); Kinyanjui, Christine; Antecol, Michael (TSVCV); Gray, Hal (TSVCV)
Cc: Webb, Scott; Devaney, Janet
Subject: RE: Green Gas Commercial Proposal

Hi Raymond;

Maybe I can answer the first part of your question on Christine's behalf.

Our contact information is a mixed bag. We don't have email addresses, just phone numbers. It may be the phone number of the business owner (more likely for small commercial customers), the A/P clerk who pays the bill or a host of other people within the company.

We have also just concluded two studies involving commercial customers; the Large Commercial

Customer Satisfaction Study and the Small Commercial Customer Satisfaction Study. We need to be sensitive to participant fatigue within the large commercial group which only numbers 4,000+ unique customers and which has traditionally been difficult to reach.

Walter

From: Raymond.Gee [mailto:Raymond.Gee]
Sent: November 4, 2009 10:39 AM
To: Kinyanjui, Christine; Michael.Antecol; Hal.Gray
Cc: Webb, Scott; Devaney, Janet; Wright, Walter
Subject: RE: Green Gas Commercial Proposal Hi Christine,

We need two things:

- 1) What contact information do you have on your commercial customers at the moment? Are there any email addresses at all? For telephone contacts - do you have telephone numbers for specific contacts within commercial client organizations or do you have general switchboard numbers? (I'm not sure if you've already had discussions with Michael regarding this point)
- 2) On the questionnaire front, we need to finalize the residential survey and use that as the foundation for this questionnaire.

If you can let me know about point #1, we're going to update and bounce the residential questionnaire back to you in the next 30 minutes.

Raymond

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui]
Sent: Tuesday, November 03, 2009 5:51 PM
To: Antecol, Michael (TSVCV); Gee, Raymond (TSVCV); Gray, Hal (TSVCV)
Cc: Webb, Scott; Devaney, Janet; Wright, Walter
Subject: RE: Green Gas Commercial Proposal

Hello Michael, Raymond;

We are pleased to let you know that we will be proceeding with Option 1
- Replicate The Residential Study - for the Green Gas Commercial Study as quoted below. You will receive the Change to the Purchase Order this week. And because of the time constraints we can start working on modifying the survey as well as getting any additional information immediately.

Let us know what we need to get going.

Thanks,

Christine Kinyanjui
Market Research Analyst
Terasen Gas
www.terasengas.com

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From: Wright, Walter
To: Raymond.Gee [REDACTED]
Cc: Kinyanjui, Christine
Subject: Small Commercial Sample - Password
Date: Wednesday, November 18, 2009 1:36:46 PM

SMALLCOMM09

Walter Wright
Senior Market Research Analyst
Terasen Gas
Phone: [REDACTED]
Fax: [REDACTED]
walter.wright [REDACTED]
www.terasengas.com

From: [Wright, Walter](#)
To: [Raymond.Gee](#)
Cc: [Kinyanjui, Christine](#)
Subject: Large Commercial Sample
Date: Wednesday, November 18, 2009 1:46:27 PM
Attachments: [SMS 57350 Lge Comm Cust Sat Survey.xls](#)

Raymond the Rate Class descriptions are:

Rate 3: Large commercial customer using between 2000GJ and 4800GJ per year. Firm load.

Rate 3U: As above, however purchase from a gas marketer.

Rate 23: As per Rate 3 except that TG only handles the transportation of the gas. The customer buys directly from the marketer and is billed by the marketer. Can be curtailed during the winter.

Rate 5: Large commercial above 4800GJ annually. Firm load.

Rate 25: As per Rate 5 except that TG only handles the transportation of the gas. The customer buys directly from the marketer and is billed by the marketer. Can be curtailed during the winter.

Please exclude Revelstoke customers.

Thanks

Walter Wright
Senior Market Research Analyst
Terasen Gas
Phone: [REDACTED]
Fax: [REDACTED]
walter.wright@terasengas.com
www.terasengas.com

From: Wright, Walter
To: Raymond.Ges [REDACTED]
Cc: Kinyanjui, Christine
Subject: Large Commercial Sample Password
Date: Wednesday, November 18, 2009 1:47:35 PM

ww0909

Walter Wright
Senior Market Research Analyst
Terasen Gas
Phone: [REDACTED]
Fax: [REDACTED]
walter.wright [REDACTED]
www.terasengas.com

From: Gee, Raymond (TSVCV)
Sent: Thursday, November 19, 2009 3:05 PM
To: 'Kinyanjui, Christine'; Gray, Hal (TSVCV)
Subject: RE: R1549_Green Gas test

In terms of the survey launch, we don't normally do a full launch on a Friday (if something ever goes wrong, we would lose 3 nights of data).

Instead we will pretest with a smaller sample of 200 respondents this weekend. If everything looks good on Monday, we will do the full launch. I expect us to be out of field before the end of the month, with a report sometime during mid-December.

Raymond

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui@tsvcv.com]
Sent: Thursday, November 19, 2009 2:30 PM
To: Gray, Hal (TSVCV); Gee, Raymond (TSVCV)
Subject: RE: R1549_Green Gas test

We have tested the survey again and the consistent comment I'm getting is the automatic click-throughs are still very fast. Do you have a slower automatic click-through?

Otherwise, the survey looks good and I think we are ready to launch. Let us know the next steps.

Christine

From: Hal.Gray [mailto:Hal.Gray@tsvcv.com]
Sent: November 19, 2009 12:43 PM
To: Kinyanjui, Christine
Cc: Raymond.Gee
Subject: R1549_Green Gas test

Hi Christine,

It's ready to be re-tested.

Hal

Hal Gray | Project Director

TNS Canadian Facts

1140 W. Pender Street, Suite 610 | Vancouver, BC | V6E 4G1

hal.gray@tsvcv.com ~ www.tnsglobal.com

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From: Gee, Raymond (TSVVCV)
Sent: Thursday, November 19, 2009 1:34 PM
To: 'Kinyanjui, Christine'; Gray, Hal (TSVVCV)
Cc: Antecol, Michael (TSVVCV)
Subject: RE: The Revised DCM Spreadsheet You Requested.
Hi Christine,

Just got in and spoke to Hal briefly about the DCM. We took "neither" out of the DCM as an option because we're already screening out respondents who are not interested in a biogas program. So, the respondents we ask the DCM of, are the ones who are interested. Therefore, we want them to choose between the various options that are presented.

Raymond

From: Kinyanjui, Christine [mailto:Christine.Kinyanjui@terasen.com]
Sent: Thursday, November 19, 2009 10:04 AM
To: Gray, Hal (TSVVCV); Gee, Raymond (TSVVCV)
Cc: Antecol, Michael (TSVVCV)
Subject: RE: The Revised DCM Spreadsheet You Requested.

Hal, Raymond,

The revised DCM looks good; please proceed with programming the survey and let us know when it is ready for testing again.

Also, if you could address the comments I sent to Raymond, we can do the final testing today.

Thanks,

Christine Kinyanjui

Market Research Analyst | Terasen Gas | [REDACTED]

From: Michael.Antecol [mailto:Michael.Antecol@tns-global.com]
Sent: November 18, 2009 4:10 PM
To: Kinyanjui, Christine
Subject: The Revised DCM Spreadsheet You Requested.

I am sending on behalf of Raymond.

If you have questions, we can speak tomorrow before or after the presentation.
Alternatively you can reach out to Hal Gray.

Speak soon,

M

Michael Antecol, LL.B. Ph.D.
Vice President
TNS Canadian Facts

1140 West Pender Street, Suite 610, Vancouver, BC V6E 4G1
[REDACTED]
michael.antecol@tns-global.com web: www.tns-global.com

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From: Kinyanjui, Christine [REDACTED]
Sent: Monday, November 23, 2009 2:16 PM
To: Gee, Raymond (TSVCV)
Subject: FW: Green Gas Commercial Proposal

Attachments: R1549 QRE draft 13 (Nov 03 2009) rg - Commercial Edits.doc

Hi Raymond,

Attached is the Green Gas questionnaire with suggested changes for commercial customers. It'll involve more than what we have indicated so please make the appropriate changes and send us draft 1 of the Commercial study.

We will try and keep this part as compact as possible. And once we see the responses for the residential survey, it will make any changes we need to make easier. We should try to keep the survey length to 20 minutes.

Could you also send me updated timelines for both studies? That way we can manage expectations and the process much better.

Thanks,

Christine

From: [REDACTED]
To: Kinvanui, Christine
Cc: Hal Grays [REDACTED] Michael Antecol [REDACTED]
Subject: Green Gas Commercial Questionnaire
Date: Monday, November 23, 2009 4:11:25 PM
Attachments: R1558 ORE Telephone screener nov 23 2009.doc
R1558 ORE draft v3 nov 23 2009.doc

Christine,

We've updated the commercial questionnaire and created a telephone script to recruit email addresses on this study.

Please pass the comments along once you have them from your group.

Raymond Gee | Senior Research Associate

TNS Canadian Facts

1140 W. Pender Street, Suite 610 | Vancouver, BC | V6G 4G1

Phone: [REDACTED] Fax: [REDACTED]

Raymond.Gee@[REDACTED].com ~ www.tnsglobal.com

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From: Gray, Hal (TSVCV)
Sent: Wednesday, November 25, 2009 9:32 AM
To: Kinyanjui, Christine
Cc: Gee, Raymond (TSVCV)
Subject: Green Gas Commercial quotas
Good morning Christine,

Do you want quotas set for Van Is / Lower Mainland / and Inland? If so, what are they for small businesses and for large businesses?

Also, I see sample for Columbia Natural Gas and Fort Nelson in the Inland sample file. Should these be treated as Inland sample?

Thanks,

Hal

Hal Gray | Project Director

TNS Canadian Facts

1140 W. Pender Street, Suite 610 | Vancouver, BC | V6E 4G1

Phone: [REDACTED] | Fax: [REDACTED]

[hal.gray@\[REDACTED\]](mailto:hal.gray@[REDACTED]) ~ www.tnsglobal.com

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From: Kinyanjui, Christine [REDACTED]
Sent: Monday, November 30, 2009 10:51 AM
To: Gee, Raymond (TSVCV)
Cc: Gray, Hal (TSVCV)
Subject: RE: Green Gas Commercial Questionnaire

Importance: High

Attachments: R1558 QRE draft _v3_nov 23 2009-TG - All Edits2.doc
Good morning Raymond,

We have made a few additional changes to the questionnaire I sent on Friday, please use this version for changes. We also have a few questions before we can finalize. We should hopefully be done by tomorrow.

I had a chat with Hal on Friday about some lingering concerns on the residential study – re: the DCM responses, set 3 still has much fewer responses than the other sets.

I'll wait to hear from you.

Christine Kinyanjui

Market Research Analyst | Terasen Gas | [REDACTED]

From: Kinyanjui, Christine
Sent: November 27, 2009 2:14 PM
To: 'Raymond.Gee@[REDACTED]'; [REDACTED]
Cc: Hal.Gray@[REDACTED]; Michael.Antecol@[REDACTED]
Subject: RE: Green Gas Commercial Questionnaire

Hi Raymond,

Please see our changes in the attached document.

Thanks,

Christine Kinyanjui

Market Research Analyst | Terasen Gas | [REDACTED]

From: Raymond.Gee@[REDACTED]
Sent: November 23, 2009 4:12 PM
To: Kinyanjui, Christine
Cc: Hal.Gray@[REDACTED]; Michael.Antecol@[REDACTED]
Subject: Green Gas Commercial Questionnaire

Christine,

We've updated the commercial questionnaire and created a telephone script to recruit email addresses on this study.

Please pass the comments along once you have them from your group.

Raymond Gee | Senior Research Associate

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From: Kinyanjui, Christine [REDACTED]
Sent: Tuesday, December 01, 2009 4:59 PM
To: Gray, Hal (TSVCV)
Cc: Gee, Raymond (TSVCV)
Subject: RE: Green Gas Commercial Q'aire

Attachments: R1558 QRE_Final draft[1].doc
Raymond,

Further to our discussion, let's ask QM1 only in the screener.

Other comments attached are minor as well:

- Should we leave Display 1 as ... 15 minutes or change to 20 minutes?
- delete option for Long term cost savings from QT5 & 6
- demographic questions – ask sector question and pull consumption, rate class from sample
- Is the gender of the respondent relevant?

Let me know when we can test the survey.

Thanks,

Christine Kinyanjui
Market Research Analyst | Terasen Gas [REDACTED]

From: Hal.Gray@ [REDACTED] [mailto:[REDACTED]]
Sent: December 1, 2009 11:32 AM
To: Kinyanjui, Christine
Cc: Raymond.Gee@ [REDACTED]
Subject: Green Gas Commercial Q'aire

Hi Christine,

Here's the final draft for your approval.

Hal

Hal Gray | Project Director

TNS Canadian Facts

1140 W. Pender Street, Suite 610 | Vancouver, BC | V6E 4G1

Phone: [REDACTED] | Fax: [REDACTED]

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From: Gray, Hal (TSVCV)
Sent: Thursday, December 03, 2009 4:05 PM
To: Kinyanjui, Christine
Cc: Gee, Raymond (TSVCV); Antecol, Michael (TSVCV); Wright, Walter
Subject: RE: R1558_Green Gas Commercial Sample

Attachments: R1558_QRE_Telephone screener_Final Draft(4)_12-01-09 (2).doc
Christine,

The test link for the online q'aire should be ready on Monday. We go into field with the telephone screener on Monday (it's attached).

The duplications involving SMB and Large Commercial are based on phone numbers. I'll ask the sampling department to produce a file with the customers concerned.

Hal

From: Kinyanjui, Christine [mailto:[REDACTED]]
Sent: Thursday, December 03, 2009 3:40 PM
To: Gray, Hal (TSVCV)
Cc: Gee, Raymond (TSVCV); Antecol, Michael (TSVCV); Wright, Walter
Subject: FW: R1558_Green Gas Commercial Sample

Hal;

The consumption is annual GJ's, although it may be less than or greater than 365 days. The report provides us with 12 billing periods which can result in these discrepancies if the first billing period is greater than 31 days (a meter reading may have been missed so the next reading is for 60 days).

On the issue of 4,500 duplications in both the SMB and Large Commercial samples, can you give me more details? Customers are identified as either SMB or Large by their rate class.

SMB are – Rate 2, 2U, LCS 1 Island, SCS 1 Island and SCS 2 Island (2U – indicates customers buying the commodity from Gas Marketers).

Large Commercial are- Rate 3, 3U, 5, 23, LCS2, LCS3 (3U – gas marketer customers)

If there is a duplication for 4,500 customers that is a huge concern. Give me or Walter a call and we can walk you through the data.

Can you also let me know when we will get a test link for the Commercial survey?

Thanks,

Christine Kinyanjui

Market Research Analyst | Terasen Gas | [REDACTED]

From: Hal.Gray@terasen.com [mailto:Hal.Gray@terasen.com]
Sent: December 3, 2009 10:41 AM
To: Kinyanjui, Christine
Cc: Raymond.Gee@terasen.com; Michael.Antecol@terasen.com
Subject: R1558_Green Gas Commercial Sample

Hi Christine,

I have one specific question and then some general comments about the sample that I think you should know about.

Question: In the TOTAL CONSUMPTION column. Do the figures represent gigajoules or some other measure?

Comments: There are about 30,000 duplications in all sample combined. Also, there are about 4,500 duplications that appear in both the SMB and large org. samples. This leaves us with about 50,000 numbers we can call for the Green Gas survey and the other projects we have coming up. Because of the large number of duplications, we think there's a potential for having to call some customers more than once over the course of the 2009/2010 projects, particularly large org. customers. We, of course, will use every sample manipulation possible to keep this to a minimum.

Hal

Hal Gray | Project Director

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From: Kinyanjui, Christine [REDACTED]
Sent: Friday, December 04, 2009 1:30 PM
To: Gee, Raymond (TSVCV); Gray, Hal (TSVCV)
Subject: RE: Sample issues
Hi Raymond,

I have taken a look at the sample and wanted to reconfirm our phone conversation.

1. The premise number is the unique identifier.
2. A debtor number (also known as account no.) can have several premises attached to it.
3. An organization can have several debtor numbers

Gas marketers sign customers using the premise number. Therefore it is possible to have an organization with different accounts and premises that is supplied by both Terasen and a gas marketer. In this case, it will be important to find out if the energy supply/ gas commodity decisions are made at a premise/ location level or at an organization level.

I just took a quick look at the large commercial sample and sorted it by – Name, Debtor #, Premise # and found that this will give you a good indication on how many accounts each organization has and if there are several contacts for the organization. If different premises have different rate classes (TG or gas marketer), and different contact information then this may indicate decisions are made separately. In this case different premises can be contacted.

However, you will also have to dedupe the small and large commercial samples as sometimes an organization has both small and large commercial accounts and one contact person for both, as in this example.

[REDACTED]

[REDACTED]

Christine Kinyanjui

Market Research Analyst | Terasen Gas | [REDACTED]

From: Raymond.Gee@[REDACTED] [mailto:Raymond.Gee@[REDACTED]]
Sent: December 4, 2009 11:39 AM
To: Hal.Gray@[REDACTED]; Kinyanjui, Christine
Subject: RE: Sample issues

Hi Christine,

One more issue with respect to the sample. As you've probably noticed, we have a lot records where this one organization, multiple locations, but each location has one phone number.

For example, London Drugs. They have multiple stores. Each store shows up as a different record but they all share the same phone number (presumably a headquarter number). And as Hal has mentioned, for some organizations (not London Drugs specifically), some locations are with TG and some are with a gas marketer.

There are two issues. These issues impact not only the Green Gas survey but also how we're going to deal with the sample in the CSat program.

- 1) Is our sampling unit the organization or the smaller locations? I recommend at the organization level for two reasons. I believe decisions related to the energy matters are made more often at the corporate level rather than at locations. And secondly, we don't phone numbers for the locations.
- 2) For organizations that are with both TG and gas marketers, how do we classify them? There are 3860 records where this is impacted. One suggestion is to flip a coin and choose.

Let me know if you want to set up a conference call.

Raymond

From: Gray, Hal (TSVCV)
Sent: Friday, December 04, 2009 10:46 AM
To: Kinyanjui, Christine

Cc: Gee, Raymond (TSVCV)
Subject: Sample issues

Hi Christine,

Attached is a sample file that shows companies listed as both SMB and Large Commercial (under the same phone number). To complicate matters even further, many companies show they are getting gas from both Terasen and a gas marketer.

The sample list not being kept up-to-date is the first explanation that comes to mind. Regardless, we need some direction on how to deal with this.

Thanks,

Hal

Hal Gray | Project Director

TNS Canadian Facts

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Phone: [REDACTED] Fax: [REDACTED]
[REDACTED] www.tnsglobal.com

The sixth sense of business™

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From: Gee, Raymond (TSVCV)
Sent: Friday, December 04, 2009 2:27 PM
To: 'Kinyanjui, Christine'
Cc: Gray, Hal (TSVCV)
Subject: RE: Handling the Commercial Sample
Hi Christine,

I'm still thinking this through. We need a set of rules to de-duplicate this sample before we can randomly select organizations to call.

Also, we have to decide at the beginning if we are contacting organizations or premises. We don't have the technical ability to flip between the two options as to who we contact in the middle of a survey, depending on where decisions are made. I don't know of interviewing software available that would allow us to do this.

To your points below:

-Yes, an organization has many debtors and premise numbers. But when I look at the Large Commercial file, it only has one phone number. I'm proposing we phone that number once, and ask for a decision maker in the organization. The only exception be if there were multiple phone numbers.

-If an organization is both a small and a large commercial customer, then wouldn't it make sense that we treat them as a large customer?

-I wasn't planning to use the contact person provided in the sample file. There's a few difficulties with this field. There are too many missing fields. The same person is spelled in multiple ways. Sometimes it's multiple contact people at the same phone number. And our questionnaire has been setup to seek out a decision maker in the organization (instead a specific name).

These issues are more specific to the Large Commercial customers than for SMBs.

Raymond

From: Kinyanjui, Christine [mailto: [REDACTED]]
Sent: Friday, December 04, 2009 2:02 PM
To: Gee, Raymond (TSVCV)
Cc: Gray, Hal (TSVCV)
Subject: RE: Handling the Commercial Sample

Hi Raymond,

Further to my previous email, the approach you have suggested needs to go further. This is because,

- An organization may have several debtor numbers and several premise numbers.
- An organization may also be classified as both a small and large commercial customer.
- Some organizations may have more than one contact person.
 - It will be important to find out if there is a single decision maker for the entire organization or if each premise/location makes its own decision.
 - Is there a way that this question can be addressed in the screener and then linked to the sample to avoid calling an organization more than once?

On classifying organizations that are with both TGI and a gas marketer as "both", that will work.

Christine Kinyanjui
Market Research Analyst | Terasen Gas | [REDACTED]

From: Raymond.Gee@ [REDACTED]
Sent: December 4, 2009 1:22 PM
To: Kinyanjui, Christine

Cc: Hal.Gray@ [REDACTED]
Subject: Handling the Commercial Sample

Hi Christine,

I've reviewed the variables more closely.

The Debtor # corresponds with what I've referred to as "the organization"
And the Premise # corresponds with what I've referred to as "locations"

Since most locations for an organization share the same phone number, I'm going to recommend we dedupe based on Debtor # and phone number. In other words, we will contact an organization once unless we have more than one phone number - in which case there is the possibility that we will call the organization more than once. I think we'll be generating a lot of customer complaints if we repeatedly dial a headquarter number and asking for a decision maker at different premise locations.

In the interest of time, we will take this approach with the Commercial Green Gas survey and revisit the issue on the CSat issue at an appropriate time later on. If an organization uses gas marketers in some of their premises, but not all, we will create a new classification called "both".

Let me know if you or Scott have any problems with this approach before I send these instructions off to my team.

Raymond Gee | Senior Research Associate

TNS Canadian Facts

1140 W. Pender Street, Suite 610 | Vancouver, BC | V6G 4G1

Phone: [REDACTED] | Fax: [REDACTED]

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From: Kinyanjui, Christine [REDACTED]
Sent: Monday, December 07, 2009 11:39 AM
To: Gee, Raymond (TSVCV)
Cc: Gray, Hal (TSVCV)
Subject: RE: Confirmation of Sample De-duplication Process

Hi Raymond,

I have discussed it with Scott and we are in agreement that this should work. On classification of commodity supplier as either TG/ Gas marketer, if any sample indicates supplier unknown, we should be able to provide additional information on the right supplier - the supplier is definitely a known variable.

On using the sample for the Cust. Sat/ Loyalty studies, I'll schedule a conference call with both you and Hal, and Walter at a convenient time either this week or next.

Christine Kinyanjui
Market Research Analyst | Terasen Gas | [REDACTED]

-----Original Message-----

From: Raymond.Gee [REDACTED]
Sent: December 4, 2009 4:17 PM
To: Kinyanjui, Christine
Cc: Hal.Gray [REDACTED]
Subject: Confirmation of Sample De-duplication Process

So Christine,

We are going to dedupe the commercial sample files by telephone number. Because most premises within an organization share the same phone number, this de-duplication strategy effectively turns our sampling unit into "the organization" and not "the premise".

Furthermore, if we have organizations in both the SMB and Large Commercial files, we will scrub out the ones on the SMB side and use the ones in Large Commercial.

Lastly, to properly classify records as TG/gas marketers, we are going to create a new variable for the organization as to whether they are TG/gass marketer/both/unknown.

Have a great weekend.

Raymond

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From: Gee, Raymond (TSVCV)
Sent: Tuesday, December 08, 2009 4:22 PM
To: 'Kinyanjui, Christine'
Cc: Gray, Hal (TSVCV)
Subject: RE: Confirmation of Sample De-duplication Process

Hi Christine,

We will add a "government" category to the answer list for QD1, so we can track this group. However, we cannot control for the number of completions we will get from this group.

We are planning to provide you with a link tomorrow if everything goes well. It is not my policy to launch surveys without giving clients a chance to review the survey first.

Raymond

-----Original Message-----

From: Kinyanjui, Christine [mailto: [REDACTED]]
Sent: Tuesday, December 08, 2009 3:45 PM
To: Gee, Raymond (TSVCV)
Cc: Gray, Hal (TSVCV)
Subject: RE: Confirmation of Sample De-duplication Process

Hi Raymond,

Further to our conversation this morning, and after taking another look at the survey, one of the demographic questions asks for industry sector. One of the options should indicate local government or government organization.

Hal, please send me the link before the survey is launched.

Christine Kinyanjui
Market Research Analyst | Terasen Gas | 604-592-7985

-----Original Message-----

From: Raymond.Gee@ [REDACTED]
Sent: December 4, 2009 4:17 PM
To: Kinyanjui, Christine
Cc: Hal.Gray [REDACTED]
Subject: Confirmation of Sample De-duplication Process

So Christine,

We are going to dedupe the commercial sample files by telephone number. Because most premises within an organization share the same phone number, this de-duplication strategy effectively turns our sampling unit into "the organization" and not "the premise".

Furthermore, if we have organizations in both the SMB and Large Commercial files, we will scrub out the ones on the SMB side and use the ones in Large Commercial.

Lastly, to properly classify records as TG/gas marketers, we are going to create a new variable for the organization as to whether they are TG/gas marketer/both/unknown.

Have a great weekend.

Raymond

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From: Kinyanjui, Christine [REDACTED]
Sent: Friday, December 11, 2009 10:17 AM
To: Gray, Hal (TSVCV)
Cc: Gee, Raymond (TSVCV)
Subject: RE: Confirmation of Sample De-duplication Process

Importance: High

Attachments: Test link feedback.doc

Hi Hal,

The survey looks good. A few minor tweaks indicated in the attached document.

In QD1:S - Please delete the option for Multi-Family.

It looks like we are good to go.

Thanks,

Christine Kinyanjui
Market Research Analyst | Terasen Gas | [REDACTED]-----Original Message-----
From: Hal.Gray@[REDACTED]
Sent: December 9, 2009 12:58 PM
To: Kinyanjui, Christine
Cc: Raymond.Gee@[REDACTED]
Subject: RE: Confirmation of Sample De-duplication Process

Hi Christine,

Here's the link for the Green Gas Commercial study. Please disregard the "Neither" option in the QN1 series (DCM choice set) as that will be removed by tomorrow.

[REDACTED]

Last version of the questionnaire is attached reflecting the addition to D1.

Hal

-----Original Message-----
From: Gee, Raymond (TSVCV)
Sent: Tuesday, December 08, 2009 4:22 PM
To: Kinyanjui, Christine
Cc: Gray, Hal (TSVCV)
Subject: RE: Confirmation of Sample De-duplication Process

Hi Christine,

We will add a "government" category to the answer list for QD1, so we can track this group. However, we cannot control for the number of completions we will get from this group.

We are planning to provide you with a link tomorrow if everything goes well. It is not my policy to launch surveys without giving clients a chance to review the survey first.

Raymond

-----Original Message-----

From: Kinyanjui, Christine [mailto:[REDACTED]]
Sent: Tuesday, December 08, 2009 3:45 PM
To: Gee, Raymond (TSVCV)
Cc: Gray, Hal (TSVCV)
Subject: RE: Confirmation of Sample De-duplication Process

Hi Raymond,

Further to our conversation this morning, and after taking a another look at the survey, one of the demographic questions asks for industry sector. One of the options should indicate local government or government organization.

Hal, please send me the link before the survey is launched.

Christine Kinyanjui
Market Research Analyst | Terasen Gas | [REDACTED]

-----Original Message-----

From: Raymond.Gee@[REDACTED]
Sent: December 4, 2009 4:17 PM
To: Kinyanjui, Christine
Cc: Hal.Gray@[REDACTED]
Subject: Confirmation of Sample De-duplication Process

So Christine,

We are going to dedupe the commercial sample files by telephone number. Because most premises within an organization share the same phone number, this de-duplication strategy effectively turns our sampling unit into "the organization" and not "the premise".

Furthermore, if we have organizations in both the SMB and Large Commercial files, we will scrub out the ones on the SMB side and use the ones in Large Commercial.

Lastly, to properly classify records as TG/gas marketers, we are going to create a new variable for the organization as to whether they are TG/gass marketer/both/unknown.

Have a great weekend.

Raymond

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removal from your hard drive. Thank you.

TERASEN GREEN GAS STUDY: v4

		INTRODUCTION	
DISPLAY1		<p>We are conducting a research study among British Columbia residents about their opinions on environmental issues. Please be assured that this is for research purposes only. It will take approximately 15 minutes of your time.</p> <p>We would like the person in your household who is fully or jointly responsible for decisions about utility services to complete this survey.</p>	NEED TO TIME SURVEY
QS1: M, QT		<p>Which of the following utility companies have you heard of? (select all that apply)</p>	
AL		<p>Terasen Gas BC Hydro TELUS None</p>	
		<p>INSTRUCTION: IF QS1 IS (TERASEN GAS) CONTINUE, ELSE TERMINATE</p>	
QS2: S, QT		<p>Do you or does any member of your household work for a utility company like BC Hydro, Terasen Gas, Pacific Northern Gas or for a gas marketer, propane or fuel oil delivery company, or in public media, advertising, public relations or market research?</p>	
AL		<p>Yes No</p>	
		<p>INSTRUCTION: IF QS2 IS (NO) CONTINUE, ELSE TERMINATE</p>	
		MARKET DRIVERS	
QM1: M, QT		<p>How concerned are you about...?</p>	PRE-MEASURE
AL		<p>10 – Very Concerned 9 8 7 6 5 4 3 2 1 – Not At All Concerned Decline</p>	
MT		<p>The current state of the environment The future state of the environment The affects of global warming The affects of climate change Greenhouse gas emissions The loss of oxygen producing forests The level of government or industry leadership on environmental issues Access to alternative fuels</p>	RANDOMIZE

ENERGY USE / GREEN PRODUCTS IN THE HOME	
QG1: S, QT	Have you taken steps to save energy in your home?
AL	Yes No Don't know Decline
	INSTRUCTIONS: IF QG1 IS (YES) CONTINUE IF QG1 IS (NO) GO TO QG2B, ELSE GO TO QG3
QG2A: M, QT	What steps have you taken to save energy in your home? <i>(select all that apply)</i>
AL	Reduced water use Energy efficient lighting Pre-programmed heat / lighting Insulating windows / doors / spaces Re-using / reducing / recycling materials Heating upgrades Other (Specify) <u>Heat Pumps</u> <u>Solar</u>
QG2B: OPEN, QT	Why have you not taken steps to save energy in the home?
AL	RECORD ANSWER Decline

RANDOMIZE

COMMITMENT	
QCM1: S, QT	We know that different people have different lifestyles. For the following three types of lifestyles, what is your general impression of each one? Please choose a number from 1 to 10, where '10' means you feel extremely positive and '1' means you feel extremely negative about that type of lifestyle. <i>(select one for each)</i>
AL	10 – Extremely positive 9 8 7 6 5 4 3 2 1 – Extremely negative
MT	A lifestyle in which you consider the environmental impact in almost everything you do. A lifestyle in which you consider the environment impact when it is reasonable or practical to do so. A lifestyle where you do not consider the environmental impact in anything you do.
QCM2: S,	

QT	Now thinking about your own day-to-day lifestyle, which of the following best describes your current lifestyle. <i>(select one only)</i>
AL	A lifestyle in which you consider the environmental impact in almost everything you do. A lifestyle in which you consider the environment impact when it is reasonable or practical to do so. A lifestyle where you do not consider the environmental impact in anything you do.
QCM3: S, QT	Some things are extremely important and are worth thinking about, while others don't require much thought at all. Thinking about the different lifestyles that we have been discussing, how important is making positive environmental choices to you? <i>(select one only)</i>
AL	Extremely Important Very Important Moderately Important Slightly Important Not At All Important
QC4: S, QT	Thinking now about your current lifestyle in relation to making positive environmental choices, to what extent can you think of reasons to continue with this lifestyle? <i>(select one only)</i>
AL	There are many good reasons to continue with your current lifestyle in relation to environmental choices and no reason to change. There are many good reasons to continue with your current lifestyle in relation to environmental choices, but also many good reasons to change. There are few good reasons to continue with your current lifestyle in relation to environmental choices and many reasons to change.

TERASEN GAS	
QT1: M, QT	Terasen Gas is the <u>primary</u> natural gas provider in British Columbia. From your direct experience with the company, and from what you have heard, seen or read, how would you rate Terasen Gas in terms of being a company that cares about...?
AL	10 – Excellent 9 8 7 6 5 4 3 2 1 – Poor Not relevant to me Decline
MT	Its employees Its role in the community The environment Making a profit Re-investing in new environmentally-friendly technologies

PRE-MEASURE

RANDOMIZE

DISPLAY2	<p>Terasen Gas is investing in a number of projects to collect biogas produced from landfills, waste water treatment plants, animal manure and organic waste with the intention of delivering pipeline-quality gas—called biomethane—to consumers.</p> <p>By capturing, cleaning and delivering biogas to the market, an alternative to conventional natural gas is provided. Biomethane is a renewable gas resulting in a direct reduction of greenhouse gases.</p> <p>While conventional sources of natural gas are already among the cleanest and lowest carbon intensity energy sources today, Terasen would like to offer this renewable gas option to its customers through a <i>Green Gas</i> program that they could sign up to receive.</p> <p><u>Do you think Terasen should be investing in biogas projects?</u></p>	
QT2: S, QT	<p>Do you think Terasen Gas should invest in offering this program to its residential customers?</p>	
AL	<p>10 – Definitely</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Definitely not</p> <p>Decline</p>	
QT3: S, QT	<p>All things being equal, if Terasen Gas offered this biomethane program, how likely would you be to sign up to the <i>Green Gas</i> program?</p>	
AL	<p>10 – Very Likely</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Not Very Likely</p> <p>Decline</p> <p>INSTRUCTION:</p> <p>IF QT3 IS (7-10) CONTINUE ELSE GO TO QP1A</p>	
QT4: M, QT	<p>What, if any, would be your motivation for signing up for such a biomethane program? (<i>select all that apply</i>)</p>	
AL	<p>Promoting new technologies</p> <p>Providing for future generations</p> <p>Preserving nature</p> <p>Human health</p> <p>Doing the right thing</p> <p>Financial rewards</p> <p>Status in your peer group</p> <p>Being on the cutting edge</p> <p>Other (Specify)</p> <p>Don't know</p>	<p>RANDOMIZE</p> <p>JANET</p>
QT5: S,		

QT	And what would be your <i>most</i> important motivation for signing up for such a program? (<i>select one only</i>)	
AL	Promoting new technologies Providing for future generations Preserving nature Human health Doing the right thing Financial rewards Status in your peer group Being on the cutting edge Other (Specify) Don't know	RANDOMIZE JANET
QT6: S, QT	Should enrolment in a biomethane this program <u>at a premium</u> be voluntary or <u>the cost of producing biogas borne by all customers</u> required ?	Comment [JD1]: To be part of the DCM now, or after pricing ???
AL	Voluntary Required Don't know / Not sure	
QT7: S, QT	Should the cost of a biomethane program be subsidized for those who have enrolled in it?	
AL	Yes No Don't know / Not sure	
PRICE FOR BIOGAS		
QP1A: S, QT	INSTRUCTIONS: SPLIT SAMPLE IN HALF INTO SAMPLE A AND SAMPLE B. IF SAMPLE A, ASK QP1A IF SAMPLE B, GO TO QP2A INSTRUCTION: IF QT3 IS (4-10) CONTINUE, ELSE GO TO QC1 If you had to pay 30% more than the current commodity price of natural gas—which is about \$18 more than the current monthly charge—to get biomethane, would you or would you not be willing to pay the extra cost?	
AL	Yes No Don't know	
QP1B: S, QT	INSTRUCTIONS: IF QP1A IS (NO) OR (DON'T KNOW) CONTINUE, ELSE GO TO QC1 If you had to pay 20% more than the current commodity price of natural gas—which is about \$12 more than the current monthly charge—to get biomethane, would you or would you not be willing to pay?	
AL	Yes No Don't know	
QP2A: S,	INSTRUCTIONS: IF SAMPLE B CONTINUE, ELSE GO TO QC1	

QT	If you had to pay 20% more than the current commodity price of natural gas—which is about \$12 more than the current monthly charge—to get biomethane, would you or would you not be willing to pay?
AL	Yes No Don't know
	INSTRUCTIONS: IF QP2A (NO) OR (DK) CONTINUE, ELSE GO TO QC1
QP2B: S, QT	If you had to pay 10% more than the current commodity price of natural gas—which is about \$6 more than the current monthly charge—to get biomethane, would you or would you not be willing to pay?
AL	Yes No Don't know
	*** DO WE NEED TO SEPARATE OUT FOR THE DIFFERENT KINDS OF BIO GAS OR IS ONE SECTION SUFFICIENT

JANET

CARBON OFFSETS	
QC1: S, QT	Have you heard of the term ' <u>carbon offset</u> '?
AL	Yes No Not Sure
DISPLAY3	A ' <u>carbon offset</u> ' is what a purchaser (you) receives in exchange for supporting a project that reduces greenhouse gases in the environment. ' <u>Carbon offsets</u> ' are voluntary purchases that are measured in tons of greenhouse gases. The buyer benefits because their purchase has contributed to mitigating carbon dioxide or other greenhouse gases in the atmosphere. The organization selling the carbon offset benefits because it makes offset projects more economically viable over time. Offset projects range from planting trees—which absorb carbon dioxide from the atmosphere—to sophisticated renewable energy and high-efficiency equipment projects.
QC2: S, QT	Knowing this information, how likely would you be to purchase a carbon offset for your personal natural gas use in order to reduce your individual environmental footprint? (<i>select one only</i>)
AL	Very likely Somewhat Not very Not at all Need more information

LEVELS	<p>Type Of Gas: Traditional natural gas Renewable biogas from municipal waste (water treatment or landfill) Renewable biogas from animal waste (manure, etc...) Carbon offset – for projects within British Columbia Carbon offset – for projects outside of British Columbia</p> <p>Project Type: Existing project (NEED EXPLANATION) Future project (NEED EXPLANATION)</p> <p>Price: No change to the current commodity price The current commodity price + 10% (about extra \$6/month) The current commodity price + 20% (about extra \$12/month) The current commodity price + 30% (about extra \$18/month) The current commodity price + >30% (over \$18 more per month)</p>	
QN2:M		
QT	Which factor in the previous scenarios is the most important to you when you think about signing up for such a program? (select one only)	
AL	Type of gas Price Don't know	
QN3: S, QT	Assuming Terasen Gas could develop and offer a renewable <i>Green Gas</i> program like the one we've been asking you about, how would you then rate Terasen Gas in terms of being a company that cares about...?	POST-MEASURE
AL	10 – Excellent 9 8 7 6 5 4 3 2 1 – Poor Not relevant to me Decline	
MT	Its employees Its role in the community The environment Making a profit Re-investing in new environmentally-friendly technologies	RANDOMIZE
	DEMOGRAPHICS	
D1: S, QT	Thinking of all homes you have lived in, how long have you been a customer of Terasen Gas, BC Gas, or Centra Gas? (select one only)	
AL	Less than 1 year One to 5 years 6 to 10 11 to 15 16 to 20	

	More than 20 years Don't know Decline Not a customer
D2: M, QT	Which of the following natural gas appliances, if any, do you have in your home? (<i>select all that apply</i>)
AL	Yes No Don't know
MT	Natural gas furnace Natural gas hot water heater that heats your tap water Natural gas boiler for home heating Natural gas range, cook top, or oven Natural gas fireplace inset into wall Natural gas stove for area heating (CLARIFICATION: FREESTANDING APPLIANCE) Natural gas clothes dryer Natural gas barbecue that uses the gas service from your home Other natural gas appliances (SPECIFY)
D3: S, QT	What is the <u>main</u> space heating fuel type in your home? (<i>select one only</i>)
AL	Natural gas Electricity Piped propane Bottled propane Oil Wood OTHER Don't know / Not sure
D4: S, QT	Into which of the following age categories do you fall?
AL	18 to 24 years 25 to 34 years 35 to 44 years 45 to 54 years 55 to 64 years 65 years or more Decline
D5: S, QT	Are you a homeowner or renter?
AL	Homeowner Renter Decline
D6: S, QT	What type of dwelling do you live in?
AL	Single-Detached house Apartment Building / Condo Row House / Townhouse / Condo Development Duplex / Triplex Suite contained within a house Mobile or Manufactured home

	Don't know / Not sure
D7: S, QT	Which of the following best describes your household's 2008 total income before taxes?
AL	Less than \$25,000 \$25,000 to less than \$35,000 \$35,000 to less than \$45,000 \$45,000 to less than \$65,000 \$65,000 to less than \$100,000 \$100,000 to less than \$125,000 \$125,00 or more Don't know / Decline
D8: S, QT	Are you...
AL	Male Female
DISPLAY	Thank you very much for participating in this survey. All information provided by you will be held in strictest confidence and will only be used for research purposes.

TERASEN GREEN GAS STUDY: v8

Style Definition: Body Text 2: Small caps,
Indent: First line: 0"

	INTRODUCTION	
DISPLAY1	<p>We are conducting a research study among British Columbia residents about their opinions on environmental issues. Please be assured that this is for research purposes only. It will take approximately 15 minutes of your time.</p> <p>We would like the person in your household who is fully or jointly responsible for decisions about utility services to complete this survey.</p>	NEED TO TIME SURVEY
QS1: M, QT	<p>Are you a customer of the following utility companies? (<i>select all that apply</i>)</p>	
AL	<p>Terasen Gas BC Hydro TELUS None</p>	
QS2: S, QT	<p>Do you or does any member of your household work for an energy utility, a gas marketer, or a public media, advertising, public relations or market research company?</p>	
AL	<p>Yes No</p>	
	<p>INSTRUCTION: IF QS2 IS (NO) CONTINUE, ELSE TERMINATE</p>	
	MARKET DRIVERS	
QM1: M, QT	<p>How concerned are you about...?</p>	
AL	<p>10 – Very Concerned 9 8 7 6 5 4 3 2 1 – Not At All Concerned Decline</p>	
MT	<p>The current state of the environment The future state of the environment The effects of global warming The effects of climate change Greenhouse gas emissions The loss of oxygen producing forests The level of government or industry leadership on environmental issues Access to alternative energy solutions fuels</p>	RANDOMIZE

Comment [W1]: Are global warming and climate change interchangeable terms?

ENERGY USE / GREEN PRODUCTS IN THE HOME	
QUESTIONS	<p><u>Current perception of natural gas compared to other energy sources ? Emissions / efficiency / cost</u></p> <p><u>Was the type of energy being used in your home a consideration when you moved in?</u></p>
QG1: S, QT	Have you taken steps to save energy in your home?
AL	Yes No Don't know Decline
	INSTRUCTIONS: IF QG1 IS (YES) CONTINUE IF QG1 IS (NO) GO TO QG2B, ELSE GO TO QG3
QG2A: M, QT	What steps have you taken to save energy in your home? (select all that apply)
AL	Reduced water use (e.g. low flow showerheads) Energy efficient lighting <u>Installed timers for lighting</u> <u>Installed a Pre-programmable</u> led thermostat <u>programmed heat/ lighting</u> <u>Weather stripping / caulking</u> Insulating windows / doors / spaces Re-using / reducing / recycling materials Heating upgrades <u>Replaced existing furnace with a high-efficiency furnace</u> Alternative energy sources (e.g. heat pumps, solar panels) Other (Specify)
	RANDOMIZE
QG2B: OPEN, QT	Why have you not taken steps to save energy in the home?
AL	RECORD ANSWER Decline
QUESTION	<p><u>Where do you get most of your information about alternative energy technologies and their environmental impact?</u></p> <p><u>prompts</u> <u>mainstream news media (tv, radio, newspapers, magazines)</u> <u>mainstream websites (news sites, yahoo, etc.)</u> <u>niche websites (energy or environment specific)</u> <u>social media (facebook, twitter)</u> <u>peers (friends and family, colleagues)</u> <u>energy companies and utilities</u> <u>other (please specify)</u></p>
	<p>Comment [JD2]: Regulatory would like some questions added to determine the current perception around NG as a clean / dirty fuel as a benchmark</p> <p>Comment [JD3]: Regulatory wants to know if the energy system was a determining factor for the homeowner...maybe under demographics?</p> <p>Comment [JD4]: Communications would like the below question added.</p> <p>Formatted: Indent: Left: 0.25"</p> <p>Formatted: Indent: Left: 0.25"</p>
COMMITMENT	
QCM1: S, QT	<p>We know that different people have different lifestyles. For the following three types of lifestyles, what is your general <u>impression</u> of each one?</p> <p>Please choose a number from 1 to 10, where '10' means you feel extremely positive and '1' means you feel extremely negative about that type of lifestyle. (select one for each)</p>
AL	10 – Extremely positive 9

	8 7 6 5 4 3 2 1 – Extremely negative	
MT	<p>A lifestyle in which you consider the environmental impact <u>in</u> almost everything you do.</p> <p>A lifestyle in which you consider the environment impact when it is reasonable or practical to do so.</p> <p>A lifestyle where you do not consider the environmental impact <u>in</u> anything you do.</p>	<div>Comment [SAW6]: Or?</div> <div>Comment [SAW7]: Or?</div>
QCM2: S, QT	Now thinking about your own day-to-day lifestyle, which of the following best <u>describes</u> your current lifestyle. <i>(select one only)</i>	<div>Comment [CK8]: Bold?</div>
AL	<p>A lifestyle in which you consider the environmental impact in almost everything you do.</p> <p>A lifestyle in which you consider the environment impact when it is reasonable or practical to do so.</p> <p>A lifestyle where you do not consider the environmental impact in anything you do.</p>	
QCM3: S, QT	Some things are extremely important and are worth thinking about, while others don't require much thought at all. Thinking about the different lifestyles that we have been discussing, how important is making positive environmental choices to you? <i>(select one only)</i>	
AL	<p>Extremely Important</p> <p>Very Important</p> <p>Moderately Important</p> <p>Slightly Important</p> <p>Not At All Important</p>	
QCM4: S, QT	Thinking now about your current lifestyle in relation to making positive environmental choices, to what extent can you think of reasons to continue with this lifestyle? <i>(select one only)</i>	
AL	<p>There are many good reasons to continue with your current lifestyle in relation to environmental choices and no reason to change.</p> <p>There are many good reasons to continue with your current lifestyle in relation to environmental choices, but also many good reasons to change.</p> <p>There are few good reasons to continue with your current lifestyle in relation to environmental choices and many reasons to change.</p>	
	<div>TERASEN GAS</div>	
QT1: M, QT	Terasen Gas is the <u>primary</u> natural gas provider in British Columbia. From your direct experience with the company, and from what you have heard, seen or read, on a scale from 1 to 10, where '10' means you feel Terasen is <u>excellent</u> and '1' means you feel Terasen is <u>poor</u> , how would you rate Terasen Gas in terms of being a company that cares about...?	PRE-MEASURE
AL	<p>10 – Excellent</p> <p>9</p> <p>8</p> <p>7</p>	

		6 5 4 3 2 1 – Poor Not relevant to me Decline	
	MT	Its employees Its role in the community The environment Making a profit Re-investing in new environmentally-friendly technologies	RANDOMIZE
	DISPLAY2	<div>Terasen Gas is investing in a number of projects to collect biogas methane gas produced from landfills, waste water treatment plants, animal manure and organic waste with the intention of delivering pipeline-quality gas to consumers.</div> <div>While conventional sources of natural gas are already among the cleanest and lowest carbon intensity energy sources today. Bby capturing, cleaning and delivering biogas-methane to the market that would otherwise be released to atmosphere; an alternative to conventional natural gas is providedsignificant greenhouse gas reductions are achieved. We refer to this renewable gas as biogas. This alternative is a “renewable gas” resulting that results in a direct reduction of greenhouse gases. We refer to this alternative as biogas.</div> <div>Currently, biogas can only be produced in limited quantities. While conventional sources of natural gas are already among the cleanest and lowest carbon intensity energy sources today, Terasen hopes that by offering a biogas program to its customers, biogas can become a viable, renewable energy source for our region. Terasen would like to offer this biogas option to its customers through a program that they could sign up to receive.</div>	<div>Comment [SAW9]: Do we need to reference that the carbon intensive by-products like methane are captured before they can escape into the atmosphere, or is the next paragraph sufficient?</div> <div>Formatted: Font: (Default) Arial</div> <div>Formatted: Font: (Default) Arial</div> <div>Comment [W10]: One tonne of methane is equivalent to 21 tonnes of CO2. Capturing it rather than letting it dissipate into the atmosphere is a major selling point</div>
	QT2: S, QT	Do you think Terasen Gas should be investing in biogas projects?	
	AL	10 – Definitely 9 8 7 6 5 4 3 2 1 – Definitely not Decline	
	QT3: S, QT	Do you think Terasen Gas should invest in offering thisa biogas program to its residential customers?	
	AL	10 – Definitely 9 8 7 6 5 4 3 2 1 – Definitely not	

	Decline	
QT4: S, QT	All things being equal, if Terasen Gas offered this a biogas program, how likely would you be to sign up?	
AL	10 – Very Likely 9 8 7 6 5 4 3 2 1 – Not Very Likely Decline INSTRUCTION: IF QT4 IS (7-10) CONTINUE ELSE GO TO QP1A	
QT5: M, QT	What, if any, would be your motivation for signing up for such a program? (<i>select all that apply</i>)	
AL	Promoting new technologies Providing for future generations Preserving nature Human health Doing the right thing Status in your peer group Being on the cutting edge Supporting local farmers by providing income for their waste streams Supporting local developments Other (Specify) Don't know	RANDOMIZE
QT6: S, QT	And what would be your <i>most</i> important motivation for signing up for such a program? (<i>select one only</i>)	
AL	Promoting new technologies Providing for future generations Preserving nature Human health Doing the right thing Status in your peer group Being on the cutting edge Supporting local farmers by providing income for their waste streams Supporting local developments Other (Specify) Don't know	RANDOMIZE
QT7: S, QT	Should enrolment in this program for a premium an additional cost be voluntary or should the cost of producing biogas be a requirementrequired for all customers?	
AL	Voluntary Required Don't know / Not sure	
PRICE FOR BIOGAS		

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- Comment [JD11]: Comment from Communications: Premium is not consumer language. We should specify added cost. Will need to be changed throughout the doc if we agree.
- Comment [JD12]: To be part of the DCM now, or after pricing ???
- Comment [JD13]: Regulatory thinks we should remove this question from the survey as the intent is for the interest in a program.

	<p>INSTRUCTIONS: SPLIT SAMPLE IN HALF INTO SAMPLE A AND SAMPLE B. IF SAMPLE A, ASK QP1A IF SAMPLE B, GO TO QP2A INSTRUCTION: IF QT3 IS (4-10) CONTINUE, ELSE GO TO QC1</p>
QP1A: S, QT	<p>If you had to pay 30% more than the current commodity price of natural gas—which is about \$18 more than the current monthly charge—to get biogas, would you or would you not be willing to pay the extra cost?</p>
AL	<p>Yes No Don't know</p>
	<p>INSTRUCTIONS: IF QP1A IS (NO) OR (DON'T KNOW) CONTINUE, ELSE GO TO QC1</p>
QP1B: S, QT	<p>If you had to pay 20% more than the current commodity price of natural gas—which is about \$12 more than the current monthly charge—to get biogas, would you or would you not be willing to pay?</p>
AL	<p>Yes No Don't know</p>
	<p>INSTRUCTIONS: IF SAMPLE B CONTINUE, ELSE GO TO QC1</p>
QP2A: S, QT	<p>If you had to pay 20% more than the current commodity price of natural gas—which is about \$12 more than the current monthly charge—to get biogas, would you or would you not be willing to pay?</p>
AL	<p>Yes No Don't know</p>
	<p>INSTRUCTIONS: IF QP2A (NO) OR (DK) CONTINUE, ELSE GO TO QC1</p>
QP2B: S, QT	<p>If you had to pay 10% more than the current commodity price of natural gas—which is about \$6 more than the current monthly charge—to get biogas, would you or would you not be willing to pay?</p>
AL	<p>Yes No Don't know</p>

Comment [JD14]: REPEAT OF QP1B??

	<p>CARBON OFFSETS</p>
QC1: S, QT	<p>Have you heard of the term 'carbon offset'?</p>
AL	<p>Yes No Not Sure</p>

Comment [W15]: Do we want to refer to it as a carbon offset? While that is the generic term we are actually selling GHG offsets in that we will be capturing methane and burning it (which actually produces CO2).

Comment [JD16]: Carbon offset is the correct term. Carbon offsets are measured in metric tons of carbon dioxide-equivalent (CO₂e) and may represent six primary categories of greenhouse gases. I added some clarity below.

DISPLAY3	<p>A <u>carbon offset</u> is what a <u>purchaser-buyer</u> (you) receives in exchange for supporting a project that reduces greenhouse gases in the environment. <u>One carbon offset equals one tonne of greenhouse gases (GHG). The average Terasen Gas customer's natural gas use generates about 5 tonnes of GHG per year</u> <u>Carbon offsets are voluntary purchases that are measured in tons of greenhouse gases.</u> <u>The buyer benefits because their purchase of a carbon offset balances out greenhouse gases released by the buyer's activities, such as home heating and cooling, driving a car or manufacturing.</u></p> <p>The organization selling the <u>carbon offset</u> benefits because it makes offset projects more economically viable over time.</p> <p><u>The buyer benefits because their purchase contributes to reducing carbon dioxide and other greenhouse gases in the atmosphere.</u> Offset projects range from planting trees—which absorb carbon dioxide from the <u>atmosphere</u>—to sophisticated renewable energy <u>such as landfill methane capture and clean-up and</u> <u>and</u> high-efficiency equipment projects.</p>	<div>Formatted: Underline</div> <div>Formatted: Font: (Default) Arial</div> <div>Comment [W17]: Can we provide an example which deals with methane reduction?</div>
QC2: S, QT	<p>Knowing this information, how likely would you be to purchase a <u>carbon offset</u> for your personal natural gas use in order to reduce your individual environmental footprint? <i>(select one only)</i></p>	
AL	<p>Very likely Somewhat Not very Not at all Need more information</p>	
QC3: M, QT	<p>ASK IF QC2 = 'VERY' OR 'SOMEWHAT', ELSE SKIP TO QC4</p> <p><u>Carbon offsets</u> are sold through a number of sources. Would you prefer to purchase an offset through... <i>(select all that apply)</i></p>	
AL	<p>Your local utility provider A 3rd party provider that supports projects in BC A 3rd party provider that supports projects outside BC Need more information / Don't know</p>	
DISPLAY4	<p>There are potentially two types of pricing programs utilities could offer in relation to reducing residential environmental footprints:</p> <p><u>Offset programs</u> — customers are offered the option to offset their home natural gas use by purchasing <u>carbon offsets through the utility, through utility-invested projects, as well as 3rd-party offset projects.</u></p> <p>Most utility <u>companiesies companies</u>-selling carbon offsets have criteria around which offsets will be purchased, e.g., their own renewable energy projects <u>and /</u> or third party biogas, wind projects or solar projects within their service territory.</p> <p><u>Renewable Eenergyy-based programs</u> — <u>customers</u> pay a <u>premium, premium to use for a portion of their natural gas to be supplied only from utility invested renewable energy projects, energy that is supplied from renewable sources only from utility-invested projects.</u></p>	<div>Comment [CK18]: ...a portion of their natural gas</div> <div>Comment [CK19]: Customers are offered the option to offset a portion of their energy use ...</div>
QC4: S, QT	<p>Which of these two programs would you be more inclined to see your <u>local utility, Terasen Gas company</u> introduce, if it were to do so? <i>(select one only)</i></p>	<div>Comment [JD20]: Use Terasen Gas instead of Utility?</div>
AL	<p>Offset programs <u>Energy-basedRenewable energy</u> programs Neither Don't know</p>	

QC5: M, QT	<p>No preference?</p> <p>IF QC4 = OFFSET PROGRAM, ASK, ELSE CONTINUE TO DISPLAY 5</p>	RANDOMIZE	<div>Formatted Table</div>
	<p>What types of offset projects would you want to see your utility companyTerasen Gas invest in outside of its own renewable energy projects? <i>(select all that apply)</i></p>		
AL	<p>Solar Power - Generate energy from sunlight.</p> <p>Geothermal Power - energy extracted Create electricity from the ground for heating underground heat.</p> <p>Wind Power - Use wind to create electricity.</p> <p>Fuel Efficiency - Burn a particular fuel more efficiently.</p> <p>Hydroelectric Power - Harness water flow for electricity.</p> <p>Fuel Substitution - Switch to a fuel that emits less carbon such as diesel trucks to natural gas trucks.</p> <p>Efficient Lighting - Replace light bulbs with fluorescent lamps.</p> <p>Heat-Electricity Cogeneration - Create electricity and heat together.</p> <p>Energy from Methane from Biomass - Burn woodfarm waste to generate electricity. - Burn farm waste to generate electricity.</p> <p>Material Substitution - Change the input for an industrial process. - Change the input for an industrial process.</p> <p>Forestation - Plant trees which absorb carbon dioxide.</p> <p>Environmental Buildings - Make buildings more energy efficient.</p> <p>3rd party biogas projects – within BC</p> <p>3rd party biogas projects – outside BCIndustrial Methane – Burn methane at industrial waste sites. - Burn methane at industrial waste sites.</p> <p>Public Transportation - Subsidize or encourage the use of public transport.</p> <p>No preference</p> <p>None of the Above</p>		<div>Comment [W21]: Geo is more commonly used to produce heat.</div> <div>Comment [W22]: Example?</div> <div>Comment [W23]: CFL's?</div> <div>Comment [W24]: Are we talking about burning waste or burning the methane created from rotting waste?</div> <div>Comment [W25]: Unclear</div> <div>Formatted: Superscript</div> <div>Comment [W26]: Unclear</div> <div>Formatted: Superscript</div>
DISPLAY5	<div>NATURAL GAS CHOICES</div> <p>ASK QN1 AND QN2 IF QT2 = 4/5/6/7/8/9/10, ELSE SKIP TO QN3</p> <p>Energy-based program:</p> <p>Currently, the cost to produce biogas can be as much as three times as much as traditional natural gas. These projects however, support local farmers by providing income for their waste streams and provide for local jobs and environmental benefits. As a result, the price premium paid would result in only a portion of the customer's natural gas use being supplied from biogas and would contribute to making biogas become a more viable, renewable energy source for the region.</p> <p>Offset program: and a much smaller renewable gas program. The price premium paid by the customer would go towards purchasing offsets from In addition to these utility invested renewable energy projects, carbon offsets as well as -from other projects. Carbon offsets could be purchased on the customer's behalf from other lower cost projects and blended with the more expensive biogas projects which could result in all of the customer's natural gas use being offset through carbon offsets. at a lower cost and serve to offset the entire natural gas use in the home and a renewable gas program could stretch much further.</p> <p>In the following section, you will be presented with several screens showing options for natural gas program initiatives. Regardless of whether you would enrol in such a program, imagine your preference amongst the following choices.</p> <p>Although some of the options will look similar from screen to screen, please pay attention to the details, as each screen is unique.</p> <p>INSTRUCTIONS: EACH SCREEN WILL INCLUDE TWO DIFFERENT CHOICES WITH TEXT TO DESCRIBE THE FEATURES IN EACH CHOICE SET. RESPONDENTS WILL SELECT THE OPTION THAT APPEALS TO THEM OR NEITHER OF THE CHOICES.</p>	<p>ONLY ASKED IF INTERESTED IN BIOGAS PROGRAM</p>	<div>Comment [W27]: Natural gas or biogas?</div> <div>Comment [CK28]: Energy initiatives?</div>
QN1: M,			

QT	If you were asked to support one of the following two choices from your utilities company <u>Terasen Gas</u> , which option would you be the most likely to choose, or would you support neither?	PAIR ALL COMBINATIONS OF LEVELS. ONE SCREEN PER PAIRING. RANDOMIZE ORDER OF PAIRINGS
LEVELS	<p>Type Of Initiative:</p> <p>Renewable biogas from municipal waste (water treatment or landfill). A premium <u>premium</u> is paid by customers who sign up <u>and a portion of the customer's natural gas is supplied from biogas relative to the percent premium paid.</u></p> <p>Renewable biogas from municipal waste (water treatment or landfill). The project costs are spread across all customers.</p> <p>Renewable biogas from animal-farm waste (manure, <u>agriculture</u> etc...). A premium <u>premium</u> is paid by customers who sign up <u>and a portion of the customer's natural gas is supplied from biogas relative to the percent premium paid.</u></p> <p>Renewable biogas from animal-farm waste (manure, <u>agriculture</u> etc...). The project costs are spread across all customers.</p> <p>Carbon offsets <u>from utility invested projects as well as for 3rd party projects within BC to offset all of the customer's natural gas use. Price premium determines the quality of offset projects invested.</u></p> <p>Carbon offsets from utility invested projects as well as for 3rd party projects for project outside of BC. <u>Price premium determines the quality of offset projects invested.</u></p> <p>Affect On Monthly Gas Bill:</p> <p>No or negligible change to price</p> <p>The current commodity price + 10% (about extra \$6/month)</p> <p>The current commodity price + 20% (about extra \$12/month)</p> <p>The current commodity price + 30% (about extra \$18/month)</p> <p>The current commodity price + >30% (over \$18 more per <u>month</u>)</p>	<p>Comment [SAW29]: I question if this process will uncover what we're looking for. The key aspect that drives the bill impact is really the % of carbon offsets purchased. I think the options need to feature three options don't they?</p> <p>Set 1:</p> <p>10% Offset Program (Renewable + Offset) + \$6/Month</p> <p>10% Offset Program) (Renewable) + more than \$18/Month</p> <p>Set 2:</p> <p>10% Offset Program (Renewable + Offset) + \$6/Month</p> <p>30% Offset Program Offset + \$18/Month</p> <p>Etc...</p> <p>Is it more important that we find out which biogas projects are most desirable, or which offset/price mix is optimal to sell customers?</p> <p>Comment [CK30]: 15/10/09 See new suggested model from Raymond – will circulate once available.</p> <p>Comment [JD31]: Still question whether we need this here????</p> <p>Comment [JD32]: Regulatory thinks this should be removed from the survey as the intent is for the interest in a program. Would create problems w/ BCUC if asked in this context. Best left out.</p> <p>Comment [JD33]: Still question whether we need this here???</p> <p>Comment [JD34]: Remove</p> <p>Formatted: Superscript</p> <p>Formatted: Superscript</p> <p>Comment [JD35]: Ask straight up question, what would be the most you would pay for biogas supply? Current market price for NG, plus %</p> <p>Comment [JD36]: What would be the most you would pay for a carbon offset program? Current market price for a carbon offset, plus %</p> <p>Comment [SAW37]: Where is this?</p>
QN2:M		
QT	Which factor in the previous scenarios is the most important to you when you think about signing up for such a program? (select one only)	
AL	<p>Type of initiative</p> <p>Funding for initiative <u>Amount of personal greenhouse gas reduction</u></p> <p>A <u>Effect on monthly gas bill</u></p>	
QN3: S, QT	Assuming Terasen Gas could develop and offer a renewable biogas program like the one we've been asking you about, how would you then rate Terasen Gas in terms of being a company that cares about...?	POST-MEASURE
AL	10 – Excellent 9 8 7 6 5 4 3 2 1 – Poor Not relevant to me Decline	
MT	<p>Its employees</p> <p>Its role in the community</p> <p>The environment</p> <p>Making a profit</p> <p>Re-investing in new environmentally-friendly technologies</p>	RANDOMIZE
DEMOGRAPHICS		<p>Comment [JD38]: Regulatory suggests a follow-up question for non-gas customers – ie – Would TG offering a biogas program make you more likely to become a gas customer...</p>

D1: S, QT	Thinking of all homes you have lived in, how long have you been a customer of Terasen Gas, BC Gas, or Centra Gas? <i>(select one only)</i>	<div>Comment [W39]: The person may use NG but not be are customer i.e. they live in an apartment where utilities are charged as part of the rent or monthly fee. We could ask if they receive a bill from TG.</div>
AL	Less than 1 year One to 5 years 6 to 10 11 to 15 16 to 20 More than 20 years Don't know Decline Not a customer	
D2: M, QT	Which of the following natural gas appliances, if any, do you have in your home? <i>(select all that apply)</i>	<div>Comment [CK40]: Is this in the right place?</div>
AL	<div>Yes</div> <div>No</div> <div>Don't know</div>	
MT	Natural gas furnace Natural gas hot water heater that heats your tap water Natural gas boiler for home heating Natural gas range, cook top, or oven Natural gas fireplace inset into wall Natural gas stove for area heating (CLARIFICATION: FREESTANDING APPLIANCE) Natural gas clothes dryer Natural gas barbecue that uses the gas service from your home Other natural gas appliances (SPECIFY)	
D3: S, QT	What is the <u>main</u> space heating fuel type in your home? <i>(select one only)</i>	
AL	Natural gas Electricity Piped propane Bottled propane Oil Wood OTHER Don't know / Not sure	
D4: S, QT	Into which of the following age categories do you fall? <i>(select one only)</i>	
AL	18 to 24 years 25 to 34 years 35 to 44 years 45 to 54 years 55 to 64 years 65 years or more Decline	
QD5: S, QT	Including yourself, how many people live in your household?	
AL	One Two Three	

	Four Five Six Seven or more Decline
QD6: S, QT	Are there any children 18 years of age or under in the household? (select one only)
AL	Yes No Decline
QD7: S, QT	What best describes the type of vehicle that you primarily drive?
AL	Motor Cycle Economy / Compact size Hybrid Mid-size Full <u>S</u> ize Sports utility vehicle, truck or van None of the above Declined
D8: S, QT	Are you a homeowner or renter? (select one only)
AL	Homeowner Renter Decline
D9: S, QT	What type of dwelling do you live in? (select one only)
AL	Single-Detached house Apartment Building / Condo Row House / Townhouse / Condo Development Duplex / Triplex Suite contained within a house Mobile or Manufactured home Don't know / Decline
D10: S, QT	What is the highest level of education that you have attained? (select one only)
AL	Some high school High school graduate Some college, trade school College or trade school graduate Some university University bachelors degree University post graduate degree Don't Know / Decline
D11: S, QT	Which of the following best describes your household's 2008 total income before taxes? (select one only)
AL	Less than \$25,000 \$25,000 to less than \$35,000 \$35,000 to less than \$45,000 \$45,000 to less than \$65,000 \$65,000 to less than \$100,000

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	<div>\$100,000 to less than \$125,000</div> <div>\$125,000 to less than \$150,000</div> <div>\$150,000 or more</div> <div>Don't know / Decline</div>	
D12: S, QT	Are you...	
AL	Male	
	Female	
D13: S, QT	In what area of BC do you live?	
AL	Lower Mainland (incl. Sunshine Coast)	
	Interior	
	Vancouver Island	
	Decline	
DISPLAY	Thank you very much for participating in this survey. All information provided by you will be held in strictest confidence and will only be used for research purposes.	

TERASEN *GREEN GAS* STUDY: v10

	INTRODUCTION		
DISPLAY1	<p>We are conducting a research study among British Columbia residents about their opinions on environmental issues. Please be assured that this is for research purposes only. It will take approximately 15 minutes of your time.</p> <p>We would like the person in your household who is fully or jointly responsible for decisions about utility services to complete this survey.</p>		NEED TO TIME SURVEY
QS1: M, QT	Are you a customer of the following utility companies? (<i>select all that apply</i>)		
AL	Terasen Gas BC Hydro TELUS None		
QS2: S, QT	Do you or does any member of your household work for an energy utility, a gas marketer, or a public media, advertising, public relations or market research company?		
AL	Yes No		
	INSTRUCTION: IF QS2 IS (NO) CONTINUE, ELSE TERMINATE		
	MARKET DRIVERS		
QM1: M, QT	How concerned are you about...?		RANDOMIZE
AL	10 – Very Concerned 9 8 7 6 5 4 3 2 1 – Not At All Concerned Decline		
MT	The current state of the environment The future state of the environment The effects of global warming /climate change The effects of climate change Greenhouse gas emissions The loss of oxygen producing forests The level of government or industry leadership on environmental issues Access to alternative energy solutions		

ENERGY USE / GREEN PRODUCTS IN THE HOME		
QG1: S, QT	Was the type of energy in your home a consideration for you when you moved in?	Comment [CK1]: Seems oddly placed.
AL	Yes No Don't know	
QG2: S, QT	Have you taken steps to save energy in your home?	
AL	Yes No Don't know Decline INSTRUCTIONS: IF QG2 IS (YES) CONTINUE IF QG2 IS (NO) GO TO QG4, ELSE GO TO QG5	RANDOMIZE
QG3: M, QT	What steps have you taken to save energy in your home? (select all that apply)	
AL	Reduced water use (e.g. low flow showerheads) Energy efficient lighting Installed timers for lighting Installed a programmable thermostat Weather stripping / caulking Insulating windows / doors / spaces Re-using / reducing / recycling materials Replaced existing furnace with a high-efficiency furnace Alternative energy sources (e.g. heat pumps, solar panels) Other (Specify)	
QG4: OPEN, QT	Why have you not taken steps to save energy in the home?	Comment [JD2]: Communications would like the below question added.
AL	RECORD ANSWER Decline	
QUESTION	<div>Where do you get most of your information about alternative energy technologies and their environmental impact?</div> <div>prompts mainstream news media (tv, radio, newspapers, magazines) mainstream websites (news sites, yahoo, etc.) niche websites (energy or environment specific) social media (facebook, twitter) peers (friends and family, colleagues) energy companies and utilities other (please specify)</div>	
QG5: S, QT	Where do you get most of your information about alternative energy technologies and their environmental impact? (select one only)	Comment [CK3]: Depending on survey length, this question can be left out. Once we know the customer segment, communication agencies can provide the best communication channels to reach the segment. Formatted: Font: Italic Formatted: Font: 10 pt, Font color: Auto, English (United States)
AL	Mainstream news media (e.g., television, radio, newspaper) Mainstream websites Niche websites Social media (e.g., facebook, twitter) Peers Energy companies and utilities Other (Specify)	

QCM4: S, QT	Slightly Important Not At All Important	
	Thinking now about your current lifestyle in relation to making positive environmental choices , to what extent can you think of reasons to continue with this lifestyle? (<i>select one only</i>)	
	AL There are many good reasons to continue with your current lifestyle in relation to environmental choices and no reason to change. There are many good reasons to continue with your current lifestyle in relation to environmental choices, but also many good reasons to change. There are few good reasons to continue with your current lifestyle in relation to environmental choices and many reasons to change.	
TERASEN GAS		
QT1: M, QT	Terasen Gas is the <u>primary</u> natural gas provider in British Columbia. From your direct experience with the company, and from what you have heard, seen or read, on a scale from 1 to 10, where ‘10’ means you feel Terasen is <u>excellent</u> and ‘1’ means you feel Terasen is <u>poor</u> , how would you rate Terasen Gas in terms of being a company that cares about...?	PRE-MEASURE
AL	10 – Excellent 9 8 7 6 5 4 3 2 1 – Poor Not relevant to me Decline	
MT	Its employees Its role in the community The environment Making a profit Re-investing in new environmentally-friendly technologies	RANDOMIZE
DISPLAY2	Terasen Gas is investing in a number of projects to collect methane gas produced from landfills, waste water treatment plants, animal manure and organic waste with the intention of delivering pipeline-quality gas to consumers. While conventional sources of natural gas are already among the cleanest and lowest carbon intensity energy sources today, by capturing, cleaning and delivering methane to the market that would otherwise be released to atmosphere; significant greenhouse gas reductions are achieved. We refer to this renewable gas as biogas. Currently, biogas can only be produced in limited quantities, Terasen hopes that by offering a biogas program to its customers, biogas can become a viable, renewable energy source for our region.	
QT2: S, QT	Do you think Terasen Gas should be investing in biogas projects?	
AL	10 – Definitely 9 8	

	7 6 5 4 3 2 1 – Definitely not Decline	
QT3: S, QT	Do you think Terasen Gas should invest in offering a biogas program to its residential customers?	
AL	10 – Definitely 9 8 7 6 5 4 3 2 1 – Definitely not Decline	
QT4: S, QT	All things being equal, if Terasen Gas offered a biogas program, how likely would you be to sign up?	
AL	10 – Very Likely 9 8 7 6 5 4 3 2 1 – Not Very Likely Decline	
	INSTRUCTION: IF QT4 IS (7-10) CONTINUE ELSE GO TO QP1A	
QT5: M, QT	What, if any, would be your motivation for signing up for such a program? (<i>select all that apply</i>)	
AL	Promoting new technologies Providing for future generations Preserving nature Human health Doing the right thing Status in your peer group Being on the cutting edge Supporting local farmers by providing income for their waste streams Supporting local developments Other (Specify) Don't know	RANDOMIZE
QT6: S, QT	And what would be your <i>most</i> important motivation for signing up for such a program? (<i>select one only</i>)	
AL	Promoting new technologies Providing for future generations	RANDOMIZE

QT7: S,
QT

AL

- Preserving nature
- Human health
- Doing the right thing
- Status in your peer group
- Being on the cutting edge
- Supporting local farmers by providing income for their waste stream
- Supporting local developments
- Other (Specify)
- Don't know

Should enrolment in this program for an additional cost be voluntary or should the cost of producing biogas be required for all customers?

- Voluntary
- Required
- Don't know / Not sure

Comment [JD4]: Regulatory thinks we should remove this question from the survey as the intent is for the interest in a program.

PRICE FOR BIOGAS

QP1A: S,
QT

AL

INSTRUCTIONS:
SPLIT SAMPLE IN HALF INTO SAMPLE A AND SAMPLE B.
IF SAMPLE A, ASK QP1A
IF SAMPLE B, GO TO QP2A
INSTRUCTION:
IF QT3 IS (4-10) CONTINUE, ELSE GO TO QC1

If you had to pay 30% more than the current commodity price of natural gas—which is about \$18 more than the current monthly charge—to get biogas, would you or would you not be willing to pay the extra cost?

- Yes
- No
- Don't know

QP1B: S,
QT

AL

INSTRUCTIONS:
IF QP1A IS (NO) OR (DON'T KNOW) CONTINUE, ELSE GO TO QC1

If you had to pay 20% more than the current commodity price of natural gas—which is about \$12 more than the current monthly charge—to get biogas, would you or would you not be willing to pay?

- Yes
- No
- Don't know

QP2A: S,
QT

AL

INSTRUCTIONS:
IF SAMPLE B CONTINUE, ELSE GO TO QC1

If you had to pay 20% more than the current commodity price of natural gas—which is about \$12 more than the current monthly charge—to get biogas, would you or would you not be willing to pay?

- Yes
- No
- Don't know

INSTRUCTIONS:
IF QP2A (NO) OR (DK) CONTINUE, ELSE GO TO QC1

Comment [JD5]: REPEAT OF QP1B??
No – respondents are either asked 30->20% or 20->10%, not both.

QP2B: S, QT	If you had to pay 10% more than the current commodity price of natural gas—which is about \$6 more than the current monthly charge—to get biogas, would you or would you not be willing to pay?
AL	Yes No Don't know

CARBON OFFSETS	
QC1: S, QT	Have you heard of the term ' <u>carbon offset</u> '?
AL	Yes No Not Sure
DISPLAY3	<p>A <u>carbon offset</u> is what a buyer (you) receives in exchange for supporting a project that reduces greenhouse gases in the environment. One carbon offset equals one tonne of greenhouse gases (GHG). The average Terasen Gas customer's natural gas use generates about 5 tonnes of GHG per year</p> <p>The buyer benefits because their purchase of a carbon offset balances out greenhouse gases released by the buyer's activities, such as home heating and cooling, driving a car or manufacturing.</p> <p>The organization selling the <u>carbon offset</u> benefits because it makes offset projects more economically viable over time.</p> <p>Offset projects range from planting trees—which absorb carbon dioxide from the atmosphere—to sophisticated renewable energy such as landfill methane capture and clean-up and high-efficiency equipment projects.</p>
QC2: S, QT	Knowing this information, how likely would you be to purchase a <u>carbon offset</u> for your personal natural gas use in order to reduce your individual environmental footprint? (<i>select one only</i>)
AL	Already purchasing one 10 - Very-Extremely likely 9 8 7 6 5 4 3 2 1 - Not at all <u>likely</u> Need more information
ASK IF QC2 = 'VERY' OR 'SOMEWHAT', ELSE SKIP TO QC4	
QC3: M, QT	<u>Carbon offsets</u> are sold through a number of sources. Would you prefer to purchase an offset through... (<i>select all that apply</i>)
AL	Your local utility provider A 3 rd party provider that supports projects in BC A 3 rd party provider that supports projects outside BC Need more information / Don't know

Comment [RG6]: Not sure if it is important that we present them with the math behind the concept.

Comment [CK7]: Change to reflect Extremely likely - 10 to 7?

DISPLAY4	<p>There are potentially two types of pricing programs utilities could offer in relation to reducing residential environmental footprints:</p> <p><u>Offset programs</u> – customers are offered the option to offset their home natural gas use by purchasing carbon offsets through the utility.</p> <p>Most utility companies selling carbon offsets have criteria around which offsets will be purchased, e.g., their own renewable energy projects and / or third party biogas, wind projects or solar projects within their service territory.</p> <p><u>Renewable energy programs</u> – customers pay a premium for a portion of their natural gas to be supplied only from utility invested renewable energy projects.</p>	
QC4: S, QT	<p>Which of these two programs would you be more inclined to see your Terasen Gas introduce, if it were to do so? <i>(select one only)</i></p>	
AL	<p>Offset program</p> <p>Renewable energy program</p> <p>Both</p> <p>Neither</p> <p>Don't know</p> <p>No preference?</p> <p>IF QC4 = OFFSET PROGRAM, ASK, ELSE CONTINUE TO DISPLAY 6ASK ALL</p>	
QC5: M, QT	<p>What types of offset projects would you want to see Terasen Gas invest in outside of its own renewable energy projects? <i>(select all that apply)</i></p>	RANDOMIZE
AL	<p><u>Solar Power</u> - Generate energy from sunlight.</p> <p><u>Geothermal Power</u> – energy extracted from the ground for heating.</p> <p><u>Wind Power</u> - Use wind to create electricity.</p> <p><u>Fuel Efficiency</u> - Burn a particular fuel more efficiently.</p> <p><u>Fuel Substitution</u> - Switch to a fuel that emits less carbon such as diesel trucks to natural gas trucks.</p> <p><u>Efficient Lighting</u> - Replace light bulbs with fluorescent lamps.</p> <p><u>Heat-Electricity Cogeneration</u> - Create electricity and heat together.</p> <p>Energy from <u>Biomass</u> - Burn wood waste to generate electricity.</p> <p><u>Forestation</u> - Plant trees which absorb carbon dioxide.</p> <p><u>Environmental Buildings</u> - Make buildings more energy efficient.</p> <p>3rd party biogas projects – within BC</p> <p>3rd party biogas projects – outside BC</p> <p><u>Public Transportation</u> - Subsidize or encourage the use of public transport.</p> <p>No preference</p> <p>None of the Above</p>	
NATURAL GAS CHOICES		
ASK QN1 AND QN2 IF QT2 = 4/5/6/7/8/9/10, ELSE SKIP TO QN3		ONLY ASKED IF INTERESTED IN BIOGAS PROGRAM

DISPLAY5	<p><u>Energy-based program:</u></p> <p>Currently, the cost to produce biogas can be as much as three times as much as traditional natural gas. These projects however, support local farmers by providing income for their waste streams and provide for local jobs and environmental benefits. The price premium paid would result in a portion of the customer's natural gas use being supplied from biogas and would contribute to making biogas become a more viable, renewable energy source for the region.</p>	<p>Formatted: Highlight</p> <p>Comment [RG8]: This paragraph is biasing in favour of a program. Would delete altogether</p> <p>Formatted: Highlight</p>
	<p><u>Offset program:</u></p> <p>The price premium paid by the customer would go towards purchasing offsets from utility invested renewable energy projects, as well as from other projects. Carbon offsets could be purchased on the customer's behalf from other lower cost projects and blended with the more expensive biogas projects which could result in all of the customer's natural gas use being offset through carbon offsets.</p> <p>In the following section, you will be presented with several screens showing options for <u>program energy</u> initiatives. Regardless of whether you would enrol in such a program, imagine your preference amongst the following choices.</p> <p>Although some of the options will look similar from screen to screen, please pay attention to the details, as each screen is unique.</p> <p>Please note the price premium paid by the customer for carbon offsets goes towards purchasing offsets from a variety of greenhouse gas reduction projects and not necessarily utility invested renewable energy projects.</p>	<p>Comment [JD9]: Not sure if this is the right way to frame the question as Terasen would only have an offset program if biogas as part of the portfolio...I like the follow-up questions though, let's discuss.</p>
	<p>INSTRUCTIONS:</p> <p>EACH SCREEN WILL INCLUDE TWO DIFFERENT CHOICES WITH TEXT TO DESCRIBE THE FEATURES IN EACH CHOICE SET. RESPONDENTS WILL SELECT THE OPTION THAT APPEALS TO THEM OR NEITHER OF THE CHOICES.</p> <p>If you were asked to support one of the following two choices from Terasen Gas, which option would you be the most likely to choose, or would you support neither?</p>	<p>PAIR ALL COMBINATIONS OF LEVELS. ONE SCREEN PER PAIRING.</p> <p>RANDOMIZE ORDER OF PAIRINGS</p>
	<p>QN1: M, QT</p> <p>LEVELS</p> <p><u>Type Of Initiative:Renewable Biogas:</u></p> <p>Renewable biogasYes from municipal waste (water treatment or landfill). A premium is paid by customers who sign up and a portion of the customer's natural gas is supplied from biogas relative to the percent premium paid.</p> <p>Renewable biogas from municipal waste (water treatment or landfill). The project costs are spread across all customers.No Renewable biogas from farm waste (manure, agriculture etc...). A premium is paid by customers who sign up and a portion of the customer's natural gas is supplied from biogas relative to the percent premium paid.</p> <p>Renewable biogas from farm waste (manure, agriculture etc...). The project costs are spread across all customers.</p> <p><u>Carbon Offsets:</u></p> <p>Carbon offsets from utility invested projects as well as for 3rd party projects within BC to offset all of the customer's natural gas use. Price premium determines the quality of offset projects invested.</p> <p>Yes Carbon offsets from utility invested projects as well as for 3rd party projects outside of BC. Price premium determines the quality of offset projects invested.No</p> <p><u>Effect On Monthly Gas Bill:</u></p> <p>No or negligible change to price</p> <p>The current commodity price + 10% (about extra \$6/month)</p> <p>The current commodity price + 20% (about extra \$12/month)</p> <p>The current commodity price + 30% (about extra \$18/month)</p> <p>The current commodity price + >30% (over \$18 more per month)</p>	<p>Formatted Table</p> <p>Comment [JD10]: Remove</p> <p>Formatted: Font: Bold</p>

		<p>Percent Reduction In Your Green House Gas Emissions:</p> <p>10 % 50%</p> <p>20% 80%</p> <p>30 % 100%</p>		
QN2:M	QT	Which factor in the previous scenarios is the most important to you when you think about signing up for such a program? <i>(select one only)</i>		
AL		<p><u>The inclusion of a Type of initiativebiogas initiative</u></p> <p><u>The inclusion of a carbon offsets initiative</u></p> <p>Amount of personal greenhouse gas reduction</p> <p>Effect on monthly gas bill</p>	RANDOMIZE	
QN3: S,	QT	Assuming Terasen Gas could develop and offer a renewable biogas program like the one we've been asking you about, how would you then rate Terasen Gas in terms of being a company that cares about...?	POST-MEASURE	
AL		10 – Excellent 9 8 7 6 5 4 3 2 1 – Poor Not relevant to me Decline		
MT		Its employees Its role in the community The environment Making a profit Re-investing in new environmentally-friendly technologies	RANDOMIZE	
DEMOGRAPHICS				
D1: S,	QT	Thinking of all homes you have lived in, how long have you been a customer of Terasen Gas, BC Gas, or Centra Gas? <i>(select one only)</i>		
AL		Less than 1 year One to 5 years 6 to 10 11 to 15 16 to 20 More than 20 years Don't know Decline Not a customer		
D2: M,	QT	Which of the following natural gas appliances, if any, do you have in your home? <i>(select all that apply)</i>		
AL		Yes No Don't know		

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Comment [JD11]: Biogas likely scenarios would result in a 10-30% GHG reduction, Carbon offset scenarios would result in a 50-100% GHG reduction

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Comment [CK12]: Should specify that customer should be receiving a gas bill – not just using gas (e.g. condo's where gas is included in strata fees).

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Comment [JD11]: Biogas likely scenarios would result in a 10-30% GHG reduction, Carbon offset scenarios would result in a 50-100% GHG reduction

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Comment [CK12]: Should specify that customer should be receiving a gas bill – not just using gas (e.g. condo's where gas is included in strata fees).

MT	Natural gas furnace Natural gas hot water heater that heats your tap water Natural gas boiler for home heating Natural gas range, cook top, or oven Natural gas fireplace inset into wall Natural gas stove for area heating (CLARIFICATION: FREESTANDING APPLIANCE) Natural gas clothes dryer Natural gas barbecue that uses the gas service from your home Other natural gas appliances (SPECIFY)
D3: S, QT	What is the <u>main</u> space heating fuel type in your home? (<i>select one only</i>)
AL	Natural gas Electricity Piped propane Bottled propane Oil Wood OTHER Don't know / Not sure
D4: S, QT	Into which of the following age categories do you fall? (<i>select one only</i>) <i>[NOT ASKED – WILL GET INFO FROM PANEL]</i>
AL	18 to 24 years 25 to 34 years 35 to 44 years 45 to 54 years 55 to 64 years 65 years or more Decline
QD5: S, QT	Including yourself, how many people live in your household? <i>[NOT ASKED – WILL GET INFO FROM PANEL]</i>
AL	One Two Three Four Five Six Seven or more Decline
QD6: S, QT	Are there any children 18 years of age or under in the household? (<i>select one only</i>) <i>[NOT ASKED – WILL GET INFO FROM PANEL]</i>
AL	Yes No Decline
QD7: S, QT	What best describes the type of vehicle that you primarily drive?
AL	Motor- C ycle Economy / Compact size Hybrid Mid-size Full size

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		Sports utility vehicle, truck or van None of the above Declined
D8: S, QT		Are you a homeowner or renter? (<i>select one only</i>)
AL		Homeowner Renter Decline
D9: S, QT		What type of dwelling do you live in? (<i>select one only</i>)
AL		Single-Detached house Apartment Building / Condo Row House / Townhouse / Condo Development Duplex / Triplex Suite contained within a house Mobile or Manufactured home Don't know / Decline
D10: S, QT		What is the highest level of education that you have attained? (<i>select one only</i>) <u>[NOT ASKED – WILL GET INFO FROM PANEL]</u>
AL		Some high school High school graduate Some college, trade school College or trade school graduate Some university University bachelors degree University post graduate degree Don't Know / Decline
D11: S, QT		Which of the following best describes your household's 2008 total income before taxes? (<i>select one only</i>) <u>[NOT ASKED – WILL GET INFO FROM PANEL]</u>
AL		Less than \$25,000 \$25,000 to less than \$35,000 \$35,000 to less than \$45,000 \$45,000 to less than \$65,000 \$65,000 to less than \$100,000 \$100,000 to less than \$125,000 \$125,000 to less than \$150,000 \$150,000 or more Don't know / Decline
D12: S, QT		Are you... <u>[NOT ASKED – WILL GET INFO FROM PANEL]</u>
AL		Male Female
D13: S, QT		In what area of BC do you live?
AL		Lower Mainland (including Whistler)(incl. Sunshine Coast) Interior Vancouver Island <u>Sunshine Coast</u> Decline

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Comment [CK13]: Whistler included in LM - and Sunshine Coast its own option.

DISPLAY	Thank you very much for participating in this survey. All information provided by you will be held in strictest confidence and will only be used for research purposes.
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TERASEN *GREEN GAS* STUDY: v11

INTRODUCTION		THIS SURVEY IS TRACKING AT 18 TO 23 MINS
DISPLAY1	<p>We are conducting a research study among British Columbia residents about their opinions on environmental issues. Please be assured that this is for research purposes only. It will take approximately 15 minutes of your time.</p> <p>We would like the person in your household who is fully or jointly responsible for decisions about utility services to complete this survey.</p>	
QS1: M, QT	<p>Are you a customer of the following utility companies? (<i>select all that apply</i>)</p>	
AL	<p>Terasen Gas BC Hydro TELUS None</p>	
QS2: S, QT	<p>Do you or does any member of your household work for an energy utility, a gas marketer, or a public media, advertising, public relations or market research company?</p>	
AL	<p>Yes No</p> <p>INSTRUCTION: IF QS2 IS (NO) CONTINUE, ELSE TERMINATE</p>	
MARKET DRIVERS		
QM1: M, QT	<p>How concerned are you about...?</p>	
AL	<p>10 – Very Concerned 9 8 7 6 5 4 3 2 1 – Not At All Concerned Decline</p>	
MT	<p>The current state of the environment The future state of the environment The effects of global warming /climate change Greenhouse gas emissions The loss of oxygen producing forests The level of government or industry leadership on environmental issues Access to alternative energy solutions</p>	RANDOMIZE

ENERGY USE / GREEN PRODUCTS IN THE HOME	
QG1: S, QT	Have you taken steps to save energy in your home?
AL	Yes No Don't know Decline INSTRUCTIONS: IF QG1 IS (YES) CONTINUE IF QG1 IS (NO) GO TO QG3, ELSE GO TO QG4
QG2: M, QT	What steps have you taken to save energy in your home? (select all that apply)
AL	Reduced water use (e.g. low flow showerheads) Energy efficient lighting Installed timers for lighting Installed a programmable thermostat Weather stripping / caulking Insulating windows / doors / spaces Re-using / reducing / recycling materials Replaced existing furnace with a high-efficiency furnace Alternative energy sources (e.g. heat pumps, solar panels) Other (Specify)
QG3: OPEN, QT	Why have you not taken steps to save energy in the home?
AL	RECORD ANSWER Decline
QG4: S, QT	Where do you get most of your information about alternative energy technologies and their environmental impact? (select one only)
AL	Mainstream news media (e.g., television, radio, newspaper) Mainstream websites Niche websites Social media (e.g., facebook, twitter) Peers Energy companies and utilities Other (Specify) Don't look for this information Don't know
QG5: S, QT	Was the type of energy-heating in your home a consideration for you when you moved in?
AL	Yes No Don't know

RANDOMIZE

Comment [RG1]: Strongly recommend deleting this question due to time constraints

COMMITMENT	
QCM1: S, QT	<p>We know that different people have different lifestyles. For the following three types of lifestyles, what is your general impression of each one?</p> <p>Please choose a number from 1 to 10, where '10' means you feel extremely positive and '1' means you feel extremely negative about that type of lifestyle. (<i>select one for each</i>)</p>
AL	<p>10 – Extremely positive</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Extremely negative</p>
MT	<p>A lifestyle in which you consider the environmental impact of almost everything you do.</p> <p>A lifestyle in which you consider the environment impact when it is reasonable or practical to do so.</p> <p>A lifestyle where you do not consider the environmental impact of anything you do.</p>
QCM2: S, QT	<p>Now thinking about your own day-to-day lifestyle, which of the following best describes your current lifestyle. (<i>select one only</i>)</p>
AL	<p>A lifestyle in which you consider the environmental impact in almost everything you do.</p> <p>A lifestyle in which you consider the environment impact when it is reasonable or practical to do so.</p> <p>A lifestyle where you do not consider the environmental impact in anything you do.</p>
QCM3: S, QT	<p>Some things are extremely important and are worth thinking about, while others don't require much thought at all. Thinking about the different lifestyles that we have been discussing, how important is this decision in your life? (<i>select one only</i>)</p>
AL	<p>Extremely Important</p> <p>Very Important</p> <p>Moderately Important</p> <p>Slightly Important</p> <p>Not At All Important</p>
QCM4: S, QT	<p>Thinking now about your current lifestyle, to what extent can you think of reasons to continue with this lifestyle? (<i>select one only</i>)</p>
AL	<p>There are many good reasons to continue with your current lifestyle in relation to environmental choices and no reason to change.</p> <p>There are many good reasons to continue with your current lifestyle in relation to environmental choices, but also many good reasons to change.</p> <p>There are few good reasons to continue with your current lifestyle in relation to environmental choices and many reasons to change.</p>

TERASEN GAS		
QT1: M, QT	<p>Terasen Gas is the <u>primary</u> natural gas provider in British Columbia. From your direct experience with the company, and from what you have heard, seen or read, on a scale from 1 to 10, where '10' means you feel Terasen is <u>excellent</u> and '1' means you feel Terasen is <u>poor</u>, how would you rate Terasen Gas in terms of being a company that cares about...?</p>	PRE-MEASURE
AL	<p>10 – Excellent</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Poor</p> <p>Not relevant to me</p> <p>Decline</p>	
MT	<p>Its employees</p> <p>Its role in the community</p> <p>The environment</p> <p>Making a profit</p> <p>Re-investing in new environmentally-friendly technologies</p>	RANDOMIZE
DISPLAY2	<p>Terasen Gas is investing in a number of projects to collect methane gas produced from landfills, waste water treatment plants, animal manure and organic waste with the intention of delivering pipeline-quality gas to consumers.</p> <p>While conventional sources of natural gas are already among the cleanest and lowest carbon intensity energy sources today, by capturing, cleaning and delivering methane to the market that would otherwise be released to atmosphere; significant greenhouse gas reductions are achieved. We refer to this renewable gas as biogas.</p> <p>Currently, biogas can only be produced in limited quantities, Terasen hopes that by offering a biogas program to its customers, biogas can become a viable, renewable energy source for our region.</p>	
QT2: S, QT	<p>Do you think Terasen Gas should be investing in biogas projects?</p>	
AL	<p>10 – Definitely</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Definitely not</p> <p>Decline</p>	
QT3: S, QT	<p>Do you think Terasen Gas should invest in offering a biogas program to its residential customers?</p>	
AL	<p>10 – Definitely</p> <p>9</p> <p>8</p> <p>7</p>	

	6 5 4 3 2 1 – Definitely not Decline	
QT4: S, QT	All things being equal, if Terasen Gas offered a biogas program, how likely would you be to sign up?	
AL	10 – Very Likely 9 8 7 6 5 4 3 2 1 – Not Very Likely Decline INSTRUCTION: IF QT4 IS (7-10) CONTINUE ELSE GO TO QP1A	
QT5: M, QT	What, if any, would be your motivation for signing up for such a program? (<i>select all that apply</i>)	
AL	Promoting new technologies Providing for future generations Preserving nature Human health Doing the right thing Status in your peer group Being on the cutting edge Supporting local farmers by providing income for their waste streams Supporting local developments Other (Specify) Don't know	RANDOMIZE
QT6: S, QT	And what would be your <i>most</i> important motivation for signing up for such a program? (<i>select one only</i>)	
AL	Promoting new technologies Providing for future generations Preserving nature Human health Doing the right thing Status in your peer group Being on the cutting edge Supporting local farmers by providing income for their waste stream Supporting local developments Other (Specify) Don't know	RANDOMIZE

PRICE FOR BIOGAS	
	<p>INSTRUCTIONS: SPLIT SAMPLE IN HALF INTO SAMPLE A AND SAMPLE B. IF SAMPLE A, ASK QP1A IF SAMPLE B, GO TO QP2A INSTRUCTION: IF QT3 IS (4-10) CONTINUE, ELSE GO TO QC1</p>
QP1A: S, QT	<p>If you had to pay 30% more than the current commodity price of natural gas—which is about \$18 more than the current monthly charge—to get biogas, would you or would you not be willing to pay the extra cost?</p>
AL	<p>Yes No Don't know</p>
	<p>INSTRUCTIONS: IF QP1A IS (NO) OR (DON'T KNOW) CONTINUE, ELSE GO TO QC1</p>
QP1B: S, QT	<p>If you had to pay 20% more than the current commodity price of natural gas—which is about \$12 more than the current monthly charge—to get biogas, would you or would you not be willing to pay?</p>
AL	<p>Yes No Don't know</p>
	<p>INSTRUCTIONS: IF SAMPLE B CONTINUE, ELSE GO TO QC1</p>
QP2A: S, QT	<p>If you had to pay 20% more than the current commodity price of natural gas—which is about \$12 more than the current monthly charge—to get biogas, would you or would you not be willing to pay?</p>
AL	<p>Yes No Don't know</p>
	<p>INSTRUCTIONS: IF QP2A (NO) OR (DK) CONTINUE, ELSE GO TO QC1</p>
QP2B: S, QT	<p>If you had to pay 10% more than the current commodity price of natural gas—which is about \$6 more than the current monthly charge—to get biogas, would you or would you not be willing to pay?</p>
AL	<p>Yes No Don't know</p>

Comment [JD2]: Change price options to 5%, 10%, 20% & 30%

I

CARBON OFFSETS	
QC1: S, QT	Have you heard of the term ' <u>carbon offset</u> '?
AL	Yes No Not Sure
DISPLAY3	<p>A <u>carbon offset</u> is what a buyer (you) receives in exchange for supporting a project that reduces greenhouse gases in the environment.</p> <p>The buyer benefits because their purchase of a carbon offset balances out greenhouse gases released by the buyer's activities, such as home heating and cooling, driving a car or manufacturing.</p> <p>The organization selling the <u>carbon offset</u> benefits because it makes offset projects more economically viable over time.</p> <p>Offset projects range from planting trees—which absorb carbon dioxide from the atmosphere—to sophisticated renewable energy such as landfill methane capture and clean-up and high-efficiency equipment projects.</p>
QC2: S, QT	Knowing this information, how likely would you be to purchase a <u>carbon offset</u> for your personal natural gas use in order to reduce your individual environmental footprint? (<i>select one only</i>)
AL	Already purchasing one 10 - Extremely likely 9 8 7 6 5 4 3 2 1 - Not at all likely Need more information
	ASK IF QC2 = 8/9/10, ELSE SKIP TO QC4
QC3: M, QT	<u>Carbon offsets</u> are sold through a number of sources. Would you prefer to purchase an offset through... (<i>select all that apply</i>)
AL	Your local utility provider A 3 rd party provider that supports projects in BC A 3 rd party provider that supports projects outside BC Need more information / Don't know

DISPLAY4	<p>There are potentially two types of pricing programs utilities could offer in relation to reducing residential environmental footprints - offset programs, renewable energy programs or a mix of both.</p> <p>Offset programs – customers are offered the option to offset their home natural gas use by purchasing carbon offsets through the utility.</p> <p>Most utility companies selling carbon offsets have criteria around which offsets will be purchased, e.g., their own renewable energy projects and / or third party biogas, wind projects or solar projects within their service territory.</p> <p>Renewable energy programs – customers pay a premium for a portion of their natural gas to be supplied only from utility invested renewable energy projects.</p>
QC4: S, QT	<p>Which of these two programs would you be more inclined to see Terasen Gas introduce, if it were to do so? <i>(select one only)</i></p>
AL	<p>Offset program</p> <p>Renewable energy program</p> <p>Both</p> <p>Neither</p> <p>Don't know</p>
	<p>ASK ALL</p>
QC5: M, QT	<p>What types of offset projects would you want to see Terasen Gas invest in outside of its own renewable energy projects? <i>(select all that apply)</i></p>
AL	<p><u>Solar Power</u> - Generate energy from sunlight.</p> <p><u>Geothermal Power</u> – energy extracted from the ground for heating.</p> <p><u>Wind Power</u> - Use wind to create electricity.</p> <p><u>Fuel Efficiency</u> - Burn a particular fuel more efficiently.</p> <p><u>Fuel Substitution</u> - Switch to a fuel that emits less carbon such as diesel trucks to natural gas trucks.</p> <p><u>Efficient Lighting</u> - Replace light bulbs with fluorescent lamps.</p> <p><u>Heat-Electricity Cogeneration</u> - Create electricity and heat together.</p> <p>Energy from <u>Biomass</u> - Burn wood waste to generate electricity.</p> <p><u>Forestation</u> - Plant trees which absorb carbon dioxide.</p> <p><u>Environmental Buildings</u> - Make buildings more energy efficient.</p> <p>3rd party biogas projects – within BC</p> <p>3rd party biogas projects – outside BC</p> <p><u>Public Transportation</u> - Subsidize or encourage the use of public transport.</p> <p>No preference</p> <p>None of the Above</p>

RANDOMIZE

DISPLAY5

QN1: M,
QT

LEVELS

NATURAL GAS CHOICES	
<p>ASK QN1 AND QN2 IF QT2 = 4/5/6/7/8/9/10, ELSE SKIP TO QN3</p> <p>In the following section, you will be presented with several screens showing options for energy initiatives. Regardless of whether you would enrol in such a program, imagine your preference amongst the following choices.</p> <p>Although some of the options will look similar from screen to screen, please pay attention to the details, as each screen is unique.</p> <p>Please note the following <u>Definitions</u>.</p> <p><u>Renewable Biogas:</u></p> <p>Currently, the cost to produce biogas can be as much as three times as much as traditional natural gas. These projects however, support local farmers by providing income for their waste streams and provide for local jobs and environmental benefits. The price premium paid would result in a portion of the customer's natural gas use being supplied from biogas and would contribute to making biogas become a more viable, renewable energy source for the region.</p> <p><u>Carbon Offsets:</u></p> <p>The price premium paid by the customer would go towards purchasing offsets from utility invested renewable energybiogas projects, as well as from other carbon offset projects and would contribute to offsetting greenhouse gases from a customer's natural gas use.</p> <p>Programs can also include a blend of carbon offsets projects and expensive biogas projects</p> <p>INSTRUCTIONS: EACH SCREEN WILL INCLUDE TWO DIFFERENT CHOICES WITH TEXT TO DESCRIBE THE FEATURES IN EACH CHOICE SET. RESPONDENTS WILL SELECT THE OPTION THAT APPEALS TO THEM OR NEITHER OF THE CHOICES.</p> <p>If you were asked to support one of the following two choices from Terasen Gas, which option would you be the most likely to choose, or would you support neither?</p> <p>Renewable Biogas: Yes No</p> <p>Carbon Offsets: Yes No</p> <p>Effect On Monthly Gas Bill: No or negligible change to price The current commodity price + 10% (about extra \$6/month) The current commodity price + 20% (about extra \$12/month) The current commodity price + 30% (about extra \$18/month) The current commodity price + >30% (over \$18 more per month)</p> <p>Percent Reduction In Your Green House Gas Emissions: 10 % 20% 30 % 50% 80%</p>	<p>ONLY ASKED IF INTERESTED IN BIOGAS PROGRAM</p> <p>PAIR ALL COMBINATIONS OF LEVELS. ONE SCREEN PER PAIRING. RANDOMIZE ORDER OF PAIRINGS</p>

Comment [JD3]: Let's discuss if we want to include the definitions per TNS comment re: bias.

Comment [JD4]: Suggest deleting this sentence as it would be addressed above if we keep it in.

Comment [JD5]: Change Price options to 5%, 10%, 20 % & 30% (exclude over 30%)

Comment [JD6]: Biogas likely scenarios would result in a 10-30% GHG reduction, Carbon offset scenarios would result in a 50-100% GHG reduction.

Comment [JD7]: Comment from Raymond: I'm proposing that we should ask biogas at the 50-100% levels too and offsets at 10-30% levels too. However, when we conduct the analysis, we would only look at the more likely scenarios.
- Janet Devaney: I agree with offering all the options. This would help with future programming should the cost of biogas come down and carbon offsets go up.

100%		
QN2:M		
QT	Which factor in the previous scenarios is the most important to you when you think about signing up for such a program? (select one only)	
AL	The inclusion of a biogas initiative The inclusion of a carbon offsets initiative Amount of personal greenhouse gas reduction Effect on monthly gas bill	RANDOMIZE
QN3:S		
QT	Assuming Terasen Gas could develop and offer a renewable biogas program like the one we've been asking you about, how would you then rate Terasen Gas in terms of being a company that cares about...?	POST-MEASURE
AL	10 – Excellent 9 8 7 6 5 4 3 2 1 – Poor Not relevant to me Decline	
MT	Its employees Its role in the community The environment Making a profit Re-investing in new environmentally-friendly technologies	RANDOMIZE
DEMOGRAPHICS		
QD1: S, QT	Thinking of all homes you have lived in, how long have you been a customer of Terasen Gas, BC Gas, or Centra Gas? By "customer", we are referring to someone who receives a gas bill. (select one only)	
AL	Less than 1 year One to 5 years 6 to 10 11 to 15 16 to 20 More than 20 years Don't know Decline Not a customer	
QD2: M, QT	Which of the following natural gas appliances, if any, do you have in your home? (select all that apply)	
AL	Yes No Don't know	
MT	Natural gas furnace Natural gas hot water heater that heats your tap water Natural gas boiler for home heating	

	Natural gas range, cook top, or oven Natural gas fireplace inset into wall Natural gas stove for area heating (CLARIFICATION: FREESTANDING APPLIANCE) Natural gas clothes dryer Natural gas barbecue that uses the gas service from your home Other natural gas appliances (SPECIFY)
D3: S, QT	What is the <u>main</u> space heating fuel type in your home? (<i>select one only</i>)
AL	Natural gas Electricity Piped propane Bottled propane Oil Wood OTHER Don't know / Not sure
QD4: S, QT	What best describes the type of vehicle that you primarily drive?
AL	Motorcycle Economy / Compact size Hybrid Mid-size Full size Sports utility vehicle, truck or van None of the above Declined
D5: S, QT	Are you a homeowner or renter? (<i>select one only</i>)
AL	Homeowner Renter Decline
D6: S, QT	What type of dwelling do you live in? (<i>select one only</i>)
AL	Single-Detached house Apartment Building / Condo Row House / Townhouse / Condo Development Duplex / Triplex Suite contained within a house Mobile or Manufactured home Don't know / Decline
D7: S, QT	In what area of BC do you live?
AL	Lower Mainland (including Whistler) Interior Vancouver Island Sunshine Coast Decline

Comment [JD12]: I'd like to breakout Whistler, match REUS demographic questions.

QUESTIONS THAT WILL NOT BE ASKED, BUT COLLECTED THRU OUR PANEL STATS	
PANEL: S, QT	Into which of the following age categories do you fall? (select one only)
AL	18 to 24 years 25 to 34 years 35 to 44 years 45 to 54 years 55 to 64 years 65 years or more Decline
PANEL: S, QT	Including yourself, how many people live in your household?
AL	One Two Three Four Five Six Seven or more Decline
PANEL: S, QT	Are there any children 18 years of age or under in the household? (select one only)
AL	Yes No Decline
PANEL: S, QT	What is the highest level of education that you have attained? (select one only)
AL	Public or elementary school Secondary or high school Technical or Cegep college Community college University Post Graduate Other
PANEL: S, QT	Which of the following best describes your household's 2008 total income before taxes? (select one only)
AL	Less than \$15,000 \$15,000 to less than \$25,000 \$25,000 to less than \$35,000 \$35,000 to less than \$45,000 \$45,000 to less than \$60,000 \$60,000 to less than \$80,000 \$80,000 to less than \$100,000 \$100,000 or more Don't know / Decline
PANEL: S, QT	Are you...[NOT ASKED – WILL GET INFO FROM PANEL]
AL	Male Female

Comment [RG13]: Please note the new categories as used in our panel

Comment [RG14]: Please note the new categories as used in our panel

DISPLAY

Thank you very much for participating in this survey. All information provided by you will be held in strictest confidence and will only be used for research purposes.

TERASEN *GREEN GAS* STUDY: v12

INTRODUCTION	
DISPLAY1	<p>We are conducting a research study among British Columbia residents about their opinions on environmental issues. Please be assured that this is for research purposes only. It will take approximately 15 minutes of your time.</p> <p>We would like the person in your household who is fully or jointly responsible for decisions about utility services to complete this survey.</p>
QS1: M, QT	<p>Are you a customer of the following utility companies? (<i>select all that apply</i>)</p>
AL	<p>Terasen Gas BC Hydro TELUS None</p>
QS2: S, QT	<p>Do you or does any member of your household work for an energy utility, a gas marketer, or a public media, advertising, public relations or market research company?</p>
AL	<p>Yes No</p>
INSTRUCTION: IF QS2 IS (NO) CONTINUE, ELSE TERMINATE	
MARKET DRIVERS	
QM1: M, QT	<p>How concerned are you about...?</p>
AL	<p>10 – Very Concerned 9 8 7 6 5 4 3 2 1 – Not At All Concerned Decline</p>
MT	<p>The current state of the environment The future state of the environment The effects of global warming /climate change Greenhouse gas emissions The loss of oxygen producing forests The level of government or industry leadership on environmental issues Access to alternative energy solutions</p>

RANDOMIZE

ENERGY USE / GREEN PRODUCTS IN THE HOME	
QG1: S, QT	Have you taken steps to save energy in your home?
AL	Yes No Don't know Decline INSTRUCTIONS: IF QG1 IS (YES) CONTINUE IF QG1 IS (NO) GO TO QG3, ELSE GO TO QG4
QG2: M, QT	What steps have you taken to save energy in your home? <i>(select all that apply)</i>
AL	Reduced water use (e.g. low flow showerheads) Energy efficient lighting Installed timers for lighting Installed a programmable thermostat Weather stripping / caulking Insulating windows / doors / spaces Re-using / reducing / recycling materials Replaced existing furnace with a high-efficiency furnace Alternative energy sources (e.g. heat pumps, solar panels) Other (Specify)
QG3: OPEN, QT	Why have you not taken steps to save energy in the home?
AL	RECORD ANSWER Decline

RANDOMIZE

COMMITMENT	
QCM1: S, QT	<p>We know that different people have different lifestyles. For the following three types of lifestyles, what is your general impression of each one?</p> <p>Please choose a number from 1 to 10, where '10' means you feel extremely positive and '1' means you feel extremely negative about that type of lifestyle. (<i>select one for each</i>)</p>
AL	<p>10 – Extremely positive</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Extremely negative</p>
MT	<p>A lifestyle in which you consider the environmental impact of almost everything you do.</p> <p>A lifestyle in which you consider the environment impact when it is reasonable or practical to do so.</p> <p>A lifestyle where you do not consider the environmental impact of anything you do.</p>
QCM2: S, QT	<p>Now thinking about your own day-to-day lifestyle, which of the following best describes your current lifestyle. (<i>select one only</i>)</p>
AL	<p>A lifestyle in which you consider the environmental impact in almost everything you do.</p> <p>A lifestyle in which you consider the environment impact when it is reasonable or practical to do so.</p> <p>A lifestyle where you do not consider the environmental impact in anything you do.</p>
QCM3: S, QT	<p>Some things are extremely important and are worth thinking about, while others don't require much thought at all. Thinking about the different lifestyles that we have been discussing, how important is this decision in your life? (<i>select one only</i>)</p>
AL	<p>Extremely Important</p> <p>Very Important</p> <p>Moderately Important</p> <p>Slightly Important</p> <p>Not At All Important</p>
QCM4: S, QT	<p>Thinking now about your current lifestyle, to what extent can you think of reasons to continue with this lifestyle? (<i>select one only</i>)</p>
AL	<p>There are many good reasons to continue with your current lifestyle in relation to environmental choices and no reason to change.</p> <p>There are many good reasons to continue with your current lifestyle in relation to environmental choices, but also many good reasons to change.</p> <p>There are few good reasons to continue with your current lifestyle in relation to environmental choices and many reasons to change.</p>

TERASEN GAS		
QT1: M, QT	<p>Terasen Gas is the <u>primary</u> natural gas provider in British Columbia. From your direct experience with the company, and from what you have heard, seen or read, on a scale from 1 to 10, where '10' means you feel Terasen is <u>excellent</u> and '1' means you feel Terasen is <u>poor</u>, how would you rate Terasen Gas in terms of being a company that cares about...?</p>	PRE-MEASURE
AL	<p>10 – Excellent</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Poor</p> <p>Not relevant to me</p> <p>Decline</p>	
MT	<p>Its employees</p> <p>Its role in the community</p> <p>The environment</p> <p>Making a profit</p> <p>Re-investing in new environmentally-friendly technologies</p>	RANDOMIZE
DISPLAY2	<p>Terasen Gas is investing in a number of projects to collect methane gas produced from landfills, waste water treatment plants, animal manure and organic waste with the intention of delivering pipeline-quality gas to consumers.</p> <p>While conventional sources of natural gas are already among the cleanest and lowest carbon intensity energy sources today, by capturing, cleaning and delivering methane to the market that would otherwise be released to atmosphere; significant greenhouse gas reductions are achieved. We refer to this renewable gas as biogas.</p> <p>Terasen hopes that by offering a biogas program, where customers can sign up for a portion of their energy use to be supplied from biogas, biogas can become a viable, renewable energy source for our region.</p>	
QT2: S, QT	<p>Do you think Terasen Gas should be investing in biogas projects?</p>	
AL	<p>10 – Definitely</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Definitely not</p> <p>Decline</p>	
QT3: S, QT	<p>Do you think Terasen Gas should invest in offering a biogas program to its residential customers?</p>	
AL	<p>10 – Definitely</p> <p>9</p> <p>8</p> <p>7</p>	

	6 5 4 3 2 1 – Definitely not Decline	
QT4: S, QT	All things being equal, if Terasen Gas offered a biogas program, how likely would you be to sign up?	
AL	10 – Very Likely 9 8 7 6 5 4 3 2 1 – Not Very Likely Decline INSTRUCTION: IF QT4 IS (7-10) CONTINUE ELSE GO TO QP1A	
QT5: M, QT	What, if any, would be your motivation for signing up for such a program? (<i>select all that apply</i>)	
AL	Promoting new technologies Providing for future generations Preserving nature Human health Doing the right thing Status in your peer group Being on the cutting edge Supporting local farmers by providing income for their waste streams Supporting local developments Other (Specify) Don't know	RANDOMIZE
QT6: S, QT	And what would be your <i>most</i> important motivation for signing up for such a program? (<i>select one only</i>)	
AL	Promoting new technologies Providing for future generations Preserving nature Human health Doing the right thing Status in your peer group Being on the cutting edge Supporting local farmers by providing income for their waste stream Supporting local developments Other (Specify) Don't know	RANDOMIZE

	PRICE FOR BIOGAS	
QP1: S, QT	<p>The costs for a biogas program can be offered to consumers in one of two ways. Which way would you prefer to see Terasen offer this program, if it were to do so? (select one only)</p>	<p>Comment [JD1]: DELETE PRICE FOR BIOGAS SECTION. REPLACE WITH:</p> <p>Do you think Terasen should offer a biogas program for its customers to sign up for a premium or should the increase in cost of biogas supply be borne by all customers? Program All Customers</p> <p>What should be the maximum increase in cost if the biogas supply cost is to be borne by all customers?</p> <ul style="list-style-type: none">•The current commodity price + <1% less than \$0.60/month)• The current commodity price +1% (about extra \$.60 / month)• The current commodity price + 2% (about extra \$1.20/month)• The current commodity price +3% (about extra \$1.80 / month) <p>Notes: Discuss the best place for this question.</p>
AL	<p>Terasen offers a biogas program for its customers to sign up for. Those who sign up would pay a premium for biogas.</p> <p>The increase in cost for biogas supply would be borne by all Terasen gas customers.</p> <p>Don't know</p> <p>INSTRUCTIONS: SPLIT SAMPLE IN <u>THIRD</u> INTO SAMPLE A, SAMPLE B <u>AND SAMPLE C</u> IF SAMPLE A, ASK QP1A IF SAMPLE B, GO TO QP2A <u>IF SAMPLE C, GO TO QP3A</u> INSTRUCTION: IF QT3 IS (4-10) CONTINUE, ELSE GO TO QC1</p>	
QP1A: S, QT	<p>If <u>the cost of biogas is borne by all customers and</u> you had to pay <u>3%</u> more than the current commodity price of natural gas—which is about \$1.8<u>0</u> more than the current monthly charge—, would you <u>or would you not</u> <u>support such a biogas project</u>?</p>	<p>Comment [CK2]: Wording</p> <p>Should read: —, would you support such a biogas program?</p> <p>OR</p> <p>Change the options to read</p> <p>Yes, would support the program No, would not support the program Don't know</p> <p>Note: Applies to the entire section.</p>
AL	<p>Yes No Don't know</p> <p>INSTRUCTIONS: IF QP1A IS (NO) OR (DON'T KNOW) CONTINUE, ELSE GO TO QC1</p>	
QP1B: S, QT	<p>If <u>the cost of biogas is borne by all customers and</u> you had to pay 2% more than the current commodity price of natural gas—which is about \$1.2<u>0</u> more than the current monthly charge—would you or would you not <u>support such a biogas program</u>?</p>	<p>Comment [CK3]: For consistency use program</p> <p>Formatted: Strikethrough</p> <p>Comment [CK4]: Include</p>
AL	<p>Yes No Don't know</p> <p>INSTRUCTIONS: IF SAMPLE B CONTINUE, ELSE GO TO QC1</p>	
QP2A: S, QT	<p>If <u>the cost of biogas is borne by all customers and</u> you had to pay <u>2%</u> more than the current commodity price of natural gas—which is about \$1.2<u>0</u> more than the current monthly charge—would you or would you not <u>support such a biogas-project program</u>?</p>	
AL	<p>Yes No Don't know</p> <p>INSTRUCTIONS: IF QP2A (NO) OR (DK) CONTINUE, ELSE GO TO QC1</p>	
QP2B: S, QT	<p><u>If the cost of biogas is borne by all customers and you had to pay 1% more than the current commodity price of natural gas—which is about \$0.60 more than the current monthly charge—would you or would you not support such a biogas program?</u></p>	
AL	<p><u>Yes</u> <u>No</u></p>	

	<div>Don't know</div>
	<div>INSTRUCTIONS: IF SAMPLE C CONTINUE, ELSE GO TO QC1</div>
<div>QP3A: S, QT</div>	<div>If the cost of biogas is borne by all customers and you had to pay 1% more than the current commodity price of natural gas—which is about \$0.60 more than the current monthly charge—would you or would you not support such a biogas project?</div>
<div>AL</div>	<div>Yes No Don't know</div>
	<div>INSTRUCTIONS: IF QP3A (NO) OR (DK) CONTINUE, ELSE GO TO QC1</div>
<div>QP3B: S, QT</div>	<div>If the cost of biogas is borne by all customers and you had to pay more than the current commodity price of natural gas, up to no more than 1%—which is about a maximum of \$0.60 more than the current monthly charge—to get biogas, would you or would you not support such a biogas project?</div>
<div>AL</div>	<div>Yes No Don't know</div>

Comment [CK5]: Wording
Maybe...
If you had to pay no more than a maximum of 1% of the current commodity price of natural gas, —which is about a maximum of \$0.60 more than the current monthly charge—, would you or would you not support such a biogas project?

CARBON OFFSETS	
QC1: S, QT	Have you heard of the term ' <u>carbon offset</u> '?
AL	Yes No Not Sure
DISPLAY3	<p>A <u>carbon offset</u> is what a buyer (you) receives in exchange for supporting a project that reduces greenhouse gases in the environment.</p> <p>The buyer benefits because their purchase of a carbon offset balances out greenhouse gases released by the buyer's activities, such as home heating and cooling, driving a car or manufacturing.</p> <p>The organization selling the <u>carbon offset</u> benefits because it makes offset projects more economically viable over time.</p> <p>Offset projects range from planting trees—which absorb carbon dioxide from the atmosphere—to sophisticated renewable energy such as landfill methane capture and clean-up and high-efficiency equipment projects.</p>
QC2: S, QT	Knowing this information, how likely would you be to purchase a <u>carbon offset</u> for your personal natural gas use in order to reduce your individual environmental footprint? (<i>select one only</i>)
AL	Already purchasing one 10 - Extremely likely 9 8 7 6 5 4 3 2 1 - Not at all likely Need more information
	ASK IF QC2 = 8/9/10, ELSE SKIP TO QC4
QC3: M, QT	<u>Carbon offsets</u> are sold through a number of sources. Would you prefer to purchase an offset through... (<i>select all that apply</i>)
AL	Your local utility provider A 3 rd party provider that supports projects in BC A 3 rd party provider that supports projects outside BC Need more information / Don't know
DISPLAY4	<p>There are potentially two types of pricing programs utilities could offer in relation to reducing residential environmental footprints – offset programs or renewable energy programs.</p> <p><u>Offset programs</u> – customers are offered the option to offset their home natural gas use by purchasing carbon offsets through the utility.</p> <p>Most utility companies selling carbon offsets have criteria around which offsets will be purchased, e.g., their own renewable energy projects and / or third party biogas, wind projects or solar projects within their service territory.</p> <p><u>Renewable energy programs</u> – customers pay a premium for a portion of their natural gas to be supplied only from utility invested renewable energy projects such as biogas.</p>

QC4: S, QT	Which of these two programs would you be more inclined to see Terasen Gas introduce, if it were to do so? <i>(select one only)</i>
AL	Offset program Renewable energy program Both Neither Don't know
	ASK ALL
QC5: M, QT	What types of offset projects would you want to see Terasen Gas invest in outside of its own renewable energy projects? <i>(select all that apply)</i>
AL	<u>Solar Power</u> - Generate energy from sunlight. <u>Geothermal Power</u> – energy extracted from the ground for heating. <u>Wind Power</u> - Use wind to create electricity. <u>Fuel Efficiency</u> - Burn a particular fuel more efficiently. <u>Fuel Substitution</u> - Switch to a fuel that emits less carbon such as diesel trucks to natural gas trucks. <u>Efficient Lighting</u> - Replace light bulbs with fluorescent lamps. <u>Heat-Electricity Cogeneration</u> - Create electricity and heat together. Energy from <u>Biomass</u> - Burn wood waste to generate electricity. <u>Forestation</u> - Plant trees which absorb carbon dioxide. <u>Environmental Buildings</u> - Make buildings more energy efficient. <u>3rd Party Biogas Projects</u> – within BC <u>3rd Party Biogas Projects</u> – outside BC <u>Public Transportation</u> - Subsidize or encourage the use of public transport. No preference None of the Above

RANDOMIZE

|

DISPLAY5

QN1: M,
QT

LEVELS

QN3: S,
QT

AL

NATURAL GAS CHOICES	
<p>ASK QN1 AND QN2 IF QT2 = 4/5/6/7/8/9/10, ELSE SKIP TO QN3</p> <p>In the following section, you will be presented with several screens showing options for energy initiatives. Regardless of whether you would enrol in such a program, imagine your preference amongst the following choices.</p> <p>Although some of the options will look similar from screen to screen, please pay attention to the details, as each screen is unique.</p> <p>Please note the following definitions.</p> <p>Renewable Biogas:</p> <p>The price premium paid would result in a portion of the customer's natural gas use being supplied from biogas and would contribute to making biogas become a more viable, renewable energy source for the region.</p> <p>Carbon Offsets:</p> <p>The price premium paid by the customer would go towards purchasing offsets from utility invested biogas projects, as well as from other carbon offset projects and would contribute to offsetting greenhouse gases from a customer's natural gas use.</p> <p>INSTRUCTIONS:</p> <p>EACH SCREEN WILL INCLUDE TWO DIFFERENT CHOICES WITH TEXT TO DESCRIBE THE FEATURES IN EACH CHOICE SET. RESPONDENTS WILL SELECT THE OPTION THAT APPEALS TO THEM OR NEITHER OF THE CHOICES.</p> <p>If you were asked to support one of the following two choices from Terasen Gas, which option would you be the most likely to choose, or would you support neither?</p> <p>Renewable Biogas:</p> <p>Yes</p> <p>No</p> <p>Carbon Offsets:</p> <p>Yes</p> <p>No</p> <p>Percent Reduction In Your Green House Gas Emissions:</p> <p>10 %</p> <p>20%</p> <p>30 %</p> <p>50%</p> <p>80%</p> <p>100%</p> <p>Effect On Monthly Gas Bill:</p> <p>No or negligible change to price</p> <p>The current commodity price + 5% (about extra \$3/ month)</p> <p>The current commodity price + 10% (about extra \$6/month)</p> <p>The current commodity price + 20% (about extra \$12/month)</p> <p>The current commodity price + 30% (about extra \$18/month)</p> <p>Assuming Terasen Gas could develop and offer a renewable biogas program like the one we've been asking you about, how would you then rate Terasen Gas in terms of being a company that cares about...?</p> <p>10 – Excellent</p>	

ONLY ASKED IF
INTERESTED IN
BIOGAS PROGRAM

PAIR ALL
COMBINATIONS OF
LEVELS. ONE SCREEN
PER PAIRING.
RANDOMIZE ORDER OF
PAIRINGS

POST-MEASURE

Comment [JD6]: Will descriptions re: Biogas be included in the question? ie – Biogas from municipal & farm waste vs Carbon offsets....

Comment [RG7]: No. The only description that we will be showing is in DISPLAY 5. And this will be shown once as a lead in to the DCM.

	9 8 7 6 5 4 3 2 1 – Poor Not relevant to me Decline	
MT	Its employees Its role in the community The environment Making a profit Re-investing in new environmentally-friendly technologies	RANDOMIZE

DEMOGRAPHICS	
QD1: S, QT	<div>Do you receive your gas bill directly from Terasen Gas or do you pay for you gas indirectly (e.g., through your rent payment, strata fees, etc)? (select one only)</div>
AL	<div>Receive bill directly from Terasen Gas</div> <div>Pay gas bill indirectly</div> <div>Don't know</div>
QD2: M, QT	<div>Which of the following natural gas appliances, if any, do you have in your home? (select one for each)</div>
AL	<div>Yes</div> <div>No</div> <div>Don't know</div>
MT	<div>Natural gas furnace</div> <div>Natural gas hot water heater that heats your tap water</div> <div>Natural gas boiler for home heating</div> <div>Natural gas range, cook top, or oven</div> <div>Natural gas fireplace inset into wall</div> <div>Natural gas stove for area heating (CLARIFICATION: FREESTANDING APPLIANCE)</div> <div>Natural gas clothes dryer</div> <div>Natural gas barbecue that uses the gas service from your home</div> <div>Other natural gas appliances (SPECIFY)</div>
D3: S, QT	<div>What is the <u>main</u> space heating fuel type in your home? (select one only)</div>
AL	<div>Natural gas</div> <div>Electricity</div> <div>Piped propane</div> <div>Bottled propane</div> <div>Oil</div> <div>Wood</div> <div>OTHER</div> <div>Don't know / Not sure</div>
D5: S, QT	<div>Are you a homeowner or renter? (select one only)</div>

AL	Homeowner Renter Decline
D6: S, QT	What type of dwelling do you live in? (<i>select one only</i>)
AL	Single-Detached house Apartment Building / Condo Row House / Townhouse / Condo Development Duplex / Triplex Suite contained within a house Mobile or Manufactured home Don't know / Decline
D7: S, QT	In what area of BC do you live?
AL	Lower Mainland Whistler Interior Vancouver Island Sunshine Coast Decline

QUESTIONS THAT WILL NOT BE ASKED, BUT COLLECTED THRU OUR PANEL STATS	
PANEL: S, QT	Into which of the following age categories do you fall? (<i>select one only</i>)
AL	18 to 24 years 25 to 34 years 35 to 44 years 45 to 54 years 55 to 64 years 65 years or more Decline
PANEL: S, QT	Including yourself, how many people live in your household?
AL	One Two Three Four Five Six Seven or more Decline
PANEL: S, QT	Are there any children 18 years of age or under in the household? (<i>select one only</i>)
AL	Yes No Decline
PANEL: S, QT	What is the highest level of education that you have attained? (<i>select one only</i>)
AL	Public or elementary school Secondary or high school Technical or Cegep college Community college University Post Graduate Other
PANEL: S, QT	Which of the following best describes your household's 2008 total income before taxes? (<i>select one only</i>)
AL	Less than \$15,000 \$15,000 to less than \$25,000 \$25,000 to less than \$35,000 \$35,000 to less than \$45,000 \$45,000 to less than \$60,000 \$60,000 to less than \$80,000 \$80,000 to less than \$100,000 \$100,000 or more Don't know / Decline
PANEL: S, QT	Are you...[NOT ASKED – WILL GET INFO FROM PANEL]
AL	Male Female

DISPLAY

Thank you very much for participating in this survey. All information provided by you will be held in strictest confidence and will only be used for research purposes.

TERASEN *GREEN GAS* STUDY: v13

INTRODUCTION		
DISPLAY1	<p>We are conducting a research study among British Columbia residents about their opinions on environmental issues. Please be assured that this is for research purposes only. It will take approximately 15 minutes of your time.</p> <p>We would like the person in your household who is fully or jointly responsible for decisions about utility services to complete this survey.</p>	
QS1: M, QT	<p>Are you a customer of the following utility companies? (<i>select all that apply</i>)</p>	
AL	<p>Terasen Gas BC Hydro TELUS None</p>	
QS2: S, QT	<p>Do you or does any member of your household work for an energy utility, a gas marketer, or a public media, advertising, public relations or market research company?</p>	
AL	<p>Yes No</p>	
	<p>INSTRUCTION: IF QS2 IS (NO) CONTINUE, ELSE TERMINATE</p>	
MARKET DRIVERS		
QM1: M, QT	<p>How concerned are you about...?</p>	
AL	<p>10 – Very Concerned 9 8 7 6 5 4 3 2 1 – Not At All Concerned Decline</p>	
MT	<p>The current state of the environment The future state of the environment The effects of global warming /climate change Greenhouse gas emissions The loss of oxygen producing forests The level of government or industry leadership on environmental issues Access to alternative energy solutions</p>	RANDOMIZE

ENERGY USE / GREEN PRODUCTS IN THE HOME	
QG1: S, QT	Have you taken steps to save energy in your home?
AL	Yes No Don't know Decline INSTRUCTIONS: IF QG1 IS (YES) CONTINUE IF QG1 IS (NO) GO TO QG3, ELSE GO TO QG4
QG2: M, QT	What steps have you taken to save energy in your home? <i>(select all that apply)</i>
AL	Reduced water use (e.g. low flow showerheads) Energy efficient lighting Installed timers for lighting Installed a programmable thermostat Weather stripping / caulking Insulating windows / doors / spaces Re-using / reducing / recycling materials Replaced existing furnace with a high-efficiency furnace Alternative energy sources (e.g. heat pumps, solar panels) Other (Specify)
QG3: OPEN, QT	Why have you not taken steps to save energy in the home?
AL	RECORD ANSWER Decline

RANDOMIZE

COMMITMENT	
QCM1: S, QT	<p>We know that different people have different lifestyles. For the following three types of lifestyles, what is your general impression of each one?</p> <p>Please choose a number from 1 to 10, where '10' means you feel extremely positive and '1' means you feel extremely negative about that type of lifestyle. (<i>select one for each</i>)</p>
AL	<p>10 – Extremely positive</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Extremely negative</p>
MT	<p>A lifestyle in which you consider the environmental impact of almost everything you do.</p> <p>A lifestyle in which you consider the environment impact when it is reasonable or practical to do so.</p> <p>A lifestyle where you do not consider the environmental impact of anything you do.</p>
QCM2: S, QT	<p>Now thinking about your own day-to-day lifestyle, which of the following best describes your current lifestyle. (<i>select one only</i>)</p>
AL	<p>A lifestyle in which you consider the environmental impact in almost everything you do.</p> <p>A lifestyle in which you consider the environment impact when it is reasonable or practical to do so.</p> <p>A lifestyle where you do not consider the environmental impact in anything you do.</p>
QCM3: S, QT	<p>Some things are extremely important and are worth thinking about, while others don't require much thought at all. Thinking about the different lifestyles that we have been discussing, how important is this decision in your life? (<i>select one only</i>)</p>
AL	<p>Extremely Important</p> <p>Very Important</p> <p>Moderately Important</p> <p>Slightly Important</p> <p>Not At All Important</p>
QCM4: S, QT	<p>Thinking now about your current lifestyle, to what extent can you think of reasons to continue with this lifestyle? (<i>select one only</i>)</p>
AL	<p>There are many good reasons to continue with your current lifestyle in relation to environmental choices and no reason to change.</p> <p>There are many good reasons to continue with your current lifestyle in relation to environmental choices, but also many good reasons to change.</p> <p>There are few good reasons to continue with your current lifestyle in relation to environmental choices and many reasons to change.</p>

TERASEN GAS		
QT1: M, QT	<p>Terasen Gas is the <u>primary</u> natural gas provider in British Columbia. From your direct experience with the company, and from what you have heard, seen or read, on a scale from 1 to 10, where '10' means you feel Terasen is <u>excellent</u> and '1' means you feel Terasen is <u>poor</u>, how would you rate Terasen Gas in terms of being a company that cares about...?</p>	PRE-MEASURE
AL	<p>10 – Excellent</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Poor</p> <p>Not relevant to me</p> <p>Decline</p>	
MT	<p>Its employees</p> <p>Its role in the community</p> <p>The environment</p> <p>Making a profit</p> <p>Re-investing in new environmentally-friendly technologies</p>	RANDOMIZE
DISPLAY2	<p>Terasen Gas is investing in a number of projects to collect methane gas produced from landfills, waste water treatment plants, animal manure and organic waste with the intention of delivering pipeline-quality gas to consumers.</p> <p>While conventional sources of natural gas are already among the cleanest and lowest carbon intensity energy sources today, by capturing, cleaning and delivering methane to the market that would otherwise be released to atmosphere; significant greenhouse gas reductions are achieved. We refer to this renewable gas as biogas.</p> <p>Terasen hopes that by offering a biogas program, where customers can sign up for a portion of their energy use to be supplied from biogas, biogas can become a viable, renewable energy source for our region.</p>	
QT2: S, QT	<p>Do you think Terasen Gas should be investing in biogas projects?</p>	
AL	<p>10 – Definitely</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Definitely not</p> <p>Decline</p>	
QT3: S, QT	<p>Do you think Terasen Gas should invest in offering a biogas program to its residential customers?</p>	
AL	<p>10 – Definitely</p> <p>9</p> <p>8</p> <p>7</p>	

	<div>6</div> <div>5</div> <div>4</div> <div>3</div> <div>2</div> <div>1 – Definitely not</div> <div>Decline</div>	
QT4: S, QT	<div>All things being equal, if Terasen Gas offered a biogas program, how likely would you be to sign up?</div>	
AL	<div>10 – Very Likely</div> <div>9</div> <div>8</div> <div>7</div> <div>6</div> <div>5</div> <div>4</div> <div>3</div> <div>2</div> <div>1 – Not Very Likely</div> <div>Decline</div> <div>INSTRUCTION:</div> <div>IF QT4 IS (7-10) CONTINUE ELSE GO TO QP1A</div>	
QT5: M, QT	<div>What, if any, would be your motivation for signing up for such a program? (<i>select all that apply</i>)</div>	
AL	<div>Promoting new technologies</div> <div>Providing for future generations</div> <div>Preserving nature</div> <div>Human health</div> <div>Doing the right thing</div> <div>Status in your peer group</div> <div>Being on the cutting edge</div> <div>Supporting local farmers by providing income for their waste streams</div> <div>Supporting local developments</div> <div>Other (Specify)</div> <div>Don't know</div>	RANDOMIZE
QT6: S, QT	<div>And what would be your <i>most</i> important motivation for signing up for such a program? (<i>select one only</i>)</div>	
AL	<div>Promoting new technologies</div> <div>Providing for future generations</div> <div>Preserving nature</div> <div>Human health</div> <div>Doing the right thing</div> <div>Status in your peer group</div> <div>Being on the cutting edge</div> <div>Supporting local farmers by providing income for their waste stream</div> <div>Supporting local developments</div> <div>Other (Specify)</div> <div>Don't know</div>	RANDOMIZE

PRICE FOR BIOGAS	
QP1: S, QT	<p>The costs for a biogas program can be offered to consumers in one of two ways. Which way would you prefer to see Terasen offer this program, if it were to do so? <i>(select one only)</i></p>
AL	<p>Terasen offers a biogas program for its customers to sign up for. Those who sign up would pay a premium for biogas.</p> <p>The increase in cost for biogas supply would be borne by all Terasen Gas customers.</p> <p>Don't know</p> <p>INSTRUCTIONS: SPLIT SAMPLE IN THIRD, INTO SAMPLE A, SAMPLE B AND SAMPLE C IF SAMPLE A, ASK QP1A IF SAMPLE B, GO TO QP2A IF SAMPLE C, GO TO QP3A INSTRUCTION: IF QT3 IS (4-10) CONTINUE, ELSE GO TO QC1</p>
QP1A: S, QT	<p>If the cost of biogas is borne by all customers and you had to pay 3% more than the current commodity price of natural gas—which is about \$1.80 more than the current monthly charge—would you or would you not support such a biogas program?</p>
AL	<p>Yes, would support program</p> <p>No, would not support program</p> <p>Don't know</p> <p>INSTRUCTIONS: IF QP1A IS (NO) OR (DON'T KNOW) CONTINUE, ELSE GO TO QC1</p>
QP1B: S, QT	<p>If the cost of biogas is borne by all customers and you had to pay 2% more than the current commodity price of natural gas—which is about \$1.20 more than the current monthly charge—would you or would you not support such a biogas program?</p>
AL	<p>Yes, would support program</p> <p>No, would not support program</p> <p>Don't know</p> <p>INSTRUCTIONS: IF SAMPLE B CONTINUE, ELSE GO TO QC1</p>
QP2A: S, QT	<p>If the cost of biogas is borne by all customers and you had to pay 2% more than the current commodity price of natural gas—which is about \$1.20 more than the current monthly charge—would you or would you not support such a biogas program?</p>
AL	<p>Yes, would support program</p> <p>No, would not support program</p> <p>Don't know</p> <p>INSTRUCTIONS: IF QP2A (NO) OR (DK) CONTINUE, ELSE GO TO QC1</p>
QP2B: S, QT	<p>If the cost of biogas is borne by all customers and you had to pay 1% more than the current commodity price of natural gas—which is about \$0.60 more than the current monthly charge—would you or would you not support such a biogas program?</p>
AL	<p>Yes, would support program</p> <p>No, would not support program</p>

	Don't know
	INSTRUCTIONS: IF SAMPLE C CONTINUE, ELSE GO TO QC1
QP3A: S, QT	If the cost of biogas is borne by all customers and you had to pay 1% more than the current commodity price of natural gas—which is about \$0.60 more than the current monthly charge—would you or would you not support such a biogas program?
AL	Yes, would support program No, would not support program Don't know
	INSTRUCTIONS: IF QP3A (NO) OR (DK) CONTINUE, ELSE GO TO QC1
QP3B: S, QT	If the cost of biogas is borne by all customers and you had to pay 0.5% more than the current commodity price of natural gas—which is about \$0.30 more than the current monthly charge—would you or would you not support such a biogas program?
AL	Yes, would support program No, would not support program Don't know

CARBON OFFSETS	
QC1: S, QT	Have you heard of the term ' <u>carbon offset</u> '?
AL	Yes No Not Sure
DISPLAY3	<p>A <u>carbon offset</u> is what a buyer (you) receives in exchange for supporting a project that reduces greenhouse gases in the environment.</p> <p>The buyer benefits because their purchase of a carbon offset balances out greenhouse gases released by the buyer's activities, such as home heating and cooling, driving a car or manufacturing.</p> <p>The organization selling the <u>carbon offset</u> benefits because it makes offset projects more economically viable over time.</p> <p>Offset projects range from planting trees—which absorb carbon dioxide from the atmosphere—to sophisticated renewable energy such as landfill methane capture and clean-up and high-efficiency equipment projects.</p>
QC2: S, QT	Knowing this information, how likely would you be to purchase a <u>carbon offset</u> for your personal natural gas use in order to reduce your individual environmental footprint? (<i>select one only</i>)
AL	Already purchasing one 10 - Extremely likely 9 8 7 6 5 4 3 2 1 - Not at all likely Need more information
	ASK IF QC2 = 8/9/10, ELSE SKIP TO QC4
QC3: M, QT	<u>Carbon offsets</u> are sold through a number of sources. Would you prefer to purchase an offset through... (<i>select all that apply</i>)
AL	Your local utility provider A 3 rd party provider that supports projects in BC A 3 rd party provider that supports projects outside BC Need more information / Don't know
DISPLAY4	<p>There are potentially two types of pricing programs utilities could offer in relation to reducing residential environmental footprints – offset programs or renewable energy programs.</p> <p><u>Offset programs</u> – customers are offered the option to offset their home natural gas use by purchasing carbon offsets through the utility.</p> <p>Most utility companies selling carbon offsets have criteria around which offsets will be purchased, e.g., their own renewable energy projects and / or third party biogas, wind projects or solar projects within their service territory.</p> <p><u>Renewable energy programs</u> – customers pay a premium for a portion of their natural gas to be supplied only from utility invested renewable energy projects such as biogas.</p>

QC4: S,
QT

Which of these two programs would you be more inclined to see Terasen Gas introduce, if it were to do so? *(select one only)*

- AL
- Offset program
 - Renewable energy program
 - Both
 - Neither
 - Don't know

Comment [CK1]: Delete

QC5: M,
QT

What types of offset projects would you want to see Terasen Gas invest in outside of its own renewable energy projects? *(select all that apply)*

RANDOMIZE

- AL
- Solar Power - Generate energy from sunlight.
 - Geothermal Power – energy extracted from the ground for heating.
 - Wind Power - Use wind to create electricity.
 - Fuel Efficiency - Burn a particular fuel more efficiently.
 - Fuel Substitution - Switch to a fuel that emits less carbon such as diesel trucks to natural gas trucks.
 - Efficient Lighting - Replace light bulbs with fluorescent lamps.
 - Heat-Electricity Cogeneration - Create electricity and heat together.
 - Energy from Biomass - Burn wood waste to generate electricity.
 - Forestation - Plant trees which absorb carbon dioxide.
 - Environmental Buildings - Make buildings more energy efficient.
 - 3rd Party Biogas Projects – within BC
 - 3rd Party Biogas Projects – outside BC
 - Public Transportation - Subsidize or encourage the use of public transport.
 - No preference
 - None of the Above

NATURAL GAS CHOICES		
DISPLAY5	<p>ASK QN1 AND QN2 IF QT2 = 4/5/6/7/8/9/10, ELSE SKIP TO QN3</p> <p>In the following section, you will be presented with several screens showing options for energy initiatives. Regardless of whether you would enrol in such a program, imagine your preference amongst the following choices.</p> <p>Although some of the options will look similar from screen to screen, please pay attention to the details, as each screen is unique.</p> <p>Please note the following definitions:</p> <p>Renewable Biogas<u>Energy Program</u>:</p> <p>The price premium paid would result in a portion of the customer's natural gas use being supplied from biogas and would contribute to making biogas become a more viable, renewable energy source for the region.</p> <p>Carbon Offset <u>Programs</u>:</p> <p>The price premium paid by the customer would go towards purchasing offsets from utility invested biogas projects, as well as from other carbon offset projects and would contribute to offsetting greenhouse gases from a customer's natural gas use.</p> <p>INSTRUCTIONS:</p> <p>EACH SCREEN WILL INCLUDE TWO DIFFERENT CHOICES WITH TEXT TO DESCRIBE THE FEATURES IN EACH CHOICE SET. RESPONDENTS WILL SELECT THE OPTION THAT APPEALS TO THEM OR NEITHER OF THE CHOICES.</p>	ONLY ASKED IF INTERESTED IN BIOGAS PROGRAM
	<p>QN1: M, QT</p> <p>If you were asked to support one of the following two choices from Terasen Gas, which option would you be the most likely to choose, or would you support neither?</p>	PAIR ALL COMBINATIONS OF LEVELS. ONE SCREEN PER PAIRING. RANDOMIZE ORDER OF PAIRINGS
	<p>LEVELS</p> <p>Renewable Biogas<u>Energy Program</u>:</p> <p>Yes</p> <p>No</p> <p>Carbon Offsets <u>Program</u>:</p> <p>Yes</p> <p>No</p> <p>Percent Reduction In Your Green House Gas Emissions:</p> <p>10 %</p> <p>20%</p> <p>30 %</p> <p>50%</p> <p>80%</p> <p>100%</p> <p>Effect On Monthly Gas Bill:</p> <p>No or negligible change to price</p> <p>The current commodity price + 5% (about extra \$3/ month)</p> <p>The current commodity price + 10% (about extra \$6/month)</p> <p>The current commodity price + 20% (about extra \$12/month)</p> <p>The current commodity price + 30% (about extra \$18/month)</p>	
	<p>QN3: S, QT</p> <p>Assuming Terasen Gas could develop and offer a renewable biogas program like the one we've been asking you about, how would you then rate Terasen Gas in terms of being a company that cares about...?</p>	POST-MEASURE
	<p>AL</p> <p>10 – Excellent</p>	

Comment [JD2]: ONLY 2 TYPES OF PROGRAM OPTIONS

	9 8 7 6 5 4 3 2 1 – Poor Not relevant to me Decline	
MT	Its employees Its role in the community The environment Making a profit Re-investing in new environmentally-friendly technologies	RANDOMIZE

DEMOGRAPHICS		
QD1: S, QT	Do you receive your gas bill directly from Terasen Gas or do you pay for you gas indirectly (e.g., through your rent payment, strata fees, etc)? <i>(select one only)</i>	
AL	Receive bill directly from Terasen Gas Pay gas bill indirectly Don't know <u>Not applicable</u>	<div>Comment [CK3]: If respondent does not use gas OR ask this question only if question QS1 selects Terasen Gas.</div>
QD2: M, QT	Which of the following natural gas appliances, if any, do you have in your home? <i>(select one for each)</i>	
AL	Yes No Don't know	
MT	Natural gas furnace Natural gas hot water heater that heats your tap water Natural gas boiler for home heating Natural gas range, cook top, or oven Natural gas fireplace inset <u>into wall</u> <u>Natural gas stove for area heating (CLARIFICATION: FREESTANDING APPLIANCE)</u> Natural gas clothes dryer Natural gas barbecue that uses the gas service from your home Other natural gas appliances (SPECIFY)	<div>Formatted: Strikethrough</div> <div>Formatted: Strikethrough</div> <div>Comment [CK4]: Delete this.</div> <div>Formatted: Strikethrough</div>
D3: S, QT	What is the <u>main</u> space heating fuel type in your home? <i>(select one only)</i>	
AL	Natural gas Electricity Piped propane Bottled propane Oil Wood OTHER Don't know / Not sure	
D5: S, QT	Are you a homeowner or renter? <i>(select one only)</i>	

AL	Homeowner Renter Decline
D6: S, QT	What type of dwelling do you live in? (<i>select one only</i>)
AL	Single-Detached house Apartment Building / Condo Row House / Townhouse / Condo Development Duplex / Triplex Suite contained within a house Mobile or Manufactured home Don't know / Decline
D7: S, QT	In what area of BC do you live?
AL	Lower Mainland Whistler Interior Vancouver Island Sunshine Coast Decline

QUESTIONS THAT WILL NOT BE ASKED, BUT COLLECTED THRU OUR PANEL STATS	
PANEL: S, QT	Into which of the following age categories do you fall? (<i>select one only</i>)
AL	18 to 24 years 25 to 34 years 35 to 44 years 45 to 54 years 55 to 64 years 65 years or more Decline
PANEL: S, QT	Including yourself, how many people live in your household?
AL	One Two Three Four Five Six Seven or more Decline
PANEL: S, QT	Are there any children 18 years of age or under in the household? (<i>select one only</i>)
AL	Yes No Decline
PANEL: S, QT	What is the highest level of education that you have attained? (<i>select one only</i>)
AL	Public or elementary school Secondary or high school Technical or Cegep college Community college University Post Graduate Other
PANEL: S, QT	Which of the following best describes your household's 2008 total income before taxes? (<i>select one only</i>)
AL	Less than \$15,000 \$15,000 to less than \$25,000 \$25,000 to less than \$35,000 \$35,000 to less than \$45,000 \$45,000 to less than \$60,000 \$60,000 to less than \$80,000 \$80,000 to less than \$100,000 \$100,000 or more Don't know / Decline
PANEL: S, QT	Are you...[NOT ASKED – WILL GET INFO FROM PANEL]
AL	Male Female

DISPLAY

Thank you very much for participating in this survey. All information provided by you will be held in strictest confidence and will only be used for research purposes.

TERASEN GREEN GAS STUDY: v13

Comment [CK1]: Overall, update as appropriate for Commercial Customers.

DISPLAY1

We are conducting a research study among British Columbia residents about their opinions on environmental issues. Please be assured that this is for research purposes only. It will take approximately 15 minutes of your time.

We would like the person in your household who is fully or jointly responsible for decisions about utility services to complete this survey.

QS1: M,
QT

Are you a customer of the following utility companies? (*select all that apply*)

AL

Terasen Gas
BC Hydro
TELUS
None

QS2: S,
QT

Do you or does any member of your household work for an energy utility, a gas marketer, or a public media, advertising, public relations or market research company?

AL

Yes
No

INSTRUCTION:
IF QS2 IS (NO) CONTINUE, ELSE TERMINATE

MARKET DRIVERS

QM1: M,
QT

How concerned are you about...?

AL

10 – Very Concerned
9
8
7
6
5
4
3
2
1 – Not At All Concerned
Decline

MT

The current state of the environment
The future state of the environment
The effects of global warming /climate change
Greenhouse gas emissions
Greenhouse gas regulations
The loss of oxygen producing forests
The level of government or industry leadership on environmental issues
Access to alternative energy solutions

RANDOMIZE

Formatted Table

ENERGY USE / GREEN PRODUCTS IN THE HOME		Comment [JD2]: Change to business context
QG1: S, QT	Have you taken steps to save energy in your home?	
AL	Yes No Don't know Decline INSTRUCTIONS: IF QG1 IS (YES) CONTINUE IF QG1 IS (NO) GO TO QG3, ELSE GO TO QG4	
QG2: M, QT	What steps have you taken to save energy in your home? <i>(select all that apply)</i>	
AL	Reduced water use (e.g. low flow showerheads) Energy efficient lighting Installed timers for lighting Installed a programmable thermostat Weather stripping / caulking Insulating windows / doors / spaces Re-using / reducing / recycling materials Replaced existing furnace with a high-efficiency furnace Alternative energy sources (e.g. heat pumps, solar panels) Other (Specify)	RANDOMIZE
QG3: OPEN, QT	Why have you not taken steps to save energy in the home?	
AL	RECORD ANSWER Decline	

COMMITMENT		Comment [JD3]: Change to business context
QCM1: S, QT	<p>We know that different people have different lifestyles. For the following three types of lifestyles, what is your general impression of each one?</p> <p>Please choose a number from 1 to 10, where '10' means you feel extremely positive and '1' means you feel extremely negative about that type of lifestyle. (select one for each)</p>	
AL	<p>10 – Extremely positive</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Extremely negative</p>	
MT	<p>A lifestyle in which you consider the environmental impact of almost everything you do.</p> <p>A lifestyle in which you consider the environment impact when it is reasonable or practical to do so.</p> <p>A lifestyle where you do not consider the environmental impact of anything you do.</p>	
QCM2: S, QT	<p>Now thinking about your own day-to-day lifestyle, which of the following best describes your current lifestyle. (select one only)</p>	
AL	<p>A lifestyle in which you consider the environmental impact in almost everything you do.</p> <p>A lifestyle in which you consider the environment impact when it is reasonable or practical to do so.</p> <p>A lifestyle where you do not consider the environmental impact in anything you do.</p>	
QCM3: S, QT	<p>Some things are extremely important and are worth thinking about, while others don't require much thought at all. Thinking about the different lifestyles that we have been discussing, how important is this decision in your life? (select one only)</p>	
AL	<p>Extremely Important</p> <p>Very Important</p> <p>Moderately Important</p> <p>Slightly Important</p> <p>Not At All Important</p>	
QCM4: S, QT	<p>Thinking now about your current lifestyle, to what extent can you think of reasons to continue with this lifestyle? (select one only)</p>	
AL	<p>There are many good reasons to continue with your current lifestyle in relation to environmental choices and no reason to change.</p> <p>There are many good reasons to continue with your current lifestyle in relation to environmental choices, but also many good reasons to change.</p> <p>There are few good reasons to continue with your current lifestyle in relation to environmental choices and many reasons to change.</p>	

TERASEN GAS

QT1: M,
QT

Terasen Gas is the primary natural gas provider in British Columbia. From your direct experience with the company, and from what you have heard, seen or read, on a scale from 1 to 10, where '10' means you feel Terasen is excellent and '1' means you feel Terasen is poor, how would you rate Terasen Gas in terms of being a company that cares about...?

PRE-MEASURE

AL

- 10 – Excellent
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1 – Poor
- Not relevant to me
- Decline

MT

- Its employees
- Its role in the community
- The environment
- Making a profit
- Re-investing in new environmentally-friendly technologies

RANDOMIZE

DISPLAY2

Terasen Gas is investing in a number of projects to collect methane gas produced from landfills, waste water treatment plants, animal manure and organic waste with the intention of delivering pipeline-quality gas to consumers.

While conventional sources of natural gas are already among the cleanest and lowest carbon intensity energy sources today, by capturing, cleaning and delivering methane to the market that would otherwise be released to atmosphere; significant greenhouse gas reductions are achieved. We refer to this renewable gas as biogas.

Terasen hopes that by offering a biogas program, where customers can sign up for a portion of their energy use to be supplied from biogas, biogas can become a viable, renewable energy source for our region.

QT2: S,
QT

Do you think Terasen Gas should be investing in biogas projects?

AL

- 10 – Definitely
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1 – Definitely not
- Decline

QT3: S,
QT

Do you think Terasen Gas should invest in offering a biogas program to its ~~residential~~ customers?

AL

- 10 – Definitely
- 9
- 8
- 7

	6 5 4 3 2 1 – Definitely not Decline	
QT4: S, QT	All things being equal, if Terasen Gas offered a biogas program, how likely would you be to sign up?	
AL	10 – Very Likely 9 8 7 6 5 4 3 2 1 – Not Very Likely Decline INSTRUCTION: IF QT4 IS (7-10) CONTINUE ELSE GO TO QP1A	
QT5: M, QT	What, if any, would be your motivation for signing up for such a program? (<i>select all that apply</i>)	
AL	Promoting new technologies Providing for future generations Preserving nature Human health Doing the right thing Status in your peer group Being on the cutting edge Supporting local farmers by providing income for their waste streams Supporting local developments Other (Specify) Don't know Meeting government GHG regulations Meeting corporate environmental initiatives Corporate image	RANDOMIZE
QT6: S, QT	And what would be your <i>most</i> important motivation for signing up for such a program? (<i>select one only</i>)	
AL	Promoting new technologies Providing for future generations Preserving nature Human health Doing the right thing Status in your peer group? Being on the cutting edge? Supporting local farmers by providing income for their waste stream Supporting local developments Other (Specify) Don't know Meet government GHG regulations Meet corporate environmental initiatives Corporate image	RANDOMIZE

PRICE FOR BIOGAS	
QP1: S, QT	<p>The costs for a biogas program can be offered to consumers in one of two ways. Which way would you prefer to see Terasen offer this program, if it were to do so? <i>(select one only)</i></p>
AL	<p>Terasen offers a biogas program for its customers to sign up for. Those who sign up would pay a premium for biogas.</p> <p>The increase in cost for biogas supply would be borne by all Terasen Gas customers.</p> <p>Don't know</p> <p>INSTRUCTIONS: SPLIT SAMPLE IN THIRD, INTO SAMPLE A, SAMPLE B AND SAMPLE C IF SAMPLE A, ASK QP1A IF SAMPLE B, GO TO QP2A IF SAMPLE C, GO TO QP3A INSTRUCTION: IF QT3 IS (4-10) CONTINUE, ELSE GO TO QC1</p>
QP1A: S, QT	<p>If the cost of biogas is borne by all customers and you had to pay 3% more than the current commodity price of natural gas—which is about \$1-800.20 more than the current monthly charge <u>per Gigajoule (GJ)</u>—would you or would you not support such a biogas program?</p>
AL	<p>Yes, would support program</p> <p>No, would not support program</p> <p>Don't know</p> <p>INSTRUCTIONS: IF QP1A IS (NO) OR (DON'T KNOW) CONTINUE, ELSE GO TO QC1</p>
QP1B: S, QT	<p>If the cost of biogas is borne by all customers and you had to pay 2% more than the current commodity price of natural gas—which is about \$1-200.13 more per GJ than the current monthly charge <u>per GJ</u>—would you or would you not support such a biogas program?</p>
AL	<p>Yes, would support program</p> <p>No, would not support program</p> <p>Don't know</p> <p>INSTRUCTIONS: IF SAMPLE B CONTINUE, ELSE GO TO QC1</p>
QP2A: S, QT	<p>If the cost of biogas is borne by all customers and you had to pay 2% more than the current commodity price of natural gas—which is about \$1-200.13 more than the current monthly charge <u>per GJ</u>—would you or would you not support such a biogas program?</p>
AL	<p>Yes, would support program</p> <p>No, would not support program</p> <p>Don't know</p> <p>INSTRUCTIONS: IF QP2A (NO) OR (DK) CONTINUE, ELSE GO TO QC1</p>
QP2B: S, QT	<p>If the cost of biogas is borne by all customers and you had to pay 1% more than the current commodity price of natural gas—which is about \$0.60-07 more than the current monthly charge <u>per GJ</u>—would you or would you not support such a biogas program?</p>
AL	<p>Yes, would support program</p>

QP3A: S,
QT

No, would not support program
Don't know

INSTRUCTIONS:
IF SAMPLE C CONTINUE, ELSE GO TO QC1

If the cost of biogas is borne by all customers and you had to pay 1% more than the current commodity price of natural gas—which is about \$0.~~60-07~~ more ~~than the current monthly charge~~per GJ—would you or would you not support such a biogas program?

AL

Yes, would support program
No, would not support program
Don't know

INSTRUCTIONS:
IF QP3A (NO) OR (DK) CONTINUE, ELSE GO TO QC1

QP3B: S,
QT

If the cost of biogas is borne by all customers and you had to pay 0.5% more than the current commodity price of natural gas—which is about \$0.~~30-04~~ more ~~per GJ~~than the current monthly charge—would you or would you not support such a biogas program?

AL

Yes, would support program
No, would not support program
Don't know

Formatted: English (United States)

CARBON OFFSETS	
QC1: S, QT	Have you heard of the term ' <u>carbon offset</u> '?
AL	Yes No Not Sure
DISPLAY3	<p>A <u>carbon offset</u> is what a buyer (you) receives in exchange for supporting a project that reduces greenhouse gases in the environment.</p> <p>The buyer benefits because their purchase of a carbon offset balances out greenhouse gases released by the buyer's activities, such as _home_ heating and cooling <u>your business</u>, transportation activities driving a car or manufacturing.</p> <p>The organization selling the <u>carbon offset</u> benefits because it makes offset projects more economically viable over time.</p> <p>Offset projects range from planting trees—which absorb carbon dioxide from the atmosphere—to sophisticated renewable energy such as landfill methane capture and clean-up and high-efficiency equipment projects.</p>
QC2: S, QT	Knowing this information, how likely would you be to purchase a <u>carbon offset</u> for your personal <u>company's</u> natural gas use in order to reduce your company's individual environmental footprint? <i>(select one only)</i>
AL	Already purchasing one 10 - Extremely likely 9 8 7 6 5 4 3 2 1 - Not at all likely Need more information
	ASK IF QC2 = 8/9/10, ELSE SKIP TO QC4
QC3: M, QT	<u>Carbon offsets</u> are sold through a number of sources. Would you prefer to purchase an offset through... <i>(select all that apply)</i>
AL	Your local utility provider A 3 rd party provider that supports projects in BC A 3 rd party provider that supports projects outside BC Need more information / Don't know

DISPLAY4	<p>There are potentially two types of pricing programs utilities could offer in relation to reducing residential-its customers environmental footprints – offset programs or renewable energy programs.</p> <p>Offset programs – customers are offered the option to offset their home-company's natural gas use by purchasing carbon offsets through the utility.</p> <p>Most utility companies selling carbon offsets have criteria around which offsets will be purchased, e.g., their own renewable energy projects and / or third party biogas, wind projects or solar projects within their service territory.</p> <p>Renewable energy programs – customers pay a premium for a portion of their natural gas to be supplied only from utility invested renewable energy projects such as biogas.</p>	
QC4: S, QT	<p>Which of these two programs would you be more inclined to see Terasen Gas introduce, if it were to do so? <i>(select one only)</i></p>	
AL	<p>Offset program</p> <p>Renewable energy program</p> <p>Both</p> <p>Neither</p> <p>Don't know</p> <p>ASK ALL</p>	
QC5: M, QT	<p>What types of offset projects would you want to see Terasen Gas invest in outside of its own renewable energy projects? <i>(select all that apply)</i></p>	RANDOMIZE
AL	<p><u>Solar Power</u> - Generate energy from sunlight.</p> <p><u>Geothermal Power</u> – energy extracted from the ground for heating.</p> <p><u>Wind Power</u> - Use wind to create electricity.</p> <p><u>Fuel Efficiency</u> - Burn a particular fuel more efficiently.</p> <p><u>Fuel Substitution</u> - Switch to a fuel that emits less carbon such as diesel trucks to natural gas trucks.</p> <p><u>Efficient Lighting</u> - Replace light bulbs with fluorescent lamps.</p> <p><u>Heat-Electricity Cogeneration</u> - Create electricity and heat together.</p> <p>Energy from <u>Biomass</u> - Burn wood waste to generate electricity.</p> <p><u>Forestation</u> - Plant trees which absorb carbon dioxide.</p> <p><u>Environmental Buildings</u> - Make buildings more energy efficient.</p> <p><u>3rd Party Biogas Projects</u> – within BC</p> <p><u>3rd Party Biogas Projects</u> – outside BC</p> <p><u>Public Transportation</u> - Subsidize or encourage the use of public transport.</p> <p>No preference</p> <p>None of the Above</p>	

NATURAL GAS CHOICES		
DISPLAY5	<p>ASK QN1 AND QN2 IF QT2 = 4/5/6/7/8/9/10, ELSE SKIP TO QN3</p> <p>In the following section, you will be presented with several screens showing options for energy initiatives. Regardless of whether you would enrol in such a program, imagine your preference amongst the following choices.</p> <p>Although some of the options will look similar from screen to screen, please pay attention to the details, as each screen is unique.</p> <p>Please note the following definitions:</p> <p>Renewable Biogas<u>Energy Program</u>:</p> <p>The price premium paid would result in a portion of the customer's natural gas use being supplied from biogas and would contribute to making biogas become a more viable, renewable energy source for the region.</p> <p>Carbon Offset <u>Programs</u>:</p> <p>The price premium paid by the customer would go towards purchasing offsets from utility invested biogas projects, as well as from other carbon offset projects and would contribute to offsetting greenhouse gases from a customer's natural gas use.</p> <p>INSTRUCTIONS:</p> <p>EACH SCREEN WILL INCLUDE TWO DIFFERENT CHOICES WITH TEXT TO DESCRIBE THE FEATURES IN EACH CHOICE SET. RESPONDENTS WILL SELECT THE OPTION THAT APPEALS TO THEM OR NEITHER OF THE CHOICES.</p>	<p>ONLY ASKED IF INTERESTED IN BIOGAS PROGRAM</p>
	<p>QN1: M, QT</p> <p>If you were asked to support one of the following two choices from Terasen Gas, which option would you be the most likely to choose, or would you support neither?</p>	<p>PAIR ALL COMBINATIONS OF LEVELS. ONE SCREEN PER PAIRING. RANDOMIZE ORDER OF PAIRINGS</p>
	<p>LEVELS</p> <p>Renewable Biogas<u>Energy Program</u>:</p> <p>Yes</p> <p>No</p> <p>Carbon Offsets <u>Program</u>:</p> <p>Yes</p> <p>No</p> <p>Percent Reduction In Your Green House Gas Emissions:</p> <p>10 %</p> <p>20%</p> <p>30 %</p> <p>50%</p> <p>80%</p> <p>100%</p> <p>Effect On Monthly Gas Bill:</p> <p>No or negligible change to price</p> <p>The current commodity price + 5% (about extra \$3/ month)</p> <p>The current commodity price + 10% (about extra \$6/month<u>0.65 / GJ</u>)</p> <p>The current commodity price + 20% (about extra \$12/month<u>1.30 / GJ</u>)</p> <p>The current commodity price + 30% (about extra \$18/month<u>1.95 / GJ</u>)</p>	
	<p>QN3: S, QT</p> <p>Assuming Terasen Gas could develop and offer a renewable biogas program like the one we've been asking you about, how would you then rate Terasen Gas in terms of being a company that cares about...?</p>	<p>POST-MEASURE</p>

AL	10 – Excellent 9 8 7 6 5 4 3 2 1 – Poor Not relevant to me Decline	
MT	Its employees Its role in the community The environment Making a profit Re-investing in new environmentally-friendly technologies	RANDOMIZE

	DEMOGRAPHICS	Comment [JD5]: Change to business context
QD1: S, QT	Do you receive your gas bill directly from Terasen Gas or do you pay for you gas indirectly (e.g., through your rent payment, strata fees, etc)? (<i>select one only</i>)	
AL	Receive bill directly from Terasen Gas Pay gas bill indirectly Don't know	
QD2: M, QT	Which of the following natural gas appliances, if any, do you have in your home? (<i>select one for each</i>)	
AL	Yes No Don't know	
MT	Natural gas furnace Natural gas hot water heater that heats your tap water Natural gas boiler for home heating Natural gas range, cook top, or oven Natural gas fireplace inset into wall Natural gas stove for area heating (CLARIFICATION: FREESTANDING APPLIANCE) Natural gas clothes dryer Natural gas barbecue that uses the gas service from your home Other natural gas appliances (SPECIFY)	
D3: S, QT	What is the <u>main</u> space heating fuel type in your home? (<i>select one only</i>)	
AL	Natural gas Electricity Piped propane Bottled propane Oil Wood OTHER Don't know / Not sure	
D5: S,		

QT	Are you a homeowner or renter? (<i>select one only</i>)
AL	Homeowner Renter Decline
D6: S, QT	What type of dwelling do you live in? (<i>select one only</i>)
AL	Single-Detached house Apartment Building / Condo Row House / Townhouse / Condo Development Duplex / Triplex Suite contained within a house Mobile or Manufactured home Don't know / Decline
D7: S, QT	In what area of BC do you live?
AL	Lower Mainland Whistler Interior Vancouver Island Sunshine Coast Decline

QUESTIONS THAT WILL NOT BE ASKED, BUT COLLECTED THRU OUR PANEL STATS	
PANEL: S, QT	Into which of the following age categories do you fall? (<i>select one only</i>)
AL	18 to 24 years 25 to 34 years 35 to 44 years 45 to 54 years 55 to 64 years 65 years or more Decline
PANEL: S, QT	Including yourself, how many people live in your household?
AL	One Two Three Four Five Six Seven or more Decline
PANEL: S, QT	Are there any children 18 years of age or under in the household? (<i>select one only</i>)
AL	Yes No Decline
PANEL: S, QT	What is the highest level of education that you have attained? (<i>select one only</i>)
AL	Public or elementary school Secondary or high school Technical or Cegep college Community college University Post Graduate Other
PANEL: S, QT	Which of the following best describes your household's 2008 total income before taxes? (<i>select one only</i>)
AL	Less than \$15,000 \$15,000 to less than \$25,000 \$25,000 to less than \$35,000 \$35,000 to less than \$45,000 \$45,000 to less than \$60,000 \$60,000 to less than \$80,000 \$80,000 to less than \$100,000 \$100,000 or more Don't know / Decline
PANEL: S, QT	Are you...[NOT ASKED – WILL GET INFO FROM PANEL]
AL	Male Female

DISPLAY

Thank you very much for participating in this survey. All information provided by you will be held in strictest confidence and will only be used for research purposes.

TERASEN GREEN GAS COMMERCIAL STUDY: v3

		INTRODUCTION	
DISPLAY1		<p>We are conducting a research study with British Columbia business owners and executives<u>organizations</u> about their opinions on environmental issues. Please be assured that this is for research purposes only. It will take approximately 15 minutes of your time.</p> <p>Thank you for agreeing to be a part of this important study.</p>	
QS1: M, QT		<p>Is the <u>company</u>organization you represent a customer of the following utility companies? <i>(select all that apply)</i></p>	
AL		<p>Terasen Gas BC Hydro TELUS None</p>	
QS2: S,		<p>Is the company you own or work for an energy utility, a gas marketer, or a public media, advertising, public relations or market research company?</p>	
		MARKET DRIVERS	
QM1: M, QT		<p>How concerned <u>is your company</u>organization about...?</p>	
AL		<p>10 – Very Concerned 9 8 7 6 5 4 3 2 1 – Not At All Concerned Decline</p>	
MT		<p>The current state of the environment The future state of the environment The effects of global warming / <u>climate</u> change Greenhouse gas emissions <u>Greenhouse gas regulations</u> The loss of oxygen producing forests The level of government or industry leadership on environmental issues Access to alternative energy solutions</p>	

Comment [CK1]: TNS -Sample is TG customers. Is there need to ask this question?

RANDOMIZE

ENERGY USE / GREEN PRODUCTS IN THE ORGANIZATION	
QG1: S, QT	Has <u>your businessorganization</u> taken steps to save energy at <u>its location(s)</u> ?
AL	Yes No Don't know Decline INSTRUCTIONS: IF QG1 IS (YES) CONTINUE IF QG1 IS (NO) GO TO QG3, ELSE GO TO NEXT SECTION
QG2: M, QT	What steps have been taken to save energy <u>at in your businessorganization</u> ? (select all that apply)
AL	Reduced water use (<u>e.g. aerators, water-conserving faucets</u>)(e.g. low flow showerheads) Energy efficient lighting Installed timers for lighting Installed a programmable thermostat Weather stripping / caulking Insulating windows / doors / spaces <u>Replaced windows / doors with energy efficient windows / doors</u> Re-using / reducing / recycling materials Replaced existing space heating equipment with high-efficiency upgrades <u>furnace with a high-efficiency furnace</u> <u>Installed a high efficiency water heater</u> Alternative energy sources (e.g. heat pumps, solar panels) <u>Conducted energy saving awareness program with employees</u> Other (Specify)
QG3: OPEN, QT	Why <u>has your businessorganization</u> not taken steps to save energy?
AL	RECORD ANSWER Decline

COMMITMENT	
QCM1: M, QT	<p>We know that <u>businesses</u><u>organizations</u> <u>adopt</u> different practices. For the following three types of <u>business</u><u>business practices</u>, what is your general impression of each one?</p> <p>Please choose a number from 1 to 10, where '10' means you feel extremely positive and '1' means you feel extremely negative about that type of <u>practice</u>. (select one for each)</p>
AL	<p>10 – Extremely positive</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Extremely negative</p>
MT	<p>A <u>business practice</u> in which <u>the organization</u> <u>considers</u> the environmental impact of almost everything <u>it does</u>.</p> <p>A <u>business practice</u> in which <u>the organization</u> consider the environmental<u>a</u> impact when it is reasonable or practical to do so.</p> <p>A <u>business practice</u> where <u>the organization does</u> not consider the environmental impact of anything <u>it does</u>.</p>
QCM2: S, QT	<p>Now thinking about your <u>organization's business practices</u>, <u>which of the following best describes</u><u>practices</u>, <u>which of the following best describe</u> <u>the</u> current <u>philosophy</u>. (select one only)</p>
AL	<p><u>Your organization</u> <u>considers</u> the environmental impact in almost everything <u>it does</u>.</p> <p><u>Your organization</u> <u>considers</u> the environmental<u>a</u> impact when it is reasonable or practical to do so.</p> <p><u>Your organization does</u> not consider the environmental impact in anything <u>it does</u>.</p>
QCM3: S, QT	<p>Some things are extremely important and are worth thinking about, while others don't require much thought at all. Thinking about the different <u>business practices</u> that we have been discussing, how important <u>are they for</u> your <u>organization</u>? (select one only)</p>
AL	<p>Extremely Important</p> <p>Very Important</p> <p>Moderately Important</p> <p>Slightly Important</p> <p>Not At All Important</p>
QCM4: S, QT	<p>Thinking now about your current <u>business practices</u>, to what extent can you think of reasons to continue with this <u>practice</u>? (select one only)</p>
AL	<p>There are many good reasons to continue with your current <u>business practices</u> in relation to environmental choices and no reason to change.</p> <p>There are many good reasons to continue with your current <u>business practices</u> in relation to environmental choices, but also many good reasons to change.</p> <p>There are few good reasons to continue with your current <u>business practices</u> in relation to environmental choices and many reasons to change.</p>

TERASEN GAS

QT1: M,
QT

Terasen Gas is the primary natural gas provider in British Columbia. From your companyorganization's direct experience with the companyTerasen, and from what you have heard, seen or read, on a scale from 1 to 10, where '10' means you feel Terasen is excellent and '1' means you feel Terasen is poor, how would you rate Terasen Gas in terms of being a company that cares about...?

PRE-MEASURE

AL

- 10 – Excellent
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1 – Poor
- Not relevant to me
- Decline

MT

- Its employees
- Its role in the community
- The environment
- Making a profit
- Re-investing in new environmentally-friendly technologies

RANDOMIZE

DISPLAY2

Terasen Gas is investing in a number of projects to collect methane gas produced from landfills, waste water treatment plants, animal manure and organic waste with the intention of delivering pipeline-quality gas to consumers.

While conventional sources of natural gas are already among the cleanest and lowest carbon intensity energy sources today, bBy capturing, cleaning and delivering methane to the market that would otherwise be released to atmosphere; significant greenhouse gas reductions are achieved. We refer to this renewable gas as biogas.

Terasen hopes that by offering a biogas program, where customers can sign up for a portion of their energy use to be supplied from biogas, biogas can become a viable, renewable energy source for our region.

QT2: S,
QT

Does your companyorganization support Terasen Gas investing in biogas projects?

AL

- 10 – Definitely
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1 – Definitely not
- Decline

QT3: S,
QT

Do you think Terasen Gas should invest in offering a biogas program to its businesscommercial customers?

AL

- 10 – Definitely
- 9

QT4: S,
QT

8
7
6
5
4
3
2
1 – Definitely not
Decline

All things being equal, if Terasen Gas offered a biogas program, how likely would your business organization be to sign up?

AL

10 – Very Likely
9
8
7
6
5
4
3
2
1 – Not Very Likely
Decline

INSTRUCTION:
IF QT4 IS (7-10) CONTINUE ELSE GO TO QP1A

QT5: M,
QT

What, if any, would be your the motivation for your company organization to signing up for such a program? (*select all that apply*)

AL

Promoting new technologies
Providing for future generations
Preserving nature
Human health
Doing the right thing
Status in your peer group
Being on the cutting edge
Supporting local farmers by providing income for their waste streams
Supporting local developments
Cost efficiency in the long run
Meeting government greenhouse gas regulations
Meeting corporate environmental initiatives
Corporate image
Other (Specify)
Don't know

QT6: S,
QT

And what would be your company organization's most important motivation for signing up for such a program? (*select one only*)

AL

Promoting new technologies
Providing for future generations
Preserving nature
Human health
Doing the right thing
Status in your peer group
Being on the cutting edge

Supporting local farmers by providing income for their waste stream
Supporting local developments
Cost efficiency in the long run
Meeting government greenhouse gas regulations

RANDOMIZE

Comment [JD2]: TNS - What's this?

RANDOMIZE

Comment [JD3]: What is this?

Meeting corporate environmental initiatives
Corporate image
Other (Specify)
Don't know

PRICE FOR BIOGAS

QP1: S,
QT

The costs for a biogas program can be offered to consumers in one of two ways. Which way would you prefer to see Terasen offer this program, if it were to do so? *(select one only)*

AL

Terasen Gas offers a biogas program that its customers can sign up for. Those who sign up would pay a premium for biogas. The increase in cost for biogas supply would be borne by all Terasen Gas customers.
Don't know

INSTRUCTIONS:
SPLIT SAMPLE IN THIRD, INTO SAMPLE A, SAMPLE B AND SAMPLE C
IF SAMPLE A, ASK QP1A
IF SAMPLE B, GO TO QP2A
IF SAMPLE C, GO TO QP3A
INSTRUCTION:
IF QT3 IS (4-10) CONTINUE, ELSE GO TO QC1

QP1A: S,
QT

If the cost of biogas is borne by all customers and your companyorganization had to pay 3% more than the current commodity price of natural gas—which is about \$0.20 more per Gigajoule (GJ)—would your companyorganization or would your companyorganization not support such a biogas program?

AL

Yes, it would support program
No, it would not support program
Don't know

INSTRUCTIONS:
IF QP1A IS (NO) OR (DON'T KNOW) CONTINUE, ELSE GO TO QC1

QP1B: S,
QT

If the cost of biogas is borne by all customers and your companyorganization had to pay 2% more than the current commodity price of natural gas—which is about \$0.13 more per GJ—would your companyorganization or would your companyorganization not support such a biogas program?

AL

Yes, it would support program
No, it would not support program
Don't know

INSTRUCTIONS:
IF SAMPLE B CONTINUE, ELSE GO TO QC1

QP2A: S,
QT

If the cost of biogas is borne by all customers and your companyorganization had to pay 2% more than the current commodity price of natural gas—which is about \$0.13 more per Gigajoule (GJ)—would your companyorganization or would your companyorganization not support such a biogas program?

AL

Yes, it would support program
No, it would not support program
Don't know

INSTRUCTIONS:
IF QP2A (NO) OR (DK) CONTINUE, ELSE GO TO QC1

QP2B: S,
QT

If the cost of biogas is borne by all customers and your companyorganization had to pay 1% more than the current commodity price of natural gas—which is about \$0.07 more per GJ—would your companyorganization or would your companyorganization not support such a biogas program?

AL	<p>Yes, <u>it</u> would support program</p> <p>No, <u>it</u> would not support program</p> <p>Don't know</p> <p>INSTRUCTIONS:</p> <p>IF SAMPLE C CONTINUE, ELSE GO TO QC1</p>
QP3A: S, QT	<p>If the cost of biogas is borne by all customers and your <u>companyorganization</u> had to pay 1% more than the current commodity price of natural gas—which is about \$0.<u>07</u> more <u>per Gigajoule (GJ)</u>—would your <u>companyorganization</u> or would your <u>companyorganization</u> not support such a biogas program?</p>
AL	<p>Yes, <u>it</u> would support program</p> <p>No, <u>it</u> would not support program</p> <p>Don't know</p> <p>INSTRUCTIONS:</p> <p>IF QP3A (NO) OR (DK) CONTINUE, ELSE GO TO QC1</p>
QP3B: S, QT	<p>If the cost of biogas is borne by all customers and your <u>companyorganization</u> had to pay 0.5% more than the current commodity price of natural gas—which is about \$0.<u>04</u> more <u>per GJ</u>—would your <u>companyorganization</u> or would your <u>companyorganization</u> not support such a biogas program?</p>
AL	<p>Yes, <u>it</u> would support program</p> <p>No, <u>it</u> would not support program</p> <p>Don't know</p>

CARBON OFFSETS	
QC1: S, QT	Have you heard of the term 'carbon offset'?
AL	Yes No Not Sure
DISPLAY3	<p>A carbon offset is what a buyer (your <u>companyorganization</u>) receives in exchange for supporting a project that reduces greenhouse gases in the environment.</p> <p>The buyer benefits because their purchase of a carbon offset balances out greenhouse gases released by the buyer's activities, such as <u>home</u>-heating and cooling, <u>transportation activities</u> or manufacturing.</p> <p>The organization selling the carbon offset benefits because it makes offset projects more economically viable over time.</p> <p>Offset projects range from planting trees—which absorb carbon dioxide from the atmosphere—to sophisticated renewable energy such as landfill methane capture and clean-up and high-efficiency equipment projects.</p>
QC2: S, QT	Knowing this information, how likely would your <u>companyorganization</u> be to purchase a carbon offset for <u>its</u> natural gas use in order to reduce your <u>companyorganization's</u> environmental footprint? <i>(select one only)</i>
AL	Already purchasing one 10 - Extremely likely 9 8 7 6 5 4 3 2 1 - Not at all likely Need more information
	ASK IF QC2 = 8/9/10, ELSE SKIP TO QC4
QC3: M, QT	Carbon offsets are sold through a number of sources. Would your <u>companyorganization</u> prefer to purchase an offset through... <i>(select all that apply)</i>
AL	Your local utility provider A 3 rd party provider that supports projects in BC A 3 rd party provider that supports projects outside BC Need more information / Don't know
DISPLAY4	<p>There are potentially two types of pricing programs utilities could offer in relation to reducing <u>customers'</u> environmental footprints – offset programs or renewable energy programs.</p> <p>Offset programs – customers are offered the option to offset their <u>companyorganization's</u> natural gas use by purchasing carbon offsets through the utility.</p> <p>Most utility companies selling carbon offsets have criteria around which offsets will be purchased, e.g., their own renewable energy projects and / or third party biogas, wind projects or solar projects within their service territory.</p> <p>Renewable energy programs – customers pay a premium for a portion of their natural gas to be supplied only from utility invested renewable energy projects such as biogas.</p>

	QC4: S, QT	Which of these two programs would your company/organization be more inclined to see Terasen Gas introduce, if it were to do so? <i>(select one only)</i>	
	AL	Offset program Renewable energy program Both Neither Don't know ASK ALL	
	QC5: M, QT	What types of offset projects would your company/organization want to see Terasen Gas invest in outside of its own renewable energy projects? <i>(select all that apply)</i>	RANDOMIZE
	AL	Solar Power - Generate energy from sunlight. Geothermal Power – energy extracted from the ground for heating. Wind Power - Use wind to create electricity. Fuel Efficiency - Burn a particular fuel more efficiently. Fuel Substitution - Switch to a fuel that emits less carbon such as diesel trucks to natural gas trucks. Efficient Lighting - Replace light bulbs with fluorescent lamps. Heat-Electricity Cogeneration - Create electricity and heat together. Energy from Biomass - Burn wood waste to generate electricity. Forestation - Plant trees which absorb carbon dioxide. Environmental Buildings - Make buildings more energy efficient. 3rd Party Biogas Projects – within BC 3rd Party Biogas Projects – outside BC Public Transportation - Subsidize or encourage the use of public transport. No preference None of the Above	

NATURAL GAS CHOICES		
DISPLAY5	ASK QN1 IF QT2 = 4/5/6/7/8/9/10, ELSE SKIP TO QN3	ONLY ASKED IF INTERESTED IN BIOGAS PROGRAM
	<p>In the following section, you will be presented with several screens showing options for energy initiatives. Regardless of whether your <u>companyorganization</u> would enrol in such a program, imagine your preference amongst the following choices.</p> <p>Although some of the options will look similar from screen to screen, please pay attention to the details, as each screen is unique.</p> <p>Please note the following definitions.</p> <p>Renewable <u>Energy Program</u>:</p> <p>The price premium paid would result in a portion of the customer's natural gas use being supplied from biogas and would contribute to making biogas become a more viable, renewable energy source for the region.</p> <p>Carbon Offset <u>Program</u>:</p> <p>The price premium paid by the customer would go towards purchasing offsets from utility invested biogas projects, as well as from other carbon offset projects and would contribute to offsetting greenhouse gases from a customer's natural gas use.</p> <p>INSTRUCTIONS:</p> <p>EACH SCREEN WILL INCLUDE TWO DIFFERENT CHOICES WITH TEXT TO DESCRIBE THE FEATURES IN EACH CHOICE SET. RESPONDENTS WILL SELECT THE OPTION THAT APPEALS TO THEM OR NEITHER OF THE CHOICES.</p>	
	<p>QN1: M, QT</p> <p>If your <u>companyorganization was</u> asked to support one of the following two choices from Terasen Gas, which option would <u>it</u> be the most likely to choose, or would it support neither?</p>	
LEVELS	<p><u>Energy initiatives:</u></p> <p><u>Renewable Energy Program</u></p> <p><u>Carbon Offset Program</u></p> <p>Percent Reduction In Your Green House Gas Emissions:</p> <p>10 %</p> <p>20%</p> <p>30 %</p> <p>50%</p> <p>80%</p> <p>100%</p> <p>Effect On Monthly Gas Bill:</p> <p>The current commodity price + 5% (about extra \$0.33/GJ)</p> <p>The current commodity price + 10% (about extra <u>\$0.65/GJ</u>)</p> <p>The current commodity price + 20% (about extra <u>\$1.30/GJ</u>)</p> <p>The current commodity price + 30% (about extra <u>\$1.95/GJ</u>)</p>	PAIR ALL COMBINATIONS OF LEVELS. ONE SCREEN PER PAIRING. RANDOMIZE ORDER OF PAIRINGS
	QN3: S, QT	
	AL	
	<p>Assuming Terasen Gas could develop and offer a renewable biogas program like the one we've been asking you about, how would you then rate Terasen Gas in terms of being a company that cares about...?</p> <p>10 – Excellent</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p>	POST-MEASURE

	QT	Are you a business owner or an employee ? (<i>select one only</i>)	
	AL	Owner Employee Decline	
D6: S,	QT	What sector is your business organization in ? (<i>select one only</i>)	
	AL	Retail Office Hospitality Auto Repair/ Gas Station Construction Multi-Family Agriculture Food Recreation Institutional Industrial Wood & Forest Commercial Don't know / Decline	<div>Comment [JD7]: Question re: how many GJ/s per year? Rate class?</div>
D7: S,	QT	In what area of BC is your head office? organization located?	<div>Comment [JD8]: Ask if Multiple locations / one location?</div> <div>Comment [CK9]: Shouldn't we ask only about the office the respondent works in?</div> <div>Comment [W10]: The Commercial studies don't address this issue. Where we have multiple accounts for provincial wide customers, the research organization de-dupes so that only one is contacted. I would suggest that we ask the location of the premise and also ask if they have multiple locations.</div>
	AL	Lower Mainland Whistler Interior Vancouver Island Sunshine Coast Decline	
QD8: S,	QT	Into which of the following age categories do you fall? (<i>select one only</i>)	
	AL	18 to 24 years 25 to 34 years 35 to 44 years 45 to 54 years 55 to 64 years 65 years or more Decline	
QD8: S,	QT	Which of the following best describes your company/organization's 2008 total revenue before taxes? (<i>select one only</i>)	
	AL	Less than \$100,000 \$100,000 to less than \$500,000 \$500,000 to less than \$1,000,000 \$1,000,000 to less than \$5,000,000 \$5,000,000 to less than \$10,000,000 \$10,000,000 to less than \$25,000,000 \$25,000,000 or more Don't know / Decline	
QD9: S,	QT	How many people does your company/organization employ in BC?	
	AL	1-5 6-10 11 - 25	

	26 - 50 51 - 100 101 - 200 More than 200 Decline	
QD10 : S, QT	What is the highest level of education that you have attained? (select one <i>only</i>)	<div>Comment [JD11]: TNS - Are these last 3 questions relevant? If so, why?</div>
AL	Public or elementary school Secondary or high school Technical or Cegep college Community college University Post Graduate Other	
QD11 : S, QT	Into which of the following age categories do you fall? (select one only)	
AL	18 to 24 years 25 to 34 years 35 to 44 years 45 to 54 years 55 to 64 years 65 years or more Decline	
QD12 : S, QT	What gender are you?	
AL	Male Female	
DISPLAY	Thank you very much for participating in this survey. All information provided by you will be held in strictest confidence and will only be used for research purposes.	

TERASEN GREEN GAS COMMERCIAL STUDY: TELEPHONE SCREENER v2

	INTRODUCTION	
DISPLAY1	<p>Hello, my name is _____ from TNS Canadian Facts. We are conducting a research study among British Columbia business owners and decision-makers about their opinions on environmental issues. Please be assured that this is for research purposes only. We need just three minutes of your time.</p> <p>We would like to talk to the person in your company who is a chief or joint decision-maker concerning administrative or energy matters.</p> <p>INTERVIEWER NOTE: SCREEN UNTIL YOU FIND THE APPROPRIATE INDIVIDUAL</p>	
QS1: S, QT	<p>Is this company an energy utility, a gas marketer, or a public media, advertising, public relations or market research company?</p>	
AL	<p>Yes No</p>	
	<p>INSTRUCTION: IF QS2 IS (NO) CONTINUE, ELSE TERMINATE</p>	
QS2: M, QT	<p>On a scale of 1 to 10 with '1' being 'not at all concerned' and '10' being 'very concerned', how concerned are you about the following environmental issues and their effect on your company...?</p>	
AL	<p>10 – Very Concerned 9 8 7 6 5 4 3 2 1 – Not At All Concerned Decline</p>	
MT	<p>The level of business or industry leadership on environmental issues Greenhouse gas regulations</p>	
QS3: S, QT	<p>Terasen Gas is interested in your valued opinion about how new sources of natural gas could influence business attitudes and decisions.</p> <p>Businesses who complete the survey can choose to enter a prize draw for \$500. The winner can also choose to donate this sum to a charity of their choice.</p>	<div>Comment [CK1]: New sources of alternative energy? Janet?</div> <div>Comment [JD2]: Yes, I like the terminology alternative energy</div>
	<p>Would you be willing to participate in an online survey that goes into these topics more broadly?</p>	<div>Comment [JD3]: 15 min online survey....</div>
AL	<p>YES – CONTINUE NO – THANK AND TERMINATE DON'T KNOW – THANK AND TERMINATE</p>	
QS4: S,		

QT	Could we please have your email address? It will be used exclusively for the mentioned research project and will not be distributed or used for any other reason. Your survey answers will be held in strictest confidence and not be individually identified, but will be aggregated with all other returns.
AL	<div>RECORD E-MAIL ADDRESS: _____ I do not want to disclose my e-mail address</div> <div>RECORD FIRST NAME ONLY (Optional): _____ I do not want to disclose my name</div> <div>INSTRUCTION: IF E-MAIL ADDRESS GIVEN, CONTINUE ELSE GO TO CLOSING.</div>
DISPLAY2	Thank you. Within the next couple of days, we will be sending you an e-mail with a link to the survey and a unique id and password to enter the survey.

TERASEN GREEN GAS COMMERCIAL STUDY: Final Draft

INTRODUCTION	
DISPLAY1	<p>We are conducting a research study with British Columbia organizations about their opinions on environmental issues. Please be assured that this is for research purposes only. It will take approximately 15 minutes of your time.</p> <p>Thank you for agreeing to be a part of this important study.</p>
MARKET DRIVERS	
QM1: M, QT	How concerned is your organization about...?
AL	<p>10 – Very Concerned</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Not At All Concerned</p> <p>Decline</p>
MT	<p>The current state of the environment</p> <p>The future state of the environment</p> <p>The effects of global warming / climate change</p> <p>Greenhouse gas emissions</p> <p>Greenhouse gas regulations</p> <p>The loss of oxygen producing forests</p> <p>The level of government or industry leadership on environmental issues</p> <p>Access to alternative energy solutions</p>

Comment [CK1]: Should we say 17 or 20 since the survey is about 25?

RANDOMIZE

ENERGY USE / GREEN PRODUCTS IN THE ORGANIZATION	
QG1: S, QT	Has your organization taken steps to save energy at its location(s)?
AL	Yes No Don't know Decline
	INSTRUCTIONS: IF QG1 IS (YES) CONTINUE IF QG1 IS (NO) GO TO QG3, ELSE GO TO NEXT SECTION
QG2: M, QT	What steps have been taken to save energy in your organization? <i>(select all that apply)</i>
AL	Reduced water use (e.g. aerators, water-conserving faucets) Energy efficient lighting Installed timers for lighting Installed a programmable thermostat Weather stripping / caulking Insulating windows / doors / spaces Replaced windows / doors with energy efficient windows / doors Re-using / reducing / recycling materials Replaced existing space heating equipment with high-efficiency upgrades Installed a high efficiency water heater Alternative energy sources (e.g. heat pumps, solar panels) Conducted energy saving awareness program with employees Other (Specify)
QG3: OPEN, QT	Why has your organization not taken steps to save energy?
AL	RECORD ANSWER Decline

COMMITMENT	
QCM1: M, QT	<p>We know that organizations adopt different practices. For the following three types of business practices, what is your general impression of each one?</p> <p>Please choose a number from 1 to 10, where '10' means you feel extremely positive and '1' means you feel extremely negative about that type of practice. (<i>select one for each</i>)</p>
AL	<p>10 – Extremely positive</p> <p>9</p> <p>8</p> <p>7</p> <p>6</p> <p>5</p> <p>4</p> <p>3</p> <p>2</p> <p>1 – Extremely negative</p>
MT	<p>A business practice in which the organization considers the environmental impact of almost everything it does.</p> <p>A business practice in which the organization considers the environmental impact when it is reasonable or practical to do so.</p> <p>A business practice where the organization does not consider the environmental impact of anything it does.</p>
QCM2: S, QT	<p>Now thinking about your organization's business practices, which of the following best describe the current philosophy. (<i>select one only</i>)</p>
AL	<p>Your organization considers the environmental impact in almost everything it does.</p> <p>Your organization considers the environmental impact when it is reasonable or practical to do so.</p> <p>Your organization does not consider the environmental impact in anything it does.</p>
QCM3: S, QT	<p>Some things are extremely important and are worth thinking about, while others don't require much thought at all. Thinking about the different business practices that we have been discussing, how important are they for your organization? (<i>select one only</i>)</p>
AL	<p>Extremely Important</p> <p>Very Important</p> <p>Moderately Important</p> <p>Slightly Important</p> <p>Not At All Important</p>
QCM4: S, QT	<p>Thinking now about your current business practices, to what extent can you think of reasons to continue with this practice? (<i>select one only</i>)</p>
AL	<p>There are many good reasons to continue with your current business practices in relation to environmental choices and no reason to change.</p> <p>There are many good reasons to continue with your current business practices in relation to environmental choices, but also many good reasons to change.</p> <p>There are few good reasons to continue with your current business practices in relation to environmental choices and many reasons to change.</p>

QT4: S, QT	6 5 4 3 2 1 – Definitely not Decline	
	All things being equal, if Terasen Gas offered a biogas program, how likely would your organization be to sign up?	
	AL 10 – Very Likely 9 8 7 6 5 4 3 2 1 – Not Very Likely Decline INSTRUCTION: IF QT4 IS (7-10) CONTINUE ELSE GO TO QP1A	
QT5: M, QT	What, if any, would be the motivation for your organization to sign up for such a program? (<i>select all that apply</i>)	
	AL Promoting new technologies Providing for future generations Preserving nature Human health Doing the right thing Status in your peer group Being on the cutting edge Supporting local farmers by providing income for their waste streams Supporting local developments Long-term cost savings Meeting government greenhouse gas regulations Meeting corporate environmental initiatives Corporate image Other (Specify) Don't know	RANDOMIZE
		Comment [CK2]: Delete
QT6: S, QT	And what would be your organization's <i>most</i> important motivation for signing up for such a program? (<i>select one only</i>)	
	AL Promoting new technologies Providing for future generations Preserving nature Human health Doing the right thing Status in your peer group Being on the cutting edge Supporting local farmers by providing income for their waste stream Supporting local developments Long-term cost savings Meeting government greenhouse gas regulations Meeting corporate environmental initiatives Corporate image	RANDOMIZE
		Comment [JD3]: Delete

Other (Specify)
Don't know

PRICE FOR BIOGAS	
QP1: S, QT	<p>The costs for a biogas program can be offered to consumers in one of two ways. Which way would you prefer to see Terasen offer this program, if it were to do so? <i>(select one only)</i></p>
AL	<p>Terasen Gas offers a biogas program that its customers can sign up for. Those who sign up would pay a premium for biogas. The increase in cost for biogas supply would be borne by all Terasen Gas customers.</p> <p>Don't know</p> <p>INSTRUCTIONS: IF QT3 IS (4-10) CONTINUE, ELSE GO TO QC1 INSTRUCTIONS: SPLIT SAMPLE IN THIRD, INTO SAMPLE A, SAMPLE B AND SAMPLE C IF SAMPLE A, ASK QP1A IF SAMPLE B, GO TO QP2A IF SAMPLE C, GO TO QP3A</p>
QP1A: S, QT	<p>If the cost of biogas is borne by all customers and your organization had to pay 3% more than the current commodity price of natural gas—which is about \$0.20 more per Gigajoule (GJ)—would your organization or would your organization not support such a biogas program?</p>
AL	<p>Yes, it would support program No, it would not support program Don't know</p> <p>INSTRUCTIONS: IF QP1A IS (NO) OR (DON'T KNOW) CONTINUE, ELSE GO TO QC1</p>
QP1B: S, QT	<p>If the cost of biogas is borne by all customers and your organization had to pay 2% more than the current commodity price of natural gas—which is about \$0.13 more per GJ—would your organization or would your organization not support such a biogas program?</p>
AL	<p>Yes, it would support program No, it would not support program Don't know</p> <p>INSTRUCTIONS: IF SAMPLE B CONTINUE, ELSE GO TO QC1</p>
QP2A: S, QT	<p>If the cost of biogas is borne by all customers and your organization had to pay 2% more than the current commodity price of natural gas—which is about \$0.13 more per Gigajoule (GJ)—would your organization or would your organization not support such a biogas program?</p>
AL	<p>Yes, it would support program No, it would not support program Don't know</p> <p>INSTRUCTIONS: IF QP2A (NO) OR (DK) CONTINUE, ELSE GO TO QC1</p>
QP2B: S,	

QT	If the cost of biogas is borne by all customers and your organization had to pay 1% more than the current commodity price of natural gas—which is about \$0.07 more per GJ—would your organization or would your organization not support such a biogas program?
AL	Yes, it would support program No, it would not support program Don't know
	INSTRUCTIONS: IF SAMPLE C CONTINUE, ELSE GO TO QC1
QP3A: S, QT	If the cost of biogas is borne by all customers and your organization had to pay 1% more than the current commodity price of natural gas—which is about \$0.07 more per Gigajoule (GJ)—would your organization or would your organization not support such a biogas program?
AL	Yes, it would support program No, it would not support program Don't know
	INSTRUCTIONS: IF QP3A (NO) OR (DK) CONTINUE, ELSE GO TO QC1
QP3B: S, QT	If the cost of biogas is borne by all customers and your organization had to pay 0.5% more than the current commodity price of natural gas—which is about \$0.04 more per GJ—would your organization or would your organization not support such a biogas program?
AL	Yes, it would support program No, it would not support program Don't know

CARBON OFFSETS	
QC1: S, QT	Have you heard of the term ' carbon offset '?
AL	Yes No Not Sure
DISPLAY3	<p>A carbon offset is what a buyer (your organization) receives in exchange for supporting a project that reduces greenhouse gases in the environment.</p> <p>The buyer benefits because their purchase of a carbon offset balances out greenhouse gases released by the buyer's activities, such as heating and cooling, transportation activities or manufacturing.</p> <p>The organization selling the carbon offset benefits because it makes offset projects more economically viable over time.</p> <p>Offset projects range from planting trees—which absorb carbon dioxide from the atmosphere—to sophisticated renewable energy such as landfill methane capture and clean-up and high-efficiency equipment projects.</p>
QC2: S, QT	Knowing this information, how likely would your organization be to purchase a carbon offset for its natural gas use in order to reduce your organization's environmental footprint? (<i>select one only</i>)
AL	Already purchasing one 10 - Extremely likely 9 8 7 6 5 4 3 2 1 - Not at all likely Need more information
	ASK IF QC2 = 8/9/10, ELSE SKIP TO QC4
QC3: M, QT	Carbon offsets are sold through a number of sources. Would your organization prefer to purchase an offset through... (<i>select all that apply</i>)
AL	Your local utility provider A 3 rd party provider that supports projects in BC A 3 rd party provider that supports projects outside BC Need more information / Don't know
DISPLAY4	<p>There are potentially two types of pricing programs utilities could offer in relation to reducing customers' environmental footprints – offset programs or renewable energy programs.</p> <p>Offset programs – customers are offered the option to offset their organization's natural gas use by purchasing carbon offsets through the utility.</p> <p>Most utility companies selling carbon offsets have criteria around which offsets will be purchased, e.g., their own renewable energy projects and / or third party biogas, wind projects or solar projects within their service territory.</p> <p>Renewable energy programs – customers pay a premium for a portion of their natural gas to be supplied only from utility invested renewable energy projects such as biogas.</p>

QC4: S, QT	Which of these two programs would your organization be more inclined to see Terasen Gas introduce, if it were to do so? (select one only)
AL	Offset program Renewable energy program Neither Don't know
	INSTRUCTION: ASK ALL
QC5: M, QT	What types of offset projects would your organization want to see Terasen Gas invest in outside of its own renewable energy projects? (select all that apply)
AL	<u>Solar Power</u> - Generate energy from sunlight. <u>Geothermal Power</u> – energy extracted from the ground for heating. <u>Wind Power</u> - Use wind to create electricity. <u>Fuel Efficiency</u> - Burn a particular fuel more efficiently. <u>Fuel Substitution</u> - Switch to a fuel that emits less carbon such as diesel trucks to natural gas trucks. <u>Efficient Lighting</u> - Replace light bulbs with fluorescent lamps. <u>Heat-Electricity Cogeneration</u> - Create electricity and heat together. Energy from <u>Biomass</u> - Burn wood waste to generate electricity. <u>Forestation</u> - Plant trees which absorb carbon dioxide. <u>Environmental Buildings</u> - Make buildings more energy efficient. <u>3rd Party Biogas Projects</u> – within BC <u>3rd Party Biogas Projects</u> – outside BC <u>Public Transportation</u> - Subsidize or encourage the use of public transport. No preference None of the Above

RANDOMIZE

NATURAL GAS CHOICES		
DISPLAY5	ASK QN1 IF QT2 = 4/5/6/7/8/9/10, ELSE SKIP TO QN3	ONLY ASKED IF INTERESTED IN BIOGAS PROGRAM
	<p>In the following section, you will be presented with several screens showing options for energy initiatives. Regardless of whether your organization would enrol in such a program, imagine your preference amongst the following choices.</p> <p>Although some of the options will look similar from screen to screen, please pay attention to the details, as each screen is unique.</p> <p>Please note the following definitions.</p> <p>Renewable Energy Program:</p> <p>The price premium paid would result in a portion of the customer's natural gas use being supplied from biogas and would contribute to making biogas become a more viable, renewable energy source for the region.</p> <p>Carbon Offset Program:</p> <p>The price premium paid by the customer would go towards purchasing offsets from utility invested biogas projects, as well as from other carbon offset projects and would contribute to offsetting greenhouse gases from a customer's natural gas use.</p> <p>INSTRUCTIONS:</p> <p>EACH SCREEN WILL INCLUDE TWO DIFFERENT CHOICES WITH TEXT TO DESCRIBE THE FEATURES IN EACH CHOICE SET. RESPONDENTS WILL SELECT THE OPTION THAT APPEALS TO THEM OR NEITHER OF THE CHOICES.</p>	
	QN1: M, QT	
	If your organization was asked to support one of the following two choices from Terasen Gas, which option would it be the most likely to choose?	
	PAIR ALL COMBINATIONS OF LEVELS. ONE SCREEN PER PAIRING. RANDOMIZE ORDER OF PAIRINGS	
LEVELS	<p>Energy initiatives:</p> <p>Renewable Energy Program</p> <p>Carbon Offset Program</p> <p>Percent Reduction In Your Green House Gas Emissions:</p> <p>10 %</p> <p>20%</p> <p>30 %</p> <p>50%</p> <p>80%</p> <p>100%</p> <p>Effect On Monthly Gas Bill:</p> <p>The current commodity price + 10% (about extra \$0.65/GJ)</p> <p>The current commodity price + 20% (about extra \$1.30/GJ)</p> <p>The current commodity price + 30% (about extra \$1.95/GJ)</p>	POST-MEASURE
	QN3: S, QT	
	Assuming Terasen Gas could develop and offer a renewable biogas program like the one we've been asking you about, how would you then rate Terasen Gas in terms of being a company that cares about...?	
	AL	
	10 – Excellent	
	9	
	8	
	7	
	6	
	5	

MT	4	RANDOMIZE
	3	
	2	
	1 – Poor	
	Not relevant to me	
	Decline	
	Its employees	
	Its role in the community	
	The environment	
	Making a profit	
Re-investing in new environmentally-friendly technologies		

DEMOGRAPHICS		
QD1: M,	<u>What sector is your organization in? (select one only)</u>	<div>Comment [CK4]: Information in the data set may have changed over time.</div> <div>Comment [CK5]: What sector is your organization in? (select one only) ...</div> <div>Comment [JD6]: Please confirm volumes will be pulled from the data set, if so, ok with leaving the question out here.</div>
	Re-insert this question	
QT	Which of the following natural gas appliances, if any, do you have in your organization? (select one for each)	
AL	Yes	
	No	
	Don't know	
MT	Natural gas furnace	
	Natural gas hot water heater that heats your tap water	
	Natural gas boiler(s)	
	Natural gas for cooking	
	Natural gas for agriculture, industrial or other processes	
	Natural gas dryer (for industrial purposes, including laundry)	
	Natural gas heated make-up air system / unit	
	Natural gas fireplace(s)	
	Natural gas patio heater(s)	
	Other natural gas appliances (SPECIFY)	
D2: S, QT	What is the <u>main</u> space heating fuel type in your organization? (select one only)	
AL	Natural gas	
	Electricity	
	Piped propane	
	Bottled propane	
	Oil	
	Wood	
	OTHER	
	Don't know / Not sure	
D3: S, QT	Are you a business owner or an employee? (select one only)	
AL	Owner	
	Employee	
	Decline	
D4: S, QT	In what area of BC is your office located?	
AL	Lower Mainland	
	Whistler	
	Interior	
	Vancouver Island	
	Sunshine Coast	
	Decline	

QD5: S, QT	Does your organization have multiple locations?	
AL	YES NO DON'T KNOW	
QD6: S, QT	How many people does your organization employ in BC?	
AL	1 -5 6-10 11 - 25 26 - 50 51 - 100 101 - 200 More than 200 Decline	
QD7: S, QT	Which of the following best describes your organization's 2008 total revenue before taxes? (<i>select one only</i>)	
AL	Less than \$100,000 \$100,000 to less than \$500,000 \$500,000 to less than \$1,000,000 \$1,000,000 to less than \$5,000,000 \$5,000000 to less than \$10,000,000 \$10,000,000 to less than \$25,000,000 \$25,000,000 or more Don't know / Decline	
QD8: S, QT	What gender are you?	<div>Comment [JD7]: Is this relevant?</div>
AL	Male Female	
DISPLAY	Thank you very much for participating in this survey. All information provided by you will be held in strictest confidence and will only be used for research purposes.	

TERASEN GREEN GAS COMMERCIAL STUDY: TELEPHONE SCREENER Final (4)

INTRODUCTION		
DISPLAY1	<p>Hello, my name is _____ from TNS Canadian Facts. We are conducting a research study among British Columbia business leaders and organization decision-makers about their opinions on environmental issues. Please be assured that this is for research purposes only. We need just three minutes of your time, but first we need to ask:</p>	
QS1: S, QT	<p>Is the company you represent an energy utility, a gas marketer, or a public media, advertising, public relations or market research company?</p>	
AL	<p>Yes No</p> <p>INSTRUCTION: IF QS1 IS (NO) CONTINUE, ELSE TERMINATE</p> <p>We would like to talk to the person in your organization who is a chief or joint decision-maker concerning administrative or energy matters.</p> <p>INTERVIEWER NOTE: SCREEN UNTIL YOU FIND THE APPROPRIATE INDIVIDUAL</p>	
QS2: M, QT	<p>On a scale of 1 to 10 with ‘1’ being ‘not at all concerned’ and ‘10’ being ‘very concerned’, how concerned are you about the following environmental issues and their effect on your company...?</p>	
AL	<p>10 – Very Concerned 9 8 7 6 5 4 3 2 1 – Not At All Concerned Decline</p>	
MT	<p>The current state of the environment The future state of the environment The effects of global warming / climate change Greenhouse gas emissions Greenhouse gas regulations The loss of oxygen producing forests The level of government or industry leadership on environmental issues Access to alternative energy solutions</p>	RANDOMIZE
QS3: S,		

QT	<p>Terasen Gas is interested in your valued opinion about how new sources of alternative energy could influence business attitudes and decisions.</p> <p>Representatives of businesses and organizations who complete the survey can choose to enter a prize draw for \$500. The winner can also choose to donate this sum to a charity of their choice.</p> <p>Would you be willing to participate in a 20-minute online survey that goes into these topics more broadly?</p>
AL	<p>YES – CONTINUE</p> <p>NO – THANK AND TERMINATE</p> <p>DON'T KNOW – THANK AND TERMINATE</p>
QS4: S, QT	<p>Could we please have your email address? It will be used exclusively for the mentioned research project and will not be distributed or used for any other reason. Your survey answers will be held in strictest confidence and not be individually identified, but will be aggregated with all other returns.</p>
AL	<p>RECORD E-MAIL ADDRESS: _____</p> <p>I do not want to disclose my e-mail address</p> <p>RECORD FIRST NAME ONLY (Optional): _____</p> <p>I do not want to disclose my name</p> <p>INSTRUCTION:</p> <p>IF E-MAIL ADDRESS GIVEN, CONTINUE ELSE GO TO CLOSING.</p>
DISPLAY2	<p>Thank you. Within the next couple of days, we will be sending you an e-mail with a link to the survey and a unique id and password to enter the survey.</p>

TERASEN GREEN GAS COMMERCIAL STUDY –

Test link feedback

I assume this page is for testing only

SMPTEST

This shows the current sample data. If any of these are blank, or somehow incorrect, please inform the programmer immediately.

Region: *No response*

Language: *No response*

Cell: *No response*

Do any sample values need to be changed for testing purposes?

- ☐ Yes
- ☐ No

test choice set ...

There should be consistency in giving the respondent selection direction.

Either have (select one only) for all similar question types or don't have it.

QC2

Knowing this information, how likely would your organization be to purchase a carbon offset for its natural gas use in order to reduce your organization's environmental footprint?

(select one only)

- ☐ Already purchasing one
- ☐ 10 - Extremely likely
- ☐ 9
- ☐ 8
- ☐ 7

QT4

All things being equal, if Terasen Gas offered a biogas program, how likely would your organization be to sign up?

- ☐ 10 - Very Likely
- ☐ 9
- ☐ 8
- ☐ 7
- ☐ 6

Should be select one only

QC3

Carbon offsets are sold through a number of sources. Would your organization prefer to purchase an offset through...?

(select all that apply)

- ☒ Your local utility provider
- ☐ A 3rd party provider that supports projects in BC
- ☐ A 3rd party provider that supports projects outside BC
- ☐ Need more information / Don't know

Also see QC4

Delete multi-family option

QD1: S, QT	What sector is your organization in? (select one only)
AL	Retail
	Government Organization
	Office
	Hospitality
	Auto Repair / Gas Station
	Construction
	Multi-Family
	Agriculture
	Food
	Recreation
	Institutional
	Industrial
	Wood & Forest
	Commercial
	Don't know / Decline

R1549 Choice Sets

		A		B
VERSION 1 Choice Sets 1 to 16	Choice Set 1	Renewable Biogas / Carbon Offsets	Carbon offsets only	Renewable biogas and carbon offsets
		Percent Reduction In Your Green House Gas Emissions	10%	30%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	No or negligible change to price
VERSION 1 Choice Sets 1 to 16	Choice Set 2	Renewable Biogas / Carbon Offsets	Renewable biogas only	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions	10%	10%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 3	Renewable Biogas / Carbon Offsets	Renewable biogas only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions	10%	80%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 4	Renewable Biogas / Carbon Offsets	Renewable biogas and carbon offsets	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions	20%	80%
		Effect On Monthly Gas Bill	No or negligible change to price	The current commodity price + 20% (about extra \$12/month)

R1549 Choice Sets

			A	B
VERSION 1 Choice Sets 1 to 16	Choice Set 5	Renewable Biogas / Carbon Offsets	Renewable biogas and carbon offsets	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions	10%	50%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 6	Renewable Biogas / Carbon Offsets	Renewable biogas only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions	50%	100%
		Effect On Monthly Gas Bill	No or negligible change to price	The current commodity price + 5% (about extra \$3/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 7	Renewable Biogas / Carbon Offsets	Renewable biogas and carbon offsets	Renewable biogas and carbon offsets
		Percent Reduction In Your Green House Gas Emissions	10%	100%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 8	Renewable Biogas / Carbon Offsets	Renewable biogas only	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions	20%	10%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)

R1549 Choice Sets

				A	B
VERSION 1 Choice Sets 1 to 16	Choice Set 9	Renewable Biogas / Carbon Offsets		Renewable biogas only	Renewable biogas and carbon offsets
		Percent Reduction In Your Green House Gas Emissions		30%	30%
		Effect On Monthly Gas Bill		The current commodity price + 20% (about extra \$12/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 10	Renewable Biogas / Carbon Offsets		Renewable biogas and carbon offsets	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions		50%	30%
		Effect On Monthly Gas Bill		The current commodity price + 5% (about extra \$3/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 11	Renewable Biogas / Carbon Offsets		Renewable biogas and carbon offsets	Renewable biogas and carbon offsets
		Percent Reduction In Your Green House Gas Emissions		50%	10%
		Effect On Monthly Gas Bill		The current commodity price + 30% (about extra \$18/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 12	Renewable Biogas / Carbon Offsets		Carbon offsets only	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions		10%	80%
		Effect On Monthly Gas Bill		The current commodity price + 20% (about extra \$12/month)	The current commodity price + 5% (about extra \$3/month)

R1549 Choice Sets

		A			B		
VERSION 1 Choice Sets 1 to 16	Choice Set 13	Renewable Biogas / Carbon Offsets	Renewable biogas only			Carbon offsets only	
		Percent Reduction In Your Green House Gas Emissions	100%			100%	
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)			The current commodity price + 10% (about extra \$6/month)	
VERSION 1 Choice Sets 1 to 16	Choice Set 14	Renewable Biogas / Carbon Offsets	Carbon offsets only			Renewable biogas only	
		Percent Reduction In Your Green House Gas Emissions	30%			80%	
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)			The current commodity price + 20% (about extra \$12/month)	
VERSION 1 Choice Sets 1 to 16	Choice Set 15	Renewable Biogas / Carbon Offsets	Renewable biogas only			Renewable biogas only	
		Percent Reduction In Your Green House Gas Emissions	50%			10%	
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)			The current commodity price + 20% (about extra \$12/month)	
VERSION 1 Choice Sets 1 to 16	Choice Set 16	Renewable Biogas / Carbon Offsets	Carbon offsets only			Renewable biogas and carbon offsets	
		Percent Reduction In Your Green House Gas Emissions	80%			50%	
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)			The current commodity price + 10% (about extra \$6/month)	

R1549 Choice Sets

			A	B
VERSION 2 Choice Sets 17 to 32	Choice Set 17	Renewable Biogas / Carbon Offsets	Renewable biogas only	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions	80%	10%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 18	Renewable Biogas / Carbon Offsets	Carbon offsets only	Renewable biogas and carbon offsets
		Percent Reduction In Your Green House Gas Emissions	50%	80%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 19	Renewable Biogas / Carbon Offsets	Renewable biogas and carbon offsets	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions	10%	100%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 20	Renewable Biogas / Carbon Offsets	Renewable biogas and carbon offsets	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions	100%	30%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 5% (about extra \$3/month)

R1549 Choice Sets

			A	B
VERSION 2 Choice Sets 17 to 32	Choice Set 21	Renewable Biogas / Carbon Offsets	Renewable biogas and carbon offsets	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions	100%	10%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 22	Renewable Biogas / Carbon Offsets	Renewable biogas only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions	80%	80%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 23	Renewable Biogas / Carbon Offsets	Renewable biogas only	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions	100%	20%
		Effect On Monthly Gas Bill	No or negligible change to price	The current commodity price + 20% (about extra \$12/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 24	Renewable Biogas / Carbon Offsets	Carbon offsets only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions	30%	10%
		Effect On Monthly Gas Bill	No or negligible change to price	The current commodity price + 10% (about extra \$6/month)

R1549 Choice Sets

			A	B
VERSION 2 Choice Sets 17 to 32	Choice Set 25	Renewable Biogas / Carbon Offsets	Carbon offsets only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions	50%	20%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 26	Renewable Biogas / Carbon Offsets	Carbon offsets only	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions	10%	100%
		Effect On Monthly Gas Bill	No or negligible change to price	The current commodity price + 30% (about extra \$18/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 27	Renewable Biogas / Carbon Offsets	Renewable biogas only	Renewable biogas and carbon offsets
		Percent Reduction In Your Green House Gas Emissions	20%	20%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 28	Renewable Biogas / Carbon Offsets	Renewable biogas and carbon offsets	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions	30%	100%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 10% (about extra \$6/month)

R1549 Choice Sets

				A	B
VERSION 2 Choice Sets 17 to 32	Choice Set 29	Renewable Biogas / Carbon Offsets	Carbon offsets only	Renewable biogas only	
		Percent Reduction In Your Green House Gas Emissions	10%	100%	
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 20% (about extra \$12/month)	
VERSION 2 Choice Sets 17 to 32	Choice Set 30	Renewable Biogas / Carbon Offsets	Carbon offsets only	Renewable biogas only	
		Percent Reduction In Your Green House Gas Emissions	20%	100%	
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)	
VERSION 2 Choice Sets 17 to 32	Choice Set 31	Renewable Biogas / Carbon Offsets	Renewable biogas and carbon offsets	Carbon offsets only	
		Percent Reduction In Your Green House Gas Emissions	10%	20%	
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 20% (about extra \$12/month)	
VERSION 2 Choice Sets 17 to 32	Choice Set 32	Renewable Biogas / Carbon Offsets	Carbon offsets only	Renewable biogas only	
		Percent Reduction In Your Green House Gas Emissions	80%	30%	
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)	

R1549 Choice Sets

			A	B	
VERSION 3 Choice Sets 33 to 48	Choice Set	33	Renewable Biogas / Carbon Offsets	Carbon offsets only	Carbon offsets only
			Percent Reduction In Your Green House Gas Emissions	80%	10%
			Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 3 Choice Sets 33 to 48	Choice Set	34	Renewable Biogas / Carbon Offsets	Carbon offsets only	Renewable biogas and carbon offsets
			Percent Reduction In Your Green House Gas Emissions	10%	10%
			Effect On Monthly Gas Bill	No or negligible change to price	The current commodity price + 5% (about extra \$3/month)
VERSION 3 Choice Sets 33 to 48	Choice Set	35	Renewable Biogas / Carbon Offsets	Renewable biogas only	Renewable biogas only
			Percent Reduction In Your Green House Gas Emissions	50%	50%
			Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	No or negligible change to price
VERSION 3 Choice Sets 33 to 48	Choice Set	36	Renewable Biogas / Carbon Offsets	Carbon offsets only	Carbon offsets only
			Percent Reduction In Your Green House Gas Emissions	30%	20%
			Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 5% (about extra \$3/month)

R1549 Choice Sets

			A	B
VERSION 3 Choice Sets 33 to 48	Choice Set 37	Renewable Biogas / Carbon Offsets	Renewable biogas only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions	80%	100%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 38	Renewable Biogas / Carbon Offsets	Carbon offsets only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions	100%	10%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	No or negligible change to price
VERSION 3 Choice Sets 33 to 48	Choice Set 39	Renewable Biogas / Carbon Offsets	Renewable biogas only	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions	10%	10%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 40	Renewable Biogas / Carbon Offsets	Carbon offsets only	Renewable biogas and carbon offsets
		Percent Reduction In Your Green House Gas Emissions	100%	100%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 20% (about extra \$12/month)

R1549 Choice Sets

				A	B
VERSION 3 Choice Sets 33 to 48	Choice Set 41	Renewable Biogas / Carbon Offsets		Renewable biogas only	Renewable biogas and carbon offsets
		Percent Reduction In Your Green House Gas Emissions		10%	50%
		Effect On Monthly Gas Bill		The current commodity price + 20% (about extra \$12/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 42	Renewable Biogas / Carbon Offsets		Renewable biogas and carbon offsets	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions		100%	80%
		Effect On Monthly Gas Bill		The current commodity price + 5% (about extra \$3/month)	No or negligible change to price
VERSION 3 Choice Sets 33 to 48	Choice Set 43	Renewable Biogas / Carbon Offsets		Carbon offsets only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions		100%	10%
		Effect On Monthly Gas Bill		The current commodity price + 20% (about extra \$12/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 44	Renewable Biogas / Carbon Offsets		Renewable biogas only	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions		100%	50%
		Effect On Monthly Gas Bill		The current commodity price + 5% (about extra \$3/month)	The current commodity price + 10% (about extra \$6/month)

R1549 Choice Sets

				A	B
VERSION 3 Choice Sets 33 to 48	Choice Set 45	Renewable Biogas / Carbon Offsets		Renewable biogas only	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions		10%	20%
		Effect On Monthly Gas Bill		The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 46	Renewable Biogas / Carbon Offsets		Renewable biogas only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions		100%	100%
		Effect On Monthly Gas Bill		The current commodity price + 20% (about extra \$12/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 47	Renewable Biogas / Carbon Offsets		Renewable biogas and carbon offsets	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions		20%	10%
		Effect On Monthly Gas Bill		The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 48	Renewable Biogas / Carbon Offsets		Renewable biogas and carbon offsets	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions		80%	20%
		Effect On Monthly Gas Bill		The current commodity price + 20% (about extra \$12/month)	No or negligible change to price

R1549 Choice Sets

					A	B
VERSION 4 Choice Sets 49 to 64	Choice Set 49	Renewable Biogas / Carbon Offsets			Carbon offsets only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions			10%	10%
		Effect On Monthly Gas Bill			The current commodity price + 5% (about extra \$3/month)	No or negligible change to price
VERSION 4 Choice Sets 49 to 64	Choice Set 50	Renewable Biogas / Carbon Offsets			Carbon offsets only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions			100%	50%
		Effect On Monthly Gas Bill			The current commodity price + 5% (about extra \$3/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 51	Renewable Biogas / Carbon Offsets			Carbon offsets only	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions			50%	100%
		Effect On Monthly Gas Bill			The current commodity price + 20% (about extra \$12/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 52	Renewable Biogas / Carbon Offsets			Renewable biogas only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions			30%	100%
		Effect On Monthly Gas Bill			The current commodity price + 10% (about extra \$6/month)	No or negligible change to price

R1549 Choice Sets

				A	B
VERSION 4 Choice Sets 49 to 64	Choice Set 53	Renewable Biogas / Carbon Offsets		Carbon offsets only	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions		20%	30%
		Effect On Monthly Gas Bill		The current commodity price + 5% (about extra \$3/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 54	Renewable Biogas / Carbon Offsets		Carbon offsets only	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions		100%	100%
		Effect On Monthly Gas Bill		The current commodity price + 20% (about extra \$12/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 55	Renewable Biogas / Carbon Offsets		Renewable biogas only	Renewable biogas and carbon offsets
		Percent Reduction In Your Green House Gas Emissions		100%	80%
		Effect On Monthly Gas Bill		The current commodity price + 5% (about extra \$3/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 56	Renewable Biogas / Carbon Offsets		Renewable biogas only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions		100%	30%
		Effect On Monthly Gas Bill		No or negligible change to price	The current commodity price + 10% (about extra \$6/month)

R1549 Choice Sets

			A	B
VERSION 4 Choice Sets 49 to 64	Choice Set 57	Renewable Biogas / Carbon Offsets	Renewable biogas only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions	10%	30%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 58	Renewable Biogas / Carbon Offsets	Renewable biogas and carbon offsets	Renewable biogas only
		Percent Reduction In Your Green House Gas Emissions	30%	50%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 59	Renewable Biogas / Carbon Offsets	Renewable biogas only	Renewable biogas and carbon offsets
		Percent Reduction In Your Green House Gas Emissions	30%	10%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 60	Renewable Biogas / Carbon Offsets	Renewable biogas only	Renewable biogas and carbon offsets
		Percent Reduction In Your Green House Gas Emissions	20%	100%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	No or negligible change to price

R1549 Choice Sets

					A	B
VERSION 4 Choice Sets 49 to 64	Choice Set 61	Renewable Biogas / Carbon Offsets	Renewable biogas and carbon offsets	Renewable biogas and carbon offsets	Renewable biogas and carbon offsets	Renewable biogas and carbon offsets
		Percent Reduction In Your Green House Gas Emissions	80%	100%	80%	100%
		Effect On Monthly Gas Bill	No or negligible change to price	The current commodity price + 5% (about extra \$3/month)	No or negligible change to price	The current commodity price + 5% (about extra \$3/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 62	Renewable Biogas / Carbon Offsets	Renewable biogas and carbon offsets	Renewable biogas and carbon offsets	Renewable biogas and carbon offsets	Renewable biogas and carbon offsets
		Percent Reduction In Your Green House Gas Emissions	100%	10%	100%	10%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 63	Renewable Biogas / Carbon Offsets	Carbon offsets only	Renewable biogas and carbon offsets	Carbon offsets only	Renewable biogas and carbon offsets
		Percent Reduction In Your Green House Gas Emissions	100%	20%	100%	20%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 64	Renewable Biogas / Carbon Offsets	Carbon offsets only	Carbon offsets only	Carbon offsets only	Carbon offsets only
		Percent Reduction In Your Green House Gas Emissions	20%	50%	20%	50%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 5% (about extra \$3/month)

R1549 Choice Sets

		A		B
VERSION 1 Choice Sets 1 to 16	Choice Set 1	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	100%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 2	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	100%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 3	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	30%	100%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 4	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	30%	10%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 5% (about extra \$3/month)

R1549 Choice Sets

			A	B
VERSION 1 Choice Sets 1 to 16	Choice Set 5	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	80%	30%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 6	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	20%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 7	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	20%	10%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 8	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	20%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 5% (about extra \$3/month)

R1549 Choice Sets

			A	B
VERSION 1 Choice Sets 1 to 16	Choice Set 9	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	80%	20%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 10	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	100%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 11	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	80%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 12	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	30%	20%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 30% (about extra \$18/month)

R1549 Choice Sets

		A		B
VERSION 1 Choice Sets 1 to 16	Choice Set 13	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	50%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 14	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	80%	80%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 15	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	50%	100%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 16	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	100%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 5% (about extra \$3/month)

R1549 Choice Sets

				A	B
VERSION 2 Choice Sets 17 to 32	Choice Set 17	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	100%	100%	
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 10% (about extra \$6/month)	
VERSION 2 Choice Sets 17 to 32	Choice Set 18	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	20%	20%	
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 10% (about extra \$6/month)	
VERSION 2 Choice Sets 17 to 32	Choice Set 19	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	10%	100%	
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 30% (about extra \$18/month)	
VERSION 2 Choice Sets 17 to 32	Choice Set 20	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	100%	50%	
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 10% (about extra \$6/month)	

R1549 Choice Sets

			A	B
VERSION 2 Choice Sets 17 to 32	Choice Set 21	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	50%	10%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 22	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	80%	100%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 23	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	20%	80%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 24	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	20%	100%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 5% (about extra \$3/month)

R1549 Choice Sets

			A	B
VERSION 2 Choice Sets 17 to 32	Choice Set 25	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	20%	50%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 26	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	50%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 27	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	10%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 28	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	10%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 20% (about extra \$12/month)

R1549 Choice Sets

			A	B
VERSION 2 Choice Sets 17 to 32	Choice Set 29	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	80%	10%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 30	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	30%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 31	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	80%	10%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 32	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	30%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)

R1549 Choice Sets

			A	B
VERSION 3 Choice Sets 33 to 48	Choice Set 33	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	20%	100%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 34	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	30%	100%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 35	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	50%	100%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 36	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	30%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 20% (about extra \$12/month)

R1549 Choice Sets

			A	B
VERSION 3 Choice Sets 33 to 48	Choice Set 37	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	30%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 38	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	100%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 39	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	10%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 40	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	80%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)

R1549 Choice Sets

		A		B
VERSION 3 Choice Sets 33 to 48	Choice Set 41	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	20%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 42	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	100%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 43	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	50%	20%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 44	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	50%	50%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 30% (about extra \$18/month)

R1549 Choice Sets

		A			B		
VERSION 3 Choice Sets 33 to 48	Choice Set 45	Energy Initiative	Renewable Biogas Energy Program			Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	30%			50%	
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)			The current commodity price + 5% (about extra \$3/month)	
VERSION 3 Choice Sets 33 to 48	Choice Set 46	Energy Initiative	Renewable Biogas Energy Program			Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	80%			50%	
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)			The current commodity price + 10% (about extra \$6/month)	
VERSION 3 Choice Sets 33 to 48	Choice Set 47	Energy Initiative	Renewable Biogas Energy Program			Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	100%			10%	
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)			The current commodity price + 20% (about extra \$12/month)	
VERSION 3 Choice Sets 33 to 48	Choice Set 48	Energy Initiative	Renewable Biogas Energy Program			Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	20%			30%	
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)			The current commodity price + 5% (about extra \$3/month)	

R1549 Choice Sets

			A	B
VERSION 4 Choice Sets 49 to 64	Choice Set 49	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	10%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 50	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	10%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 51	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	80%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 52	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	20%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 30% (about extra \$18/month)

R1549 Choice Sets

			A	B
VERSION 4 Choice Sets 49 to 64	Choice Set 53	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	10%
		Effect On Monthly Gas Bill	The current commodity price + 5% (about extra \$3/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 54	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	20%	10%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 55	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	50%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 5% (about extra \$3/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 56	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	50%	30%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)

R1549 Choice Sets

		A			B		
VERSION 4 Choice Sets 49 to 64	Choice Set 57	Energy Initiative	Renewable Biogas Energy Program			Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	100%			80%	
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)			The current commodity price + 5% (about extra \$3/month)	
VERSION 4 Choice Sets 49 to 64	Choice Set 58	Energy Initiative	Renewable Biogas Energy Program			Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	30%			30%	
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)			The current commodity price + 20% (about extra \$12/month)	
VERSION 4 Choice Sets 49 to 64	Choice Set 59	Energy Initiative	Renewable Biogas Energy Program			Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	30%			10%	
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)			The current commodity price + 30% (about extra \$18/month)	
VERSION 4 Choice Sets 49 to 64	Choice Set 60	Energy Initiative	Renewable Biogas Energy Program			Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	80%			100%	
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)			The current commodity price + 30% (about extra \$18/month)	

R1549 Choice Sets

			A	B
VERSION 4 Choice Sets 49 to 64	Choice Set 61	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	50%	10%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 62	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	30%	80%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 63	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	50%	80%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 64	Energy Initiative	Renewable Biogas Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	10%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)

Here are a few changes.

1. Overall the screen changes are very slow. Some are much slower than others.

TNS: Our survey speeds sometimes vary due to the amount of traffic we have on the server. This could some be a function of the user's network speed at times too.

2. The overall font used is small and strains the eyes, especially towards the end, and where you have a lot of text e.g. the displays

TNS: The font we use is a default that we've used for many years, and is based on feedback from our panellists. I've got a small 15" laptop monitor, and the font looked ok when I went into the survey. But font sizes are set by the client browser too though.

Okay

3. This page seems misplaced – is it just a testing page?

TNS: My fault (RG) I should have mentioned that there are some screens that are in the demo for the purposes of testing. This page will not appear on the live survey.

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0% 25% 50% 75% 100%

SMPTTEST
This shows the current sample data. If any of these are blank, or somehow incorrect, please inform the programmer immediately.

Region: No response

Language: No response

Cell: No response

Do any sample values need to be changed for testing purposes?

☐ Yes
☐ No

>>

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4. Disp 1 – We can either remove this or have a better description. The same applies for all other displays.

TNS: Question numbers are there strictly for the purposes of testing too. They will not appear on the live survey.

Disp1

We are conducting a research study among British Columbia residents about their opinions o
of your time.

We would like the person in your household who is fully or jointly responsible for decisions ab

5. QM1- The ten point scale appears quite crowded. Can it be presented in a different that
is easier to read?

TNS: We'll try.

6. With radio buttons, the click-through is very fast. E.g. QCM2, QCM3, 4, etc . remove
the automatic click to the next screen.

TNS: This we can do, but I'd prefer not too. Automatic click throughs speed up the
survey and move the respondent along. It's less work for the respondent too, because they
don't have to click on the "Next" button everytime.

Can this be slowed down?

The respondent should get the chance to think their answer through before moving to the
next screen. Re

TNS: I disagree. The respondent should think through their answer first before clicking
on the answer onscreen, and then be automatically moved to the next question.

Slow the click throughs,

7. Displays are difficult to read. E.g. Display 2 – make it more reader friendly - larger
text. Some language can be simplified.

TNS: We will simplify language.

Follow up

8.a. Where is this description?

The costs for a biogas program can be offered to consumers in one of two ways. Which way would you prefer to see Terasen offer this program, if it were to do so? (*select one only*)

TNS: This is the Question Text (QT) for QP1: It is there.

Terasen offers a biogas program for its customers to sign up for. Those who sign up would pay a premium for biogas.

The increase in cost for biogas supply would be borne by all Terasen Gas customers.

TNS: These are two answers for QP1. They are there.

8.b. This page is very confusing. – Let's either have an automatic allocation of respondents to the three options OR have a clear explanation of why they should make a selection. A simple explanation.

All those who completed the survey were confused by this.

TNS: Apologies again. This page is for testing purposes only.

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0% 25% 50% 75% 1

CellChoice
Please choose your cell to continue

☐ Cell 1 QP1A
☐ Cell 2 QP2A
☐ Cell 3 QP3A

<< >>

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9. Display 3 – the underlined word – Carbon offset – implies the word is hyperlinked. Having the word in bold might be a better option.

TNS: Will do.

Disp3

A carbon offset is what a buyer (you) receives in exchange for supporting a project that reduces greenhouse gases in the environment.

The buyer benefits because their purchase of a carbon offset balances out greenhouse gases released by the buyer's activities, such as home heating and cooling, driving a car or manufacturing.

The organization selling the carbon offset benefits because it makes offset projects more economically viable over time.

Offset projects range from planting trees-which absorb carbon dioxide from the atmosphere-to sophisticated renewable energy such as landfill methane capture and clean-up and high-efficiency equipment projects.



10. Same for display 4

TNS: Will do.

11. Display 4 & 5 – larger text - Also see changes in questionnaire

TNS: Changes have been made.

Display 5 – “Bold” Renewable Biogas and Carbon Offsets

Again make easier to read so that respondents remember the description.

Change the heading descriptions in Display 5 from Renewable Biogas to Renewable Energy Program and Carbon Offsets to Carbon Offset Program and use these same titles in the DCM to be consistent with descriptions used earlier on in the survey.

TNS: Will do.

12. Confusing – same as Cell Choice page

Maybe have different colour scheme for each option? Something that makes the choices more interesting.

TNS: For testing purposes only, will not appear on live survey.



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choice_set
The choice set to be seen by the respondent

☐ 1
☐ 2
☐ 3
☐ 4
☐ all

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Also – Survey progress bar is inactive during the cell choice options – therefore becomes inaccurate as to the survey progress.

13. QD1 – Should have a - “Don’t pay or use gas” option / Not applicable

TNS: Will do.

14. QD2 – Should we have **CLARIFICATION?**

TNS: Will delete.

15. Combine these two pages to reduce the steps respondent goes through.

TNS: Will do.



EndDisp

Thank you very much for participating in this survey. All information provided by you will be held in strictest confidence and will only be used for research purposes.



LAST_SCREEN

Please continue to the next screen to submit your answers.



R1549 Choice Sets

		A		B
VERSION 1 Choice Sets 1 to 16	Choice Set 1	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	20%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 2	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	80%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 3	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	20%	30%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 4	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	20%	50%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 20% (about extra \$12/month)

R1549 Choice Sets

			A	B	
VERSION 1 Choice Sets 1 to 16	Choice Set	5	Energy Initiative	Renewable Energy Program	Carbon Offset Program
			Percent Reduction In Your Green House Gas Emissions	50%	10%
			Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 1 Choice Sets 1 to 16	Choice Set	6	Energy Initiative	Renewable Energy Program	Carbon Offset Program
			Percent Reduction In Your Green House Gas Emissions	100%	100%
			Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 1 Choice Sets 1 to 16	Choice Set	7	Energy Initiative	Renewable Energy Program	Carbon Offset Program
			Percent Reduction In Your Green House Gas Emissions	10%	20%
			Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 1 Choice Sets 1 to 16	Choice Set	8	Energy Initiative	Renewable Energy Program	Carbon Offset Program
			Percent Reduction In Your Green House Gas Emissions	50%	50%
			Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 10% (about extra \$6/month)

R1549 Choice Sets

		A		B
VERSION 1 Choice Sets 1 to 16	Choice Set 9	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	100%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 10	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	30%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 11	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	80%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 12	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	20%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 20% (about extra \$12/month)

R1549 Choice Sets

		A		B
VERSION 1 Choice Sets 1 to 16	Choice Set 13	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	80%	10%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 14	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	30%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 15	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	100%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 1 Choice Sets 1 to 16	Choice Set 16	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	20%	10%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)

R1549 Choice Sets

			A	B
VERSION 2 Choice Sets 17 to 32	Choice Set 17	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	20%	80%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 18	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	80%	10%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 19	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	30%	10%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 20	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	20%	10%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)

R1549 Choice Sets

			A	B
VERSION 2 Choice Sets 17 to 32	Choice Set 21	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	80%	100%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 22	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	80%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 23	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	50%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 24	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	50%	10%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 30% (about extra \$18/month)

R1549 Choice Sets

			A	B
VERSION 2 Choice Sets 17 to 32	Choice Set 25	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	50%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 26	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	30%	10%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 27	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	30%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 28	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	100%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 20% (about extra \$12/month)

R1549 Choice Sets

			A	B
VERSION 2 Choice Sets 17 to 32	Choice Set 29	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	80%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 30	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	80%	20%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 31	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	100%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 2 Choice Sets 17 to 32	Choice Set 32	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	100%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 30% (about extra \$18/month)

R1549 Choice Sets

			A	B
VERSION 3 Choice Sets 33 to 48	Choice Set 33	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	80%	50%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 34	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	30%	30%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 35	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	50%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 36	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	10%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 10% (about extra \$6/month)

R1549 Choice Sets

			A	B
VERSION 3 Choice Sets 33 to 48	Choice Set 37	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	20%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 38	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	10%	10%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 39	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	20%	100%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 40	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	20%	100%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)

R1549 Choice Sets

			A	B
VERSION 3 Choice Sets 33 to 48	Choice Set 41	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	50%	100%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 42	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	30%	100%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 43	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	80%	80%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 3 Choice Sets 33 to 48	Choice Set 44	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	10%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 20% (about extra \$12/month)

R1549 Choice Sets

		A			B		
VERSION 3 Choice Sets 33 to 48	Choice Set 45	Energy Initiative	Renewable Energy Program			Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	50%			80%	
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)			The current commodity price + 30% (about extra \$18/month)	
VERSION 3 Choice Sets 33 to 48	Choice Set 46	Energy Initiative	Renewable Energy Program			Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	10%			10%	
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)			The current commodity price + 30% (about extra \$18/month)	
VERSION 3 Choice Sets 33 to 48	Choice Set 47	Energy Initiative	Renewable Energy Program			Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	50%			100%	
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)			The current commodity price + 20% (about extra \$12/month)	
VERSION 3 Choice Sets 33 to 48	Choice Set 48	Energy Initiative	Renewable Energy Program			Carbon Offset Program	
		Percent Reduction In Your Green House Gas Emissions	10%			10%	
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)			The current commodity price + 30% (about extra \$18/month)	

R1549 Choice Sets

			A		B	
VERSION 4 Choice Sets 49 to 64	Choice Set	49	Energy Initiative	Renewable Energy Program	Carbon Offset Program	
			Percent Reduction In Your Green House Gas Emissions	30%	80%	
			Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 20% (about extra \$12/month)	
VERSION 4 Choice Sets 49 to 64	Choice Set	50	Energy Initiative	Renewable Energy Program	Carbon Offset Program	
			Percent Reduction In Your Green House Gas Emissions	50%	20%	
			Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 30% (about extra \$18/month)	
VERSION 4 Choice Sets 49 to 64	Choice Set	51	Energy Initiative	Renewable Energy Program	Carbon Offset Program	
			Percent Reduction In Your Green House Gas Emissions	20%	20%	
			Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 20% (about extra \$12/month)	
VERSION 4 Choice Sets 49 to 64	Choice Set	52	Energy Initiative	Renewable Energy Program	Carbon Offset Program	
			Percent Reduction In Your Green House Gas Emissions	10%	30%	
			Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 30% (about extra \$18/month)	

R1549 Choice Sets

			A	B
VERSION 4 Choice Sets 49 to 64	Choice Set 53	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	100%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 54	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	80%	30%
		Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 55	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	30%	50%
		Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 30% (about extra \$18/month)
VERSION 4 Choice Sets 49 to 64	Choice Set 56	Energy Initiative	Renewable Energy Program	Carbon Offset Program
		Percent Reduction In Your Green House Gas Emissions	100%	10%
		Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 30% (about extra \$18/month)

R1549 Choice Sets

			A	B	
VERSION 4 Choice Sets 49 to 64	Choice Set	57	Energy Initiative	Renewable Energy Program	Carbon Offset Program
			Percent Reduction In Your Green House Gas Emissions	30%	100%
			Effect On Monthly Gas Bill	The current commodity price + 30% (about extra \$18/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 4 Choice Sets 49 to 64	Choice Set	58	Energy Initiative	Renewable Energy Program	Carbon Offset Program
			Percent Reduction In Your Green House Gas Emissions	30%	20%
			Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 4 Choice Sets 49 to 64	Choice Set	59	Energy Initiative	Renewable Energy Program	Carbon Offset Program
			Percent Reduction In Your Green House Gas Emissions	50%	30%
			Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 4 Choice Sets 49 to 64	Choice Set	60	Energy Initiative	Renewable Energy Program	Carbon Offset Program
			Percent Reduction In Your Green House Gas Emissions	100%	10%
			Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 20% (about extra \$12/month)

R1549 Choice Sets

			A	B	
VERSION 4 Choice Sets 49 to 64	Choice Set	61	Energy Initiative	Renewable Energy Program	Carbon Offset Program
			Percent Reduction In Your Green House Gas Emissions	80%	100%
			Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 4 Choice Sets 49 to 64	Choice Set	62	Energy Initiative	Renewable Energy Program	Carbon Offset Program
			Percent Reduction In Your Green House Gas Emissions	10%	50%
			Effect On Monthly Gas Bill	The current commodity price + 20% (about extra \$12/month)	The current commodity price + 20% (about extra \$12/month)
VERSION 4 Choice Sets 49 to 64	Choice Set	63	Energy Initiative	Renewable Energy Program	Carbon Offset Program
			Percent Reduction In Your Green House Gas Emissions	100%	100%
			Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 10% (about extra \$6/month)
VERSION 4 Choice Sets 49 to 64	Choice Set	64	Energy Initiative	Renewable Energy Program	Carbon Offset Program
			Percent Reduction In Your Green House Gas Emissions	10%	10%
			Effect On Monthly Gas Bill	The current commodity price + 10% (about extra \$6/month)	The current commodity price + 10% (about extra \$6/month)