

**PACIFIC GAS AND ELECTRIC COMPANY
SmartMeter™ CPUC Staff Inquiry
Data Response**

PG&E Data Request No.:	DRA_002		
PG&E File Name:	SM CSI_DR_DRA_002-Q21		
Request Date:	December 21, 2010	Requester DR No.:	DRA_2
Date Sent:	January 14, 2011	Requesting Party:	DRA
PG&E Witness:	N/A	Requester:	Tom Roberts

QUESTION 21

Has PG&E done any market research to determine how gas usage feed back will be used by customers?

ANSWER 21

PG&E has found very little information or literature that specifically describes how customers are expected to utilize gas-specific usage feedback. In general, it seems that consumers are more likely to adjust their behavior to save energy when feedback is direct and frequent.

PG&E is currently conducting a survey for its Winter Gas Savings Program to better understand how customers use gas in their homes and what can be done to promote additional gas savings. PG&E's survey is expected to be completed in August 2011.