

Pacific Power, 1st Quarter 2006

Commerical and Residential Combined

	New Enrollments YTD									New Enrollments YTD	Churned YTD	Penetration Rate
	Bang Tail	Direct Mail	Bill Insert	New Accounts	Event/ Outreach	Web/ Mass Media	Education Mailing	Unknown/Other	Total Active			
Blue Sky Usage	471	186	0	38	57	10	99	58	13,357	919	336	2.50%
Blue Sky Habitat	96	38	0	4	13	4	30	20	3,050	205	110	0.57%
Blue Sky Block	232	114	10	9	5	8	18	37	5,849	433	175	1.09%
Time of Use	0	0	0	0	0	0	0	16	1,532	16	49	0.29%
TOTAL	799	338	10	51	75	22	147	131	23,788	1,573	670	4.45%

Residential (Schedule 4) Only

	New Enrollments YTD									New Enrollments YTD	Churned YTD	Penetration Rate
	Bang Tail	Direct Mail	Bill Insert	New Accounts	Event/ Outreach	Web/ Mass Media	Education Mailing	Unknown/Other	Total Active			
Blue Sky Usage	450	181		38	56	10	99	46	12,952	880	331	2.89%
Blue Sky Habitat	96	37		4	11	4	30	20	2,936	202	106	0.65%
Blue Sky Block	225	113	9	8	4	8	18	36	5,602	421	168	1.25%
Time of Use								15	1,135	15	42	0.25%
TOTAL	771	331	9	50	71	22	147	117	22,625	1,518	647	5.05%

Commercial Only

	New Enrollments YTD									New Enrollments YTD	Churned YTD	Penetration Rate
	Bang Tail	Direct Mail	Bill Insert	New Accounts	Event/ Outreach	Web/ Mass Media	Education Mailing	Unknown/Other	Total Active			
Blue Sky Usage	21	5			1			12	405	39	5	0.47%
Blue Sky Habitat		1			2				114	3	4	0.13%
Blue Sky Block	7	1	1	1	1			1	247	12	7	0.28%
Time of Use								1	397	1	7	0.46%
TOTAL	28	7	1	1	4	0	0	14	1,163	55	23	1.34%