

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?	

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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 for each kWh 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 kWh 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 kWh 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? [ROTATE]

Flat rate, meaning you pay the same price for each kWh 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 kWh 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 kWh 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 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

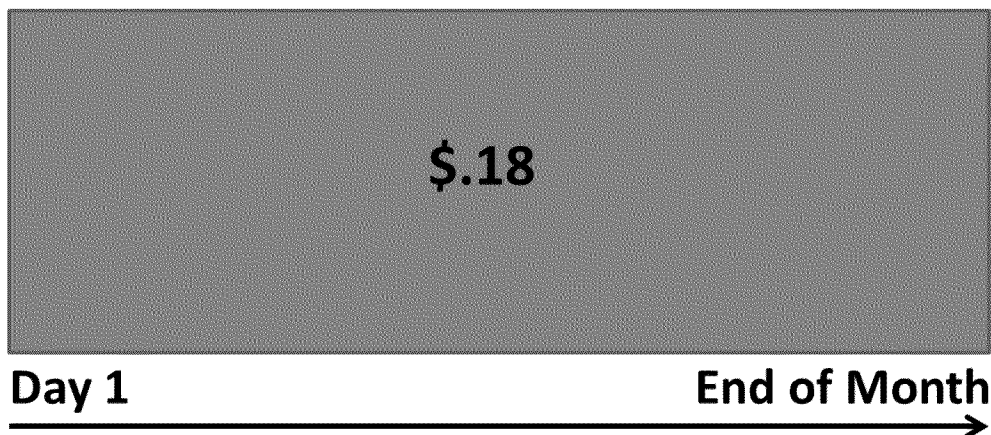
<Randomize order of Flat, 2Tier and 4Tier. 1. Flat, 2Tier, 2. 4Tier / 2Tier, 4 Tier, Flat. 4 tier has to come after 2 tier.>

Flat Rate Plan

On a flat rate plan, the price you pay for each kWh that you use does not change no matter how much or when you use electricity. You pay the same price for electricity no matter the time of day or how much electricity you've used during the billing period. Under a flat rate plan, you can save money by reducing your energy use but your total bill would not be affected by shifting your energy use to another time period as it would on some alternative rate plans.

How it Works

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



Tiered Rate Plan

On a tiered rate plan, a certain amount of electricity is available at a low rate, and then additional electricity, measured in kWh, is priced at a higher rate. Under this plan, you can save money on your bill by using less energy over the month (e.g., by installing CFLs or energy efficient appliances, or turning off lights). Not only does this reduce overall usage, it also allows you to avoid or delay going into higher priced “tiers” where each kWh is more expensive. There is no opportunity to save money on your bill by shifting your energy use to other time periods during the day.

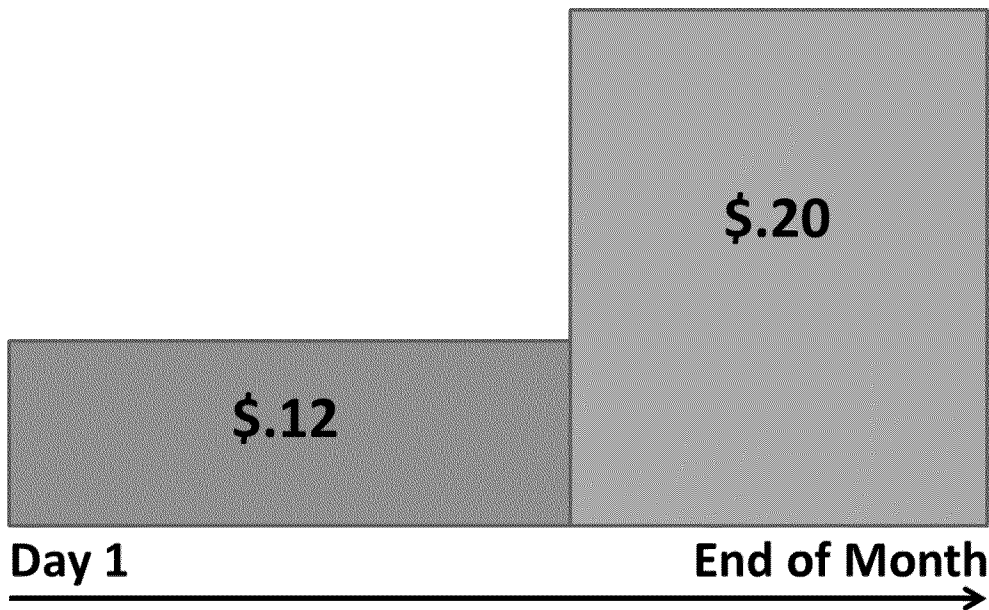
How it Works

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. Within each tier, the price does not change based on the time of day you use each kWh. You begin the monthly billing period in the first tier at a lower price for a fixed allowance of kWh. If 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 per kWh if their electricity use goes up into higher levels during the month. 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 both by using less overall and by staying in the lower priced tiers..

Two-Tiered Rate Plan

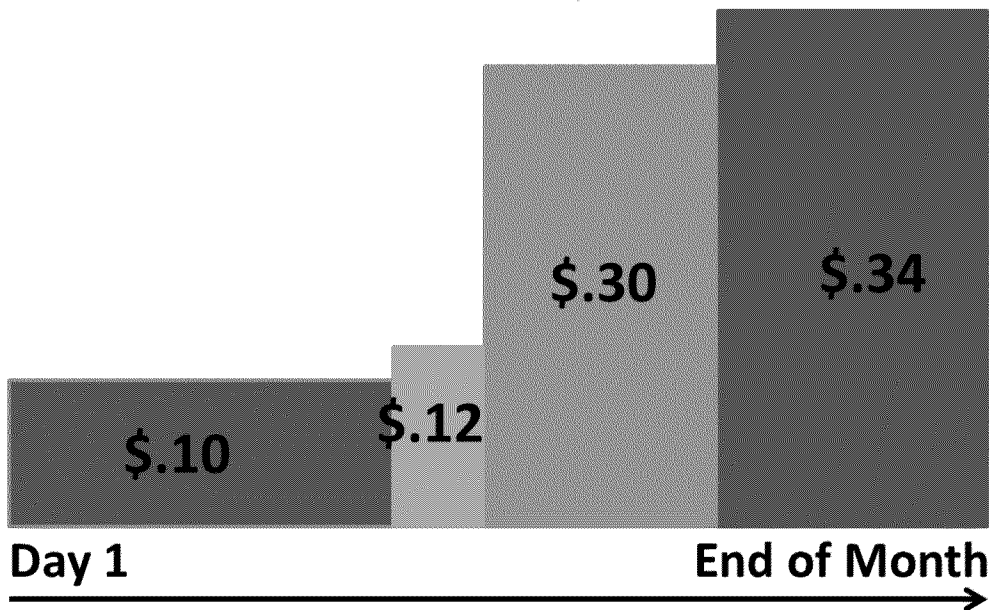
Here is an example of a two-tiered rate plan:



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 three tiered rate plan, the initial allowance of kWh may be less, but the price per kWh would be lower for that tier as well. You can pay up to three different prices per kWh in any month, depending on how much total electricity usage you have over the month. The potential for your bill to go up from consuming high amounts of energy is

more with a three-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, though a customer will always pay less by using less electricity in a tiered rate structure.

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	
Three-tier Plan	
No Preference	

Time-of-Use Rate Plan

On a Time-of-Use (TOU) rate plan, the price for a kWh of electricity will vary depending on when you use it. 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 and late evening rather than during peak periods when prices are higher. You also risk higher bills if you end up consuming more electricity during the peak periods. .

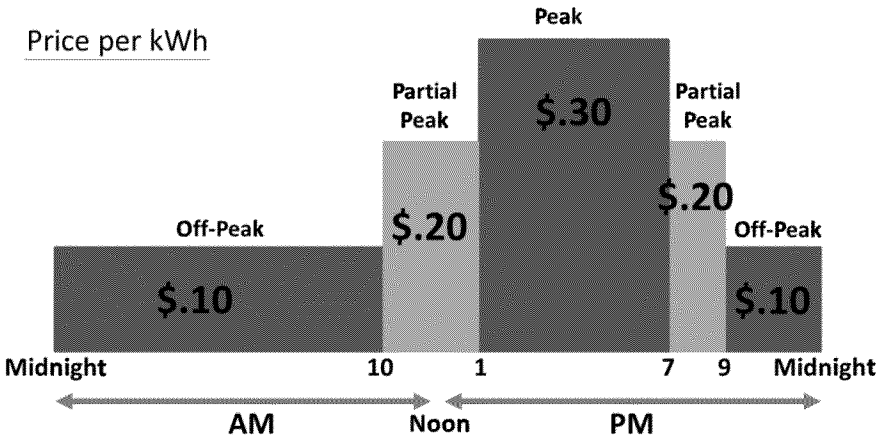
How it Works

With TOU, the price you pay for each unit (kWh) of overall electricity varies depending on the time of day it is used. Prices are higher during periods when overall 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 with three time periods:



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 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. If you use more energy during the peak period, you risk a bill increase.

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.

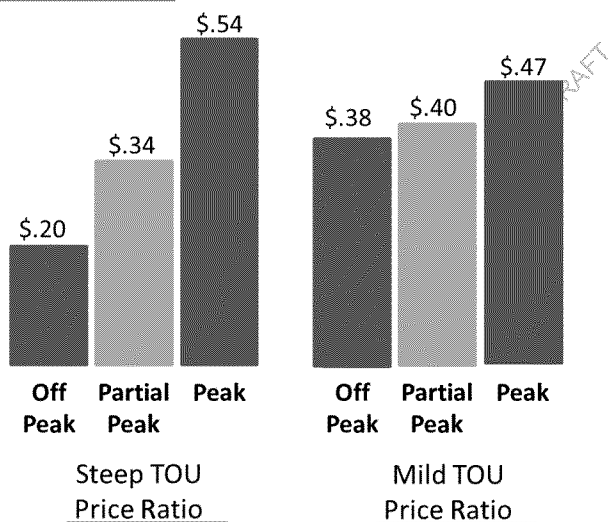
Steep TOU Rate Plan

Under a 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. Depending on your usage pattern, your overall bill may or may not be affected by using less energy over the course of a month.

Mild TOU Rate Plan

Under a 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 compared to a steep TOU rate plan. If you tend to use more electricity during peak periods, a mild plan reduces the risk of a substantially higher bill relative to a steep TOU rate plan, but for those who can limit their usage during peak periods, 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 compared to a steep TOU rate plan, but may still risk a higher bill than other rate structures.

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 electricity you use. With a fixed monthly service fee added to your rate plan, the price per kWh may be lower than it would be on a rate structure without a fixed monthly service fee. A fixed 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

A monthly service fee is a fixed monthly charge that is the same for all customers, no matter how much energy they use.

Many service plans have monthly service fees.

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DEMAND CHARGE

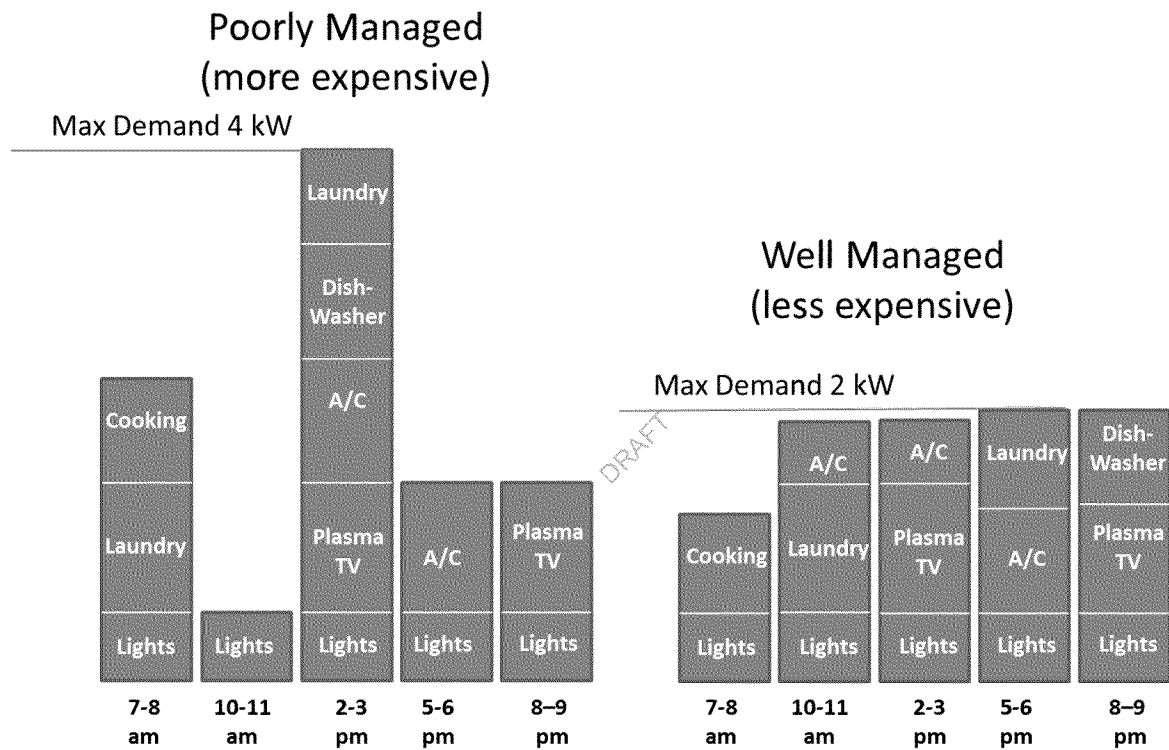
Electricity Demand – kilowatts (kW)

Total demand for electricity by all customers served by a single utility can vary enormously according to time of day or time of year. For example, the system has to be able to deliver a lot more electricity at one time on hot afternoons when many customers are running air conditioners than it does in the middle of the night when air conditioners and other appliances are not running. A demand charge is a fee that customers pay to support a system designed to ensure that each customer will always have enough

electricity to meet their maximum needs.. The demand for electricity, or the amount of electricity needed at any given time, is measured in kilowatts (kW).

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

If overall demand from the electricity system is spread out as evenly as possible, it is less expensive for a utility to operate. Each customer can keep his or her maximum 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.

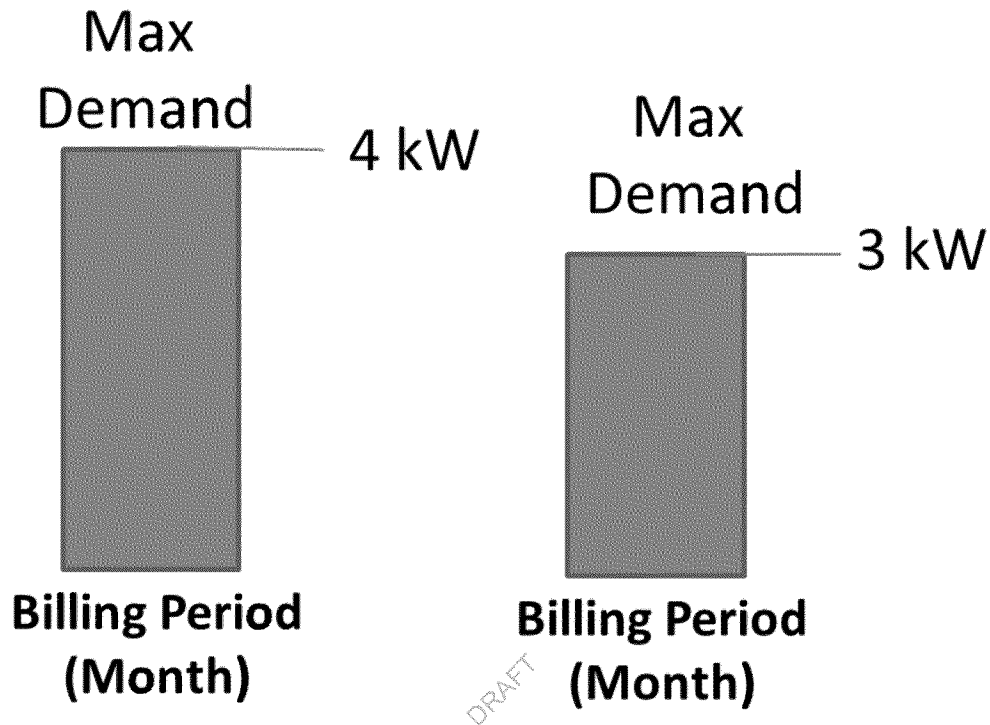


Calculating Demand Charges

Each customer’s maximum demand takes place when the customer uses the most end-uses (appliances, lights, electronics, air conditioning, etc.) at the same time. This results in the highest level of kW consumption. Rate structures that include a Demand Charge add a fee to the customer’s bill based on the highest level of consumption during the month by that customer. 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) would allow 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. While you would have to pay each bill as it arrived, 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				
3Tiered 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, and I understand the risks that I will pay a higher bill	←-----→							I don't understand how I can work with this rate plan to save money on my bill or how I might end up paying more money for 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	0	0	0	0	0	0	0	
Time of Use Rate Plan	0	0	0	0	0	0	0	

6.1f

	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	

6.1g

	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	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

	Semantic Differential Scale	
Fits my lifestyle	←-----→	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	

6.1i

	Semantic 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 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

	Semantic 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 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	<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)	

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
Don't Know		Other: fill in

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

SELECT ONE

<input type="checkbox"/>	Resolved by taking some action to lower my energy use
<input type="checkbox"/>	Did not resolve, but bills returned to normal
<input type="checkbox"/>	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 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

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 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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