

Summary of Quantitative Bill Redesign Research

CARE Messaging

June 5, 2012





STUDY PARAMETERS

Methodology

- PG&E commissioned Travis Research to conduct qualitative (focus groups) and quantitative research (on-line surveys) among residential, small business and small agricultural customers.
- An online survey was conducted among Residential and Commercial customers using a list provided by PG&E.
- The survey was conducted as follows:
 - Residential customers – December 16, 2011 – January 4, 2012
 - Commercial customers – December 27, 2011 – January 9, 2012.

Sample Design

Segment	Quotas
Residential Customers	581
Non-CARE/BPP	279
CARE	151
Balanced Payment Plan	151
Commercial Customers	565
Small-Medium Business	304
Large Commercial/Industrial and Agricultural	109
Small Agricultural	152
TOTAL	1,146

151 CARE Customers Surveyed out of 581 Residential Customers.

Finding

- Customers prefer to see the CARE discount as a deduction from their calculated bill rather than as a separate message.



REACTIONS TO REVISED ENERGY STATEMENT CARE CUSTOMERS RESPONSES

While the response to the Savings Alert area on page 1 was generally positive, CARE customer response was more positive than non-CARE customer response. That area shows their precise CARE discount. Non-CARE customers saw a Winter Gas Savings alert.

Details of Electricity Charges

Feb 12, 2011 to Mar 14, 2011 (31 billing days)

Service For: 1234 Main Street
Service ID: 9087654321
Rate Schedule: E1 Standard Service-Residential with CARE

Feb 12, 2011 – Feb 28, 2011	Your Tier Usage	1	2	3	4
Baseline Allowance	166.60000 kWh				
Tier 1 Usage (up to Baseline)	166.60000 kWh @ \$0.12233				\$20.38
Tier 2 Usage (101%-130% of Baseline)	49.98000 kWh @ \$0.13907				\$ 6.95
Tier 3 Usage (131%-200% of Baseline)	116.62000 kWh @ \$0.28011				\$32.67
Tier 4 Usage (201%+ of Baseline)	83.90000 kWh @ \$0.38978				\$32.73
CARE Discount					-\$54.91
Energy Commission Tax					\$ 0.10
Utility Users Tax (7.500%)					\$ 2.82

Mar 1, 2011 – Mar 14, 2011	Your Tier Usage	1	2	3	4
Baseline Allowance	137.20000 kWh				
Tier 1 Usage (up to Baseline)	137.20000 kWh @ \$0.12233				\$16.78
Tier 2 Usage (101%-130% of Baseline)	41.16000 kWh @ \$0.13907				\$ 5.72
Tier 3 Usage (131%-200% of Baseline)	96.04000 kWh @ \$0.29385				\$28.22
Tier 4 Usage (201%+ of Baseline)	69.14000 kWh @ \$0.40352				\$27.90
CARE Discount					-\$47.49
Energy Commission Tax					\$ 0.10
Utility Users Tax (7.500%)					\$ 2.36
Total Electricity Charges					\$74.35

Survey: Please highlight the components (or sections) of the new bill that you particularly like.

	Total Residential (n=581)	Non Care/BPP (n=279)	CARE (n=151)	BPP (n=151)
Sample Size	(n=581)	(n=279)	(n=151)	(n=151)
Details of Electricity Charges (Service For, Service ID, Rate Schedule)	38%	34%	50%	34%

The Details of Electricity Charges on page 3, which shows the CARE discount as a line item, received a more positive response from CARE customers than the non-CARE customers (left screenshot). A significantly higher percentage of CARE customers (50% versus 34%) liked the Detailed Charges section on page 3. (top screenshot)

Since the only difference between the CARE and Non-CARE Energy Statements is the presentation of the CARE discount, we determined that presentation with the CARE discount displayed as part of the calculation is a major reason for the increased appeal.



REACTIONS TO REVISED ENERGY STATEMENT

OVERALL: RESIDENTIAL CUSTOMERS RESPONSES

- Information on the Energy Statement about discounts and rebates received was more important to CARE and BPP customers (CARE 70%, BPP 44%) than to other residential customers (34%).
- Other results were generally consistent across BPP, CARE, and Non-CARE customers. The results for CARE customers did not differ significantly from non-CARE customers.
- Customers preferred the revised Energy Statement over the current Energy Statement:
 - Able to identify most important pieces of information
 - Appreciated larger font sizes (where possible)
 - Liked graphs with historical usage information
- Survey results show that customers found the Revised Energy Statement much easier to read, find key pieces of information, and understand.

ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: 03/15/2011
Due Date: 04/06/2011

DRAFT

Details of Electric Charges

02/16/2011 to 03/14/2011 (31 billing days)

Service For: 1234 Main Street
Service Agreement ID: 9087654321
Rate Schedule: E1 TH Standard Service-Residential

02/12/2011 – 02/28/2011		Your Tier Usage			
		1	2	3	4
Tier 1 Allowance	166.600000 kWh	(17 days x 9.8 kWh/day)			
Tier 1 Usage	166.600000 kWh	@	\$ 0.12233		\$ 20.38
Tier 2 Usage	49.980000 kWh	@	\$ 0.13907		6.95
Tier 3 Usage	36.774801 kWh	@	\$ 0.28011		10.30
Energy Commission Tax					\$ 0.07
Utility Users' Tax (7.500%)					2.82

03/01/2011 – 03/14/2011		Your Tier Usage			
		1	2	3	4
Tier 1 Allowance	137.200000 kWh	(14 days x 9.8 kWh/day)			
Tier 1 Usage	137.200000 kWh	@	\$ 0.12233		\$ 16.78
Tier 2 Usage	41.160000 kWh	@	\$ 0.13907		5.72
Tier 3 Usage	30.285202 kWh	@	\$ 0.29385		8.90
Energy Commission Tax					\$ 0.06
Utility Users' Tax (7.500%)					2.36

Total Electric Charges **\$74.35**

Service Information

Meter # 1098765432
Current Meter Reading 4,290
Prior Meter Reading 3,828
Total Usage 462 kWh
Serial F
Rotating Outage Block 5M

Additional Messages

Electric Usage This Period: 462 kWh, 31 billing days

Visit www.pge.com/myenergy for a detailed bill comparison.