

**PG&E Bill Redesign Research - Residential  
E-MAIL INVITATION**

PGE Programs (Sample – Quotas Based on Sample)

- 1 Non-CARE/BPP Customers (n = 300)
- 2 CARE Customers (n = 150)
- 3 BPP Customers (n = 150)

Version

- 1 Non-CARE (including BPP)
- 2 CARE

Area (Sample – Quotas Based on Sample)

- Areas 1-3 (n = 45% or 270)
- Areas 4-5 (n = 25% or 150)
- Areas 6-7 (n = 30% or 180)

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 15-20 minutes and your participation is greatly appreciated. To thank you for completing the survey, you will be entered into a drawing for one of 50 \$50 Amazon.com gift cards. You must answer each question in order to qualify for the survey and for the drawing.

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:

Kevin Sharp  
415.973.5651  
[K250@pge.com](mailto:K250@pge.com)

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



ONLINE SURVEY – RESIDENTIAL

SEGMENT QUOTAS	
CARE	(n=150)
BPP	(n=150)
Non-CARE/BPP	(n=300)

**SCREENER**

Thank you for taking time to complete this survey. Please be assured that your responses will be kept confidential and the survey should take about 15 to 20 minutes to complete. Simply use your mouse to move ahead or scroll, and click the appropriate boxes to select your answers.

[NEW SCREEN]

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

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

[NEW SCREEN]

B. Which description best describes your level of responsibility in reviewing your monthly PG&E bill? **(Please select one response)**

- (1) I am most responsible for reviewing the bill
- (2) I share the responsibility with another member of the household
- (3) Another member in my household is most responsible → **(SKIP TO Q.F. THANK AND TERMINATE AFTER Q.J)**
- (4) I do not review the bill

[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 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 → **(SKIP TO Q.F. THANK AND TERMINATE AFTER Q.J)**

[NEW SCREEN]

D. **(DELIBERATELY OMITTED)**

E. Are you, or is anyone in your household, employed in any of the following industries? **(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"/>
		<b>(IF "YES" TO ANY, SKIP TO Q.F. THANK AND TERMINATE AFTER Q.J)</b>	

[NEW SCREEN]

E.1 Are you or any member of your household employed by Pacific Gas & Electric?

- (1) Yes → **(THANK AND TERMINATE AFTER Q.J)**  
 (2) No

**(PROGRAMMER NOTE: QUOTAS FOR Q.F THROUGH Q.J ONLY APPLY TO NON-CARE/BPP CUSTOMERS [-1])**

[NEW SCREEN]

F. The following questions are asked for statistical purposes only. The answers you provide are strictly confidential and will not be shared or used for any other purpose. We ask these questions so that the survey results are truly representative of all PG&E customers.

Are you... **(Please select one response)**

- (1) Male → **(MINIMUM 48% OR N=144 NON-CARE/BPP CUSTOMERS)**  
 (2) Female → **(MINIMUM 48% OR N=144 NON-CARE/BPP CUSTOMERS)**

[NEW SCREEN]

G. Which of the following best describes your age range? *(Please select one response)*

- (1) Under 18 years → (THANK AND TERMINATE AFTER Q.J)
- (2) 18 to 34 → (22-26% OR N=66-78 NON-CARE/BPP CUSTOMERS)
- (3) 35 to 54 → (43-47% OR N=129-141 NON-CARE/BPP CUSTOMERS)
- (4) 55+ → (30-34% OR N=90-102 NON-CARE/BPP CUSTOMERS)

[NEW SCREEN]

H. Which of the following best describes the last grade you completed? *(Please select one response)*

- (1) Some High School or less → (66-72% OR N=198-216 NON-CARE/BPP CUSTOMERS)
- (2) High School Graduate
- (3) Some College
- (4) College Graduate (Four Year) → (18-21% OR N=54-63 NON-CARE/BPP CUSTOMERS)
- (5) Post-Graduate School/Graduate Degree → (10-13% OR N=30-39 NON-CARE/BPP CUSTOMERS)

[NEW SCREEN]

I. Are you of Hispanic, Latino or Spanish decent?

- (1) Yes → (17-21% OR N=51-63 NON-CARE/BPP CUSTOMERS)
- (2) No

[NEW SCREEN]

J. Which category below best describes you? *(Please select one response)*

- (1) Asian or Asian American → (10-14% OR N=30-42 NON-CARE/BPP CUSTOMERS)
- (2) African American → (MAXIMUM 73% OR N=219 NON-CARE/BPP CUSTOMERS)
- (3) Caucasian
- (4) Other

**(IF QUALIFIED FOR ALL QUESTIONS IN SCREENER, GO TO MAIN QUESTIONNAIRE. IF NOT QUALIFIED, SKIP TO CLOSING. DO NOT ALLOW RESPONDENT TO GO BACKWARDS IN SURVEY.)**

[NEW SCREEN]



**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 (other than your 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 and gas 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 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"/>	<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]

6.3 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>(CARE CUSTOMERS [-2] ONLY)</b> Discounts and rebates	<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>(BPP CUSTOMERS [-3] ONLY)</b> Remaining account	<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"/>

balance										
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[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.	<b>(CARE CUSTOMERS[-2] ONLY)</b> Information about your CARE discount	<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.	<b>(BPP CUSTOMERS [-3] ONLY)</b> 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"/>
i.	<b>(BPP CUSTOMERS [-3] ONLY)</b> Remaining account balance	<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]

6.5.3 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)**

		Extremely Difficult to Understand					Extremely Easy to Understand				
		1	2	3	4	5	6	7	8	9	10
d.	Gas 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"/>

[NEW SCREEN]

6.5.4 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 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"/>



[NEW SCREEN]

6.6 In your opinion, how effective is this bill in communicating your 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"/>

6.7 How effective is this bill in getting you to think about the amount of energy you use 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]

**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 still four pages in total, but this bill would be 8 ½ X 11 – somewhat larger than the 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 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"/>	<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]

7.3 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 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 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>(CARE CUSTOMERS [-2] ONLY)</b> Discounts and rebates	<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>(BPP CUSTOMERS [-3] ONLY)</b> Remaining account balance	<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.	<b>(NON-CARE/BPP CUSTOMERS [-1] AND CARE CUSTOMERS [-2] ONLY)</b> Electric and Gas Usage Monthly Comparison Graphs	<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.	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.	<b>(NON-CARE/BPP CUSTOMERS [-1] AND BPP CUSTOMERS [-3] ONLY)</b> 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.	<b>(CARE CUSTOMERS [-2] ONLY)</b> Savings Alert discount 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"/>

[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 (DELIBERATELY OMITTED. [i] MOVED TO Q.7.5.5)

7.5.4 (DELIBERATELY OMITTED)

7.5.5 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)**

(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>
i.	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"/>
m.	Electricity/Gas 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"/>
n.	Daily Electricity/Gas 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"/>
o.	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"/>
i.	<b>(MOVED FROM Q.7.5.3)</b> Tiered usage 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"/>

[NEW SCREEN]

7.6 In your opinion, how effective is this bill in communicating your 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 you use 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.10-13 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  
NEW BILL PAGE 4: Q.13.1 – Q.13.2**

[NEW SCREEN]

10.1 – 13.1

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.10.2-13.2; OTHERWISE SKIP TO NEXT BILL PAGE OR Q.14 AS APPROPRIATE)**

[NEW SCREEN]

10.2 – 13.2

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]

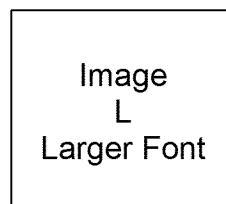
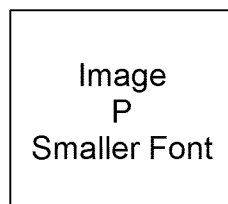
## Preference for Depicting Information

15. Next, you will be evaluating alternative formats for various elements of the bill and indicating which of the options you prefer. **(PROGRAMMING NOTE: RANDOMIZE EXPOSURE OF TOPICS Q.15.1/15.2/15.3/15.4/15.5/15.6 SERIES. ALSO ROTATE STIMULI EXPOSURE WITHIN EACH QUESTION.)**

[NEW SCREEN]

### **...Smaller Versus Larger Font for “Service For” section...**

- 15.1 In the “Service For” portion of the bill, the font size is larger for one image and somewhat smaller for the other. **(INSERT IMAGES)**



Which of these two do you prefer? ***(Please select one response)***

- (1) Image with smaller font size (P)
- (2) Image with larger font size (L)
- (3) No preference

**(IF “LARGER FONT” [-2] AT Q.15.1, ASK Q.15.1a; OTHERWISE GO TO NEXT TOPIC IN ROTATION OR Q.16 AS APPROPRIATE)**

- 15.1a Would you still prefer the larger font in the “Services For” area of the bill if it meant reducing the font size in other parts of the bill?

- (1) Yes, I still prefer the larger font here
- (2) No, I would rather the font be larger in other parts of the bill
- (3) Not sure

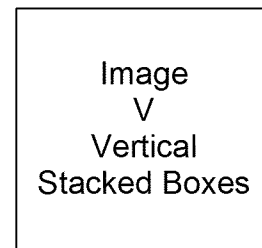
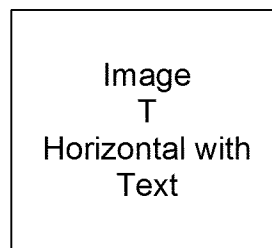
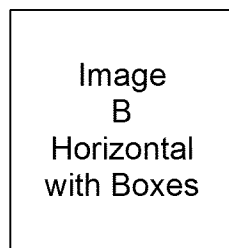
**(GO TO NEXT TOPIC IN ROTATION OR Q.16 AS APPROPRIATE)**

[NEW SCREEN]

**...Tiers Vertical vs. Horizontal...**

15.2 The State of California has adopted a policy to encourage energy conservation where utilities like PG&E charge residential customers on a tiered rate structure. Each month, all customers start at Tier 1 where energy costs the least. But as you use more electricity, you go from Tier 1 to Tier 2, and can go all the way up to Tier 5. The higher the tier, the more you're paying for a kilowatt hour of electricity.

Here are three possible ways to present tiered usage information on Page 3. **(INSERT IMAGES)**



Which of these do you most prefer? **(Please select one response)**

- (1) Image with tiers shown horizontally as boxes (B)
- (2) Image with tiers shown horizontally with text (no boxes) (T)
- (3) Image with tiers shown vertically as stacked boxes (V)
- (4) No preference

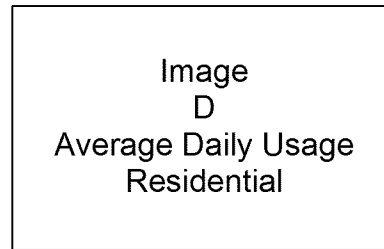
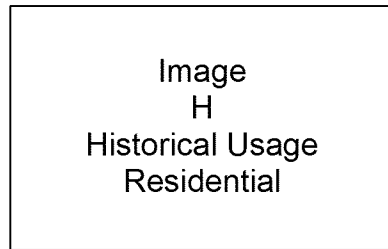
15.2a. Why do you prefer this version? **(Please describe in as much detail as possible)**

**(GO TO NEXT TOPIC IN ROTATION OR Q.16 AS APPROPRIATE)**

[NEW SCREEN]

**...Historical Usage vs. Average Daily Usage...**

15.3 One of these images shows historical usage and the other average daily usage. **(INSERT IMAGES)**

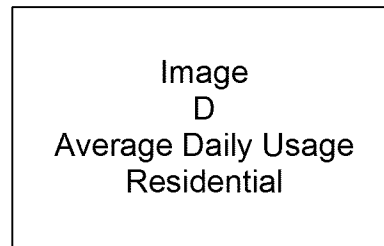
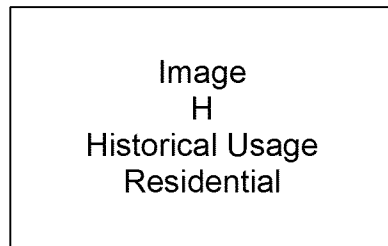


Which of these two do you prefer? **(Please select one response)**

- (1) Image with historical usage (H)
- (2) Image with average daily usage (D)
- (3) No preference

[NEW SCREEN]

15.3a. Still thinking about the same images, which do believe provides more useful information to you? **(Please select one response)**



- (1) Image with historical usage (H)
- (2) Image with average daily usage (D)
- (3) No preference → **(SKIP TO NEXT TOPIC IN ROTATION)**

[NEW SCREEN]

15.3b. Why do you find this information more useful? **(Please describe in as much detail as possible)**

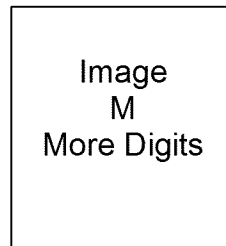
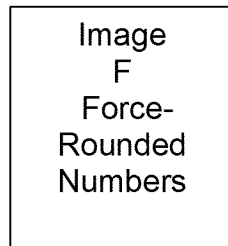
**(GO TO NEXT TOPIC IN ROTATION OR Q.16 AS APPROPRIATE)**

[NEW SCREEN]

**...Force Rounding vs. More Digits...**

15.4 Some people prefer rounded numbers because it makes the bill less cluttered. Others prefer a more exact accounting with more decimal points even if that means a more cluttered bill.

One of these images shows force-rounded numbers to one decimal place and the other numbers with more digits. **(INSERT IMAGES)**



**(NOTE: FOR SEVERAL OF THESE QUESTIONS, WE WILL NEED SOME METHOD TO SPOTLIGHT THE PORTION OF THE BILL WE WISH FOR THEM TO ASSESS – e.g., line around it.)**

Which of these two do you prefer? ***(Please select one response)***

- (1) Image with force-rounded numbers (F)
- (2) Image showing numbers with more digits (M)
- (3) No preference

15.4a How much does it matter to you if rounded numbers result in a slightly different amount than the amount shown in the Total Electricity (or Gas) Charges line? ***(Please select one response)***

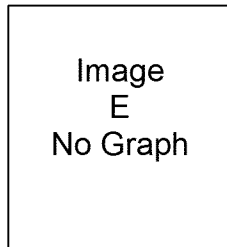
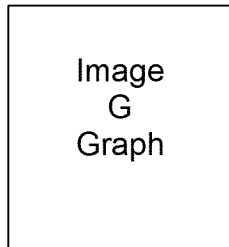
- (1) Doesn't matter to me – I prefer rounding
- (2) It matters – I prefer an exact accounting
- (3) No preference

**(GO TO NEXT TOPIC IN ROTATION OR Q.16 AS APPROPRIATE)**

[NEW SCREEN]

...BPP 1 vs. BPP 2...

15.5 (ASK FOR BPP CUSTOMERS [-3] ONLY) Shown below are two alternative ways of showing account details on the Balanced Payment Plan (BPP). One includes a graph that shows how BPP affects your energy payments and the other does not. (INSERT IMAGES)



Which of these two do you prefer? (Please select one response)

- (1) Image with graph (G)
- (2) Image without graph (E)
- (3) No preference

(GO TO NEXT TOPIC IN ROTATION OR Q.16 AS APPROPRIATE)

[NEW SCREEN]

16. Which **one** type of information do you find **most useful** to see displayed **graphically** on your PG&E utility bill? (Please select one response)

Which **one** do you find **least useful**? (Please select one response)

	<b>Most Useful</b>	<b>Least Useful</b>
Image A – Electricity usage monthly comparison	<input type="checkbox"/> (1)	<input type="checkbox"/> (1)
<b>(DELIBERATELY OMITTED)</b>	<input type="checkbox"/> (2)	<input type="checkbox"/> (2)
Image C – Daily electricity usage	<input type="checkbox"/> (3)	<input type="checkbox"/> (3)
Image D – Average daily usage (electricity)	<input type="checkbox"/> (4)	<input type="checkbox"/> (4)
<b>(DELIBERATELY OMITTED)</b>	<input type="checkbox"/> (5)	<input type="checkbox"/> (5)
<b>(DELIBERATELY OMITTED)</b>	<input type="checkbox"/> (6)	<input type="checkbox"/> (6)
Image G – Tiered electric usage graph	<input type="checkbox"/> (7)	<input type="checkbox"/> (7)

[NEW SCREEN]

17. In your opinion, which of the following has greater **IMPACT** on your monthly PG&E charges?  
**(Please select one response)**

- (1) The rate you pay for going into the higher tiers
- (2) Your actual gas and electricity usage
- (3) Not sure

[NEW SCREEN]

18. When reviewing a 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)**

<b>Not At All Important</b>								<b>Extremely Important</b>	
<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"/>

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)**

[NEW SCREEN]

**DEMOGRAPHICS**

20. Just a few final questions about you and your household...

What is your marital status? ***(Please select one response)***

- (1) Single
- (2) Married
- (3) Divorced
- (4) Separated
- (5) Widowed
- (6) Living with a partner

[NEW SCREEN]

21. ***Including yourself***, how many people in each of the following categories currently live in your household? ***(Please record a response on each line. If the number is zero, please type in "0.")***

a.	12 years old and under	_____
b.	13-17 years old	_____
c.	18+ years old*	_____
	<b>TOTAL IN HOUSEHOLD</b>	<b>(COMPUTER CALCULATION)</b>

(\* MUST BE 1 OR MORE)

[NEW SCREEN]

22. Which of the following best describes your current employment status? ***(Please select one response.)***

- (1) Employed full-time (35+ hours per week)
- (2) Employed part-time (less than 35 hours per week)
- (3) On active military duty
- (4) A student
- (5) A homemaker
- (6) Not employed
- (7) Retired

[NEW SCREEN]

23. Finally, which category below best describes your household's total annual income before taxes? ***(Please select one response)***

- (1) Less than \$25,000
- (2) \$25,000 to \$50,000
- (3) \$51,000 to \$75,000
- (4) \$76,000 to \$100,000
- (5) \$101,000 to \$150,000
- (6) \$151,000 to under \$200,000
- (7) Over \$200,000
- (8) Prefer not to answer

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

**Closing and Incentive Information**

[NEW SCREEN]

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

You are now eligible to be entered into a drawing for one of 50 \$50 Amazon.com gift cards. Please insert your contact information below so that we may notify you should you be a lucky winner.

Name: Mr. Ms. Mrs. Miss First Name: _____ Last Name: _____	
Address: _____ Apt. No.: _____	
City: _____ State: _____ Zip: _____	
Primary Contact Telephone Number: (____) _____ - _____	
E-mail Address: _____	

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