

Residential Rates Customer Survey

Survey length (objective): 25 minutes

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

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

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.-

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 favorability towards [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 your electric rate plan and 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 over the month as you use more electricity | 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 increases over the month as you use more electricity | 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 increases over the month as you use more electricity | 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 attitude toward taking actions to lower your electric bill? [ROTATE]

| | |
|---|---|
| You have little interest in trying to do more to reduce your electric bill | 1 |
| You would like to do more to reduce your electric bill, but you are doubtful that any action will pay off | 2 |
| You would like to do more to reduce your electric bill, and you are interested in new ideas | 3 |
| You have done a lot in your home to save electricity, and there is not much more that can be done | 4 |
| Not sure | 5 |

2.3 How would you rate your interest in *taking additional action* to try 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?

\$_____ [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?

\$_____ [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

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 if you are on a time-based rate plan. -

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?

| | Never | Sometimes | Always |
|---|--------------|------------------|---------------|
| Tried to save money on my bill by reducing my energy use | 1 | 2 | 3 |
| Tried to save money on my bill by shifting my energy use | 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?

| | A Lot | A Little | None |
|--|--------------|-----------------|-------------|
| Successfully saved money on my bill by reducing my energy use | 1 | 2 | 3 |
| Successfully saved money on my bill by shifting my energy use | 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

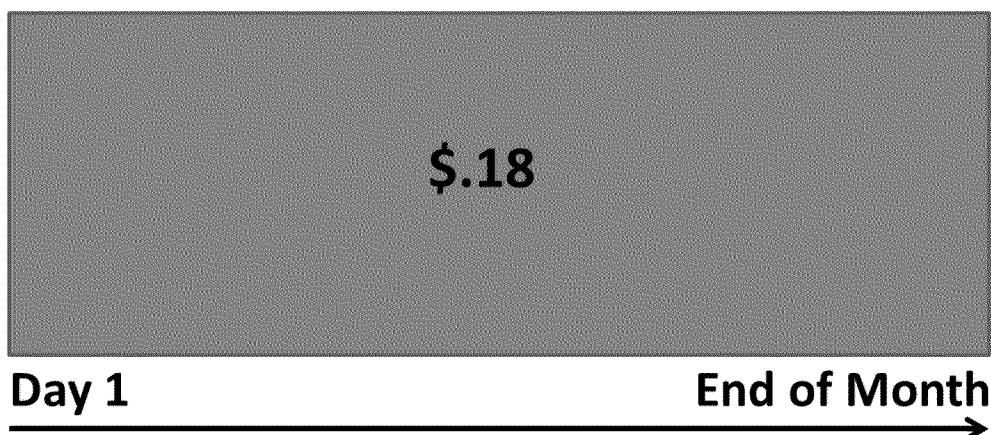
<Randomize order of Flat, 2Tier and 4Tier. 1. Flat, 2Tier, 2. 4Tier / 2Tier, 4 Tier, Flat. 4 tier has to come after 2 tier.>

Flat Rate Plan

On a flat rate plan, the price per kWh does not change no matter how much or when you use electricity. You don't have to pay attention to the time of day you use electricity or how much electricity you've used during the billing period to avoid paying a higher price per kWh, but you also have less opportunity to save money on your bill by shifting your energy use to another time period than you would on some alternative rate plans.

How it Works

On a flat rate plan, the price per kWh does not change no matter how much or when you use electricity.



Tiered Rate Plan

On a tiered rate plan, you can save money on your bill by trying to use less energy over the month (e.g., by installing CFLs or energy efficient appliances, or turning off lights) and avoiding or delaying going into higher priced “tiers”. There is no opportunity to save money on your bill by shifting your energy use to other time periods during the day, and if you use less energy than the average, you save less money than under a flat rate plan, because your price per kWh is less than the actual cost of energy. Likewise, if you use more energy than the average, you pay more than the actual cost of energy because your price per kWh is higher than the actual cost of energy.

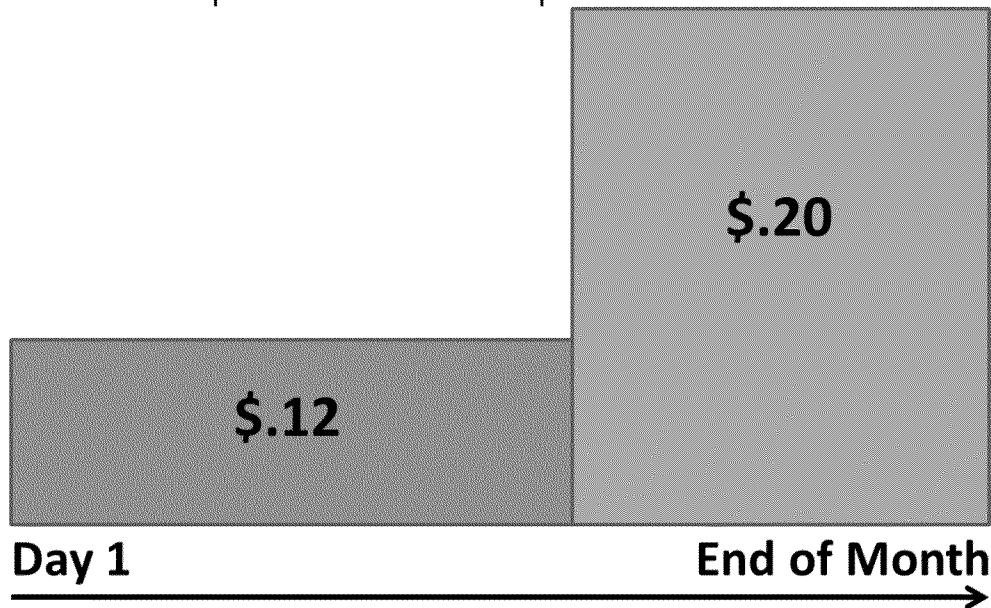
How it Works

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. There is no difference in the price based on the time of day you use kWh. 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. More tiers add complexity with additional kWh prices for each tier. The price per kWh you pay, along with what you can save on your bill will depend on which tier your electricity use puts you in. 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 your electricity use is already in the lower priced tiers.

Two-Tiered Rate Plan

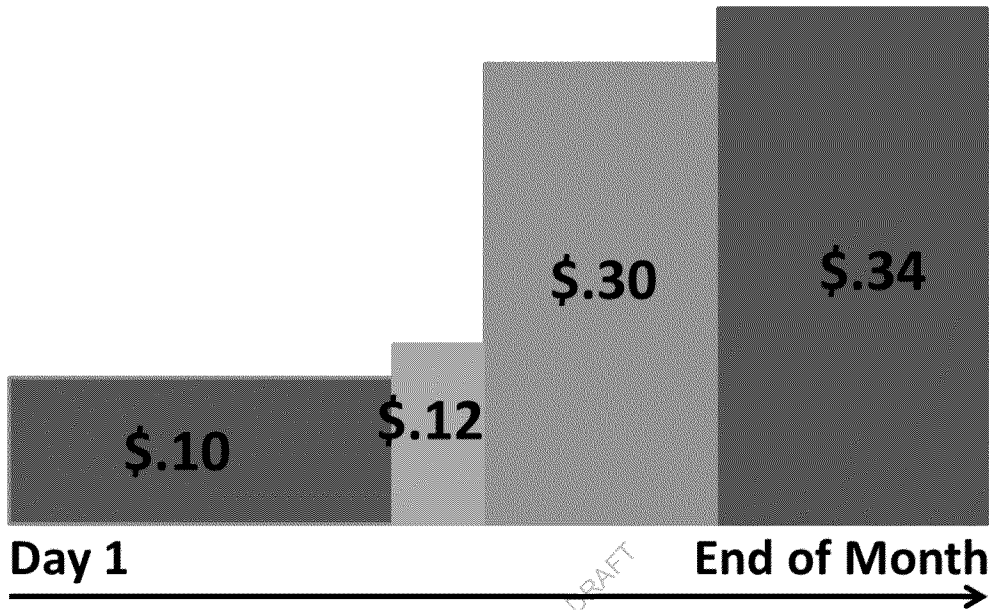
Here is an example of a two-tiered rate plan:



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 two-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 fluorescent lighting | | | 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 | | | | | |
| Vacuuming air conditioning registers and vents regularly | | | | | |
| Vacuuming refrigerator coils every six months | | | | | |
| Installing and using energy saving power strips | | | | | |
| Running Dishwasher ONLY when full | | | | | |

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) | |
| Two-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. You can also save money by reducing your usage during peak periods when prices are higher. TOU rate plans are good for the environment and help lower electricity prices for everybody, because they lower peak demand, which means fewer new power plants need to be built.

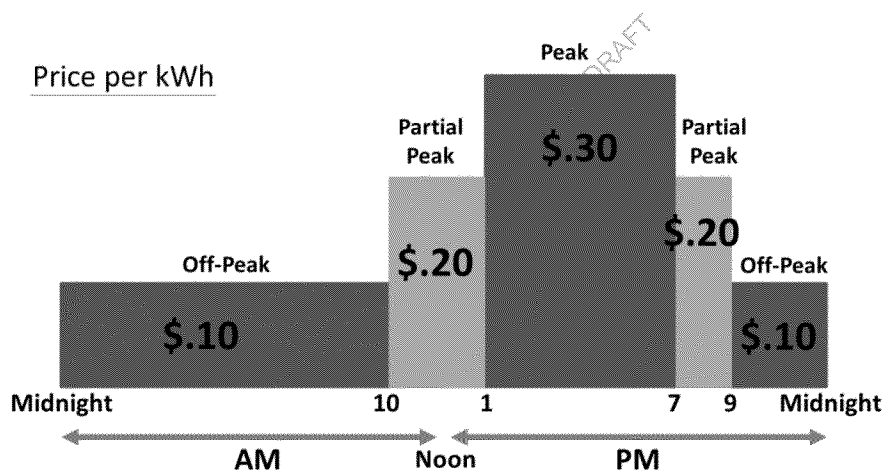
How it Works

With TOU, the price you pay for each unit (kWh) of overall electricity varies depending on the time of day. Prices are higher during periods when demand for electricity is the highest, typically in the 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 TOU rate plan kWh pricing:



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 could shift your use of these appliances / devices in your household away from peak periods?

| | NOT Present in My Household | Present In My Household | | | | |
|-----------------------|-----------------------------|-------------------------|----|----------------------|-----------|--------|
| | | Have Done in the Past | | Can Do In the Future | | |
| | | Yes | No | Never | Sometimes | Always |
| Clothes Washer | | 1 | 2 | | | |
| Clothes Dryer | | | | | | |
| Pool Pump | | | | | | |
| Air Conditioner | | | | | | |
| Electric Stove | | | | | | |
| Electric Oven | | | | | | |
| Electric Heater | | | | | | |
| Television(s) | | | | | | |
| Computer(s) | | | | | | |
| Video Game Console(s) | | | | | | |

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.

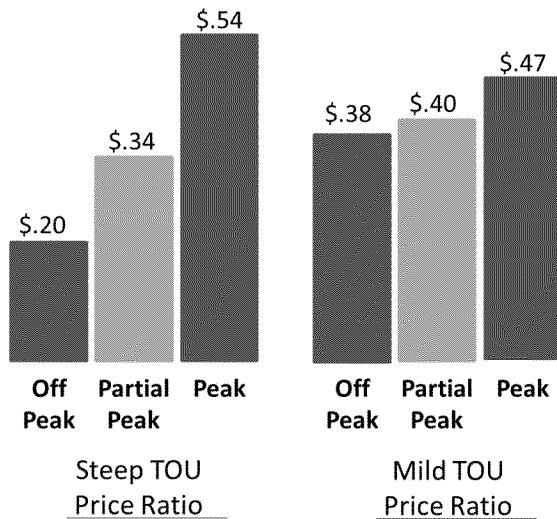
Steep TOU Rate Plan

Your bill can be a lot higher if you do not reduce electricity use during peak times, but it can be a lot 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 tend to use more electricity during peak periods, a mild plan requires less of an effort to shift your energy use to off-peak to avoid a higher bill, but the bill savings due to those efforts will be less than under a steep plan. 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

With a fixed monthly service fee added to your rate plan, your price per kWh is lower than it would be on a rate structure without a basic service fee. A fixed monthly service fee can lower your ability to save money by reducing or shifting your energy use, however, it can also help reduce bill spikes from hot summer months. A fixed monthly service fee also aligns customer bills more closely with what it costs to serve customers.

How it Works

A monthly service fee is a fixed monthly charge that is the same for all customers, 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.

Many service plans have monthly service fees.

3.6 Which of the following services charges you a monthly service fee?

| | Monthly Service Fee Included in Plan? | | | |
|-------------|---------------------------------------|----|------------|------------|
| | Yes | No | Don't Know | Don't Have |
| Water | | | | |
| Garbage | | | | |
| Internet | | | | |
| Cell Phone | | | | |
| Electricity | | | | |
| Natural Gas | | | | |

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 | |

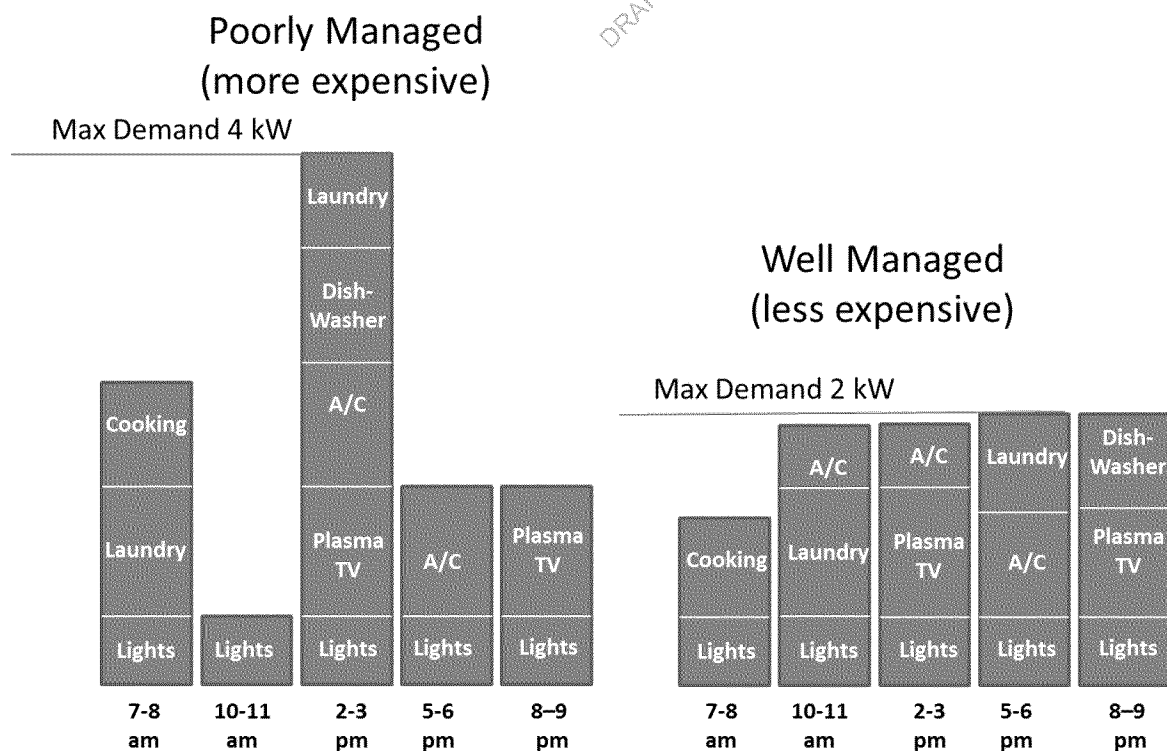
DEMAND CHARGE

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. Demand charges make sure customers are paying for the size of the hose that is needed to meet their needs. 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. kW is the demand for electricity, or the amount of electricity needed at any given time. For residential customers, demand usually peaks in the summer when air conditioners are running and in the winter when people come home and turn on their lights and use appliances and heaters.

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

You can keep your demand low by spreading out your kWh use as evenly as possible. 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.

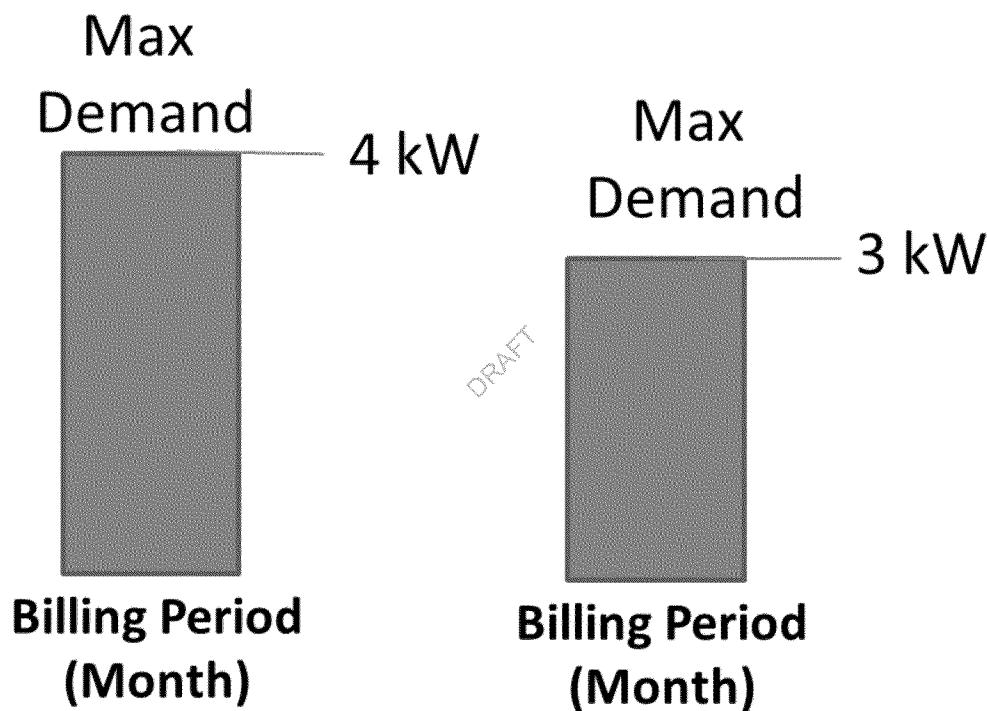


Calculating Demand Charges

Your maximum demand will be the kW used when you run most end-uses (appliances, lights, electronics, air conditioning, etc.) at the same time. Different methods for calculating a demand charge for the billing period (month) include:

- **Maximum demand for the billing period (month):** The demand charge is calculated using your maximum demand for the billing period.
- **Maximum demand greater than 3 kW for the billing period (month):** The demand charge is calculated using your maximum demand above 3 kW. 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 billing period (month) | \$4 | 4 kW | \$16 |
| | | 3 kW | \$0 |

3.7 Does a demand charge apply to your current electric bill?

SELECT ONE

| | |
|------------|--|
| Yes | |
| No | |
| Don't Know | |

3.8 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:

| | | |
|-----------------------|--|--|
| Understandable | <ul style="list-style-type: none"> • In language I can understand. • Clear about how I change my energy use behavior to save money on my bill. | |
| Stable | <ul style="list-style-type: none"> • Helps me with budgeting. • Will not cause bill to change a lot from month to month, or from season to season (winter / summer). | |
| Predictable | <ul style="list-style-type: none"> • I know what bill amount should be each month. • I can predict whether my bill will be higher or lower based on my household's energy use behavior. | |
| Hassle-Free | <ul style="list-style-type: none"> • I don't need to pay attention to when during the day or month I use energy. • Does not require attention for me to get the best price per kWh. | |
| Saves Money | <ul style="list-style-type: none"> • Gives me a way to save money. • Provides opportunity to change my energy use behavior to lower my bill. | |
| Works for Me | <ul style="list-style-type: none"> • Fits my habits and lifestyle. • Changing my energy use behavior to save money on my bill is easy to do based on my schedule and household routine. | |
| Green | <ul style="list-style-type: none"> • Good for the environment. • Encourages energy conservation and peak shifting. | |
| Fair | <ul style="list-style-type: none"> • I am paying what I should on my energy bill. • Bills me only for what it costs to serve me and does not include extra charges for things that don't matter to me. | |

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?

| | |
|---------------------------------|--|
| Would Definitely Switch | |
| Would Consider Switching | |
| No Interest in Switching | |
| Don't Know | |

Section 5 – Try Before You Buy (TBYB)

“Try Before You Buy” (TBYB) allows you to try out a new rate plan, and have time to determine if it is possible for you to change your energy use behavior to save money on your bill. At the end of the TBYB period, your bill will be credited for any charges you have paid that were above what you would have paid on your previous rate plan. If your bills were lower than they would have been on our old rate plan, you keep the savings.

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.

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

6.1a

| | Semantic Differential Scale | | | | | | | |
|-------------------------|-----------------------------|---|---|---|---|---|---|--------------------|
| Understandable Language | ←-----→ | | | | | | | Confusing Language |
| Flat Rate plan | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Tiered Rate Plan | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Time of Use Rate Plan | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |

6.1 b

| | Semantic Differential Scale | | | | | | | |
|---|-----------------------------|---|---|---|---|---|---|--|
| I understand how I can change my energy use behavior to save money on my bill | ←-----→ | | | | | | | I don't understand how I can work with this rate plan to save money on my bill |
| Flat Rate plan | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Tiered Rate Plan | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Time of Use Rate Plan | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |

6.1 c

| | Semantic Differential Scale | | | | | | | |
|--|-----------------------------|---|---|---|---|---|---|--|
| 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 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Tiered Rate Plan | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Time of Use Rate Plan | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |

6.1d

| | Semantic Differential Scale | | | | | | | |
|---|-----------------------------|---|---|---|---|---|---|--|
| 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 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Tiered Rate Plan | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Time of Use Rate Plan | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |

6.1e

| | Semantic Differential Scale | | | | | | | |
|--|-----------------------------|---|---|---|---|---|---|--|
| 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 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |

| | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Tiered Rate Plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Time of Use Rate Plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

6.1f

| | | | | | | | | |
|-----------------------|------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| | Semantic Differential Scale | | | | | | | |
| Worry-Free | ←-----→ | | | | | | | Requires a lot of attention to be able to change my energy use behavior |
| Flat Rate plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Tiered Rate Plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Time of Use Rate Plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |

6.1g

| | | | | | | | | |
|---|------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| | Semantic Differential Scale | | | | | | | |
| 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 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Tiered Rate Plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Time of Use Rate Plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |

6.1h

| | | | | | | | | |
|-----------------------|------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|
| | Semantic Differential Scale | | | | | | | |
| Fits my lifestyle | ←-----→ | | | | | | | Does not work for me |
| Flat Rate plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Tiered Rate Plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Time of Use Rate Plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |

6.1i

| | | | | | | | | |
|------------------------------------|------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| | Semantic Differential Scale | | | | | | | |
| Encourages me help the environment | ←-----→ | | | | | | | Does not encourage me to help the environment |
| Flat Rate plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Tiered Rate Plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Time of Use Rate Plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |

6.1j

| | | | | | | | | |
|----------------------------------|------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------------------|
| | Semantic Differential Scale | | | | | | | |
| This is a fair way to charge me. | ←-----→ | | | | | | | This is not a fair way to charge me. |
| Flat Rate plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Tiered Rate Plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| Time of Use Rate Plan | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |

6.2 How would you evaluate being offered *all three* of these rate plans on the following scale?

| | | Semantic Differential Scale | | | | | | | |
|---|----------------|-----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-------------------|
| 1 | Enough choice | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Not enough choice |
| 2 | Understandable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | 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)?

- ____(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)?

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

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?

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

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?

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

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If Never, skip Questions 7.7 – 7.9

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

| | | |
|----------------------------|---|--|
| Took Action | Called My Electric Utility Company | |
| | Checked My Usage Online | |
| | Other: _____ | |
| Did Not Take Action | | |
| Can't Recall | | |

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 |
|----------------------------|-----|---|
| Higher Gas Use | | Cold winter month, used more heating than usual |
| | | Gas prices from the utility were higher |
| | | Don't know |
| | | Other: fill in |
| Higher Electric Use | | Hot summer month, used more A/C than usual |
| | | Smartmeter not billing me correctly |
| | | Electric prices from the utility went up |

| | | |
|-------------------|--|----------------|
| | | Don't know |
| | | Other: fill in |
| Don't Know | | |

7.9 Were you able to resolve the high-bill issue, or are you still observing higher than expected bills?

SELECT ONE

| | |
|--|--|
| | Resolved by taking some action to lower my energy use |
| | Did not resolve, but bills returned to normal |
| | Still observing higher than expected bills |

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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 | <input type="checkbox"/> |
|-----|--------------------------|

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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