

Pacific Power, 3rd Quarter 2005

Commerical and Residential Combined

	New Enrollments YTD								Total Active	New Enrollments YTD	Churned YTD	Penetration Rate
	Bang Tail	Direct Mail	Bill Insert	New Accounts	Event/ Outreach	Web/ Mass Media	Education Mailing	Unknown/ Other				
Blue Sky Usage	1,081	323	375	138	238	42	1,074	152	12,475	3,423	1,747	2.37%
Blue Sky Habitat	255	58	88	48	39	7	229	67	2,907	791	453	0.55%
Blue Sky Block	574	116	82	8	44	5	226	152	5,146	1,207	832	0.98%
Time of Use	0	0	0	0	0	8	337	95	1,608	430	187	0.31%
TOTAL	1,910	497	545	194	321	62	1,866	466	22,136	5,851	3,219	4.20%

Residential (Schedule 4) Only

	New Enrollments YTD								Total Active	New Enrollments YTD	Churned YTD	Penetration Rate
	Bang Tail	Direct Mail	Bill Insert	New Accounts	Event/ Outreach	Web/ Mass Media	Education Mailing	Unknown/ Other				
Blue Sky Usage	1,041	322	365	138	228	38	1,072	144	12,104	3,348	1,708	2.75%
Blue Sky Habitat	249	55	84	48	37	7	228	63	2,793	771	437	0.63%
Blue Sky Block	568	108	78	8	29	5	224	149	4,978	1,169	821	1.13%
Time of Use	0	0	0	0	0	8	310	90	1,185	398	156	0.27%
TOTAL	1,858	485	527	194	294	58	1,834	446	21,060	5,686	3,122	4.78%

Commercial Only

	New Enrollments YTD								Total Active	New Enrollments YTD	Churned YTD	Penetration Rate
	Bang Tail	Direct Mail	Bill Insert	New Accounts	Event/ Outreach	Web/ Mass Media	Education Mailing	Unknown/ Other				
Blue Sky Usage	40	1	10	0	10	4	2	8	371	75	39	0.43%
Blue Sky Habitat	6	3	4	0	2	0	1	4	114	20	16	0.13%
Blue Sky Block	6	8	4	0	15	0	2	3	168	38	11	0.20%
Time of Use	0	0	0	0	0	0	27	5	423	32	31	0.49%
TOTAL	52	12	18	0	27	4	32	20	1,076	165	97	1.25%