

ENBRIDGE GAS INC.  
Answer to Interrogatory from  
Building Owners and Managers Association (BOMA)

Reference: Exhibit D1, Tab 2, Schedule 1 (Innovative Research), p10

Question:

Why were the categories somewhat reasonable or somewhat unreasonable introduced?  
Aren't prices either reasonable or unreasonable?

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**Response**

The scale is used to capture the intensity of customer views. It is well established in the literature that people hold opinions with different levels of intensity. The more strongly someone holds a view, the more likely they are to act upon it. Since this is the case, Innovative's normal practice is to propose scales that capture intensity.