

## **Residential Rates Customer Survey**

Survey length (objective): 25 minutes (BE SURE THIS IS ACCURATE....SEEMS LIKE THE NUMBER IS LOW AND CREATES FALSE EXPECTATIONS)

**Sample:** n=2,100 statewide general population (stratified 700 per IOU), plus specific oversample subgroups, 4,900 Total

	<b>PG&amp;E</b>		<b>SCE</b>		<b>SDG&amp;E</b>		<b>TOTAL</b>
GenPop English	650		650		650		<b>1,950</b>
GenPop Spanish	50		50		50		<b>150</b>
<b>Total GenPop</b>	<b>700</b>		<b>700</b>		<b>700</b>		<b>2,100</b>
<b>Add'l Samples</b>							
Spanish Speakers			200		200		<b>400</b>
Solar	200				200		<b>400</b>
Engaged	SmartRate	200					<b>200</b>
Other CA Jurisdictions			SMUD	200			<b>600</b>
			LADWP	200			
			Riverside	200			
Outside CA Jurisdictions	Hydro One Canada	200			Arizona	200	<b>400</b>
Not exposed to rate education section	200		200		200		<b>600</b>
Hard To Reach	66		67		67		<b>200</b>
<b>Total Add'l Samples</b>	<b>866</b>		<b>1,067</b>		<b>867</b>		<b>2,800</b>
<b>Total</b>							
	<b>1,566</b>		<b>1,767</b>		<b>1,567</b>		<b>4,900</b>

## **Introduction**

Thank you for agreeing to participate in this online survey about electric rate plan options. There is no right or wrong answer to any of the survey questions posed. We simply want your opinion. Your individual answers will remain confidential.

A nation-wide transition to new “smart” electricity meters has made it possible for utilities to provide more electric rate plan options that provide new ways for customers to change their energy use behavior and save money on their bill.—

The utilities and state regulators are exploring possible changes to the way they charge their customers for electricity. Your responses will assist in determining what, if any, changes should be made.

This survey should take under 25 minutes to complete. Most participants will complete this survey in one sitting. You will not be able to restart the survey from the beginning, or retake it once you have gotten to the last page. If needed though, you can stop your survey and resume it from the same point at a later time<insert instructions>.

**Section 0 - Screening**

S1 In your household, which of the following activities are you involved in? [MULTIPLE RESPONSE OK] <use right term for bill, e.g, electric bill or electric / gas bill>

Reviewing and/or paying the monthly electric bill.....	1	NEED
Calling your electric utility company when there is a problem.....	2	
Making decisions about how your household uses energy.....	3	
Making decisions about programs, payments, and other options provided by your electric utility.....	4	NEED
None of the above.....	5	TERM

[NEED PUNCH 1 and 4]

S2 Which of the following companies provides your household electricity? [ONE ONLY]

CALIFORNIA SAMPLES

Anaheim Public Utilities.....		
Imperial Irrigation District.....		
Los Angeles Department of Water & Power (LADWP).....		
Pacific Gas & Electric Company (PG&E).....		*
Pasadena Water & Power.....		
Riverside Public Utilities.....		
Sacramento Municipal Utility District (SMUD).....		
Southern California Edison (SCE).....		*
San Diego Gas & Electric Company (SDG&E).....		*
Some other company.....		

ARIZONA SAMPLES

Arizona Public Services (APS).....		*
Electric District #1.....		
Electric District #2.....		
Electric District #3.....		
Electric District #4.....		
Electric District #5.....		
Salt River Project (SRP).....		*
San Carlos Irrigation.....		
Tucson Electric Power.....		
Unisource Energy Services.....		
Some other company.....		

ONTARIO CANADA SAMPLES

Hydro One.....		*
Hydro Ottawa.....		
Toronto Hydro.....		
Some other company.....		

[NEED ONE OF THE “\*”d OPTIONS]

S3 To ensure we represent a variety of opinions, which of the following industries do you or other primary earners in your household work for?

Advertising or public relations.....	1	OK
Agriculture.....	2	OK
Banking / insurance / financial services.....	3	OK
Building or architecture.....	4	OK
Business or professional services / consulting.....	5	OK
Construction / home improvement / contractor.....	6	OK
Education.....	7	OK
Environmental agency or government organization.....	8	OK
Entertainment.....	9	OK
City, County, State, or National government.....	10	OK
Healthcare.....	11	OK
High technology / computer programming.....	12	OK
Home improvement store / hardware store.....	13	OK
Hospitality / food services.....	14	OK
Manufacturing.....	15	OK
Market research.....	16	TERM
News companies (newspaper, TV, or radio station).....	17	OK
Retail.....	18	OK
Transportation / automotive.....	19	OK
Utilities such as electrical or gas power companies.....	20	TERM
Retired.....	21	OK
Unemployed.....	22	OK
None of these.....	23	OK

S4 Including you, how many people live in your household?

\_\_\_\_\_ (NUMBER BETWEEN 1 AND 20)

S5 About how many square feet is your home?

Under 1,000.....	1
1,000 to 1,499.....	2
1,500 to 1,999.....	3
2,000 to 2,499.....	4
2,500 to 2,999.....	5
3,000 to 3,499.....	6
3,500 or more.....	7
Not sure.....	8

S6	What is your age?	
	18-25.....	1
	26-35.....	2
	36-45.....	3
	46-55.....	4
	56-65.....	5
	66-75.....	6
	76 or older.....	7
	Prefer not to answer.....	9
S7	What is your annual household income before taxes? [NOTE: NEEDED TO DETERMINE ELIGIBILITY FOR CARE DISCOUNT QUESTIONS]	
	Less than \$15,000.....	1
	\$15,000 to just less than \$28,000.....	2
	\$28,000 to just less than \$33,000.....	3
	\$33,000 to just less than \$40,000.....	4
	\$40,000 to just less than \$46,000.....	5
	\$46,000 to just less than \$53,000.....	6
	\$53,000 to just less than \$60,000.....	7
	\$60,000 to just less than \$75,000.....	8
	\$75,000 to just less than 100,000.....	9
	\$100,000 to just less than 200,000.....	10
	\$200,000 or more.....	11
	Prefer not to answer or not sure.....	99
S8	Are you male or female?	
	Male.....	1
	Female.....	2
S9	What is your zip code?	
	_____	

DRAFT

**Section 1 – Electric Utility Evaluations**

1.1 Using a 10-point scale, where 1 means you are extremely dissatisfied, and 10 means you are extremely satisfied, how would you rate your satisfaction with [FROM S2: PG&E, SCE, SDG&E, Salt River Project, Arizona Public Service, Hydro One, ETC.] when it comes to ... ? [Randomize statements][1-10 SCALE, Not Sure]

- a. Availability of rate plans to suit your specific needs
- b. Charging a fair price for electricity services
- c. Communicating rate changes in a timely manner
- d. Educating you on the benefits of different rate plans
- e. Keeping my lights on / no power outages or brownouts

Extremely dissatisfied.....	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7.....	7
8.....	8
9.....	9
Extremely satisfied.....	10
Not sure.....	99

1.2 Using a 10-point scale where 1 means your feelings are not at all favorable and 10 means your feelings are extremely favorable, how would you rate your overall satisfaction with the service provided by [FROM S2: PG&E, SCE, SDG&E, Salt River Project, Arizona Public Service, Hydro One, ETC.].

Not at all favorable.....	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7.....	7
8.....	8
9.....	9
Extremely favorable.....	10
Not sure.....	99

## **Section 2 - Rate Knowledge, Preferences, Behaviors**

The next questions will help us understand what you currently know and think about the way you are charged for electricity use. We call this an “electric rate plan” and it affects how your bill is calculated. We don’t expect you to be an expert. It’s okay if you know very little about this subject. If you are not sure of an answer, please select the option “not sure.”

2.1a Which of the following electric rate plans have you heard about before this interview? [ROTATE]

Flat rate, meaning you pay the same price per kWh regardless of when you use it or how much you have used during the month	1
Tiered rate, meaning your price per kWh increases based upon how much electricity you use during the month.	2
Time of Use rate, meaning you pay a different price per kWh depending on the time of day you use electricity	3
Not sure	4

2.1b Which of the following best describes your electric rate plan for your home? [ROTATE]

Flat rate, meaning you pay the same price per kWh regardless of when you use it or how much you have used during the month	1
Tiered rate, meaning your price per kWh based upon how much electricity you use during the month.	2
Time of Use rate, meaning you pay a different price per kWh depending on the time of day you use electricity	3
Something else: Describe	4
Not sure	5

2.1c Which of the following rate plans would work best for you? [ROTATE]

Flat rate, meaning you pay the same price per kWh regardless of when you use it or how much you have used during the month	1
Tiered rate, meaning your price per kWh based upon how much electricity you use during the month.	2
Time of Use rate, meaning you pay a different price per kWh depending on the time of day you use electricity	3
Something Else: Describe	4
Not sure	5

**<2.2 and 2.3 only for group that will not be exposed to the Section 3 rate education section>**

2.2 Which of the following best describes your current attitude toward taking steps to lower your electric bill? [ROTATE]

You aren't motivated to reduce your electric bill anymore than you've already done.	1
You would like to do more to reduce your electric bill, but you are doubtful that any further steps would be effective.	2
You would like to do more to reduce your electric bill, and you are interested in any new ideas	3
You think there's more you can do to save electricity but want some financial incentives to justify the effort.	4
Not sure	5

2.3 How would you rate your interest in *taking additional steps* to reduce your household's electric bill? Use the following 10-point scale where 10 means you are extremely interested and 1 means you are not at all interested.

Not at all Interested	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
Extremely Interested	10
Not sure	99

2.4 If you were given a choice between several new electric rate plans, how much of a savings each month from your current rate would it take to get you to switch to a new rate?

\$ \_\_\_\_\_ [MONTHLY AMOUNT]

2.5 How much of a savings on an annual basis would it take to get you to switch to a new rate plan?

\$ \_\_\_\_\_ [ANNUAL AMOUNT]

### **Section 3**

#### **Introduction to Electric Rate Plans**

**<SKIP SECTION 3 FOR GROUP THAT DOES NOT GET EXPOSED TO EDUCATIONAL INFORMATION ABOUT RATE PLAN STRUCTURES>**

#### **KWH / ENERGY USE BEHAVIOR**

Currently, you buy and use electricity by the kilowatt-hour (kWh), just as you buy gasoline by the gallon, and cell phone service by the minute.

There are two basic ways to save money on your electric bill, depending on your rate plan:

- 1) reducing your energy use, sometimes called conserving energy, and
- 2) shifting your energy use to a different time of day when it is less expensive. -

3.1a In the past, have you tried to save money on your bill by reducing your energy use or by shifting your energy use to a different time of day? (BREAK THIS QUESTION INTO TWO PARTS: REDUCING AND ANOTHER ONE ON SHIFTING)

	<b>Never</b>	<b>Sometimes</b>	<b>Always</b>
<b>Tried to save money on my bill by reducing my energy use</b>	1	2	3
<b>Tried to save money on my bill by shifting my energy use</b>	1	2	3

3.1b Have you noticed any savings on your bill from reducing your energy use or shifting your energy use to a different time period? (BREAK THIS QUESTION INTO TWO PARTS: REDUCING AND ANOTHER ONE ON SHIFTING)

	<b>A Lot</b>	<b>A Little</b>	<b>None</b>
<b>Successfully saved money on my bill by reducing my energy use</b>	1	2	3
<b>Successfully saved money on my bill by shifting my energy use</b>	1	2	3



## How your charges vary by rate plan type

With all electric rate plans, your electric bill increases when you use more kilowatt hours (kWh). This survey investigates three kinds of rate plans that charge kWh in different ways:

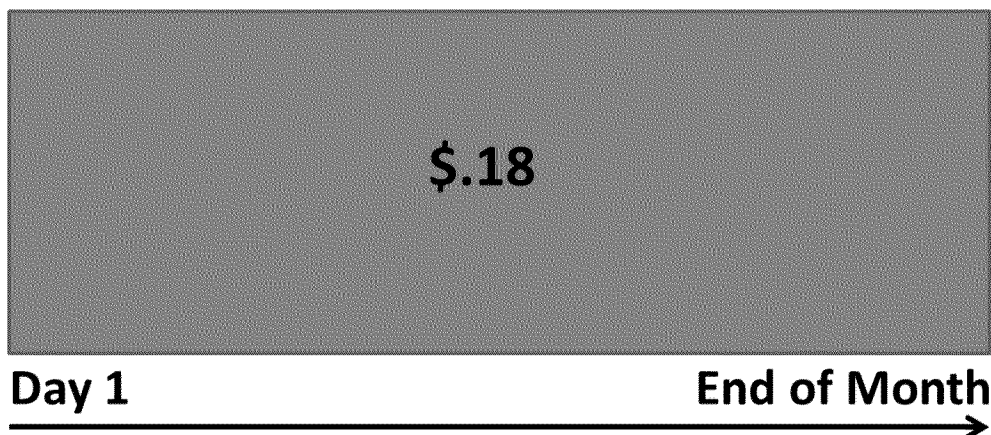
- Flat Rate Plan
- Time-of-Use Rate Plan
- Tiered Rate Plan

**<Randomize order of Flat, 2Tier and 4Tier. 1. Flat, 2Tier, 2. 4Tier / 2Tier, 4 Tier, Flat. 4 tier has to come after 2 tier.>**

### Flat Rate Plan

On a flat rate plan, the price per kWh does not change no matter how much or when you use electricity. Your rate stays the same, no matter when you use electricity or how much you consume each month.

How it Works



### Tiered Rate Plan

On a tiered rate plan, you can save money on your bill by trying to use less energy over the month and thus avoiding or delaying going into higher priced “tiers”. Examples of using less power are installing more efficient lightbulbs or energy efficient appliances, or by turning off some electric appliances.)

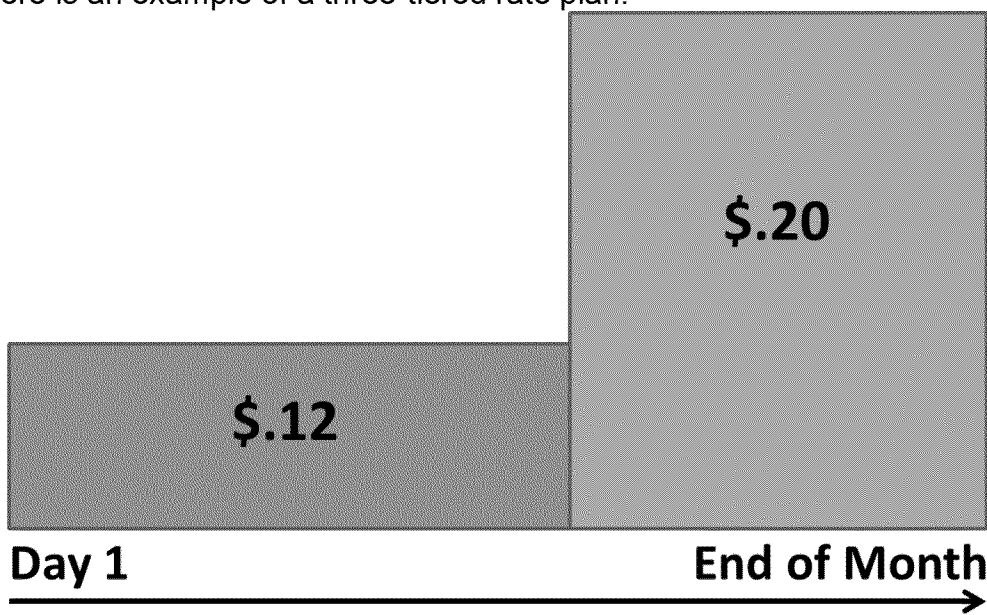
How it Works

With a tiered rate plan, the price per kWh increases by blocks of kWh or “tiers” as you use more electricity within a monthly billing period. You begin the monthly billing period in the first tier at a lower price for a fixed allowance of kWh. When you go above that allowance, you move into the next tier and are charged a higher price for an additional fixed amount of kWh. Additional tiers have increasingly higher prices.

Tiered rate plans charge customers more when their electricity use goes up into higher levels during the month. . On a tiered rate plan, if you can reduce the amount of kWh you use in higher priced tiers you can save money on your bill, but you will not save as much if you your electricity use is already in the lower priced tiers.

### *Three-Tiered Rate Plan*

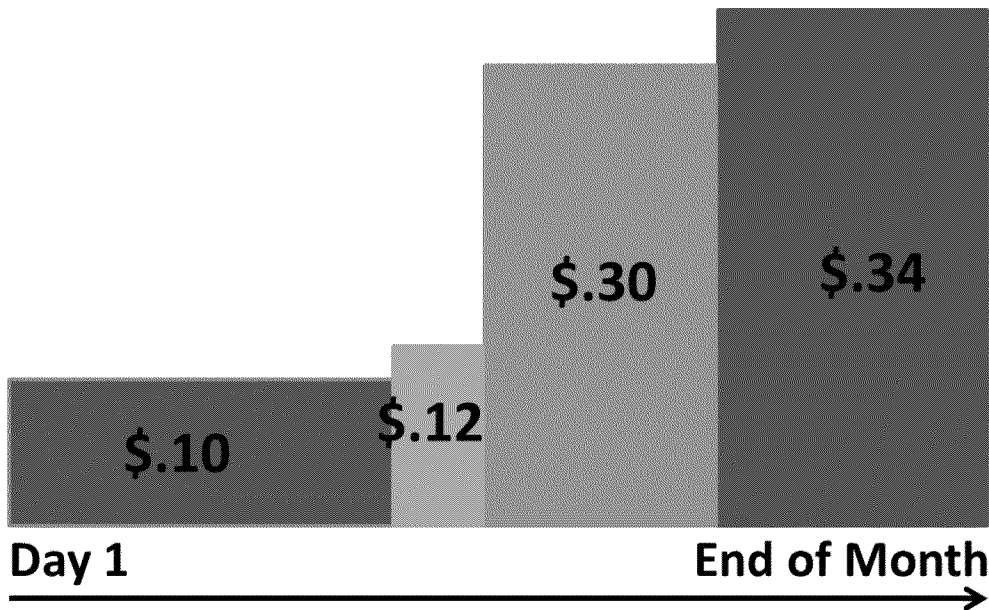
Here is an example of a three-tiered rate plan:



In a two tiered rate plan, there are two price per kWh charges, a lower price for the initial allowance, and higher price for all additional kWh used.

### *Four-Tiered Rate Plan*

Here is an example of a four-tiered rate plan.



In a four tiered rate plan, the initial allowance of kWh is less, but the price per kWh is lower for that tier as well. You can pay up to four different prices per kWh in any month, depending on how high your energy use goes over the month. The potential for your bill to go up from consuming more energy is more with a four-tier plan than a three-tier plan, because the prices are higher in the additional higher priced tiers. The potential to lower your bill by reducing your energy use is greater too.

3.2 Which energy saving actions have you done in your household in the past 5 years? Which do you think you realistically could implement or do more of in the future?

	Have Done in the Past		Can Do in The Future? (Select How Much)		
	Yes	No	None	A little Bit	A lot
Installing more efficient lighting (CFL or LED)			1	2	3
Replacing appliances with more energy efficient ones			1	2	3
Turning lights off more often			1	2	3
Adding more insulation					
Installing and using a programmable thermostat					
Cleaning air conditioning registers and vents regularly					
Vacuuming refrigerator coils every six months					
Installing and using energy saving power strips					

Running Dishwasher ONLY when full					
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3.3 Which of the following rate plans do you think would work the best for you?  
Choose One. rate plans do

Flat Rate Plan (no tiers)	
Three-tier Plan	
Four-tier Plan	
No Preference	

### Time-of-Use Rate Plan

On a Time-of-Use (TOU) rate plan, you can save money on your bill by minimizing your energy use during peak times of day. For example, you can minimize your energy use during the day by using appliances only during off-peak times like early morning and late evening, rather than during peak periods when prices are higher.

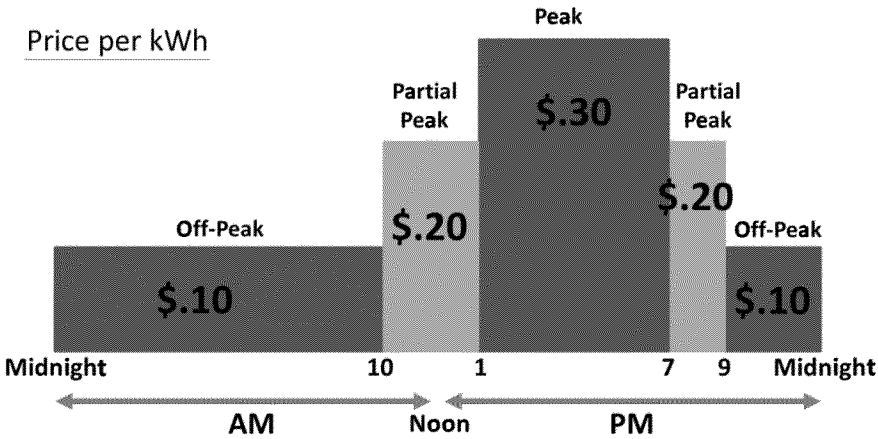
#### How it Works

With TOU, the price you pay for each unit (kWh) of overall electricity varies depending on the time of day that you use electricity. Prices are higher during periods when demand for electricity is the highest, typically in the summer afternoon and early evenings. Prices per kWh are lower when people use less electricity, typically in the early mornings, nights and weekends.

There can be up to three time periods in a TOU rate plan:

- Peak, where kWh price is highest
- Part-peak, where kWh price is moderate
- Off-Peak, where kWh price is lowest

Here is an example of what TOU rate plan prices might look like:



If you can use less kWh during the peak period between 1 pm and 7 pm, and/or shift some of your electricity use to the part-peak and off-peak periods, then you can save energy and money. For example, if you can do your laundry in the early morning or later in the evening instead of in the middle of the day, you can save money on your bill.

3.4 Do you think you would want to shift your use of these appliances / devices in your household away from peak periods?

	Don't have in my house	Present In My Household				
		Have Done in the Past		Can Do In the Future		
		Yes	No	Never	Sometimes	Frequently
Clothes Washer		1	2			
Clothes Dryer						
Pool Pump						
Air Conditioner						
Electric Stove						
Electric Oven						
Electric Heater						
Television(s)						
Computer(s)						
Video Game Console(s)						

Different kinds of Time-of-Use Rate Plan Pricing

A Time-Of-Use rate plan may be “steep” where the price difference between the periods is greater, or “mild” where the price difference between the periods is smaller.

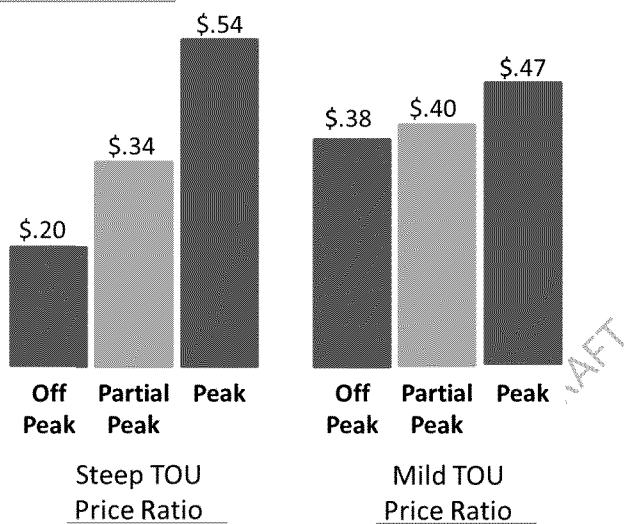
*Steep TOU Rate Plan*

The rates you are charged would be a lot higher if you do not reduce electricity use during peak times. Also, the rates would be much lower if you can reduce your electricity use during the peak. If you tend to use more electricity during peak period, a steep plan can require a greater effort to shift your energy use to off-peak to avoid a higher bill. However, the bill savings can also be higher due to those energy shifting efforts. If you are typically home on afternoons during the week, there may be more potential for a higher bill on a steep TOU Rate Plan

*Mild TOU Rate Plan*

The risk of a higher bill is lower, but your ability to save money on your bill by shifting use off-peak is also lower. If you are typically home on afternoons during the week, a mild TOU Rate Plan can help limit the potential for a higher bill.

Price per kWh



OTHER COMPONENTS OF RATE PLANS

Monthly Service Fee

A fixed monthly service fee is a charge that would be on your bill no matter how much or little electricity you use. . . For example, if the utility charges a \$5 monthly service fee, you would pay that \$5 no matter whether you use no electricity during the month or if you use lots of electricity.

How it Works

A monthly service fee is a fixed monthly charge that is the same for all customers. The utilities calculate it based on the cost of providing certain services that all customers receive, such as customer service calls, developing new programs and services for customers, and communicating with customers, whether or not customers use electricity.

(THIS OFFERS LITTLE USEFUL INFORMATION, FOR EXAMPLE GARBAGE, INTERNET AND WATER USUALLY HAVE NO “SERVICE CHARGES” BUT ARE FLAT-FEE SERVICES. IT CAN CAUSE CONFUSION FOR CUSTOMER IF THEY ARE ASKED TO DESCRIBE A FLAT-FEE SERVICE AS A ‘SERVICE FEE’. SIMILARLY, PRE-PAID CELL SERVICE IS DIFFICULT TO DESCRIBE AS A ‘SERVICE FEE’. THE FEEDBACK YOU GET FROM CUSTOMERS ON THIS QUESTION WILL BE RENDERED USELESS.)

3.7 What types of services do you believe are typically included in a monthly service fee?

**SELECT ALL THAT APPLY**

	Included in monthly service fee
Starting new service	
Reading a meter	
Calculating, printing and mailing a bill	
Customer service calls	
Developing new programs and services for customers	
Communicating with customers programs and services	
Infrastructure required to provide service, like the wires and poles required to deliver electricity	

3.8 Using a 10-point scale where 1 means your feelings are not at all favorable and 10 means your feelings are extremely favorable, how would you describe your reaction to being charged a \$5 monthly service fee by your electric utility.

Not at all favorable.....	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7.....	7
8.....	8
9.....	9
Extremely favorable.....	10
Not sure.....	99

## DEMAND CHARGE

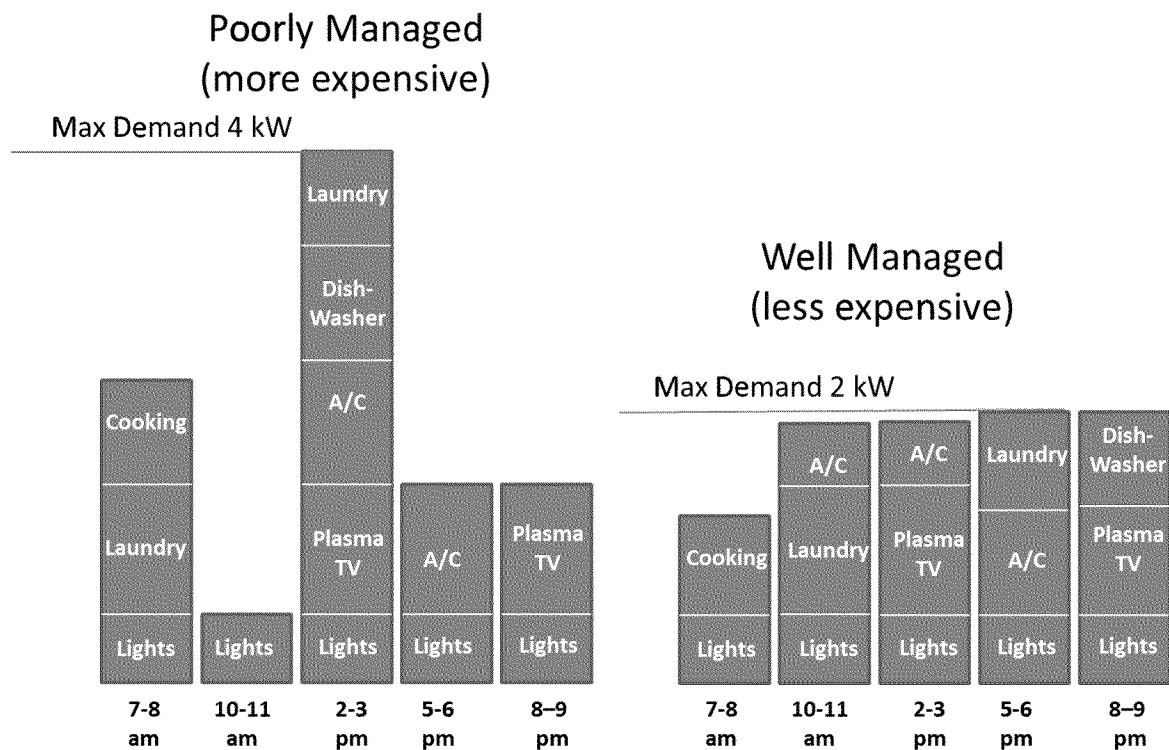
### Electricity Demand – kilowatts (kW)

Demand for electricity can vary enormously according to time of day or time of year. Using an analogy of water flowing through a hose, the hose must be big enough to supply the maximum water demanded at any time. The larger the hose needed, the more expensive it is to construct and maintain the hose. Electricity works the same way where the water is electricity and the “hose” is all the wires and other parts of the electricity system required to deliver the electricity. Some customers who use a lot of electricity require a larger “hose”, which in turn may cause some additional costs for the utility to provide.

**<Substitute correct terminology for Riverside customers “reliability charge”>**

You can keep your demand low by spreading out your kWh use as evenly as possible rather than using a lot of electricity all at once. For example, these charts shows how maximum demand can be reduced by moving laundry and dishwashing activities to other hours, and spreading air conditioning over more hours.

THESE NUMBERS NEED TO BE REVISED TO REFLECT REAL-LIFE DEMAND



### Calculating Demand Charges

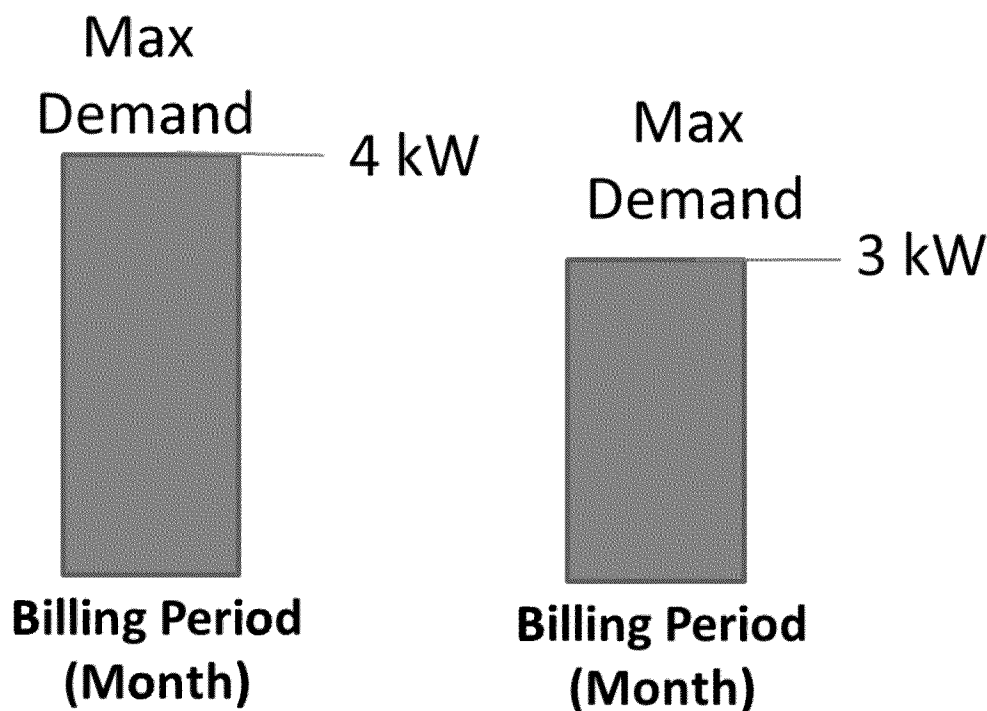


There are two possible ways in which your demand charge would be calculated. One type of demand charge would be based upon the maximum amount of electricity that you use at one time. used when you run most end-uses (appliances, lights, electronics, air conditioning, etc.) at the same time. :

- **Maximum demand at any time during the billing period (month):** The demand charge is calculated using your maximum demand at any one time during the month. For example, if you use less than 1 kW at any one time except for one short one-hour period when you use 3 kW, then the demand charge would be based upon that 3 kW usage.

A different method for calculating a demand charge for the billing period would be based upon a fixed charge where maximum demand during the month exceeds a set level. For example, if you keep your demand under 3 kW, you would not have a demand charge, but if your demand exceeds 3 kW, you would have to pay a demand charge.

The example below shows how your demand charge would be calculated under the two methods just described above:



	Demand Charge \$ / kW	Max Demand	Billed Amount
All kW for the billing period (month)	\$4	4 kW	\$16
		3 kW	\$12

Greater than 3 kW for the	\$6	3 kW	\$0
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3.7 Does a demand charge apply to your current electric bill?

SELECT ONE

Yes	
No	
Don't Know	

3.8 Using a 10-point scale where 1 means your feelings are not at all favorable and 10 means your feelings are extremely favorable, how would you describe your reaction to being charged a demand charge by your electric utility.

Not at all favorable.....	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7.....	7
8.....	8
9.....	9
Extremely favorable.....	10
Not sure.....	99

3.9 If you were comparing electric rate plans, what would be the most important factors you would consider in choosing the plan for your household?

Please rank from 1 to 8 from most important to least important to you.

It is most important to me that the rate plan is:

<b>Understandable</b>	<ul style="list-style-type: none"> <li>In language I can understand.</li> <li>Clear about how I change my energy use behavior to save money on my bill.</li> </ul>	
<b>Stable</b>	<ul style="list-style-type: none"> <li>Helps me with budgeting.</li> <li>Will not cause bill to change a lot from month to month, or from season to season (winter / summer).</li> </ul>	
<b>Predictable</b>	<ul style="list-style-type: none"> <li>I know what bill amount should be each month.</li> <li>I can predict whether my bill will be higher or lower based on my household's energy use behavior.</li> </ul>	

<b>Hassle-Free</b>	<ul style="list-style-type: none"> <li>• I don't need to pay attention to when during the day or month I use energy.</li> <li>• Does not require attention for me to get the best price per kWh.</li> </ul>	
<b>Saves Money</b>	<ul style="list-style-type: none"> <li>• Gives me a way to save money.</li> <li>• Provides opportunity to change my energy use behavior to lower my bill.</li> </ul>	
<b>Works for Me</b>	<ul style="list-style-type: none"> <li>• Fits my habits and lifestyle.</li> <li>• Changing my energy use behavior to save money on my bill is easy to do based on my schedule and household routine.</li> </ul>	
<b>Green</b>	<ul style="list-style-type: none"> <li>• Good for the environment.</li> <li>• Encourages energy conservation and peak shifting.</li> </ul>	
<b>Fair</b>	<ul style="list-style-type: none"> <li>• I am paying what I should on my energy bill.</li> <li>• Bills me only for what it costs to serve me and does not include extra charges for things that don't matter to me.</li> </ul>	

On each of several screens that follow, you will be asked to consider three alternative rate plans for how you might be able to buy electricity in the future and then to choose the rate plan that you think is best for your household. Please make sure that you select one of those three options on each screen.

#### **Section 4**

#### **Discrete Choice Conjoint Exercise – Placeholder**

**<See Powerpoint for Example Screens>**

**<Asked one time following Choice Tasks>**

4.X If electric rate plan alternatives like those shown in the previous choice sets were available today, how likely would you be to switch from your current electric rate plan?

<b>Would Definitely Switch</b>	
<b>Would Consider Switching</b>	
<b>No Interest in Switching</b>	
<b>Don't Know</b>	

#### **Section 5 – Try Before You Buy (TBYB)**

“Try Before You Buy” (TBYB) allows you to try out a new rate plan. If you end up saving money, you get to keep the savings. If you end up owing more money than you

would have spent on your previous plan, then you get to pay only what you would have been charged on your previous plan. In this way, you get to try out a rate plan without having to pay more than you would have if you hadn't tried the plan. In this way, trying a new rate plan would be risk-free for you.

5.1a Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"?

	No TBYB Included		12 Months TBYB Included	
	Would Try	Would NOT Try	Would Try	Would NOT Try
2 Tiered Rate				
4 Tiered Rate				
Flat Rate				
Steep TOU Rate				
Mild TOU Rate				

**Section 6**

**RELEVANCE AND IMPORTANCE OF SIMPLE, STABLE, ETC.**

**THIS SECTION IS A BIT TRICKY FOR A CUSTOMER TO UNDERSTAND. RATHER THAN EDIT, I STRONGLY RECOMMEND A REVISION OF THE SCALE THAT YOU ARE USING TO IDENTIFY CUSTOMER PREFERENCE. I BELIEVE THE DATA YOU GET FROM THIS SECTION, AS WRITTEN, WILL BE UNUSABLE DUE TO CONFUSION**

Evaluate each rate plan option on the following factors: above:  
<Only show top 3 most important from section 3 above>

6.1a

Understandable Language	Differential Scale							Confusing Language
	←-----→							
Flat Rate plan	o	o	o	o	o	o	o	
Tiered Rate Plan	o	o	o	o	o	o	o	
Time of Use Rate Plan	o	o	o	o	o	o	o	

6.1 b

I understand how I can change	Differential Scale							I don't understand how I can
	←-----→							

my energy use behavior to save money on my bill		work with this rate plan to save money on my bill
Flat Rate plan	o o o o o o o o	
Tiered Rate Plan	o o o o o o o o	
Time of Use Rate Plan	o o o o o o o o	

6.1 c

	<b>Differential Scale</b>	
I understand how my total bill would be calculated on this rate plan	←-----→	I don't understand how my total bill would be calculated on this rate plan
Flat Rate plan	o o o o o o o o	
Tiered Rate Plan	o o o o o o o o	
Time of Use Rate Plan	o o o o o o o o	

6.1d

	<b>Differential Scale</b>	
My bill is stable and won't change much from month to month or year to year	←-----→	My bill is unstable and might vary quite a bit from month to month or year to year
Flat Rate plan	o o o o o o o o	
Tiered Rate Plan	o o o o o o o o	
Time of Use Rate Plan	o o o o o o o o	

6.1e

	<b>Differential Scale</b>	
I can predict what my bill will be based on my energy use behavior	←-----→	Hard to predict what my bill will be from month to month
Flat Rate plan	o o o o o o o o	
Tiered Rate Plan	o o o o o o o o	
Time of Use Rate Plan	o o o o o o o o	

6.1f

	<b>Differential Scale</b>	
Worry-Free	←-----→	Requires a lot of attention to be able to change my energy use behavior
Flat Rate plan	o o o o o o o o	
Tiered Rate Plan	o o o o o o o o	
Time of Use Rate Plan	o o o o o o o o	

6.1g

	<b>Differential Scale</b>	
Gives me a way to save money on my bill	←-----→	Does not give me a way to save money on my bill
Flat Rate plan	o o o o o o o o	
Tiered Rate Plan	o o o o o o o o	
Time of Use Rate Plan	o o o o o o o o	

6.1h

	Differential Scale							
Fits my lifestyle	←-----→							Does not work for me
Flat Rate plan	o	o	o	o	o	o	o	
Tiered Rate Plan	o	o	o	o	o	o	o	
Time of Use Rate Plan	o	o	o	o	o	o	o	

6.1i

	Differential Scale							
Encourages me help the environment	←-----→							Does not encourage me to help the environment
Flat Rate plan	o	o	o	o	o	o	o	
Tiered Rate Plan	o	o	o	o	o	o	o	
Time of Use Rate Plan	o	o	o	o	o	o	o	

6.1j

	Differential Scale							
This is a fair way to charge me.	←-----→							This is not a fair way to charge me.
Flat Rate plan	o	o	o	o	o	o	o	
Tiered Rate Plan	o	o	o	o	o	o	o	
Time of Use Rate Plan	o	o	o	o	o	o	o	

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6.2 What is your reaction if *all three* of these rate plans were offered to you, using the following scale?

		Differential Scale							
1	Too much choice	o	o	o	o	o	o	o	Not enough choice
2	Understandable	o	o	o	o	o	o	o	Confusing

**Section 7  
BILL REVIEW HABITS AND BILL IMPACTS**

7.1 How do you currently receive your monthly electric / electric/gas bill <show right kind of bill>?

- Mail..... 1
- Online..... 2
- Some other way (Specify:\_\_\_\_\_). 3
- Not sure..... 9

7.2 When you review your monthly electric / electric/gas bill, which of the following do you typically do? Select all that apply.

- Look at the amount due and/or the due date..... 1
- Look at actual electricity or kWh use..... 2
- Read the details about how your bill is calculated..... 3
- Read notes or other messages that are on the bill..... 4
- Read any inserts that are included with the bill..... 5
- None of these – you don't look at the bill..... 6
- Not sure..... 9

7.3 Thinking about the last year, what was your average monthly electric / electric/gas bill during last summer (May through October)? If you have your utility bills available, you can use them to help you answer this question.

\_\_\_\_(RECORD NUMBER 0-9999)  
 Don't know/refused..... 99999

7.4 What was your average monthly electric / electric/gas bill during last winter (November through April)? If you have your utility bills available, you can use them to help you answer this question.

\_\_\_\_(RECORD NUMBER 0-9999)  
 Don't know/refused..... 99999

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7.6 [IF 8.2=1] When your electric bill is more than the average amount or what you were expecting, how much of an increase gets your attention?

<b>I look at my electric bill more closely when it is higher by approximately this \$ amount:</b>	
<b>\$0 to \$10</b>	
<b>\$10 to \$20</b>	
<b>\$20 to \$30</b>	
<b>\$30 to \$40</b>	
<b>\$40 to \$50</b>	
<b>\$50 to \$75</b>	
<b>\$75 to \$100</b>	
<b>More than \$100</b>	
<b>Don't Know</b>	

7.6 [IF 8.2=1] How often in the past 12 months have you received an electric / electric/gas bill that was higher than expected? If you have your utility bills available, you can use them to help you answer this question.

Never	
Rarely (1-2 bills)	
Sometimes (3-4 bills)	
Often (more than 4 bills)	

**If Never, skip Questions 7.7 – 7.9**

7.7 Did you take action when you noticed a higher than expected bill?

<b>Took Action</b>	<b>Called My Electric Utility Company</b>	
	<b>Checked My Usage Online</b>	
	<b>Other:</b> _____	
<b>Did Not Take Action</b>		
<b>Can't Recall</b>		

7.8 What were the main reasons for the higher than expected bill(s)?

**<include Higher Gas Use only for combo utilities, include Check all that apply only when "Yes">**

	Yes	Check All That Apply
<b>Higher Gas Use</b>		Cold winter month, used more heating than usual
		Gas prices from the utility were higher
		Don't know
		Other: fill in
<b>Higher Electric Use</b>		Hot summer month, used more A/C than usual
		Smartmeter not billing me correctly
		Electric prices from the utility went up
		Don't know
<b>Don't Know</b>		Other: fill in

7.9 Were you able to figure out the reason for the high bills, or are you still experiencing higher than expected bills?

**SELECT ONE**

	<b>Resolved by taking some action to lower my energy use</b>
	<b>Did not resolve, but bills returned to normal</b>
	<b>Still observing higher than expected bills</b>



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## **Section 8 – Demographics and Household Characteristics**

The remaining questions ensure that we are representing the opinions of all households.

D1	What is the last year of school you completed?	
	Some high school or less.....	1
	High school graduate.....	2
	Trade or technical school graduate.....	3
	Undergraduate college degree.....	4
	Masters or doctorate degree.....	5
	Prefer not to answer.....	9
D2	What is your current employment status?	
	Employed full-time.....	1
	Employed part-time.....	2
	Unemployed or between jobs.....	3
	Homemaker or caregiver (non-professional).....	4
	Student.....	5
	Retired.....	6
	Prefer not to answer.....	9
D3	What do you consider your ethnicity to be?	
	White (but not Hispanic),.....	1
	African-American,.....	2
	Asian or Pacific Islander,.....	3
	Hispanic or Latin American.....	4
	Native American,.....	5
	Mixed race.....	6
	Something else (SPECIFY: _____).....	98
	Prefer not to answer.....	99

D4 What languages do you speak in your home?

English .....	1
Spanish.....	2
Chinese - Mandarin.....	3
Chinese - Cantonese.....	4
Japanese.....	5
Korean.....	6
Filipino.....	7
Hmong.....	8
Vietnamese.....	9
Or something else (SPECIFY: _____).....	10
Prefer not to answer.....	98

D5 Do you or does anyone in your household have a permanent disability, related to mobility, hearing, vision, cognitive, psychological, or chronic disease?

Yes.....	1
No.....	2
Refused.....	9

D6 [IF D6=YES] In which category would you classify the disability? (READ ONLY IF NEEDED TO PROMPT)

Mobility.....	1
Hearing.....	2
Vision.....	3
Cognitive (learning or mental).....	4
Psychological.....	5
Chronic disease.....	6
(DO NOT READ) Other (Specify: _____).....	7
(DO NOT READ) Don't know / Refused.....	9

H1 Which of the following best describes the type of home you live in?

Single family, detached (e.g., freestanding house).....	1
Single family attached such as town house or row house.....	2
Apartment or condo in multi-unit structure of 2–4 units.....	3
Apartment or condo in multi-unit structure of 5 or more units..	4
Mobile home.....	5
Not sure or prefer not to answer.....	8

H2 Do you / Does your family own or rent your home?

Own	
Rent	

H3 Approximately in what year was your home built? Record the nearest decade if not known exactly.

\_\_\_\_\_ Record year (1800-2012).....  
 Not sure..... 9998

H4 Are you enrolled on any of these special electric rate plans?

CARE or FERA (discount for low-income customers) (CA).....  
 Low-income Discount (Non-CA).....  
 Electric Vehicle rate plan.....  
 Time Of Use rate plan.....  
 Solar or Net Energy Metering (NEM) rate plan (CA).....  
 Solar Rate (non-CA).....  
 SmartRate Plan (PG&E ONLY).....  
 \_\_\_\_\_.....  
 \_\_\_\_\_.....  
 None of these.....  
 Not sure..... 9998

[IF NOT CHECKED IN H4]

H5 Do you plan to add the following in the next 12 months?

Plug-in Electric Vehicle..... 1  
 Solar Electricity..... 2  
 Not sure..... 9998

**<ask only for those not exposed to education section as everybody else will have answered this above>**

H6 Which of the following do you currently have?

Pool..... 1  
 Spa..... 2  
 Central Air Conditioning (AC)..... 3  
 Whole House Fan  
 Electric Heating  
 Gas Heating  
 Dishwasher  
 Washing Machine  
 Gas Dryer  
 Electric Dryer  
 Electric Vehicle  
 Computers (how many \_\_\_)  
 Televisions (how many\_\_\_)

Not sure..... 9998

H7 **OPTIONAL <Only include this question for SCE & PG&E customers>**  
***If you do not have an electric bill available to you, please skip this question.***

What is your [PG&E/SCE] Account Number? We will not use this for personally identifying information, but rather to match you actual electricity use against your survey answers. The account number is located on your bill in the [DESCRIPTION] \_\_\_\_\_.

Thank you for your participation.

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