

## **Residential Rates Customer Survey**

Survey length: 25 minutes (to be verified by testing survey through pilot process. Questions with \*\* are highest priority for removal or shortening if necessary to reduce the length of the survey).

**Sample:** n=2,100 statewide general population (stratified 700 per IOU), plus additional subgroups 5,200 total.

	PG&E		SCE		SDG&E		TOTAL
English Speakers	650		650		650		<b>1,950</b>
Spanish Speakers	50		50		50		<b>150</b>
<b>Total General Population</b>	<b>700</b>		<b>700</b>		<b>700</b>		<b>2,100</b>
<b>Additional Samples</b>							
Spanish Speakers			200		100		<b>300</b>
Solar (NEM) Customers	200		200		200		<b>600</b>
More engaged and knowledgeable about electricity rates	SmartRate	200			200		<b>400</b>
Other CA Jurisdictions with alternative rate plan structures			SMUD	200			<b>600</b>
			LADWP	200			
			Riverside	200			
Outside CA Jurisdictions with significant penetration of TOU rates	Hydro One Canada	200			Arizona	200	<b>400</b>
Not exposed to rate education section in survey	200		200		200		<b>600</b>
Low income supplemental sample – not recruited via web	66		67		67		<b>200</b>
<b>Total Add'l Samples</b>	<b>866</b>		<b>1,267</b>		<b>967</b>		<b>3,100</b>
<b>Total</b>	<b>1,566</b>		<b>1,967</b>		<b>1,667</b>		<b>5,200</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, and reduce impact on the global climate.-

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 electric / gas bill for PG&E and SDG&E participants, electric bill for all other participants throughout survey>**

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)..... \*
- Salt River Project (SRP)..... \*
- San Carlos Irrigation.....
- Tucson Electric Power.....
- Unisource Energy Services.....
- Some other company.....

ONTARIO CANADA SAMPLES

- Hydro One..... \*
- Some other company.....

[NEED ONE OF THE “\*” 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?	
	_____	

**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

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 your 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.”

Insert somewhere in this section something along the lines of: Are you aware that electricity use contributes to global climate change? Yes / No / 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 for each unit of electricity regardless of when you use it or how much you have used during the month	1
Tiered rate, meaning your price for each unit of electricity may increase over the month if you use more than a certain amount of electricity	2
Time of Use rate, meaning you pay a different price for each unit of electricity depending on the time of day you use that electricity	3
Not sure	4

2.1b Which of the following best describes your electric rate plan for your home (check all that apply)? [ROTATE]

Flat rate, meaning you pay the same price for each unit of electricity regardless of when you use it or how much you have used during the month	1
Tiered rate, meaning your price for each unit of electricity may increase over the month if you use more than a certain amount of electricity	2
Time of Use rate, meaning you pay a different price for each unit of electricity depending on the time of day you use that 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 unit regardless of when you use it or how much you have used during the month	1
Tiered rate, meaning your price per unit increases over the month as you use more electricity	2
Time of Use rate, meaning you pay a different price per unit 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 have little interest in trying to reduce your electric bill	1
You would like to do more to reduce your electric bill, but you are doubtful that further steps would be effective	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 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 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

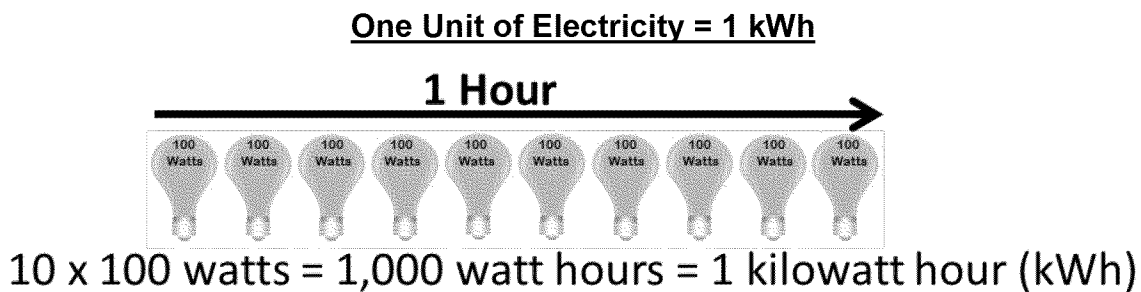
**<SKIP SECTION 3 FOR GROUP THAT DOES NOT GET EXPOSED TO EDUCATIONAL INFORMATION ABOUT RATE PLAN STRUCTURES>**

#### 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.

#### 1 kWh = 1 Unit of Electricity

It takes one unit of electricity (one kWh) to burn ten 100-watt light bulbs for one hour. Conversely, in order to save one unit of electricity (one kWh) you would need to reduce your electricity use by an amount equivalent to burning ten 100-watt light bulbs for one hour.



Depending on your rate plan, there are two basic ways to save money on your electric bill and reduce impact on global warming, depending on your rate plan:

- 1) reducing your electricity use, sometimes called conserving electricity, and
- 2) shifting your electricity use to a different time of day-

The amount of bill savings you can achieve from reducing or shifting your electricity use will differ by type of rate plan, and when and how much less electricity you use.

Conversely, your electric bill will always increase when you use more electricity, but the amount of increase will differ by type of rate plan depending on how much more you use, and for some rate plans, what time of day you use it.



3.1a In the past, have you tried to save money on your bill by reducing your electricity use or by shifting your electricity use to a different time of day?

	Never	Sometimes	Always
Tried to save money on my bill by reducing my electricity use	1	2	3
Tried to save money on my bill by shifting my electricity use	1	2	3

3.1b Have you noticed any savings on your bill from reducing your electricity use or shifting your electricity use to a different time period?

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

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### How your charges vary by type of rate plan

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

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

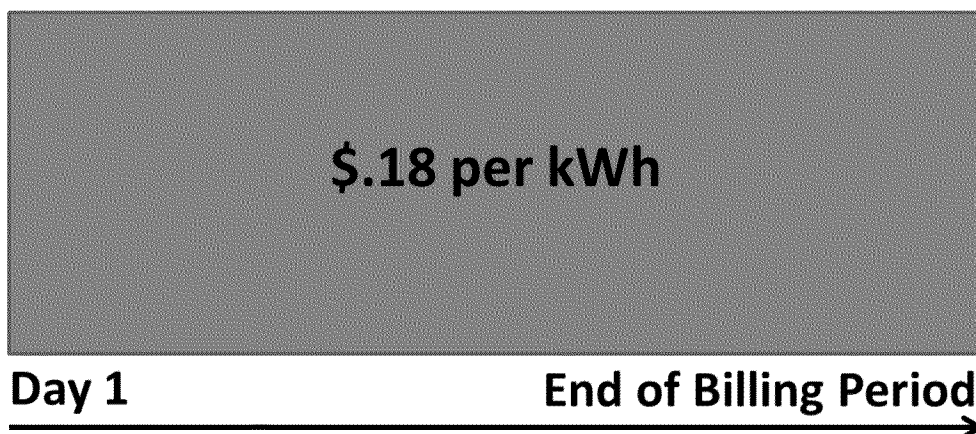
**<Randomize order of FLAT, Two-Tier, and 3-Tier, but 3 tier has to come after 2 tier>**

#### Flat Rate Plan

On a flat rate plan, the price you pay for each unit of electricity (kWh) does not change no matter how much or when you use it during the billing period. You can save money by using less electricity (e.g., by installing CFLs or energy efficient appliances, or turning off lights), but not by shifting your usage between different time periods of the day.

On a flat rate plan, you may pay a higher average rate, but you are also less likely to have unexpected bill increases from month to month and season to season.

Here is an example of a flat rate plan:



*Price per kWh is illustrative only.*

#### How it Works

In the example above, each unit of electricity is charged at \$.18 per kWh at all times of the day during the billing period.

#### Tiered Rate Plan

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On a tiered rate plan, a certain allowance of electricity is available in each billing period at a low rate. If you consume more than the allowance in the billing period, electricity is charged based on higher blocks of electricity called “tiers.” The price per unit (kWh) increases in each higher tier. The average price per unit (kWh) you pay during the billing period, along with what you can save on your bill by reducing your electricity usage, will depend on the total amount of electricity you have used, and the tier that you have reached by the end of the billing period.

On a tiered rate plan, you can save money on your bill by using less electricity over the billing period (e.g., by installing energy efficient lightbulbs or appliances, or turning off lights). This will reduce your overall usage and can also allow you to avoid or delay going into higher priced “tiers”. Shifting your energy use to other time periods during the day would not affect your bill.

If you use less energy than the average, you pay 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 can save more than under a flat rate because your price per kWh is higher than the actual cost of energy.

Tiered rate plans can be good for the environment and help lower electricity prices, because they lower electricity demand, which means fewer new power plants need to

be built.

**<<This sentences only necessary for PG&E, SDG&E and SCE customers>> .**

All << PG&E, SDG&E, SCE>> customers on the low-income CARE rate are currently on a three tiered rate plan, while all non-CARE customers are on a <<four, four, five>> tiered rate plan.

**<<This sentence only necessary for Riverside, LADWP and SMUD customers>> .**

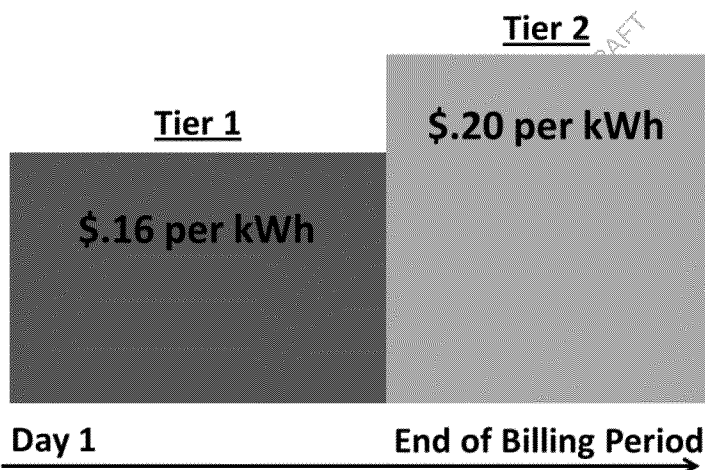
All <<Riverside, LADWP, SMUD >> customers are currently on an <<three, three, two>> tiered rate.

The following describes a two tiered and a three tiered rate plan.

### *Two Tiered Rate Plan*

In a two tiered rate plan, there are two different prices charged per unit (kWh) of electricity: a lower price for an initial allowance of electricity, and higher price for all additional electricity used.

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



*Prices per kWh and tier timeframes are illustrative only. When during the billing period you would move into Tier 2 will depend on how much electricity you consume.*

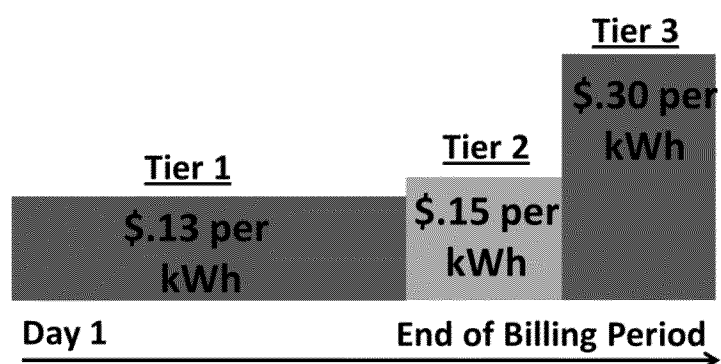
### How it Works

In the example above, the initial allowance of electricity units in Tier 1 is charged at \$.16 per kWh. All additional units in Tier 2 are charged at \$.20 per kWh.

### *Three Tiered Rate Plan*

In a three tiered rate plan the price per unit of electricity (kWh) is lowest for an initial allowance in the first tier. The price per unit (kWh) increases in the second and third tiers.

Here is an example of a three tiered rate plan:



*Prices per kWh and tier timeframes are illustrative only. When during the billing period you would move into Tier 2 and Tier 3 will depend on how much electricity you consume.*

### How it Works

In the example above, the initial allowance of electricity units in Tier 1 is charged at \$.13 per kWh. All electricity used in Tier 2 is charged at \$.15 per kWh. All electricity used in Tier 3 is charged at \$.30 per kWh.

The potential for your bill to go up from consuming more electricity is higher with a three-tier plan than a two-tier plan. The potential to lower your bill by reducing your energy use is greater too if you end up in the third tier.

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 (e.g., fluorescent and 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					
Replacing or cleaning furnace / air conditioning filters		DRAFT			
Reducing air conditioning temperature settings on the thermostat					
Unplugging appliances when not in use					
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:

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

### Time-of-Use Rate Plan

On a Time-of-Use (TOU) rate plan, the price you pay for each unit of electricity (kWh) varies depending on the time of day. Prices are higher during periods when total system demand for electricity is the highest, typically in the afternoon and early evenings during the week. Prices per kWh are lower when people use less electricity, typically in the early mornings, nights and weekends.

You may be able to 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, late evening and weekends. TOU rate plans can be 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.

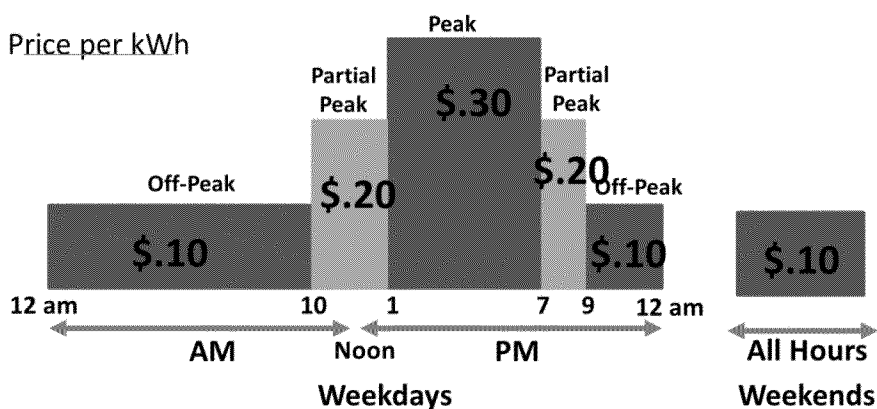
Conversely, if you cannot shift or reduce your electricity usage during peak periods, you may have a higher bill.

A common TOU rate plan has three different time periods:

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

Another common TOU rate plan has only two time periods: on-peak and off-peak.

Here is an example of a three-period TOU rate plan:



Prices per kWh are illustrative only.

### How it Works

In this example, the peak period is between 1 and 7 pm during the week, when all electricity is charged at \$.30 per kWh.

There is also a partial-peak period during the week between the hours of 10 am and 1 pm, and 7 pm and 9 pm when electricity is charged at \$.20 per kWh.

All weekday usage between midnight and 10 am and all weekend usage is charged at the off-peak rate of \$.10 per kWh.

If you can use less electricity during the peak and partial peak periods, and/or shift some of your electricity use to the part-peak and off-peak periods, then you can save 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.

Conversely, if you cannot reduce or shift your electricity usage away from the peak period, you may have a higher bill.

3.4 Do you think you would want to shift your use of these appliances / devices in your household away from peak periods if you could save money and help the environment?

	Don't Have in My House	Present In My Household				
		Have Done in the Past		Can Do In the Future – Ask both for: immediately, and over the next five years		
		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)						

### 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.

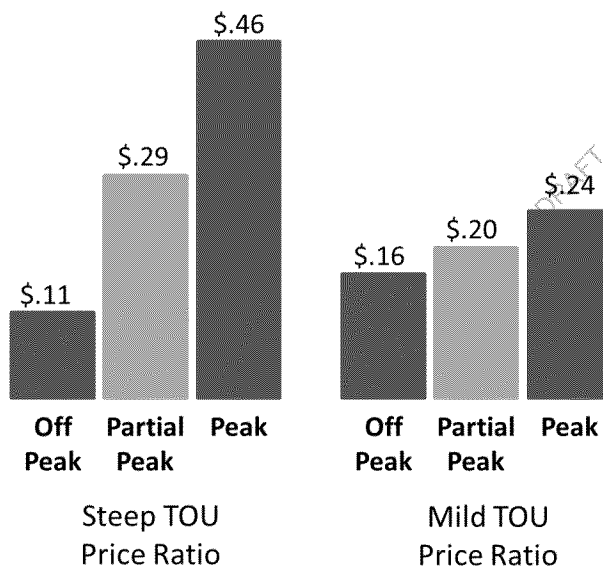
#### *Steep TOU Rate Plan*

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 periods, a steep plan can offer greater bill savings 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 can offer less bill savings 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



*Prices per kWh are illustrative only.*

#### OTHER COMPONENTS OF RATE PLANS

##### Monthly Service Fees

Monthly service fees are typically based on the cost of providing certain services that all customers receive, such as customer service assistance by phone, development of new programs and services for customers, and communications with customers.

A monthly service fee can reduce your ability to save money by lowering or shifting your



energy use, however, it can also help reduce your bills if you use a lot of energy.

### How it Works

For example, with a \$5 monthly service fee, you would pay \$5 whether you use no electricity during the month or a lot of electricity. The \$5 monthly service fee would be combined with your electricity per unit (kWh) charges.

- If your kWh charges were \$95, with a \$5 monthly service fee, your total charges would be \$100.
- If your kWh charges were \$0, your total charges would be \$5.

Many types of subscription-type services have monthly service fees.

### 3.5 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
<b>Water</b>				
<b>Garbage</b>				
<b>Internet</b>				
<b>Cell Phone</b>				
<b>Electricity</b>				
<b>Natural Gas</b>				

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

#### Electricity Demand – kilowatts (kW)

Total demand for electricity by all customers served by a single utility can vary enormously according to time of day or time of year.

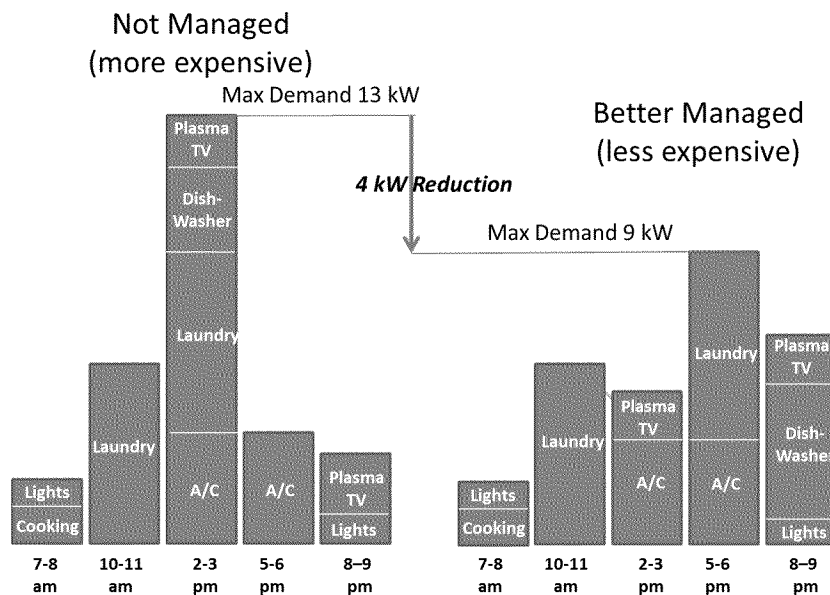
Using an analogy of water flowing through a hose, the hose must be big enough to supply the maximum water demanded at any time. The larger the hose needed, the more expensive it is to construct and maintain the hose. Demand charges make sure customers are charged for the size of the hose that is needed to meet their maximum water need at any time.

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 that will flow through the hose.

For residential customers, kW demand is usually highest 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. Their demand charge is based on the “hose” that must be maintained to meet that highest demand.

You can keep your demand low by spreading out your electricity (kWh) use as evenly as possible. For example, this chart shows how maximum demand can be lowered by spreading out activities such as laundry and dishwashing to other times of the day.



*Actual, relative and temporal demand per end-use is illustrative and will vary based on appliance model, when you are home, and other factors.*

### Calculating Demand Charges

Your maximum demand, or peak demand, will be the maximum kW used during any one hour period during the billing period when you run the most end-uses (appliances, lights, electronics, air conditioning, etc.) at the same time. If you are able to spread out your demand evenly over the month and avoid high peaks, you will minimize your demand charge. If you are unable to avoid high peaks, you will have a higher demand charge. For example, if there is only one day during the billing period where you need to turn on your air conditioning, your demand charge will be based on your maximum demand during an hour when the air conditioning was running, which may be significantly higher than the maximum demand during any other hour during the billing period.

### How it Works

Examples of different methods for calculating a demand charge for the billing period (month) include:

- **Method 1: Maximum kW demand for the billing period (month):** The demand charge is calculated using your maximum demand during any one hour period during the billing period.
- **Method 2: Maximum kW demand greater than a pre-defined kW level for the billing period (month):** The demand charge is calculated using your maximum demand above a certain level during any one hour period during the billing period. If you keep your demand under that level in every hour during the billing period, you would not have a demand charge, but if your demand exceeds that level, you would have to pay a demand charge.

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

	Demand Charge \$ / kW	Max Demand	Billed Amount
<b>Method 1: Maximum kW for the billing period (month)</b>	\$2	10 kW	\$20
		9 kW	\$18
<b>Method 2: Maximum kW for the billing period greater than pre-defined level (9 kW example)</b>	\$2	10 kW	\$20
		9 kW	\$0

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

SELECT ONE

Yes	
No	
Don't Know	

3.7 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 9 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 my energy use behavior will affect my bill.</li> </ul>	
<b>Simple</b>	<ul style="list-style-type: none"> <li>• Does not require a lot of my effort and time to understand how my energy use behavior will affect 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>• Helps protect our air and environment.</li> <li>• Reduces overall electricity use and air pollution</li> </ul>	
<b>Fair</b>	<ul style="list-style-type: none"> <li>• Seems like a fair way to be charged for energy.</li> </ul> <p><b>OPEN ENDED QUESTION:</b> What does a fair way of being charged for energy mean to you?</p>	

## **Section 4**

### **Choice Exercise Introduction**

Now we'd like to ask you about your preference for different rate plan configurations. We're going to show you four different rate plans. These rate plan configurations are based on the material you've been reading about thus far in our survey. Some of these rate plan configurations are not currently available, yet some are. Some of these rate plan configurations you might find very appealing, others less so.

Note that these different rate plans are not rate increases, but merely different ways of billing you for electricity.

Please carefully look at all three rate plans and pick the rate plan that you prefer the most. There will be 14 different screens where you will pick the rate plan you prefer the most. <<**2 Random, 2 Holdout (the same for each participant)**>>

Q 4.1 – Q 4.12

SHOW RANDOMIZED CHOICE TASK.

Please carefully look at all three rate plans and pick the rate plan that you prefer the most.

Thank you! Here's another set of three rate plan configurations.

REPEAT 11 Times

Q 4.13

SHOW HOLDOUT CHOICE TASK

Please carefully look at all three rate plans and pick the rate plan that you prefer the most.

Please tell us why you chose this option. Please be as specific as possible.

Q 4.14

If this electric rate plan 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>	

Q 4.15 Now we'd like to know about how the possible decrease or increase in your bill might affect your rate preferences. Different rate plans have different consequences for individual customers.

To get more savings on your bill, you might need to choose a rate that also has a risk that your bill would go up. Which of the following potential changes in the \$ amount on your bill would you prefer?

- 0% change in \$ amount on my bill
- 5% decrease to a 5% \$ amount on my bill
- 10% decrease to a 10% \$ amount on my bill
- 15% decrease to a 15% \$ amount on my bill
- 20% decrease to a 20% \$ amount on my bill my bill
- 25% decrease to a 25% \$ amount on my bill my bill

Q 4.16 SAME CHOICE SET AS IN Q 4.13.

EXPLANATION OF THE POTENTIAL NEGATIVE BILL IMPACTS FOR THE RATE PLAN THEY CHOSE IF THEY DO NOT ADJUST THEIR ENERGY USE BEHAVIOR. RESPONDENTS ARE ASKED TO MAKE THEIR SELECTION AGAIN WITH THIS INFORMATION IN MIND. FOR EXAMPLE:

- Time of Use: On a Time of Use plan you can save money by shifting your electricity usage from away from peak hours to off-peak hours. Shifting electricity usage in the summer might be more difficult depending on the climate where you live in California. If you can't shift electricity usage away from peak hours then your bill will be higher, if you can shift electricity usage away from peak hours then it will be lower.
- Tiered: On a tiered rate you can save money by lowering your electricity usage, regardless of the time of day. Lowering electricity usage in the summer might be more difficult depending on the climate where you live in California. If you're unable lower your electricity usage, you'll pay higher prices when you go into higher tiers. The more tiers the more possibility for savings or for increased costs.
- Flat rate: On a flat rate you pay the same price regardless of how much electricity you use or when you use it. The amount you pay is not affected by season or by

which part of California in which you live. You may have to pay a premium for this type of rate.

**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.

5.1 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:  
 <Only show top 3 most important from section 3 above>

6.1a

Language I can understand	Semantic 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

	Semantic Differential Scale	
Does not require a lot of my effort and / or time to understand how my energy use behavior will affect my bill.	←-----→	Requires a lot of my effort and / or time to understand how my energy use behavior will affect 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

	Semantic Differential Scale	
I understand how I can change my energy use behavior to save money on my bill and I understand the risks of a higher bill.	←-----→	I don't understand how I can work with this rate plan to save money on my bill and I don't understand the risks of a higher 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 d

	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	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

	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	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

	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	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

	Semantic Differential Scale	



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	

6.1h

Gives me a way to save money on my bill	Semantic Differential Scale ←-----→	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	

6.1i

Fits my lifestyle	Semantic Differential Scale ←-----→	Does not work for me
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	

6.1j

Encourages me help the environment	Semantic Differential Scale ←-----→	Does not encourage me to help the environment
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	

6.1k

This is a fair way to charge me.	Semantic Differential Scale ←-----→	This is not a fair way to charge me.
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	

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

		Semantic Differential Scale	
1	Enough choice	o o o o o o o o	Not enough choice
2	Understandable	o 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 bill?

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

7.2 When you review your monthly electric 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 bill during last summer (May through October)?

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

7.4 What was your average monthly electric bill during last winter (November through April)?

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

7.5 [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 bill that was higher than expected?

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 identify the reason for the high bills, or are you still experiencing higher than expected bills?

SELECT ONE

<input type="checkbox"/>	<b>Made some changes to my energy use habits and HAVE NOT observed more higher than expected bills</b>
<input type="checkbox"/>	<b>Made some changes to my energy use habits and STILL observe more higher than expected bills</b>
<input type="checkbox"/>	<b>Did not make changes to my energy use habits, and HAVE NOT observed more higher than expected bills</b>
<input type="checkbox"/>	<b>Did not make changes to my energy use habits, and STILL observe higher than expected bills</b>

## **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	Do you spend any part of your work day at home?	
	Work at Home All the Time.....	1
	Work at Home Most of the Time.....	2
	Work at Home Sometimes.....	3
	Do Not Work At Home.....	4
D4	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

D5 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

D6 If you are willing to provide this information for demographic use only, we would like to know whether you or anyone in your household has a permanent disability, related to mobility, hearing, vision, cognitive, psychological, or chronic disease?

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

D7 [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).....  
 Balanced Payment Plan.....  
 \_\_\_\_\_.....  
 \_\_\_\_\_.....  
 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.***

We have one last thing to ask you. Would you please provide the account number from your latest electric bill? Doing so is optional, however, will help us better understand your answer to this survey. Your confidentiality will be maintained, and no sales call will result.

Yes, I will provide my account number  
No, I prefer not to.

If yes

Please enter your account number here: \_\_\_\_\_

DRAFT

Thank you for your participation.