

## Residential Rates Customer Survey

Survey length: 25 minutes

**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.

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 about 25 minutes to complete. Most participants will complete this survey in one sitting, but you can stop and resume from the same point at a later time by clicking on the link from the survey invitation.

If you need to stop and then return to the survey, please click on the link that brought you to this survey after you have close your browser. This will bring you to the question you last answered.

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).....	*

### ARIZONA SAMPLES

Arizona Public Services (APS).....	*
Salt River Project (SRP).....	*
San Carlos Irrigation.....	
Tucson Electric Power.....	
Unisource Energy Services.....	

### ONTARIO CANADA SAMPLES

Hydro One.....	*
Some other company.....	

[NEED ONE OF THE “\*” OPTIONS]

**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 programs, payments, and other options provided by your electric utility..... | 3 | NEED |
| None of the above.....  | 4 | TERM |
- [NEED PUNCH 1 or 3]
- S2 To ensure we represent a variety of opinions, which of the following industries do you or other primary earners in your household work for? *Please select all that apply.*
- |  |    |      |
|--|----|------|
| Agriculture.....   | 2  | OK   |
| Banking / insurance / financial services.....            | 3  | OK   |
| Business or professional services / consulting.....      | 5  | OK   |
| Construction / home improvement / contractor.....        | 6  | OK   |
| Education.....   | 7  | OK   |
| Entertainment.....                                       | 9  | OK   |
| City, County, State, or National government.....         | 10 | OK   |
| Healthcare.....  | 11 | OK   |
| High technology / computer programming.....              | 12 | OK   |
| Hospitality / food services.....                         | 14 | OK   |
| Manufacturing.....                                       | 15 | OK   |
| Market research/Marketing/advertising.....               | 16 | TERM |
| Retail.....  | 18 | OK   |
| Utilities such as electrical or gas power companies..... | 20 | TERM |
| Retired.....   | 21 | OK   |
| Unemployed.....  | 22 | OK   |
| None of these.....                                       | 23 | OK   |
- S3 Including you, how many people live in your household?  
 \_\_\_\_\_ (NUMBER BETWEEN 1 AND 20)
- S4 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 |

S5	What is your age?	
	18-24.....	1
	25-34.....	2
	35-44.....	3
	45-54.....	4
	55-64.....	5
	65-74.....	6
	75 or older.....	7
	Prefer not to answer.....	9
S6	What is your annual household income before taxes? This information will help us better understand your answers. [NOTE: NEEDED TO DETERMINE ELIGIBILITY FOR CARE DISCOUNT QUESTIONS]	
	Less than \$15,000.....	1
	\$15,000 to just less than \$22,000.....	2
	\$22,000 to just less than \$30,000.....	3
	\$30,000 to just less than \$38,000.....	4
	\$38,000 to just less than \$46,000.....	5
	\$46,000 to just less than \$54,000.....	6
	\$54,000 to just less than \$62,000.....	7
	\$62,000 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
S7	Are you male or female?	
	Male.....	1
	Female.....	2
S8	What is your zip or postal 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

1 Extremely Dissatisfied.....	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7.....	7
8.....	8
9.....	9
10 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.].

1 Not At All Favorable.....	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7.....	7
8.....	8
9.....	9
10 Extremely Favorable.....	10
Not sure.....	99

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

The next questions will help us understand what you currently know about the way you are charged for electricity use. It's okay if you are not that familiar with this subject. If you are not sure of an answer, just select the option "not sure."

- 2.1a Which of the following electric rate plans have you heard about before this interview? *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
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.

1 Not at all Interested	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 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] \$0-\$1000

### Section 3

#### Introduction to Electric Rate Plans

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

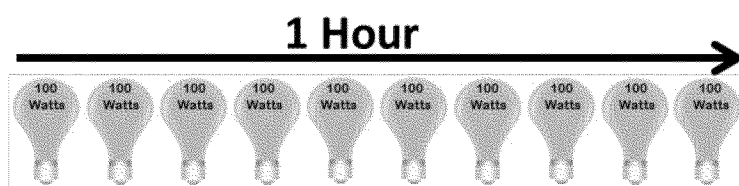
#### kWh / ENERGY USE BEHAVIOR

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.

#### One Unit of Electricity = 1 kWh

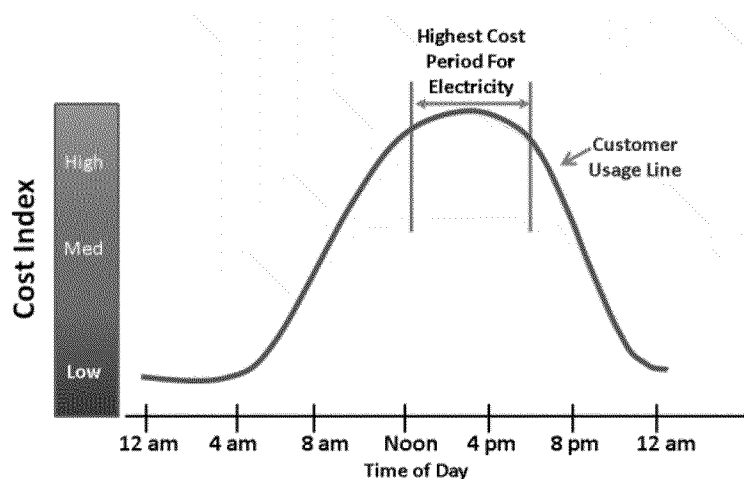


$10 \times 100 \text{ watts} = 1,000 \text{ watt hours} = 1 \text{ kilowatt hour (kWh)}$

#### **<For California participants only>**

*Note: 100 watt light bulbs are no longer sold in California. Using 60 watt light bulbs, you would need to turn off 17 light bulbs to save one kWh.*

#### The Cost to Generate Electricity





- The cost of fuel used for power generation is a major component of the price of electricity.
- As total demand for electricity by all customers increases, utility companies must generate electricity using more costly resources.
- During the “peak” period of the day when the most electricity is being used by customers, the cost is significantly higher.
- And during exceptionally high demand days expensive and less environmentally friendly “peaker” plants need to be brought online.
- In addition, when the peak grows over time, new costly generation plants must be built.

### Energy Use Behaviors

With all rate plans, if you *reduce* your electricity use overall, you can save money. Some rate plans also reflect the range in cost to generate electricity during the day, by saving you money when you *shift* your electricity use away from peak demand periods.

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? RANDOMIZE

	Never	Sometimes	Often
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

**<The next question should only show when the participant did not answer “Never”. If they answered Never once, than that activity should not show in the next question.>**

3.1b How much savings have you noticed on your bill from reducing or shifting your electricity use to a different time period when you...? RANDOMIZE

	A Lot	A Little	None
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

## How your charges vary by type of rate plan

This survey investigates three kinds of rate plans that charge for electricity in different ways:

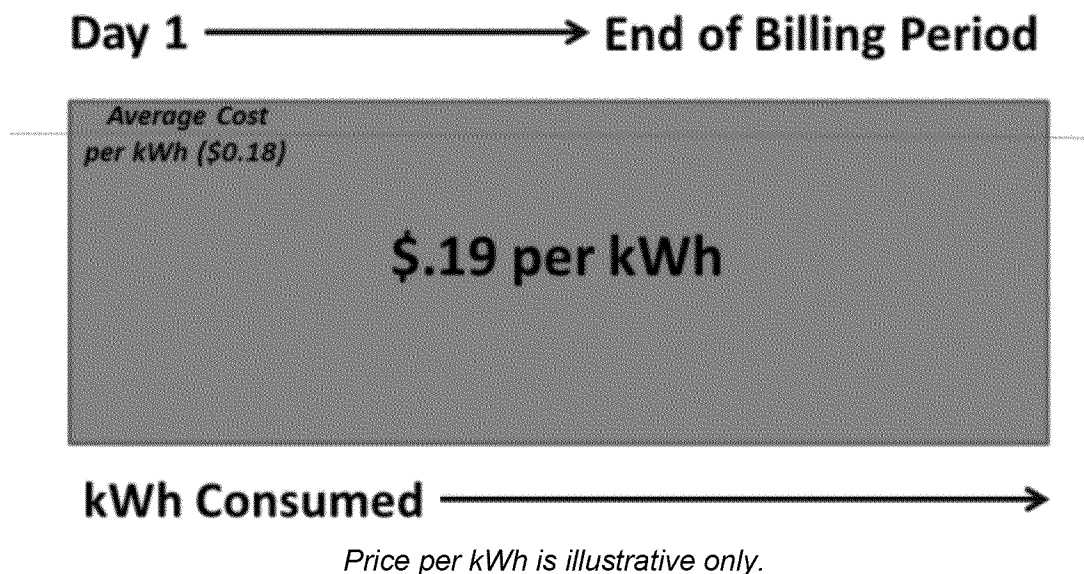
- Flat Rate Plan
- Time-of-Use Rate Plan
- Tiered Rate Plan

We're also investigating a couple different types of charges: Monthly Service Fees and Demand Charges. There will be a section for each of these.

### <Randomize order of FLAT and Tiered>

#### 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 energy efficient light bulbs and appliances, or turning off lights), but not by shifting your usage between different time periods of the day.
- You may pay a higher rate than average cost, but you are also less likely to have unexpected bill increases from month to month and season to season.



#### Tiered Rate Plan

- A certain allowance of electricity is available at the beginning of each monthly billing period at a low rate.
- If you consume more than this allowance, you move into 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 monthly 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 monthly billing period.
- You can save money on your bill by using less electricity over the monthly billing period (e.g., by installing energy efficient light bulbs and appliances, or turning off lights). This will reduce your overall usage and can also help 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.
- Tiered rate plans incentivize people to use less electricity which can help the environment because it means less harmful emissions are released into the air.
- Tiered rate plans range from having 2 to 5 tiers and associated increasing prices per kWh.

Two-Tiered Rate Plan	Three-Tiered Rate Plan
<ul style="list-style-type: none"> <li>• Lower price for an initial allowance of electricity.</li> <li>• Higher price for all additional electricity used.</li> </ul>	<ul style="list-style-type: none"> <li>• Lowest price for an initial allowance in the first tier.</li> <li>• Price increases in the second and third tiers.</li> <li>• You can pay up to three different prices in any billing period.</li> </ul>

*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.*

### 3.2

A) Which energy saving actions have you done in your household in the past 5 years?

B) Which do you think you realistically could implement or do more of in the future?  
 Check all that apply. RANDOMIZE

	A) Done in the Past?	B) Can do in the Future?
Installing and using a programmable thermostat		

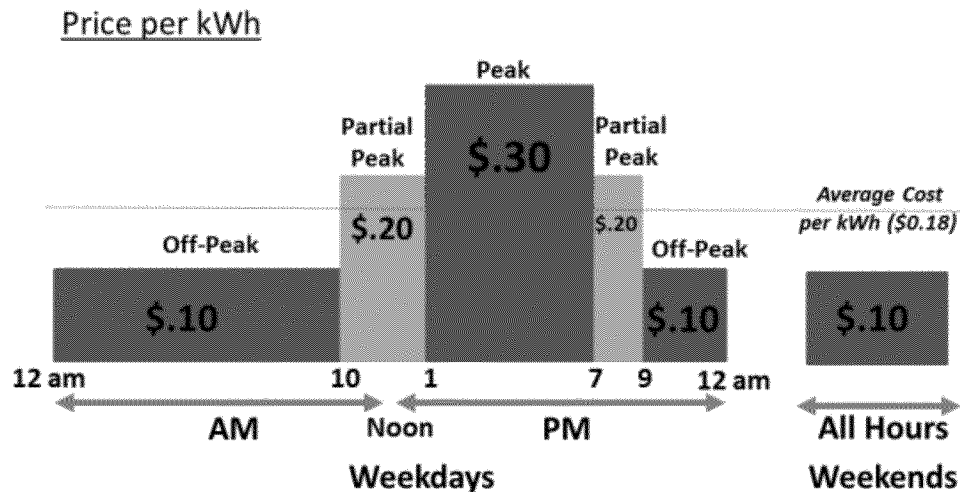
Replacing or cleaning furnace / air conditioning filters		
Reducing air conditioning temperature settings on the thermostat		
Unplugging appliances when not in use		
Installing and using energy saving power strips		
None of these		

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

- The price per 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 by using appliances only during off-peak times like early morning, late evening and weekends.
- Conversely, if you cannot shift or reduce your electricity usage during peak periods, you may have a higher bill.
- Because TOU rate plans charge higher prices during peak periods, people use less energy while the cost is high, which can help the environment and lower electricity prices for everybody because fewer new power plants need to be built.
- TOU rate plans typically have either two or three periods. The example below shows a three period TOU rate plan.



*Prices per kWh are illustrative only.*

3.4 1) Which of these do you currently have in your household? *Check all that apply.*

2A) In the past, have you shifted operation of this end use away from peak demand periods? *Check all that apply.*

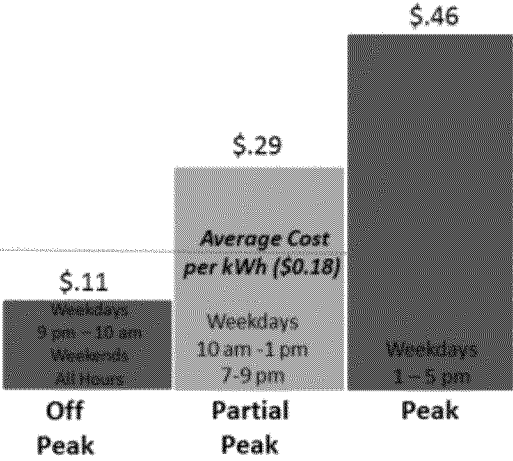
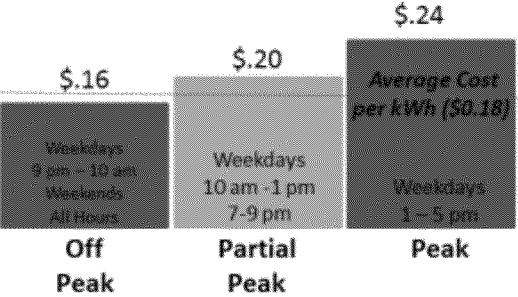
2B) In the future, can you shift operation of this end use away from peak demand periods. *Check all that apply.*

	Have in my house	A) Have shifted use in the past away from peak period	B) Can shift in the future away from peak period
Clothes Washer			
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.

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<p style="text-align: center;"><u>Price per kWh</u></p>  <p style="text-align: center;"><b>Steep TOU Price Ratio</b></p>	<p style="text-align: center;"><u>Price per kWh</u></p>  <p style="text-align: center;"><b>Mild TOU Price Ratio</b></p>
<ul style="list-style-type: none"> <li>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.</li> <li>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</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> <li>If you are typically home on afternoons during the week, a mild TOU rate plan can help limit the potential for a higher bill.</li> </ul>

*Prices per kWh are illustrative only.*

## OTHER COMPONENTS OF RATE PLANS

### Monthly Service Fees

- Typically based on the cost of providing certain services that all customers receive regardless of how much electricity they use, such as your connection to the grid, billing, customer service assistance, and communications.
- Other subscription-type services can have monthly fees, such cell phone plans, water service, etc.
- The price per kWh may be slightly lower than it would be on a rate structure without 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.

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

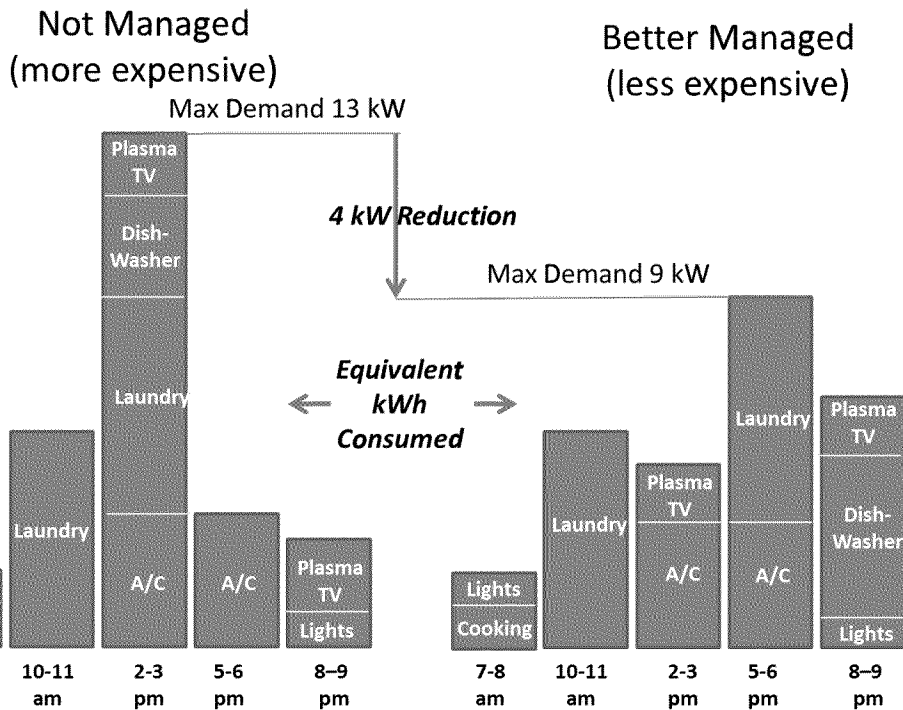
	Monthly Service Fee Included in Plan?			
	Yes	No	Not Sure	Don't Have
Electricity				
Natural Gas				

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

This is the last information section to read. Thank you for staying with us!

#### Electricity Demand – kilowatts (kW)

- Total demand for electricity by all customers can vary enormously according to time of day or time of year.
- 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.
- 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, while still using the same amount of electricity.



*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.

Examples of how your demand charge could be calculated:

Demand Charge \$ / kW	Max Demand	Billed Amount
\$2	10 kW	\$20
\$2	9 kW	\$18

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



SELECT ONE

Yes	
No	
Not sure	

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 choose the three most important factors from the following:

RANDOMIZE ALL

<b>Understandable</b>	In language I can understand.	
<b>Simple</b>	Does not require a lot of effort to understand how my energy use behavior will affect my bill.	
<b>Stable</b>	Will not cause my bill to change a lot from month to month, or from season to season (winter / summer).	
<b>Predictable</b>	I know about how much my bill amount should be each month.	
<b>Worry-Free</b>	I don't need to pay attention to when during the day or month I use energy.	
<b>Saves Money</b>	Provides opportunity to save money on my bill by changing my energy use behavior.	
<b>Works for Me</b>	Fits my habits and lifestyle.	
<b>Green</b>	Helps protect our air and environment.	
<b>Fair</b>	Seems like a fair way to be charged for energy.	
<b>Reflects Cost of Electricity</b>	Encourages me to use less electricity during peak periods when it costs the most.	

**3.8. What does a fair way of being charged for energy mean to you?**

**OPEN ENDED QUESTION:**

**Section 4**

**Choice Exercise Introduction**

Now we're going to show you three different rate plans. These rate plan configurations are based on the material you've been reading about in our survey.

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

The rate plan configurations are going to be randomly generated. Some of the rate plan configurations will look similar to others you may have seen before, but they will all be different, even if they are only slight differences. Please pay attention to the differences between the rate plan configurations.

**<<12 Random, 1 Holdout (the same for each participant)>>**

Q 4.1 – Q 4.12

SHOW 1<sup>st</sup> RANDOMIZED CHOICE TASK.

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

SHOW 2<sup>nd</sup> RANDOMIZED CHOICE TASK.

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

SHOW 3<sup>rd</sup> RANDOMIZED CHOICE TASK.

Now we're going to show you 10 more of these preference tasks.

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

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>Not sure</b>	

Q 4.15 Now we'd like to ask about how your choice of rate plan might be affected by the possibility that your bill might change. Different rate plans can have different consequences for individual customers.

Getting a lower bill by switching to a new rate plan may require you to change your energy use behavior. At the same time, if you do not change your energy use behavior, your bill might go up. Which combination of potential savings versus potential for a higher bill would you prefer if switching to a new rate plan?

If I switched to a new rate plan I would like the dollar amount of my bill to have the potential to:

- ...Stay the same. I am not willing to risk a higher bill for potential savings.
- ...Decrease by 5%, but increase no more than 5%
- ...Decrease by 10%, but increase no more than 10%
- ...Decrease by 15%, but increase no more than 15%
- ...Decrease by 20%, but increase no more than 20%
- ...Decrease by 25%, but increase no more than 25%

**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.

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
<b>2 Tiered Rate</b>				
<b>3 Tiered Rate</b>				
<b>Flat Rate</b>				
<b>Steep TOU Rate</b>				
<b>Mild TOU Rate</b>				

**SECTION 6 DELETED DUE TO TIME CONSIDERATIONS**

**Section 7**

**BILL REVIEW HABITS AND BILL IMPACTS**

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)

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

\_\_\_\_(RECORD NUMBER 0-9999)

7.5 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 \$9</b>	
<b>\$10 to \$19</b>	
<b>\$20 to \$29</b>	
<b>\$30 to \$39</b>	
<b>\$40 to \$49</b>	
<b>\$50 to \$74</b>	
<b>\$75 to \$99</b>	
<b>More than \$100</b>	
<b>Not sure</b>	

7.6 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>Something else:</b>	
<b>I did not take action</b>		

Can't recall	
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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 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
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
Prefer not to answer.....	9

D7 [IF D6=YES] In which category would you classify the disability?

Mobility.....	1
Hearing.....	2
Vision.....	3
Cognitive (learning or mental).....	4
Psychological.....	5
Chronic disease.....	6
Other (Specify:____).....	7
Not sure / Prefer not to answer.....	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 or does your family own or rent your home?

Own.....	1
Rent.....	2

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

\_\_\_\_\_ Record year (1800-2013)

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

- CARE or FERA (discount for low-income customers) (CA)..... 1
- Low-income Discount (Non-CA)..... 2
- Electric Vehicle rate plan..... 3
- Time Of Use rate plan..... 4
- Solar or Net Energy Metering (NEM) rate plan (CA)..... 5
- Solar Rate (non-CA)..... 6
- SmartRate Plan (PG&E ONLY)..... 7
- Balanced Payment Plan..... 8
- Automatic Payment Service..... 9
- None of these..... 10
- Not sure..... 11

[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..... 3
- No, I do not..... 4

**<Insert 3.2 and 3.4 here for unexposed customers.>**

H7 **OPTIONAL <Only include this question for SCE & PG&E customers>**

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, it 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: \_\_\_\_\_

H8 **OPTIONAL**

What was your general impression of this survey?

Thank you for your participation.