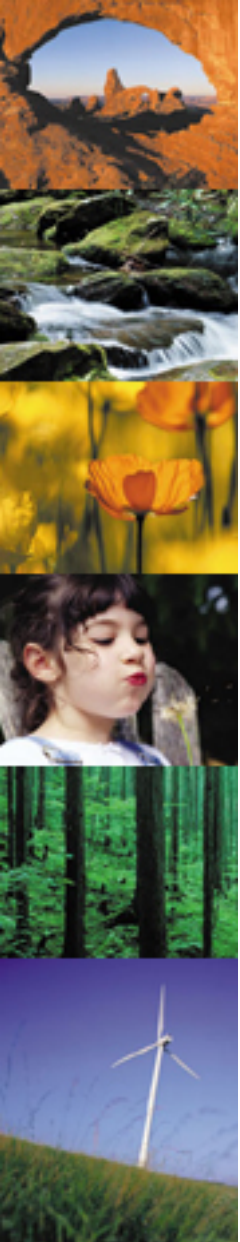


POC Portfolio Marketing Report 2nd Qtr 2005

Prepared by Pacific Power





Top Marketing Mechanism by enrollment amounts since 1/1/05 (all three renewable options)

- Bangtails – 1083 Enrollments
- Education Mailing – 814 Enrollments
- Bill Insert – 479 Enrollments
- Direct Mail – 320 Enrollments
- Event & Outreach – 213 Enrollments





Renewable Participation Percentage of Select Large Communities (6/1/05)

- Portland – 9.41%
- Corvallis – 8.92%
- Hood River – 7.13%
- Bend – 6.12%
- Astoria – 3.63%
- Medford – 2.89%
- Roseburg – 1.94%
- Oregon Total – 3.83%



General Enrollment Findings

- Participation percentage has risen in most cities and by 7% statewide since first quarter report.
- Customer kWh consumption continues to rise year over year by an average of 8% since 2002.

