

## PG&E Bill Redesign Research – Non-Residential E-MAIL INVITATION

Business Segment (From Sample) (n = 600)

**...Commercial Segments...**

- 4 Small Businesses (n = 240)
- 5 Medium Businesses (n = 60)
- 6 Large Commercial and Industrial Businesses (n = 100)

**...Agriculture Segments...**

- 7 Large Agricultural Customers (n = 50)
- 8 Small Agricultural Customers (n=150)

Area for Commercial Segments ONLY (From Sample) (n =400)

- Areas 1-3 (n=50% or 195-205)
- Areas 4-5 (n=25% or 95-105)
- Areas 6-7 (n=25% or 95-105)

NAICS Distribution for Small-Medium Businesses (From Sample or Q.E.05) (n=300)

- 1 Construction/Mining/Manufacturing/Wholesale & Transportation [23/21/31/32/33/42/48/49] (n=16% or 44-52)
- 2 Financial/Professional/Technical/Admin [52/53/55/51/54/56/92] (n=20% or 56-64)
- 3 Education/Healthcare/Hospitality/Food Service/Entertainment [61/62/71/72] (n=22% or 62-70)
- 4 Retail and Other Services [44/49/81] (n=37% or 107-115)
- 5 Unclassified [All other codes except 00/11/22] (n=5% or 11-19) → **All others to be recoded into quota group [-1], [-2], [-3], or [-4] based on response to Q.E.05**

TO: (Name of Respondent)  
FROM: Travis Research on Behalf of Pacific Gas & Electric  
SUBJECT: Bill Design Study



Dear PG&E Customer:

Pacific Gas & Electric provides electricity and natural gas to households and businesses throughout Northern California. The company is in the process of redesigning its monthly bills and is looking for feedback from its customers.

Please be assured that your individual responses will be kept completely confidential and your feedback will help PG&E® better design its customer bills. To help ensure confidentiality and allowing for your candid feedback, the research is being conducted by Travis Research, an independent research firm.

Please take part in this important survey by clicking on the link below or pasting it into your browser window.

[http://travis-surveys.com/\(need unique ID sequence for each segment\)](http://travis-surveys.com/(need unique ID sequence for each segment))

The survey should take no more than 20-25 minutes and your participation is greatly appreciated. To thank you for completing the survey, you will receive a check in the amount of \$10 (or you can donate the \$10 to one of six pre-selected charities). You must answer each question in order to qualify.

This survey will only be available for a limited time, so please attempt to complete it within three days of receiving this message.

Thank you for your cooperation!

Should you have any questions regarding sponsorship of this survey, please contact PG&E:

Redacted

**(OPT-OUT TEXT + HELP DESK CONTACT HERE)**



## ONLINE SURVEY

### SCREENER

Thank you for taking time to complete this survey. Simply use your mouse to move ahead or scroll, and click the appropriate boxes to select your answers. If you qualify and complete it, the survey should take between 20 and 25 minutes and you will receive either \$10 in cash or \$10 toward one of six selected charities. If you don't qualify, the survey will only take about two minutes. Regardless, all responses are kept strictly confidential and will not be used for any other purpose.

[NEW SCREEN]

A. Is your organization currently a customer of PG&E for gas service only, electricity service only, or for both? **(Please select one response)**

- (1) Gas ONLY → **(THANK AND TERMINATE AFTER Q.E.05)**
- (2) Electricity ONLY
- (3) Both Gas and Electricity
- (4) Not a current PG&E customer → **(THANK AND TERMINATE)**

[NEW SCREEN]

B. Which description best describes your level of responsibility in reviewing your organization's utility bills? **(Please select one response)**

- (1) I am most responsible for reviewing the bill → **(SKIP TO Q.C)**
- (2) I share the responsibility with other members of our organization
- (3) Another member of our organization is most responsible
- (4) I do not review the bill

[NEW SCREEN]

B.1. Please provide the contact information for the person in your organization most responsible for reviewing your organization's utility bills: **(PROGRAMMER: DO NOT FORCE RESPONSES)**

Name: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Email Address: \_\_\_\_\_@\_\_\_\_\_

**(THANK AND TERMINATE)**

[NEW SCREEN]

C. How do you typically receive your monthly PG&E bill? **(Please select one response)**

- (1) Online
- (2) Mail → **(SKIP TO Q.E)**
- (3) Both mail and online

[NEW SCREEN]

C.1 How frequently do you review an electronic copy of your company's PG&E bill?

- (1) About every month (10 to 12 times per year)
- (2) More than once a quarter (5 to 9 times per year)
- (3) No more than once a quarter (1 to 4 times per year)
- (4) Never → (THANK AND TERMINATE AFTER Q.E.05)

D. (DELIBERATELY OMITTED)

[NEW SCREEN]

E. Is your company's primary industry or field of business any of the following? *(Please select one response per row)*

		Yes	No
a.	Advertising or Public Relations?	<input type="checkbox"/>	<input type="checkbox"/>
b.	Marketing or marketing research?	<input type="checkbox"/>	<input type="checkbox"/>
c.	Energy consulting or brokerage for external clients or businesses?	<input type="checkbox"/>	<input type="checkbox"/>
d.	Energy sales to external clients or businesses?	<input type="checkbox"/>	<input type="checkbox"/>

(IF "YES" TO ANY, THANK AND TERMINATE)

[NEW SCREEN]

E.05. (ASK IF NAICS "UNCLASSIFIED" [-5] IN SAMPLE:) In which of the following industries does your business or organization fit? *(Please select the one that best fits)*

- (11) Construction or mining → (COUNT AS NAICS CODE [-1])
- (12) Manufacturing
- (13) Wholesale, transportation or warehousing
- (21) Financial, insurance, real estate or property management → (COUNT AS NAICS CODE [-2])
- (22) Professional, technical, information or administrative
- (31) Education or healthcare → (COUNT AS NAICS CODE [-3])
- (32) Hospitality, food service or entertainment
- (41) Retail → (COUNT AS NAICS CODE [-4])
- (42) Other services (e.g., auto repair, beauty shop, dry cleaners, etc.)
- (99) Not sure → (COUNT AS NAICS CODE [-5])

(PROGRAMMER NOTE: NEED TO COUNT RESPONSES AT Q.E.05 TOWARDS QUOTAS FOR NAICS DISTRIBUTION. ASSIGN TO APPROPRIATE GROUP BASED ON ABOVE CODE INSTRUCTIONS.)

(QUESTIONS E1 THROUGH J DELIBERATELY OMITTED)

[NEW SCREEN]

(IF QUALIFIED, GO TO MAIN QUESTIONNAIRE.  
DO NOT ALLOW RESPONDENT TO GO BACKWARDS IN SURVEY)

## MAIN QUESTIONNAIRE

### Satisfaction with PG&E and Overall Billing Impressions

1. Using a 10-point scale where “1” means you are “**extremely dissatisfied**” and “10” means you are “**extremely satisfied**,” how would you rate products and/or services offered by PG&E? *(Please select one response)*

<i>Extremely Dissatisfied</i>					<i>Extremely Satisfied</i>				
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

2. How **THOROUGHLY** do you usually review your monthly printed bills from PG&E? *(Please select one response)*

- (1) Thoroughly read every page
- (2) Glance at the bill but don't thoroughly read it
- (3) Briefly scan it/Look at front page only
- (4) Just pay the bill and don't look at it

[NEW SCREEN]

3. Using the list below, please select your **top five most important** elements on the PG&E bill you receive at work (other than company name, billing address and amount due). *(Please indicate only five elements in total)*

**(PROGRAMMER NOTE: TOP FIVE ARE NOT RANKED)**

**(ROTATE)**

	<i>Most Important (Select five)</i>
a. <b>(DELIBERATELY OMITTED)</b>	<input type="checkbox"/>
b. Payment due date	<input type="checkbox"/>
c. Account number	<input type="checkbox"/>
d. Electric industry definitions	<input type="checkbox"/>
e. Service dates (period of service being billed)	<input type="checkbox"/>
f. Service address	<input type="checkbox"/>
g. 1-800 customer service number for billing questions	<input type="checkbox"/>
h. Discounts or rebates received	<input type="checkbox"/>
i. Customized messages about products, services, discounts, rebates or tips for saving energy	<input type="checkbox"/>
j. Billing terms and conditions	<input type="checkbox"/>
k. Specialized customer service phone numbers (e.g., TDD/TTY, foreign language hotlines, etc.)	<input type="checkbox"/>
l. Local PG&E office address	<input type="checkbox"/>
m. PG&E website address	<input type="checkbox"/>
n. Detailed electric charges, taxes and fees	<input type="checkbox"/>
o. <b>(DELIBERATELY OMITTED)</b>	<input type="checkbox"/>
q. Previous balance/previous amount paid	<input type="checkbox"/>
p. <b>(DELIBERATELY OMITTED)</b>	<input type="checkbox"/>

[NEW SCREEN]

4. How satisfied are you with the **PG&E BILLING AND PAYMENT PROCESS** overall? (*Please select one response*)

<i>Extremely Dissatisfied</i>					<i>Extremely Satisfied</i>				
1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ASK Q.4.1)					(SKIP TO Q.5)				

[NEW SCREEN]

- 4.1 Why are you less than satisfied with the current billing and payment process at PG&E? (*Please describe in as much detail as possible*)

[NEW SCREEN]

### **Introduction to Bills**

5. In the next section, you will be evaluating two versions of the commercial PG&E bill:
- 1) The **current** bill design, and
  - 2) A potential **new** bill design.

**IMPORTANT:** The information in the bill is not reflective of your actual bill, but rather developed for the purposes of this study. For consistency we will be using the same information in all bill versions.

**PROGRAMMER: EACH RESPONDENT WILL ULTIMATELY SEE BOTH BILLS.**

**EXPOSE “CURRENT BILL” FIRST AND ITS CORRESPONDING QUESTIONS.**

**THEN EXPOSE “NEW BILL” AND ITS CORRESPONDING QUESTIONS.**

**(GO TO “CURRENT BILL.”)**

[NEW SCREEN]

**Current Bill**

6. Below is the **CURRENT** PG&E bill. Please carefully review each page. Then you will be asked to answer questions about the bill. There are four pages in total. Please assume the pages are the same size as your current PG&E paper bill.

**(INSERT IMAGES OF ALL FOUR PAGES OF CURRENT BILL FOR APPROPRIATE SEGMENT HORIZONTALLY ON ONE ROW. ALLOW RESPONDENT TO ENLARGE EACH IMAGE/PAGE TO VIEW BETTER. INCLUDE INSTRUCTIONS FOR ZOOMING ON POP-UP)**

**(PROGRAMMER NOTE: ALL FOUR BILL IMAGES TO REMAIN ON SCREEN FOR ENTIRE 6.1 THROUGH 6.7 SERIES EXCEPT 6.5)**

[NEW SCREEN]

6.1 What are your **OVERALL IMPRESSIONS** of this bill? *(Please select one response)*

<i>Not Favorable At All</i>							<i>Extremely Favorable</i>			
1	2	3	4	5	6	7	8	9	10	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

[NEW SCREEN]

6.2 What is your opinion of the **OVERALL VISUAL APPEAL** of the bill? *(Please select one response)*

<i>Extremely Poor</i>							<i>Outstanding</i>			
1	2	3	4	5	6	7	8	9	10	
<input type="checkbox"/>										

[NEW SCREEN]

6.3 In your opinion, how easy or difficult is it to...

		<i>Extremely Difficult</i>						<i>Extremely Easy</i>			
		1	2	3	4	5	6	7	8	9	10
a.	<b>READ</b> this bill overall (e.g., type size, logical flow, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	<b>FIND THE MOST IMPORTANT INFORMATION</b> on the bill?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	<b>UNDERSTAND</b> this bill (e.g., information, charges, taxes, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

6.4 Please rate the ease of **FINDING** each of the bill elements listed below. *(Please select one response in each row)*

(RANDOMIZE)

		<i>Extremely Difficult To Find</i>						<i>Extremely Easy To Find</i>			
		1	2	3	4	5	6	7	8	9	10
a.	Total amount due	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	Payment due date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	Account Number	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d.	1-800 customer service number to call with questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e.	PG&E website address	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f.	<b>(DELIBERATELY OMITTED)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g.	<b>(DELIBERATELY OMITTED)</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

6.5.1 How **CLEAR** and **EASY TO UNDERSTAND** do you find each of the bill elements listed below?  
*(Please select one response in each row)*

**(PROGRAMMER NOTE: SHOW IMAGE OF PAGE 1 OF APPROPRIATE BILL ONLY)**

(RANDOMIZE)		Extremely Difficult to Understand						Extremely Easy to Understand			
		1	2	3	4	5	6	7	8	9	10
a.	Account Summary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f.	(DELIBERATELY OMITTED)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h.	(DELIBERATELY OMITTED)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i.	(DELIBERATELY OMITTED)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

6.5.2 How **CLEAR** and **EASY TO UNDERSTAND** do you find each of the bill elements listed below?  
*(Please select one response in each row)*

**(PROGRAMMER NOTE: SHOW IMAGE OF PAGE 2 OF APPROPRIATE BILL ONLY)**

(RANDOMIZE)		Extremely Difficult to Understand						Extremely Easy to Understand			
		1	2	3	4	5	6	7	8	9	10
b.	Electric Industry Definitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	Information About Paying Your Bill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g.	Helpful phone numbers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

6.5.4 (DELIBERATELY OMITTED)

[NEW SCREEN]

6.5.3 How **CLEAR** and **EASY TO UNDERSTAND** do you find each of the bill elements listed below?  
*(Please select one response in each row)*

**(PROGRAMMER NOTE: SHOW IMAGE OF PAGES 3 AND 4 OF APPROPRIATE BILL ONLY)**

		Extremely Difficult to Understand						Extremely Easy to Understand			
		1	2	3	4	5	6	7	8	9	10
e.	Electric Account Detail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6.6 In your opinion, how effective is this bill in communicating your company's monthly energy usage? *(Please select one response)*

Not At All Effective								Extremely Effective			
1	2	3	4	5	6	7	8	9	10		
<input type="checkbox"/>											

6.7 How effective is this bill in getting you to think about the amount of energy your organization uses each month? *(Please select one response)*

Not At All Effective								Extremely Effective			
1	2	3	4	5	6	7	8	9	10		
<input type="checkbox"/>											

[NEW SCREEN]

**New Bill**

7. Now you are going to see a possible **NEW** bill design. Like the first one you evaluated, please review each page carefully before answering any questions. Please note there are three pages in total and this bill would be 8 ½ X 11 – somewhat larger than the current PG&E paper bill.

**(INSERT IMAGES OF ALL THREE PAGES OF NEW BILL FOR APPROPRIATE SEGMENT HORIZONTALLY ON ONE ROW. ALLOW RESPONDENT TO ENLARGE EACH IMAGE/PAGE TO VIEW BETTER. INCLUDE INSTRUCTIONS FOR ZOOMING ON POP-UP)**

**(PROGRAMMER NOTE: BILL IMAGES TO REMAIN ON SCREEN FOR ENTIRE 7.1 THROUGH 7.7 SERIES EXCEPT 7.5)**

[NEW SCREEN]

7.1 What are your **OVERALL IMPRESSIONS** of this bill? *(Please select one response)*

<i>Not Favorable At All</i>						<i>Extremely Favorable</i>			
1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

7.2 What is your opinion of the **OVERALL VISUAL APPEAL** of the bill? *(Please select one response)*

<i>Extremely Poor</i>						<i>Outstanding</i>			
1	2	3	4	5	6	7	8	9	10
<input type="checkbox"/>									

[NEW SCREEN]

7.3 In your opinion, how easy or difficult is it to...

		<i>Extremely Difficult</i>					<i>Extremely Easy</i>				
		1	2	3	4	5	6	7	8	9	10
a.	<b>READ</b> this bill overall (e.g., type size, logical flow, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	<b>FIND THE MOST IMPORTANT INFORMATION</b> on the bill?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	<b>UNDERSTAND</b> this bill (e.g., information, charges, taxes, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

7.4 Please rate the ease of **FINDING** each of the bill elements listed below. *(Please select one response in each row)*

(RANDOMIZE)		Extremely Difficult To Find					Extremely Easy To Find				
		1	2	3	4	5	6	7	8	9	10
a.	Total amount due	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	Payment due date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	Account Number	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d.	1-800 number to call with questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e.	PG&E website address	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f.	(DELIBERATELY OMITTED)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g.	(DELIBERATELY OMITTED)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

7.5.1 How **CLEAR** and **EASY TO UNDERSTAND** do you find each of the bill elements listed below? *(Please select one response in each row)*

**(PROGRAMMER NOTE: SHOW IMAGE OF PAGE 1 OF APPROPRIATE BILL ONLY)**

(RANDOMIZE)		Extremely Difficult to Understand					Extremely Easy to Understand				
		1	2	3	4	5	6	7	8	9	10
a.	Electric Usage Monthly Comparison Graph	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	Your Account Summary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	Important Messages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d.	(DELIBERATELY OMITTED)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
oo.	Average Daily Usage graph	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

7.5.2 How **CLEAR** and **EASY TO UNDERSTAND** do you find each of the bill elements listed below? *(Please select one response in each row)*

**(PROGRAMMER NOTE: SHOW IMAGE OF PAGE 2 OF APPROPRIATE BILL ONLY)**

(RANDOMIZE)		Extremely Difficult to Understand					Extremely Easy to Understand				
		1	2	3	4	5	6	7	8	9	10
e.	Important Phone Numbers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f.	Rules and Rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g.	Important Definitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h.	Options for Paying Your Bill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

7.5.3 How **CLEAR** and **EASY TO UNDERSTAND** do you find each of the bill elements listed below?  
*(Please select one response in each row)*

**(PROGRAMMER NOTE: SHOW IMAGE OF PAGE 3 OF APPROPRIATE BILL ONLY)**

(RANDOMIZE)		<i>Extremely Difficult to Understand</i>						<i>Extremely Easy to Understand</i>			
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
j.	Details of Electricity Charges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ll.	Service Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
mm.	Electricity Charges Breakdown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
nn.	Daily Electricity Usage Graph	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p.	Peak Usage Table	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

7.5.4 (DELIBERATELY OMITTED)

7.5.5 (DELIBERATELY OMITTED)

[NEW SCREEN]

7.6 In your opinion, how effective is this bill in communicating your company's monthly energy usage? *(Please select one response)*

<i>Not At All Effective</i>							<i>Extremely Effective</i>			
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

7.7 How effective is this bill in getting you to think about the amount of energy your organization uses each month? *(Please select one response)*

<i>Not At All Effective</i>							<i>Extremely Effective</i>			
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

[NEW SCREEN]

**Preference**

8. Now that you have seen both PG&E bills, which **ONE BILL** do you *prefer*? (*Please select one response.*)

(PROGRAMMER: INSERT PAGE 1 OF BOTH BILLS)

- (1) CURRENT BILL (INSERT PAGE 1 OF CURRENT BILL)
- (2) POTENTIAL NEW BILL (INSERT PAGE 1 OF NEW BILL)

[NEW SCREEN]

9. Why do you prefer this bill over the other? (*Please describe in as much detail as possible*)

[NEW SCREEN]

**Highlighting Exercise – New Bill**

10. For this next section, you will be exposed to the possible new bill again and asked to highlight those elements that most appeal to you...and those that do not appeal to you.

[NEW SCREEN]

**(RESPONDENT TO BE EXPOSED TO NEW BILL FOR APPROPRIATE  
SEGMENT AT Q.10-12 SERIES HIGHLIGHTING EXERCISE.)**

**(INSERT PAGE OF NEW BILL)**

**NEW BILL PAGE 1: Q.10.1 – Q.10.2**

**NEW BILL PAGE 2: Q.11.1 – Q.11.2**

**NEW BILL PAGE 3: Q.12.1 – Q.12.2**

**(Q.13.1 AND Q.13.2 DELIBERATELY OMITTED)**

[NEW SCREEN]

10.1 – 12.1

Looking at this page of the bill, please use your cursor to highlight the components (or sections) that you particularly *like* or *don't like*.

**(IF NO HIGHLIGHTS WERE MADE, ASK Q.10.2-12.2; OTHERWISE SKIP TO NEXT BILL PAGE OR Q.14 AS APPROPRIATE)**

[NEW SCREEN]

10.2 – 12.2

You did not make any highlights. Was there nothing that you particularly *liked* or *disliked* about this page? **(Please select one response)**

- (1) Yes, there was nothing that I liked or disliked
- (2) No, I would like to try again→ **(GO BACK TO PREVIOUS SCREEN)**

[NEW SCREEN]

**Suggestions for Improvement**

14. In your opinion, what could be done to this bill to make it more appealing overall? ***(Please describe in as much detail as possible)***

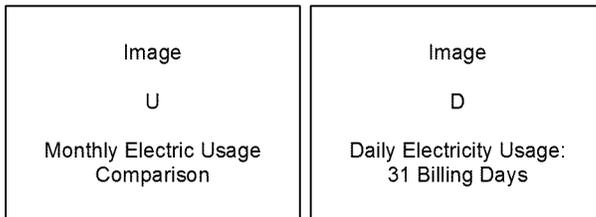
[NEW SCREEN]

**(Q.15 SERIES AND Q.16 DELIBERATELY OMITTED)**

**Preference for Depicting Information**

16.1. Please find below some graphs you saw earlier. We have a couple additional questions...

**(IMAGES TO REMAIN VISIBLE THROUGH Q.16.4)**



16.2 Which of these two alternatives do you find most useful?

- (1) Image showing monthly usage (U)
- (2) Image showing 32 day daily usage (D)

[NEW SCREEN]

16.3 If you were to choose one of these alternatives to be positioned on Page 1 of the bill, which would you select?

- (1) Image showing monthly usage (U)
- (2) Image showing 32 day daily usage (D)

16.4 Why would you prefer this graph to appear on Page 1? ***(Please be as descriptive as you can)***

[NEW SCREEN]

17. (DELIBERATELY OMITTED)

[NEW SCREEN]

18. When reviewing your company's PG&E bill, how often do you add up the detailed charges to see if they match your **TOTAL AMOUNT DUE**?

- (1) Every month
- (2) Most months
- (3) Sometimes
- (4) Rarely or Never → **(SKIP TO Q.19)**

[NEW SCREEN]

18.1 How important is it that you are able to sync up the bill detail with the total charges? (*Please select one response*)

<i>Not At All Important</i>								<i>Extremely Important</i>	
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. What, if any, information do you feel is **MISSING** or **YOU WOULD LIKE TO SEE IN THE BILL** that is not there currently? (*Please describe in as much detail as possible*)

(QUESTIONS 20-23 DELIBERATELY OMITTED)

[NEW SCREEN]

**FIRMOGRAPHICS**

24. Just a few final questions for classification purposes only...

What is your position or job title? ***(Please select one response)***

**Senior Management**

- (01) President/CEO/COO/Pastor
- (02) Owner/Partner
- (03) General Manager/GM/Senior Administrator
- (04) Other Vice President/Director/Executive (Not Financial)

**Accounting or Financial**

- (05) Chief Financial Officer /VP of Finance
- (06) Accountant/Accounts payable/Bookkeeper
- (07) Controller/Comptroller
- (08) Other financial or accounting

**Office Management/Executive Assistant**

- (09) Store Manager
- (10) Office Manager
- (11) Executive assistant/Admin assistant
- (12) Other office administrator

**Facilities/Engineering**

- (13) Building/Facilities/Maintenance Manager.....
- (14) Engineer/Chief Engineer
- (97) Other (**Specify:** \_\_\_\_\_)

**(PROGRAMMER NOTE: CONSIDER SURVEY COMPLETE AT THIS POINT)**

[NEW SCREEN]

25. Is your office location ...? ***(Please select one response)***

- (1) Your company headquarters
- (2) A division or branch unit headquarters
- (3) A branch office, local office, or other non-headquarters facility

[NEW SCREEN]

26. How many locations or sites do you oversee in total? *(Please insert the appropriate number)*

\_\_\_\_\_

(99) Don't know

[NEW SCREEN]

27. How many PG&E service accounts or service agreements does your company or organization have in total? [NOTE: A "Service Agreement" is a meter]. *(Please insert the appropriate number)*

\_\_\_\_\_

(99) Don't know

[NEW SCREEN]

28. How many employees do you have at your current location? *(Please select one response)*

- (01) Less than 5
- (02) 5-9
- (03) 10-19
- (04) 20-49
- (05) 50-99
- (06) 100-199
- (07) 200-399
- (08) 400 or more
- (09) Prefer not to answer

[NEW SCREEN]

29. What is your business' average **MONTHLY PG&E bill**, electricity and gas combined? *(Please select one response)*

- (01) Less than \$500 (less than \$6,000 per year)
- (02) \$500 to \$999 (\$6,000 to \$11,999 per year)
- (03) \$1,000 to \$1,499 (\$12,000 to \$17,999 per year)
- (04) \$1,500 to \$1,699 (\$18,000 to \$20,399 per year)
- (05) \$1,700 to \$1,999 (\$20,400 to \$23,999 per year)
- (06) \$2,000 to \$4,999 (\$24,000 to \$59,999 per year)
- (07) \$5,000 to \$9,999 (\$60,000 to \$119,999 per year)
- (08) \$10,000 or higher (\$120,000 per year or higher)
- (09) Not sure

[NEW SCREEN]

30. Approximately what percent of your total monthly costs are energy related? **[NOTE: Your best estimate is fine.]**

- (01) Less than 5%
- (02) 5% to 9%
- (03) 10% to 14%
- (04) 15% to 19%
- (05) 20% to 24%
- (06) 25% to 32%
- (07) 33% to 49%
- (08) 50% or more
- (09) Not sure

[NEW SCREEN]

31. What is your business's annual revenue? ***(Please select one response)***

- (01) Less than \$100,000
- (02) \$100,000 to less than \$250,000
- (03) \$250,000 to less than \$500,000
- (04) \$500,000 to less than \$1 million
- (05) \$1 million to less than \$2 million
- (06) \$2 million to less than \$5 million
- (07) \$5 million to less than \$10 million
- (08) \$10 million to less than \$100 million
- (09) \$100 million to less than \$1 billion
- (10) \$1 billion or more
- (99) Not applicable (i.e., Government agency)
- (98) Prefer not to answer

**Incentive Information**

[NEW SCREEN]

32. Thank you very much for taking time out of your busy day to participate in our study!

You are now eligible to receive your \$10 incentive. Would you like the check to be mailed to you, or would you prefer to donate it to a charity?

- (1) Send to me
- (2) Donate to a charity → **(SKIP TO Q.34)**

33. Please insert your contact information below so that we can send you your check.

Name: Mr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mrs. <input type="checkbox"/> Miss <input type="checkbox"/> First Name:_____ Last Name:_____	
Company (If appropriate: )_____	
Address:_____	Apt. No.:_____
City:_____	State:_____ Zip:_____
Primary Contact Telephone Number: (____) _____ - _____	
E-mail Address: _____	

**(SKIP TO CLOSING)**

34. Please select a charity from the below list to which you would like to donate your incentive.

- (1) American Cancer Society
- (2) American Heart Association
- (3) American Red Cross
- (4) Autism Speaks
- (5) Susan G. Komen Foundation
- (6) Michael J. Fox Foundation

**Closing**

**Thank you again for completing our survey!**