

California Residential Rate OIR Study

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>>>Core \*PG&E\* Only<<<

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>>>Core \*PG&E\* Only<<<

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>>>Core \*PG&E\* Only<<<

Table Q1.1t3 Page 30.....Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? TOP 3 BOX SUMMARY  
>>>Core \*PG&E\* Only<<<

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>>>Core \*PG&E\* Only<<<

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>>>Core \*PG&E\* Only<<<

Table Q1.1\_R3 Page 35.....Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? Communicating rate changes in a timely manner  
>>>Core \*PG&E\* Only<<<

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>>>Core \*PG&E\* Only<<<

Table Q1.1\_R5 Page 39.....Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? Keeping my lights on / no power outages  
>>>Core \*PG&E\* Only<<<

Table Q1.2 Page 41.....Q1.2 - 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 PG&E/SCE/SDG&E.  
>>>Core \*PG&E\* Only<<<

Table Q2.1A Page 43.....Q2.1a - Which of the following electric rate plans have you heard about before this interview? Check all that apply.  
>>>Core \*PG&E\* Only<<<

Table Q2.1B Page 44.....Q2.1b - Which of the following best describes your electric rate plan for your home? Check all that apply.  
>>>Core \*PG&E\* Only<<<

Table Q2.1C Page 45.....Q2.1c - Which of the following rate plans would work best for you?  
>>>Core \*PG&E\* Only<<<

Table Q2.4 Page 46.....Q2.4 - How much of a savings on an annual basis would it take to get you to switch to a new rate plan?  
>>>Core \*PG&E\* Only<<<

Table Q3.1A\_R1 Page 48...Q3.1a - 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? Tried to save money on my bill by reducing my electricity use  
>>>Core \*PG&E\* Only<<<

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Table Q3.1A\_R2 Page 49...Q3.1a - 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? Tried to save money on my bill by shifting my electricity use  
>>>Core \*PG&E\* Only<<<

Table Q3.1B\_R1 Page 50...Q3.1b - How much savings have you noticed on your bill from reducing or shifting your electricity use to a different time period when you...? Tried to save money on my bill by reducing my electricity use  
BASE: Sometimes/Often from Q3.1a (reduce electricity use)  
>>>Core \*PG&E\* Only<<<

Table Q3.1B\_R2 Page 51...Q3.1b - How much savings have you noticed on your bill from reducing or shifting your electricity use to a different time period when you...? Tried to save money on my bill by shifting my electricity use  
BASE: Sometimes/Often from Q3.1a (shift electricity use)  
>>>Core \*PG&E\* Only<<<

Table Q3.2A Page 52.....Q3.2a - A) Which energy saving actions have you done in your household in the past 5 years? Check all that apply.  
>>>Core \*PG&E\* Only<<<

Table Q3.2B Page 54.....Q3.2b - B) Which do you think you realistically could implement or do more of in the future? Check all that apply.  
>>>Core \*PG&E\* Only<<<

Table Q3.3 Page 56.....Q3.3 - Which of the following rate plans do you think would work the best for you? Choose One:  
>>>Core \*PG&E\* Only<<<

Table Q3.4A Page 57.....Q3.4a - Which of these do you currently have in your household? Check all that apply.  
>>>Core \*PG&E\* Only<<<

Table Q3.4BA Page 59.....Q3.4ba - A) In the past, have you shifted operation of this end use away from peak demand periods? Check all that apply.  
BASE: Those with each type of appliance/electronic devise  
>>>Core \*PG&E\* Only<<<

Table Q3.4BB Page 61.....Q3.4bb - B) In the future, can you shift operation of this end use away from peak demand periods? Check all that apply.  
BASE: Those with each type of appliance/electronic devise  
>>>Core \*PG&E\* Only<<<

Table Q3.5\_R1 Page 63....Q3.5 - Which of the following services charges you a monthly service fee? Electricity  
>>>Core \*PG&E\* Only<<<

Table Q3.5\_R2 Page 64....Q3.5 - Which of the following services charges you a monthly service fee? Natural Gas  
>>>Core \*PG&E\* Only<<<

Table Q3.6 Page 65.....Q3.6 - Does a demand charge apply to your current electric bill?  
>>>Core \*PG&E\* Only<<<

Table Q3.7A Page 66.....Q3.7a - If you were comparing electric rate plans, what would be the most important factors you would consider in choosing the plan for your household? Select top three.  
>>>Core \*PG&E\* Only<<<

Table Q4\_FIXED Page 68...Q4\_Fixed1 - Please carefully look at all three rate plans and pick the rate plan that you prefer the most.  
>>>Core \*PG&E\* Only<<<

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Table Q4.14 Page 69.....Q4.14 - Here is the rate plan you just selected: SHOW GRAPHIC If this electric rate plan were available today, how likely would you be to switch from your current electric rate plan?  
>>>Core \*PG&E\* Only<<<

Table Q4.15 Page 72.....Q4.15 - 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...  
>>>Core \*PG&E\* Only<<<

Table Q5.1A Page 73.....Q5.1a - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? No TBYP Included  
>>>Core \*PG&E\* Only<<<

Table Q5.1B Page 75.....Q5.1b - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? 12 Months TBYP Included 2 Tiered Rate  
>>>Core \*PG&E\* Only<<<

Table Q7.2 Page 77.....Q7.2 - When you review your monthly electricity bill/electricity and gas bill, which of the following do you typically do? Select all that apply .  
>>>Core \*PG&E\* Only<<<

Table Q7.3 Page 78.....Q7.3 - Thinking about the last year, what was your average monthly electricity bill/electricity and gas bill during last summer (May through October)?  
>>>Core \*PG&E\* Only<<<

Table Q7.4 Page 80.....Q7.4 - What was your average monthly electricity bill/electricity and gas bill during last winter (November through April)?  
>>>Core \*PG&E\* Only<<<

Table Q7.5 Page 82.....Q7.5 - When your electricity bill/electricity and gas bill is more than the average amount or what you were expecting, how much of an increase gets your attention?  
>>>Core \*PG&E\* Only<<<

Table Q7.6 Page 84.....Q7.6 - How often in the past 12 months have you received an electricity bill/electricity and gas bill that was higher than expected?  
>>>Core \*PG&E\* Only<<<

Table Q7.7 Page 85.....Q7.7 - Did you take action when you noticed a higher than expected bill?  
BASE: Those that at least rarely notice a higher than expected bill  
>>>Core \*PG&E\* Only<<<

Table QD1 Page 86.....QD1 - What is the last year of school you completed?  
>>>Core \*PG&E\* Only<<<

Table QD2 Page 88.....QD2 - What is your current employment status?  
>>>Core \*PG&E\* Only<<<

Table QD3 Page 90.....QD3 - Do you spend any part of your work day at home?  
>>>Core \*PG&E\* Only<<<

Table QD4 Page 91.....QD4 - What do you consider your ethnicity to be?  
>>>Core \*PG&E\* Only<<<

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Table QD5 Page 93.....QD5 - What languages do you speak in your home?  
>>>Core \*PG&E\* Only<<<

Table QD6 Page 95.....QD6 - 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?  
>>>Core \*PG&E\* Only<<<

Table QD7 Page 96.....QD7 - In which category would you classify the disability?  
BASE: Those that report a disability  
>>>Core \*PG&E\* Only<<<

Table QH1 Page 98.....QH1 - Which of the following best describes the type of home you live in?  
>>>Core \*PG&E\* Only<<<

Table QH2 Page 100.....QH2 - Do you or does your family own or rent your home?  
>>>Core \*PG&E\* Only<<<

Table QH3 Page 101.....QH3 - Approximately in what year was your home built? Record the nearest decade if not known exactly. Record year:  
>>>Core \*PG&E\* Only<<<

Table QH4 Page 103.....QH4 - Are you enrolled on any of these special electric rate plans?  
>>>Core \*PG&E\* Only<<<

Table QH5 Page 105.....QH5 - Do you plan to add the following in the next 12 months?  
>>>Core \*PG&E\* Only<<<

Table QH7 Page 106.....QH7 - We have one last thing to ask you. Would you please provide the account number from your latest electricity bill/electricity and gas bill? Doing so is optional, however, it will help us better understand your answer to this survey...  
>>>Core \*PG&E\* Only<<<

Table QPC1 Page 107.....QPC1 - Two final questions for you. First, how much did you enjoy taking this survey?  
>>>Core \*PG&E\* Only<<<

California Residential Rate OIR Study

Study number/Augment group >>>Weighted<<<  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Core	830	277	153	218	165	16
	87%	85%	97%	85%	84%	97%
NET: Spanish	126	49	5	38	32	1
	13%	15%	3%	15%	16%	3%
Spanish (uSamp)	126	49	5	38	32	1
	13%	15%	3%	15%	16%	3%

California Residential Rate OIR Study

Study number/Augment group >>>Unweighted<<<  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
TOTAL	717	261	139	166	137	13
TOTAL ANSWERING	717	261	139	166	137	13
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Core	666	244	136	151	122	12
	93%	93%	98%	91%	89%	92%
NET: Spanish	51	17	3	15	15	1
	7%	7%	2%	9%	11%	8%
Spanish (uSamp)	51	17	3	15	15	1
	7%	7%	2%	9%	11%	8%

California Residential Rate OIR Study

IOU Quota >>>Weighted<<<  
>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956 100%	326 100%	158 100%	257 100%	198 100%	17 100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
PG&E	956 100%	326 100%	158 100%	257 100%	198 100%	17 100%



California Residential Rate OIR Study

IOU Quota >>>Unweighted<<<  
>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
TOTAL	717	261	139	166	137	13
TOTAL ANSWERING	717 100%	261 100%	139 100%	166 100%	137 100%	13 100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
PG&E	717 100%	261 100%	139 100%	166 100%	137 100%	13 100%

California Residential Rate OIR Study

Climate Zone based on Zip Code, as defined by the California Energy Commission  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
#1 Coastal Northern California (Crescent City, Eureka, Mendocino)	18 2%	18 5%	-	-	-	-
		CDEF				
#2 Inland Coastal Northern California (Ukiah, Santa Rosa, Napa)	64 7%	-	64 41%	-	-	-
			BDEF			
#3 Bay Area/Northern Central Coast (Point Reyes, Oakland, Santa Cruz, Big Sur)	274 29%	274 84%	-	-	-	-
		CDEF				
#4 Inland Central Coast (San Jose, Hollister, Paso Robles)	94 10%	-	94 59%	-	-	-
			BDEF			
#5 Southern Central Coast (Cambria, Santa Maria, Santa Ynez)	34 4%	34 10%	-	-	-	-
		CDEF				
#6 Extreme Coastal Southern California (Santa Barbara, Santa Monica, San Clemente)	1 *%	-	-	-	-	-
#11 Northern Inland Valley (Redding, Chico, Yuba City)	61 6%	-	-	-	61 31%	-
					BCDF	

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Climate Zone based on Zip Code, as defined by the California Energy Commission  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
#12 Northern Central Valley (Sacramento, Concord, Stockton, Merced)	257 27%	-	-	257 100%	-	-
#13 Southern Central Valley (Medera, Fresno, Visalia, Bakersfield)	127 13%	-	-	-	127 64%	-
					BCDF	
#14 High Desert (Palmdale, Barstow, Joshua Tree, Julian)	1 *%	-	-	-	1 *%	-
#16 High Mountains (Mount Shasta, Bishop, Big Bear, Idyllwild)	9 1%	-	-	-	9 4%	-
					BCDF	
Unknown	17 2%	-	-	-	-	17 100%

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
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California Residential Rate OIR Study

Urban/Rural Code  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
Rural	256	43	39	102	72	-
	27%	13%	25%	40%	36%	
		F	bF	BCF	BF	
Suburban	89	36	13	24	15	-
	9%	11%	8%	9%	8%	
		F	F	F	F	
Urban	572	246	105	127	94	-
	60%	75%	66%	49%	47%	
		DEF	DEF	F	F	
Not for general delivery	17	-	1	3	12	-
	2%		1%	1%	6%	
					BcF	
Unknown	21	-	-	-	5	17
	2%				2%	100%
					BCD	E

Comparison Groups: BCDEF

Independent Z-Test for Percentages

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California Residential Rate OIR Study

County  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956 100%	326 100%	158 100%	257 100%	198 100%	17 100%
Alameda	100 10%	90 28% CDEF	-	10 4%	-	-
Amador	3 *%	-	-	3 1%	-	-
Butte	19 2%	-	-	-	19 9% BCDF	-
Calaveras	3 *%	-	-	3 1%	-	-
Contra Costa	84 9%	18 6% CEF	-	66 26% BCEF	-	-
El Dorado	22 2%	-	-	22 8% BCEF	-	-
Fresno	61 6%	-	-	-	61 31% BCDF	-
Glenn	5 1%	-	-	-	5 3% BCDF	-

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
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County  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Humboldt	17 2%	17 5% CDEF	1 *%	-	-	-
Kern	50 5%	-	-	-	50 26% BCDF	-
Kings	1 *%	-	-	-	1 *%	-
Lake	8 1%	-	8 5% BDEF	-	-	-
Lassen	3 *%	-	-	-	3 2%	-
Madera	6 1%	-	-	-	6 3%	-
Marin	14 2%	6 2% def	8 5%	-	-	-
Mariposa	4 *%	-	-	4 1%	-	-
Mendocino	6 1%	1 *%	5 3% bdef	-	-	-
Merced	20 2%	-	-	20 8% BCEF	-	-

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
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 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

County  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Monterey	19 2%	19 6% CDEF	-	-	-	-
Napa	5 1%	-	5 3%	-	-	-
Nevada	8 1%	-	-	-	8 4% bcdf	-
Placer	21 2%	-	-	-	21 11% BCDF	-
Sacramento	3 *%	-	-	3 1%	-	-
San Benito	11 1%	-	11 7% BDEF	-	-	-
San Francisco	59 6%	59 18% CDEF	-	-	-	-
San Joaquin	51 5%	-	-	51 20% BCEF	-	-
San Luis Obispo	25 3%	19 6% DEF	6 4%	-	-	-

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
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 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

County  
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	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
San Mateo	63 7%	63 19% CDEF	-	-	-	-
Santa Barbara	16 2%	15 5% CDEF	-	-	-	-
Santa Clara	77 8%	1 *%	77 49% BDEF	-	-	-
Santa Cruz	13 1%	13 4% cdef	-	-	-	-
Solano	45 5%	5 2% CEF	-	40 16% BCEF	-	-
Sonoma	38 4%	-	38 24% BDEF	-	-	-
Stanislaus	8 1%	-	-	8 3% BCEF	-	-
Sutter	2 *%	-	-	-	2 1%	-
Tehama	8 1%	-	-	-	8 4% BCDF	-

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
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County  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Tulare	5 1%	-	-	-	5 3%	-
Tuolumne	6 1%	-	-	6 3%	-	-
Yolo	21 2%	-	-	21 8%	-	-
				BCEF		
Yuba	4 *%	-	-	-	4 2%	-
Unknown	21 2%	-	-	-	5 2%	17 100%
					BCD	E

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
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Age By Income Quota  
 >>>Core \*PG&E\* Only<<<

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TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
1t25u30k	37	12	3	9	14	-
	4%	4%	2%	3%	7%	
		F			cF	
1t25b3075k	29	13	3	11	1	-
	3%	4%	2%	4%	1%	
		eF		F		
1t25b75kp	12	10	1	1	-	-
	1%	3%	1%	*%		
		DEF				
b2544u30k	106	59	3	22	22	-
	11%	18%	2%	9%	11%	
		CDeF		cF	CF	
b2544b3075k	152	45	29	53	23	2
	16%	14%	18%	21%	11%	10%
b2544b75kp	71	34	16	15	5	1
	7%	10%	10%	6%	3%	7%
		e				
b4564u30k	133	43	13	22	54	1
	14%	13%	8%	9%	27%	3%
					BCDf	

Comparison Groups: BCDEF

Independent Z-Test for Percentages

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Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Age By Income Quota  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
b4564b3075k	87 9%	27 8%	17 11%	22 8%	20 10%	2 10%
b4564b75kp	156 16%	54 17%	35 22%	42 16%	24 12%	-
		F	F	F	F	
o64u30k	75 8%	12 4%	18 11%	22 8%	18 9%	6 34%
			B			b
o64b3075k	56 6%	5 2%	9 6%	23 9%	12 6%	6 35%
				B		Bce
o64b75kp	42 4%	11 3%	10 6%	17 7%	5 2%	-
			F	F		

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QS2 - Which of the following companies provides your household electricity?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
NET: CA IOUs	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
Pacific Gas & Electric Company (PG&E)	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%

California Residential Rate OIR Study

QS1 - In your household, which of the following activities are you involved in?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Reviewing and/or paying the monthly electricity bill/electricity and gas bill	908	305	149	245	192	17
	95%	94%	94%	95%	97%	100%
						BCD
Calling your electricity/electricity and gas utility company when there is a problem	670	217	118	177	142	15
	70%	67%	75%	69%	72%	90%
Making decisions about programs, payments, and other options provided by your electricity/electricity and gas	687	230	124	175	142	15
	72%	71%	78%	68%	72%	90%

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QS3 - 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.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Agriculture	257	89	37	59	71	1
	27%	27%	23%	23%	36%	6%
					cdf	
Banking / insurance / financial services	403	113	80	115	83	13
	42%	35%	50%	45%	42%	76%
			B			b
Business or professional services / consulting	201	85	34	42	38	2
	21%	26%	21%	16%	19%	11%
		d				
Construction / home improvement / contractor	170	68	14	49	37	2
	18%	21%	9%	19%	19%	14%
		C		c	c	
Education	148	42	23	52	30	1
	16%	13%	14%	20%	15%	8%
Entertainment	27	13	2	10	2	-
	3%	4%	1%	4%	1%	
		F		f		
City, County, State, or National government	77	19	11	33	14	-
	8%	6%	7%	13%	7%	
		F	F	bF	F	

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

QS3 - 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.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Healthcare	104 11%	45 14% DF	32 20% DeF	7 3%	20 10% dF	-
High technology / computer programming	43 5%	16 5%	19 12% DE	6 2%	2 1%	1 3%
Hospitality / food services	43 5%	14 4% F	8 5% f	10 4% F	12 6% F	-
Manufacturing	41 4%	21 6% E	5 3%	12 5%	2 1%	1 3%
Market research / marketing / advertising	-	-	-	-	-	-
Retail	76 8%	22 7% F	9 6% F	27 11% F	18 9% F	-
Utilities such as electrical or gas power companies	-	-	-	-	-	-
Retired	252 26%	52 16%	45 28% b	80 31% B	62 32% B	13 75% BCde
Unemployed	75 8%	16 5% F	13 8% F	19 7% F	26 13% BF	-

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

QS3 - 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.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
None of these	176	80	23	48	24	-
	18%	25%	15%	19%	12%	
		cEF	F	F	F	

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA



California Residential Rate OIR Study

QS4 - Including you, how many people live in your household?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
1	201	76	37	45	41	1
	21%	23%	23%	18%	21%	6%
NET: 2 or more	755	249	122	212	157	16
	79%	77%	77%	82%	79%	94%
2	386	105	73	114	82	13
	40%	32%	46%	44%	41%	76%
			b	b		b
NET: 3 or more	368	144	49	98	75	3
	39%	44%	31%	38%	38%	18%
		c				
3	159	70	26	29	33	1
	17%	22%	17%	11%	17%	3%
		D				
4	126	50	11	35	28	2
	13%	15%	7%	14%	14%	10%
		c				
5 or more	83	24	11	33	14	1
	9%	7%	7%	13%	7%	4%
Statistics Base	956	326	158	257	198	17

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

QS4 - Including you, how many people live in your household?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Mean	2.6	2.6 C	2.4	2.7 C	2.5	2.3
Standard Deviation	1.5	1.7	1.4	1.4	1.2	0.9
Median	2.0	2.0	2.0	2.0	2.0	2.0

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QS5 - About how many square feet is your home?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
NET: Up to 1,499 sq ft	432	173	67	85	101	6
	45%	53%	42%	33%	51%	34%
		D			D	
Under 1,000	180	92	16	39	32	1
	19%	28%	10%	15%	16%	3%
		CDEF				
1,000 to 1,499	252	81	51	46	69	5
	26%	25%	32%	18%	35%	31%
			D		D	
NET: 1,500 to 2,499 sq ft	314	80	68	112	50	4
	33%	25%	43%	43%	25%	24%
			BE	BE		
1,500 to 1,999	201	42	42	76	39	3
	21%	13%	26%	29%	20%	21%
			B	B		
2,000 to 2,499	112	38	27	36	11	1
	12%	12%	17%	14%	6%	3%
			E			
NET: 2,500 sq ft or more	103	27	19	35	21	2
	11%	8%	12%	14%	10%	11%

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

QS5 - About how many square feet is your home?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
2,500 to 2,999	50 5%	11 3%	11 7%	17 7%	10 5%	1 3%
3,000 to 3,499	37 4%	12 4%	3 2%	12 5%	8 4%	1 4%
3,500 or more	16 2%	4 1%	4 3%	5 2%	2 1%	1 3%
Not sure	108 11%	46 14%	4 3%	26 10%	27 14%	5 31%
		C		C	C	Cd

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QS6 - What is your age?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
18-24	78	35	7	20	15	-
	8%	11%	4%	8%	8%	
		CF	f	F	F	
NET: 25 to 44	329	138	49	89	50	3
	34%	42%	31%	35%	25%	17%
		E				
25-34	179	71	22	50	34	2
	19%	22%	14%	19%	17%	13%
35-44	151	68	27	40	15	1
	16%	21%	17%	15%	8%	4%
		E				
NET: 45 to 64	376	125	65	86	98	2
	39%	38%	41%	33%	50%	13%
					Df	
45-54	103	39	17	20	26	-
	11%	12%	11%	8%	13%	
		F	F	F	F	
55-64	272	85	48	66	72	2
	29%	26%	30%	26%	36%	13%

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

QS6 - What is your age?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
NET: 65 or older	173	27	37	61	35	12
	18%	8%	24%	24%	17%	69%
			B	B	b	BCDE
65-74	137	24	26	42	32	12
	14%	7%	17%	16%	16%	69%
				b	b	BCDE
75 or older	36	3	11	19	2	-
	4%	1%	7%	8%	1%	
			BeF	BEF		

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QS7 - What is your annual household income before taxes? This information will help us better understand your answers.

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
NET: Less and \$30,000	351	126	37	74	108	6
	37%	39%	24%	29%	54%	38%
		C			BCD	
Less than \$15,000	117	42	9	23	42	-
	12%	13%	6%	9%	21%	
		cF	F	F	bCDF	
\$15,000 to just less than \$22,000	128	55	20	22	25	5
	13%	17%	12%	9%	13%	31%
		D				d
\$22,000 to just less than \$30,000	106	28	8	29	40	1
	11%	9%	5%	11%	20%	7%
					BCd	
NET: \$30,000 to less than \$75,000	323	91	58	108	56	9
	34%	28%	37%	42%	28%	55%
				Be		
\$30,000 to just less than \$38,000	91	34	7	35	14	1
	9%	10%	4%	13%	7%	7%
		C		C		
\$38,000 to just less than \$46,000	50	14	8	23	5	-
	5%	4%	5%	9%	2%	
		F	F	eF		

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

QS7 - What is your annual household income before taxes? This information will help us better understand your answers.

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
\$46,000 to just less than \$54,000	44 5%	13 4% F	6 4%	11 4% f	13 7% F	-
\$54,000 to just less than \$62,000	76 8%	15 5%	14 9%	25 10%	15 8%	7 41% b
\$62,000 to just less than \$75,000	62 7%	16 5%	23 14% BdE	14 5%	8 4%	1 8%
<u>NET: \$75,000 or more</u>	282 29%	109 34% E	63 40% Ef	74 29%	34 17%	1 7%
\$75,000 to just less than \$100,000	102 11%	43 13%	19 12%	21 8%	18 9%	1 3%
\$100,000 to just less than \$200,000	151 16%	52 16%	36 23% E	47 18% e	15 8%	1 4%
\$200,000 or more	28 3%	14 4% EF	7 4%	6 2%	1 *%	-

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA



California Residential Rate OIR Study

QS8 - Are you male or female?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Male	382	143	55	106	65	13
	40%	44%	35%	41%	33%	80%
						cdE
Female	574	183	103	151	133	3
	60%	56%	65%	59%	67%	20%
			f	f	F	

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? TOP 2 BOX SUMMARY  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956 100%	326 100%	158 100%	257 100%	198 100%	17 100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Availability of rate plans to suit your specific needs	214 22%	92 28% CD	22 14%	43 17%	55 28% Cd	2 10%
Charging a fair price for electricity services	164 17%	58 18%	24 15%	42 16%	39 20%	1 7%
Communicating rate changes in a timely manner	219 23%	79 24%	35 22%	57 22%	48 24%	1 7%
Educating you on the benefits of different rate plans	202 21%	70 21%	29 18%	44 17%	57 29% d	2 10%
Keeping my lights on / no power outages	449 47%	143 44%	97 61% BdEf	121 47%	85 43%	3 17%

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? TOP 3 BOX SUMMARY  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956 100%	326 100%	158 100%	257 100%	198 100%	17 100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Availability of rate plans to suit your specific needs	376 39%	140 43% f	55 35%	95 37%	84 43% f	2 10%
Charging a fair price for electricity services	288 30%	96 29%	42 26%	76 30%	73 37%	2 10%
Communicating rate changes in a timely manner	351 37%	127 39%	55 35%	88 34%	80 40%	2 10%
Educating you on the benefits of different rate plans	300 31%	109 33%	42 27%	72 28%	76 38%	2 10%
Keeping my lights on / no power outages	606 63%	185 57%	112 71% bF	178 69% bF	127 64% f	3 20%

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? Availability of rate plans to suit your specific needs

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
NET: Top 3 box	376	140	55	95	84	2
	39%	43%	35%	37%	43%	10%
		f			f	
NET: Top 2 box	214	92	22	43	55	2
	22%	28%	14%	17%	28%	10%
		CD			Cd	
10 Extremely Satisfied	122	51	12	30	28	1
	13%	16%	7%	12%	14%	7%
		C				
9	91	41	10	13	27	1
	10%	13%	6%	5%	14%	3%
		D			d	
8	162	47	33	52	30	-
	17%	14%	21%	20%	15%	
		F	F	F	F	
7	129	34	13	36	45	1
	14%	10%	9%	14%	23%	3%
					BC	

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? Availability of rate plans to suit your specific needs  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
6	102 11%	36 11%	21 13%	20 8%	17 9%	7 43% d
5	176 18%	59 18% e	40 25% E	53 21% E	18 9%	6 34%
4	40 4%	14 4%	5 3%	14 5%	7 4%	1 3%
3	39 4%	7 2%	7 4%	14 5%	9 5%	1 3%
2	26 3%	12 4%	6 4%	6 2%	2 1%	1 3%
1 Extremely Dissatisfied	21 2%	7 2%	1 1%	6 2%	7 4%	-
Not sure	48 5%	16 5% F	10 7% F	13 5% F	8 4% F	-

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? Charging a fair price for electricity services  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
NET: Top 3 box	288	96	42	76	73	2
	30%	29%	26%	30%	37%	10%
NET: Top 2 box	164	58	24	42	39	1
	17%	18%	15%	16%	20%	7%
10 Extremely Satisfied	78	31	10	21	16	-
	8%	9%	6%	8%	8%	
		F	F	F	F	
9	87	28	14	21	23	1
	9%	8%	9%	8%	12%	7%
8	124	37	18	34	34	1
	13%	11%	11%	13%	17%	3%
7	98	36	15	29	16	1
	10%	11%	10%	11%	8%	8%
6	92	46	11	19	16	1
	10%	14%	7%	7%	8%	3%
		d				
5	162	42	43	45	26	6
	17%	13%	27%	18%	13%	34%
			BE			

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? Charging a fair price for electricity services  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
4	113 12%	40 12%	20 13%	23 9%	24 12%	5 31% d
3	58 6%	13 4%	5 3%	29 11% bc	9 4%	2 11%
2	51 5%	18 5% F	14 9% dF	8 3%	11 5% F	-
1 Extremely Dissatisfied	46 5%	13 4% F	3 2%	14 5% F	15 8% F	1 3%
Not sure	48 5%	22 7% F	5 3%	13 5% F	8 4% F	-

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? Communicating rate changes in a timely manner

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
NET: Top 3 box	351	127	55	88	80	2
	37%	39%	35%	34%	40%	10%
NET: Top 2 box	219	79	35	57	48	1
	23%	24%	22%	22%	24%	7%
10 Extremely Satisfied	112	40	22	32	18	-
	12%	12%	14%	13%	9%	
		F	F	F	F	
9	107	39	13	24	30	1
	11%	12%	8%	9%	15%	7%
8	132	48	20	31	32	1
	14%	15%	13%	12%	16%	3%
7	96	26	14	27	28	2
	10%	8%	9%	10%	14%	11%
6	92	41	21	15	15	-
	10%	13%	13%	6%	7%	
		F	F	F	F	
5	192	62	34	46	39	11
	20%	19%	22%	18%	20%	65%
						BCDE

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA



Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? Communicating rate changes in a timely manner  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
4	69 7%	24 7%	12 8%	25 10%	8 4%	1 3%
3	42 4%	10 3%	7 4%	14 5%	9 5%	1 8%
2	22 2%	7 2%	8 5% F	2 1%	4 2%	-
1 Extremely Dissatisfied	37 4%	6 2%	3 2%	21 8% BCF	6 3%	-
Not sure	55 6%	23 7%	5 3%	19 7%	8 4%	1 3%

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? Educating you on the benefits of different rate plans

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
NET: Top 3 box	300	109	42	72	76	2
	31%	33%	27%	28%	38%	10%
NET: Top 2 box	202	70	29	44	57	2
	21%	21%	18%	17%	29%	10%
					d	
10 Extremely Satisfied	104	35	12	28	27	1
	11%	11%	8%	11%	14%	3%
9	98	34	16	16	30	1
	10%	11%	10%	6%	15%	6%
					d	
8	98	39	13	27	19	-
	10%	12%	8%	11%	9%	
		F	F	F	F	
7	108	26	20	40	21	1
	11%	8%	13%	15%	10%	8%
				b		
6	82	51	8	10	13	1
	9%	16%	5%	4%	7%	3%
		CDE				

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? Educating you on the benefits of different rate plans  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
5	167 17%	45 14%	28 18%	48 19%	35 18%	11 65%
						BCDE
4	78 8%	28 9%	18 11%	20 8%	13 7%	-
		F	F	F	F	
3	61 6%	19 6%	10 6%	17 7%	13 7%	1 8%
2	43 4%	10 3%	12 8%	14 5%	6 3%	1 3%
1 Extremely Dissatisfied	73 8%	21 6%	16 10%	24 9%	12 6%	1 3%
Not sure	45 5%	19 6%	4 3%	13 5%	8 4%	-
		F		F	F	

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? Keeping my lights on / no power outages

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
NET: Top 3 box	606	185	112	178	127	3
	63%	57%	71%	69%	64%	20%
			bF	bF	f	
NET: Top 2 box	449	143	97	121	85	3
	47%	44%	61%	47%	43%	17%
			BdEf			
10 Extremely Satisfied	239	79	45	75	39	1
	25%	24%	29%	29%	20%	6%
9	210	65	52	46	46	2
	22%	20%	33%	18%	23%	11%
			bD			
8	156	42	15	57	42	1
	16%	13%	10%	22%	21%	3%
				bC	c	
7	90	24	21	22	17	6
	9%	7%	13%	9%	9%	38%
6	64	38	4	6	16	-
	7%	12%	3%	2%	8%	
		CDF			dF	

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q1.1 - 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 PG&E/SCE/SDG&E when it comes to...? Keeping my lights on / no power outages

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
5	104 11%	47 14% ce	11 7%	27 11%	12 6%	6 39% e
4	18 2%	6 2%	2 1%	5 2%	5 2%	1 3%
3	25 3%	4 1%	2 1%	11 4% F	7 4% f	-
2	16 2%	7 2% f	3 2%	2 1%	4 2%	-
1 Extremely Dissatisfied	10 1%	5 2%	1 *%	1 *%	3 1%	-
Not sure	23 2%	9 3% F	3 2%	5 2%	7 3% f	-

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q1.2 - 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 PG&E/SCE/SDG&E.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
NET: Top 3 box	549	181	95	144	127	3
	57%	56%	60%	56%	64%	16%
		f	f	f	F	
NET: Top 2 box	323	110	42	90	78	2
	34%	34%	27%	35%	40%	10%
					c	
10 Extremely Favorable	122	45	11	36	30	-
	13%	14%	7%	14%	15%	
		cF	F	cF	cF	
9	200	65	31	54	48	2
	21%	20%	20%	21%	24%	10%
8	227	71	53	54	49	1
	24%	22%	33%	21%	25%	7%
			bd			
7	133	45	27	30	28	3
	14%	14%	17%	11%	14%	19%
6	121	45	15	32	24	5
	13%	14%	10%	13%	12%	31%
						c

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q1.2 - 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 PG&E/SCE/SDG&E.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
5	92 10%	28 9%	10 7%	37 14% e	12 6%	6 34% ce
4	18 2%	4 1%	3 2%	7 3%	4 2%	-
3	28 3%	15 5% eF	7 4% F	5 2% f	1 1%	-
2	12 1%	7 2%	1 1%	2 1%	2 1%	-
1 Not At All Favorable	1 *%	1 *%	-	1 *%	-	-
Not sure	1 *%	1 *%	-	-	1 *%	-

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q2.1a - Which of the following electric rate plans have you heard about before this interview? Check all that apply.

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Flat rate, meaning you pay the same price for each unit of electricity regardless of when you use it or how much you used during the month	416 44%	142 44%	74 47%	115 45%	78 40%	6 38%
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	496 52%	145 44%	93 59% b	136 53%	112 57% b	9 56%
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	421 44%	131 40% F	84 53% bF	117 46% F	88 44% F	1 7%
Not sure	228 24%	82 25%	29 18%	66 26%	44 22%	6 37%
Mean number aware	1.4	1.3	1.6 Bf	1.4	1.4	1.0
Standard deviation number aware	1.1	1.0	1.1	1.1	1.1	0.9

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA



California Residential Rate OIR Study

Q2.1b - Which of the following best describes your electric rate plan for your home? Check all that apply.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Flat rate, meaning you pay the same price for each unit of electricity regardless of when you use it or how much you used during the month	126 13%	59 18% d	20 13%	25 10%	21 11%	1 7%
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	404 42%	121 37%	61 39%	122 48%	90 45%	9 56%
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	214 22%	68 21%	51 32% bd	49 19%	45 23%	1 7%
Something else: Describe	34 4%	2 1%	13 8% BF	12 5% F	8 4% f	-
Not sure	222 23%	86 26%	27 17%	65 25%	39 20%	6 34%

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q2.1c - Which of the following rate plans would work best for you?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
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	305 32%	99 30%	49 31%	84 33%	72 36%	1 8%
Tiered rate, meaning your price per unit increases over the month as you use more electricity	186 19%	81 25%	32 20%	40 16%	31 15%	2 14%
Time of Use rate, meaning you pay a different price per unit depending on the time of day you use electricity	236 25%	63 19%	48 30%	66 26%	57 29%	2 13%
Something else: Describe	21 2%	10 3%	2 1%	5 2%	4 2%	1 3%
Not sure	207 22%	73 22%	28 18%	61 24%	34 17%	10 62%
						BCDE

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q2.4 - How much of a savings on an annual basis would it take to get you to switch to a new rate plan?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956 100%	326 100%	158 100%	257 100%	198 100%	17 100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
\$0 to \$99	260 27%	118 36% CdE	27 17%	66 26%	43 22%	6 34%
\$100 to \$149	218 23%	68 21%	40 25%	60 23%	44 22%	6 37%
\$150 to \$199	14 1%	7 2%	1 1%	1 *%	4 2%	1 3%
\$200 to \$299	144 15%	47 14%	27 17%	28 11%	40 20%	1 7%
\$300 to \$399	73 8%	25 8%	10 6%	17 6%	21 10%	1 4%
\$400 to \$499	24 2%	5 1%	6 4%	8 3%	5 2%	1 3%
\$500 or more	222 23%	55 17%	47 29% B	78 30% B	41 21%	2 11%
Statistics Base	956	326	158	257	198	17
Mean	253.1	208.9	271.5 B	296.6 B	263.1 B	154.5

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q2.4 - How much of a savings on an annual basis would it take to get you to switch to a new rate plan?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Standard Deviation	264.7	238.7	232.8	305.8	267.7	174.9
Median	130.0	100.0	200.0	200.0	200.0	100.0

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q3.1a - 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? Tried to save money on my bill by reducing my electricity use  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Never	56	17	16	9	9	5
	6%	5%	10%	4%	5%	31%
			d			BcDE
NET: Sometimes/Often	900	309	143	248	189	12
	94%	95%	90%	96%	95%	69%
		F	f	cF	F	
Sometimes	357	137	59	92	68	1
	37%	42%	37%	36%	34%	8%
		F	f			
Often	543	171	84	156	121	10
	57%	53%	53%	61%	61%	61%

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q3.1a - 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? Tried to save money on my bill by shifting my electricity use  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Never	249	86	45	76	31	11
	26%	26%	28%	29%	16%	65%
		e	e	E		BcdE
NET: Sometimes/Often	707	240	114	181	166	6
	74%	74%	72%	71%	84%	35%
		F	f	f	bcDF	
Sometimes	459	163	61	123	110	2
	48%	50%	39%	48%	55%	11%
		F		f	CF	
Often	248	76	53	58	57	4
	26%	23%	33%	23%	29%	24%

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q3.1b - How much savings have you noticed on your bill from reducing or shifting your electricity use to a different time period when you...? Tried to save money on my bill by reducing my electricity use  
 BASE: Sometimes/Often from Q3.1a (reduce electricity use)  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	900	309	143	248	189	12
TOTAL ANSWERING	900	309	143	248	189	12
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	682	245	131	161	132	12
NET: A Lot/A Little	739	251	116	200	161	11
	82%	81%	81%	81%	85%	95%
A Lot	136	52	10	45	28	1
	15%	17%	7%	18%	15%	10%
		C		C		
A Little	604	199	106	155	133	10
	67%	65%	74%	62%	71%	85%
None	161	58	27	48	28	1
	18%	19%	19%	19%	15%	5%

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q3.1b - How much savings have you noticed on your bill from reducing or shifting your electricity use to a different time period when you...? Tried to save money on my bill by shifting my electricity use  
 BASE: Sometimes/Often from Q3.1a (shift electricity use)  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	707	240	114	181	166	6
TOTAL ANSWERING	707	240	114	181	166	6
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	519	174	103	121	110	10
NET: A Lot/A Little	530	184	86	125	130	5
	75%	77%	75%	69%	78%	90%
						d
A Lot	65	21	7	19	17	1
	9%	9%	6%	11%	10%	10%
A Little	466	163	79	106	113	5
	66%	68%	69%	58%	68%	81%
None	177	56	28	56	36	1
	25%	23%	25%	31%	22%	10%
				f		

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA



California Residential Rate OIR Study

Q3.2a - A) Which energy saving actions have you done in your household in the past 5 years? Check all that apply.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Installing and using a programmable thermostat	494 52%	130 40%	86 55%	183 71%	90 45%	5 29%
			b	BCEf		
Replacing or cleaning furnace / air conditioning filters	593 62%	147 45%	99 62%	199 78%	138 70%	10 62%
			B	BC	B	
Reducing air conditioning temperature settings on the thermostat	655 69%	180 55%	96 61%	221 86%	148 75%	10 62%
				BCE	BC	
Unplugging appliances when not in use	583 61%	228 70%	89 56%	141 55%	119 60%	4 25%
		cDF				
Installing and using energy saving power strips	443 46%	150 46%	65 41%	138 54%	84 42%	5 28%
None of these	70 7%	26 8%	10 6%	14 6%	15 8%	5 31%
						bCDe
Mean number of actions taken	2.9	2.6	2.8	3.4	2.9	2.1
			f	BCEF	BF	

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q3.2a - A) Which energy saving actions have you done in your household in the past 5 years? Check all that apply.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Standard deviation number of actions taken	1.5	1.5	1.4	1.4	1.4	1.8
Median number of actions taken	3.0	2.0	3.0	4.0	3.0	2.0

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q3.2b - B) Which do you think you realistically could implement or do more of in the future? Check all that apply.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Installing and using a programmable thermostat	446 47%	152 47%	66 41%	101 39%	125 63%	2 13%
					BCDF	
Replacing or cleaning furnace / air conditioning filters	470 49%	169 52%	70 44%	121 47%	102 51%	8 48%
Reducing air conditioning temperature settings on the thermostat	361 38%	109 33%	61 39%	98 38%	85 43%	8 47%
Unplugging appliances when not in use	553 58%	172 53%	92 58%	171 67%	113 57%	5 27%
				Bf		
Installing and using energy saving power strips	542 57%	183 56%	81 51%	140 54%	136 69%	3 17%
		f		f	bCdF	
None of these	101 11%	37 11%	19 12%	25 10%	13 7%	6 39%
						e
Mean number of actions that could be taken	2.5	2.4 f	2.3 f	2.5 f	2.8 BCdF	1.5
Standard deviation number of actions that could be taken	1.6	1.6	1.6	1.7	1.6	1.6

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q3.2b - B) Which do you think you realistically could implement or do more of in the future? Check all that apply.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Median number of actions that could be taken	2.0	2.0	2.0	2.0	3.0	2.0

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q3.3 - Which of the following rate plans do you think would work the best for you? Choose One:  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Flat Rate Plan (no tiers)	339	103	62	96	75	2
	35%	32%	39%	37%	38%	10%
Two-tier Plan	218	69	39	47	62	1
	23%	21%	25%	18%	31%	4%
					DF	
Three-tier Plan	158	58	30	41	26	2
	17%	18%	19%	16%	13%	13%
No Preference	242	95	27	72	36	12
	25%	29%	17%	28%	18%	73%
		Ce		c		bCDE

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q3.4a - Which of these do you currently have in your household? Check all that apply.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Clothes Washer	743	212	139	210	174	9
	78%	65%	88%	82%	88%	53%
			B	B	B	
Pool Pump	92	12	23	28	28	1
	10%	4%	14%	11%	14%	3%
			B	b	B	
Air Conditioner	518	53	78	212	160	14
	54%	16%	49%	83%	81%	84%
			B	BC	BC	B
Electric Stove	475	161	80	137	89	7
	50%	49%	51%	53%	45%	41%
Electric Oven	586	192	108	169	108	8
	61%	59%	68%	66%	55%	48%
			e			
Electric Heater	382	148	59	103	65	7
	40%	45%	37%	40%	33%	41%
		e				
Television(s)	931	322	154	247	192	16
	97%	99%	97%	96%	97%	93%

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q3.4a - Which of these do you currently have in your household? Check all that apply.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Computer(s)	929	320	157	243	192	16
	97%	98%	99%	95%	97%	97%
			d			
Video Game Console(s)	415	162	61	115	76	2
	43%	50%	38%	45%	38%	11%
		F		f		

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
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California Residential Rate OIR Study

Q3.4ba - A) In the past, have you shifted operation of this end use away from peak demand periods? Check all that apply.

BASE: Those with each type of appliance/electronic device

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Clothes Washer	469	115	88	142	122	3
	63%	54%	64%	68%	70%	29%
				b	B	
Pool Pump	51	3	13	21	14	1
	56%	23%	58%	73%	50%	100%
				b		BCDE
Air Conditioner	267	28	37	125	74	2
	51%	53%	48%	59%	46%	13%
				f		
Electric Stove	171	45	34	56	35	1
	36%	28%	43%	41%	39%	8%
Electric Oven	244	59	50	79	55	1
	42%	31%	46%	47%	51%	9%
			b	b	B	
Electric Heater	162	50	30	58	23	1
	42%	34%	51%	56%	36%	8%
				Be		
Television(s)	236	63	46	87	38	2
	25%	19%	30%	35%	20%	12%
				BE		

Comparison Groups: BCDEF

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA



Q3.4ba - A) In the past, have you shifted operation of this end use away from peak demand periods? Check all that apply.

BASE: Those with each type of appliance/electronic devise

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Computer(s)	234 25%	80 25%	38 24%	83 34%	31 16%	2 15%
				E		
Video Game Console(s)	114 28%	29 18%	18 30%	54 47%	13 17%	1 39%
				BE		
None of these	291 30%	143 44%	48 30%	50 19%	40 20%	11 69%
		cDE				cDE
Mean number of electronics where use was shifted	2.0	1.4	2.2 BF	2.7 BCEF	2.0 BF	0.7
Standard deviation of electronics where use was shifted	2.0	1.8	2.0	2.2	1.8	1.2
Median number of electronics where use was shifted	2.0	1.0	2.0	2.0	2.0	0.0

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q3.4bb - B) In the future, can you shift operation of this end use away from peak demand periods? Check all that apply.

BASE: Those with each type of appliance/electronic device

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Clothes Washer	381	102	70	98	105	6
	51%	48%	51%	47%	61%	71%
					d	
Pool Pump	40	10	10	10	10	-
	44%	80%	43%	35%	38%	
		dF	F	F	F	
Air Conditioner	220	21	33	83	80	3
	42%	39%	42%	39%	50%	21%
Electric Stove	180	48	29	61	41	1
	38%	30%	36%	44%	46%	16%
Electric Oven	247	60	39	92	53	2
	42%	31%	36%	55%	49%	27%
				Bc	b	
Electric Heater	184	63	35	47	38	2
	48%	42%	60%	45%	59%	24%
Television(s)	413	133	64	113	94	8
	44%	41%	42%	46%	49%	54%

Comparison Groups: BCDEF

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

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Q3.4bb - B) In the future, can you shift operation of this end use away from peak demand periods? Check all that apply.

BASE: Those with each type of appliance/electronic devise

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Computer(s)	391 42%	110 34%	64 41%	125 51%	88 46%	4 24%
				B		
Video Game Console(s)	208 50%	60 37%	37 60%	65 57%	45 59%	1 61%
			b	b	b	
None of these	240 25%	117 36%	26 16%	57 22%	33 17%	6 39%
		CDE				
Mean number of electronics where use can be shifted	2.4	1.9	2.4 B	2.7 B	2.8 Bf	1.6
Standard deviation of electronics where use can be shifted	2.1	1.9	1.8	2.4	2.1	1.8
Median number of electronics where use can be shifted	2.0	1.0	2.0	2.0	3.0	2.0

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q3.5 - Which of the following services charges you a monthly service fee? Electricity  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Yes	372	135	63	98	66	9
	39%	41%	40%	38%	34%	52%
No	149	51	19	32	47	-
	16%	16%	12%	12%	24%	
		F	F	F	cdF	
Not Sure	435	139	76	127	85	8
	46%	43%	48%	49%	43%	48%

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

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California Residential Rate OIR Study

Q3.5 - Which of the following services charges you a monthly service fee? Natural Gas  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	756	270	124	204	147	12
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	573	217	112	124	108	12
Yes	277	106	35	83	49	3
	37%	39%	28%	41%	34%	25%
No	95	34	18	17	26	-
	13%	12%	15%	8%	17%	
		F	F	F	F	
Not Sure	385	130	70	104	72	9
	51%	48%	57%	51%	49%	75%
Don't Have (removed from base)	200	56	35	52	51	5

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

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California Residential Rate OIR Study

Q3.6 - Does a demand charge apply to your current electric bill?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956 100%	326 100%	158 100%	257 100%	198 100%	17 100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Yes	116 12%	52 16% cD	13 8%	20 8%	30 15%	1 3%
No	270 28%	92 28%	57 36%	66 26%	49 25%	6 34%
Not sure	570 60%	182 56%	88 56%	170 66%	118 60%	10 62%

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q3.7a - If you were comparing electric rate plans, what would be the most important factors you would consider in choosing the plan for your household? Select top three.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Saves Money : Provides opportunity to change my energy use behavior to lower my bill.	630 66% (1)	209 64% (1)	107 68% (1)	160 62% (1)	140 71% (1)	14 85% (1)
Stable : Will not cause bill to change a lot from month to month, or from season to season (winter / summer).	304 32% (2)	93 28% (4)	48 31% (4)	99 39% (2)	56 28% (5)	8 49% (3)
Simple : Does not require a lot of my effort and time to understand how my energy use behavior will affect my bill.	285 30% (3)	76 23% (9)	44 28% (5)	85 33% (3)	73 37% (2)	6 39% (4)
Predictable : I know what bill amount should be each month.	280 29% (4)	87 27% (6)	59 37% (3)	60 24% (8)	71 36% (3)	2 11% (6)
Green : Helps protect our air and environment.	264 28% (5)	94 29% (3)	60 38% (2)	65 25% (6)	42 21% (8)	3 20% (5)
Works for Me : Fits my habits and lifestyle.	254 27% (6)	107 33% (2)	27 17% (9)	70 27% (5)	47 24% (6)	2 11% (7)

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q3.7a - If you were comparing electric rate plans, what would be the most important factors you would consider in choosing the plan for your household? Select top three.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Fair : Seems like a fair way to be charged for energy.	234 24%	92 28% ef	32 20%	76 30% eF	33 17%	1 3%
	(7)	(5)	(8)	(4)	(9)	(10)
Understandable : In language I can understand.	225 24%	79 24%	36 23%	64 25%	46 23%	1 4%
	(8)	(8)	(7)	(7)	(7)	(9)
Reflects Cost of Electricity : Encourages me to use less electricity during peak periods when it costs the most.	212 22%	60 19%	38 24%	46 18%	65 33% BD	2 10%
	(9)	(10)	(6)	(9)	(4)	(8)
Worry-Free : I don't need to pay attention to when during the day or month I use energy.	180 19%	80 25% cE	23 15%	44 17%	20 10%	12 69% BCDE
	(10)	(7)	(10)	(10)	(10)	(2)

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA



California Residential Rate OIR Study

Q4\_Fixed1 - Please carefully look at all three rate plans and pick the rate plan that you prefer the most.  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956 100%	326 100%	158 100%	257 100%	198 100%	17 100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Flat Rate, \$0.24/kWh, Monthly Service Fee = \$10, Demand Charge = \$5	156 16%	53 16%	29 19%	48 19%	24 12%	1 8%
3-Price TOU Rate, kWh = wide spread, Monthly Service Fee = \$0, Demand Charge = \$2	290 30%	94 29%	56 35%	72 28%	59 30%	9 52%
3-Tier Rate, kWh = all high, Monthly Service Fee = \$0, Demand Charge = \$0	510 53%	179 55%	73 46%	136 53%	115 58%	7 41%

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q4.14 - Here is the rate plan you just selected: SHOW GRAPHIC If this electric rate plan were available today, how likely would you be to switch from your current electric rate plan?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956 100%	326 100%	158 100%	257 100%	198 100%	17 100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
TOTAL =====	956 100%	326 100%	158 100%	257 100%	198 100%	17 100%
Would definitely switch	73 8%	19 6% F	11 7% F	25 10% F	19 9% F	-
Would consider switching	581 61%	201 62%	111 70% E	152 59%	106 54%	10 61%
No interest in switching	97 10%	29 9% F	10 7% F	34 13% F	24 12% F	-
Not sure	205 21%	77 24%	26 16%	47 18%	49 25%	6 39%
Fixed 1: Flat Rate, \$0.24/kWh, Monthly Service Fee = \$10, Demand Charge = \$5	156 100%	53 100%	29 100%	48 100%	24 100%	1 100%
Would definitely switch	15 9%	1 1%	1 2%	10 20% BcF	4 15%	-

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q4.14 - Here is the rate plan you just selected: SHOW GRAPHIC If this electric rate plan were available today, how likely would you be to switch from your current electric rate plan?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Would consider switching	81 52%	28 53%	23 78% de	20 40%	10 40%	1 100% BDE
No interest in switching	28 18%	12 23% F	1 2%	13 26% cF	2 10%	-
Not sure	32 21%	12 23% F	5 18%	6 13%	8 35% F	-
Fixed 2: 3-Price TOU Rate, kWh = wide spread, Monthly Service Fee = \$0, Demand Charge = \$2	290 100%	94 100%	56 100%	72 100%	59 100%	9 100%
<hr/>						
Would definitely switch	19 7%	7 7% f	4 7%	1 1%	8 13% f	-
Would consider switching	194 67%	71 76% E	44 78% E	48 67% E	23 39%	7 85%
No interest in switching	36 12%	7 7% f	5 9%	11 15% F	13 23% bF	-
Not sure	40 14%	9 10%	3 6%	13 17%	14 25% c	1 15%

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q4.14 - Here is the rate plan you just selected: SHOW GRAPHIC If this electric rate plan were available today, how likely would you be to switch from your current electric rate plan?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Fixed 3: 3-Tier Rate, kWh = all high, Monthly Service Fee = \$0, Demand Charge = \$0	510 100%	179 100%	73 100%	136 100%	115 100%	7 100%
<hr/>						
Would definitely switch	39 8%	11 6% F	6 8% f	14 11% F	7 6% f	-
Would consider switching	305 60%	101 57%	44 61%	84 62%	74 64%	2 24%
No interest in switching	34 7%	10 6% F	5 7%	10 8% f	8 7% f	-
Not sure	132 26%	56 31%	18 24%	28 20%	26 23%	5 76%

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q4.15 - 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...  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
...Stay the same. I am not willing to risk a higher bill for potential savings.	364	132	46	104	80	2
	38%	41%	29%	40%	40%	11%
...Decrease by 5%, but increase no more than 5%.	133	50	22	31	24	6
	14%	15%	14%	12%	12%	35%
...Decrease by 10%, but increase no more than 10%.	241	71	44	74	49	3
	25%	22%	28%	29%	25%	16%
...Decrease by 15%, but increase no more than 15%.	85	24	21	18	22	1
	9%	7%	13%	7%	11%	7%
...Decrease by 20%, but increase no more than 20%.	35	8	10	8	4	5
	4%	2%	6%	3%	2%	31%
						BCDE
...Decrease by 25%, but increase no more than 25%.	98	41	15	23	20	-
	10%	12%	9%	9%	10%	
		F	F	F	F	

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q5.1a - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? No  
 TBYP Included  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956 100%	326 100%	158 100%	257 100%	198 100%	17 100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
2 Tiered Rate: =====						
Would Try	469 49%	167 51%	71 45%	135 53%	90 46%	5 27%
Would NOT Try	487 51%	159 49%	87 55%	121 47%	107 54%	12 73%
3 Tiered Rate: =====						
Would Try	396 41%	129 40%	60 38%	125 49%	78 40%	3 20%
Would NOT Try	560 59%	196 60%	99 62%	132 51%	120 60%	13 80%
Flat Rate: =====						
Would Try	546 57%	175 54%	85 54%	177 69% BCEf	105 53%	4 25%
Would NOT Try	409 43%	151 46% D	74 46% D	79 31%	93 47% D	12 75% d

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q5.1a - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? No  
 TBYP Included  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
<b>Steep TOU Rate:</b> =====						
Would Try	160 17%	71 22%	18 11%	40 16%	28 14%	2 13%
		C				
Would NOT Try	795 83%	254 78%	140 89%	217 84%	170 86%	14 87%
			B			
<b>Mild TOU Rate:</b> =====						
Would Try	296 31%	104 32%	35 22%	95 37%	59 30%	3 17%
			C			
Would NOT Try	660 69%	222 68%	123 78%	162 63%	139 70%	14 83%
			D			

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q5.1b - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? 12 Months TBYY Included 2 Tiered Rate  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956 100%	326 100%	158 100%	257 100%	198 100%	17 100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
2 Tiered Rate: =====						
Would Try	693 73%	236 72%	117 74%	187 73%	143 72%	10 62%
Would NOT Try	263 27%	90 28%	41 26%	70 27%	55 28%	6 38%
3 Tiered Rate: =====						
Would Try	637 67%	205 63%	109 69%	182 71%	130 66%	10 61%
Would NOT Try	319 33%	121 37%	49 31%	75 29%	67 34%	6 39%
Flat Rate: =====						
Would Try	720 75%	239 73%	126 79%	197 77%	148 75%	10 59%
Would NOT Try	235 25%	87 27%	33 21%	59 23%	50 25%	7 41%
Steep TOU Rate: =====						

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA



Q5.1b - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? 12  
 Months TBYYB Included 2 Tiered Rate  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Would Try	346 36%	140 43% d	56 35%	82 32%	65 33%	3 20%
Would NOT Try	610 64%	186 57%	103 65%	175 68% b	132 67%	13 80%
Mild TOU Rate: =====						
Would Try	518 54%	182 56%	86 54%	138 54%	104 52%	8 51%
Would NOT Try	437 46%	143 44%	73 46%	119 46%	94 48%	8 49%

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q7.2 - When you review your monthly electricity bill/electricity and gas bill, which of the following do you typically do? Select all that apply .  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Look at the amount due and/or the due date	810 85%	270 83%	144 91%	213 83%	173 87%	10 63%
Look at actual electricity or kWh use	611 64%	189 58%	114 72% bf	154 60%	149 75% BDF	6 35%
Read the details about how your bill is calculated	399 42%	136 42%	76 48%	92 36%	90 46%	3 21%
Read notes or other messages that are on the bill	415 43%	108 33%	84 53% BF	128 50% BF	93 47% bf	2 11%
Read any inserts that are included with the bill	300 31%	103 32% F	51 32% F	72 28% f	72 37% F	1 3%
None of these - you don't look at the bill	27 3%	9 3%	3 2%	12 4%	3 2%	1 3%
Not sure	41 4%	22 7% C	1 *%	9 4% c	4 2%	5 31% BCDE

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q7.3 - Thinking about the last year, what was your average monthly electricity bill/electricity and gas bill during last summer (May through October)?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
\$0 to \$49	211	112	37	35	26	1
	22%	34%	23%	14%	13%	6%
		cDEf				
\$50 to \$99	269	93	46	54	69	8
	28%	28%	29%	21%	35%	47%
					D	
\$100 to \$149	154	33	35	49	32	5
	16%	10%	22%	19%	16%	31%
			B	b		b
\$150 to \$199	109	20	25	35	27	2
	11%	6%	16%	14%	14%	12%
			B	b	b	
\$200 or more	208	69	16	80	43	1
	22%	21%	10%	31%	22%	3%
		C		bCF	c	
Unsure	4	-	-	4	-	-
	*%			1%		
Statistics Base	952	326	158	253	198	17

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q7.3 - Thinking about the last year, what was your average monthly electricity bill/electricity and gas bill during last summer (May through October)?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Mean	148.8	148.4 C	107.0	169.7 Cf	160.8 C	97.5
Standard Deviation	182.9	224.1	80.6	150.4	205.0	49.1
Median	95.0	70.0	96.0	129.0	100.0	76.0

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q7.4 - What was your average monthly electricity bill/electricity and gas bill during last winter (November through April)?

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
\$0 to \$49	149	63	24	34	27	-
	16%	19%	15%	13%	13%	
		F	F	F	F	
\$50 to \$99	301	107	35	61	85	14
	31%	33%	22%	24%	43%	81%
		c			CD	BCDe
\$100 to \$149	171	56	42	40	33	1
	18%	17%	27%	16%	17%	3%
			df			
\$150 to \$199	105	18	25	42	20	1
	11%	6%	16%	16%	10%	3%
			B	B		
\$200 or more	225	82	32	76	33	2
	24%	25%	20%	30%	17%	12%
				e		
Unsure	5	-	-	4	1	-
	*%			2%	*%	
Statistics Base	951	326	158	253	197	17

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q7.4 - What was your average monthly electricity bill/electricity and gas bill during last winter (November through April)?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Mean	238.1	414.7	142.1	161.7	133.4	100.2
Standard Deviation	1755.4	2987.6	115.0	143.0	185.1	66.6
Median	100.0	90.0	124.0	130.0	80.0	76.0

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q7.5 - When your electricity bill/electricity and gas bill is more than the average amount or what you were expecting, how much of an increase gets your attention?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956 100%	326 100%	158 100%	257 100%	198 100%	17 100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
\$0 to \$9	115 12%	61 19% cDE	15 10%	24 9%	15 8%	1 3%
\$10 to \$19	205 21%	71 22%	33 21%	38 15%	59 30% D	3 15%
\$20 to \$29	232 24%	76 23%	46 29%	58 23%	46 23%	6 34%
\$30 to \$39	98 10%	26 8%	23 15%	26 10%	21 10%	1 7%
\$40 to \$49	67 7%	18 5%	14 9%	23 9%	12 6%	1 3%
\$50 to \$74	87 9%	29 9% F	6 4%	28 11% F	24 12% cF	-
\$75 to \$99	21 2%	5 2%	4 3%	10 4% f	2 1%	-

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

Q7.5 - When your electricity bill/electricity and gas bill is more than the average amount or what you were expecting, how much of an increase gets your attention?

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
More than \$100	84 9%	11 3%	12 8%	43 17% Bce	16 8%	1 7%
Not sure	48 5%	28 8% CDE	4 3%	7 3%	4 2%	5 31% bcDE

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
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California Residential Rate OIR Study

Q7.6 - How often in the past 12 months have you received an electricity bill/electricity and gas bill that was higher than expected?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Never	99	38	22	18	15	6
	10%	12%	14%	7%	8%	34%
NET: At least rarely	857	288	136	239	182	11
	90%	88%	86%	93%	92%	66%
Rarely (1-2 bills)	458	157	67	139	93	2
	48%	48%	43%	54%	47%	10%
		F	f	F	f	
Sometimes (3-4 bills)	344	113	60	85	77	9
	36%	35%	38%	33%	39%	53%
Often (more than 4 bills)	55	19	9	14	13	1
	6%	6%	5%	5%	7%	3%

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

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California Residential Rate OIR Study

Q7.7 - Did you take action when you noticed a higher than expected bill?

BASE: Those that at least rarely notice a higher than expected bill

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	857	288	136	239	182	11
TOTAL ANSWERING	857	288	136	239	182	11
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	650	239	121	154	124	11
Called my electricity/electricity and gas utility company	162	61	21	35	43	2
	19%	21%	15%	15%	23%	17%
Checked my usage online	294	80	42	88	81	2
	34%	28%	31%	37%	44%	16%
					B	
Something else:	114	39	26	36	13	1
	13%	13%	19%	15%	7%	5%
			e			
I did not take action	308	111	56	80	55	6
	36%	39%	41%	33%	30%	57%
Can't recall	56	24	4	21	6	1
	7%	8%	3%	9%	4%	5%
				c		

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QD1 - What is the last year of school you completed?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
NET: Less than college	666	215	95	200	147	10
	70%	66%	60%	78%	74%	62%
				bC	c	
NET: High school or less	382	120	50	137	76	-
	40%	37%	31%	53%	38%	
		F	F	BCEF	F	
Some high school or less	23	2	2	12	7	-
	2%	1%	2%	5%	4%	
				BcF	bF	
High school graduate	359	118	47	125	69	-
	38%	36%	30%	49%	35%	
		F	F	BCEF	F	
Trade or technical school graduate	284	95	45	63	71	10
	30%	29%	28%	24%	36%	62%
					D	BCD
NET: College grad or more	290	111	64	57	51	6
	30%	34%	40%	22%	26%	38%
		d	De			
Undergraduate college degree	184	66	41	42	31	3
	19%	20%	26%	16%	16%	18%

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

QD1 - What is the last year of school you completed?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Masters or doctorate degree	106	45	22	16	20	3
	11%	14%	14%	6%	10%	20%

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QD2 - What is your current employment status?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
NET: Employed	465	170	92	104	95	4
	49%	52%	58%	40%	48%	22%
		d	D			
Employed full-time	333	133	72	74	51	3
	35%	41%	45%	29%	26%	18%
		dE	DE			
Employed part-time	132	38	20	30	44	1
	14%	12%	13%	12%	22%	3%
					Bcd	
NET: Not employed/student	467	148	66	141	99	13
	49%	45%	42%	55%	50%	78%
Unemployed or between jobs	102	46	6	25	23	1
	11%	14%	4%	10%	12%	3%
		C			C	
Homemaker or caregiver (non-professional)	51	19	3	19	10	-
	5%	6%	2%	8%	5%	
		cF		CF	F	
Student	54	34	3	11	7	-
	6%	10%	2%	4%	3%	
		CdEF				

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

QD2 - What is your current employment status?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Retired	260	48	55	85	59	13
	27%	15%	34%	33%	30%	75%
			B	B	B	Bcde
Prefer not to answer	23	8	-	12	3	-
	2%	2%		5%	2%	
		CF		CF		

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QD3 - Do you spend any part of your work day at home?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
NET: Work at home at lest sometimes	265	95	37	78	44	9
	28%	29%	24%	30%	22%	56%
Work at home all the time	82	21	11	28	17	6
	9%	7%	7%	11%	8%	34%
						b
Work at home most of the time	59	20	6	17	12	2
	6%	6%	4%	7%	6%	12%
Work at home sometimes	123	54	20	33	15	2
	13%	17%	13%	13%	8%	10%
		e				
Do not work at home	691	230	121	179	153	7
	72%	71%	76%	70%	78%	44%

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QD4 - What do you consider your ethnicity to be?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
White (but not Hispanic)	585	157	121	166	126	14
	61%	48%	76%	65%	64%	87%
			Be	B	B	b
NET: Non-white	350	158	34	86	71	2
	37%	48%	21%	34%	36%	13%
		CDef		c	c	
African-American	14	10	1	3	1	-
	1%	3%	1%	1%	*%	
		f				
Asian or Pacific Islander	125	64	20	31	9	2
	13%	20%	13%	12%	4%	10%
		E		e		
Hispanic or Latin American	171	69	9	43	49	1
	18%	21%	6%	17%	25%	3%
		C		C	Cf	
Native American	13	-	-	6	7	-
	1%			2%	4%	
					BCF	
Mixed race	18	11	-	3	4	-
	2%	3%		1%	2%	
		CF				

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA



QD4 - What do you consider your ethnicity to be?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Something else, specify:	8 1%	4 1%	3 2% DF	-	1 1%	-
Prefer not to answer	21 2%	11 3% f	4 2% f	4 2%	1 1%	-

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QD5 - What languages do you speak in your home?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
English	880	286	145	250	182	17
	92%	88%	91%	97%	92%	100%
				Be		BCE
Spanish	153	59	15	40	39	1
	16%	18%	9%	16%	20%	3%
		C			c	
NET: Chinese	46	32	3	8	4	-
	5%	10%	2%	3%	2%	
		CDEF				
Chinese - Mandarin	28	17	3	7	1	-
	3%	5%	2%	3%	1%	
		eF		f		
Chinese - Cantonese	20	15	1	2	2	-
	2%	5%	*%	1%	1%	
		CdeF				
Japanese	14	1	6	6	-	-
	1%	*%	4%	2%		
			bEF	ef		
Korean	8	2	-	-	-	5
	1%	1%				31%
						BCDE

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

QD5 - What languages do you speak in your home?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Filipino	17 2%	8 3% E	1 1%	7 3%	-	1 3%
Hmong	2 *%	-	-	2 1%	-	-
Vietnamese	5 1%	4 1%	1 1%	1 *%	-	-
Something else, specify:	19 2%	4 1%	2 1%	12 5% e	1 1%	1 3%
Prefer not to answer	6 1%	4 1%	1 *%	-	1 1%	-

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QD6 - 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?

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Yes	235	68	20	80	61	6
	25%	21%	13%	31%	31%	34%
				bC	C	
No	673	239	133	161	129	11
	70%	73%	84%	63%	65%	66%
		d	bDE			
Prefer not to answer	47	19	5	15	8	-
	5%	6%	3%	6%	4%	
		F		F		

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QD7 - In which category would you classify the disability?  
 BASE: Those that report a disability  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	235	68	20	80	61	6
TOTAL ANSWERING	235	68	20	80	61	6
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	150	50	19	43	36	2
Mobility	53	7	2	25	13	6
	22%	11%	9%	31%	21%	100%
				b		BCDE
Hearing	36	5	8	11	6	5
	15%	8%	40%	14%	11%	90%
			BDE			bde
Vision	31	9	3	10	9	-
	13%	14%	15%	12%	15%	
		F		f	F	
Cognitive (learning or mental)	14	3	-	11	1	-
	6%	4%		14%	1%	
				CeF		
Psychological	21	4	4	9	5	-
	9%	5%	18%	11%	8%	
			F	f	F	
Chronic disease	98	30	2	31	30	6
	42%	44%	11%	38%	49%	100%
		C		c	C	BCDE
Other (specify):	18	7	1	9	1	-
	8%	11%	6%	11%	1%	
				f		

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

QD7 - In which category would you classify the disability?  
 BASE: Those that report a disability  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Not sure / Prefer not to answer	43	19	3	8	12	-
	18%	29%	16%	11%	19%	
		F			F	

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QH1 - Which of the following best describes the type of home you live in?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
NET: Single family	651	184	120	193	149	5
	68%	57%	76%	75%	75%	29%
			BF	BF	BF	
Single family, detached (e.g., freestanding house)	582	151	101	184	141	4
	61%	46%	64%	72%	72%	25%
			Bf	BF	BF	
Single family attached such as town house or row house	69	33	19	9	7	1
	7%	10%	12%	4%	4%	3%
		de	de			
NET: Apartment or condo	243	125	31	50	30	7
	25%	39%	20%	19%	15%	41%
		CDE				
Apartment or condo in multi-unit structure of 2-4 units	108	54	10	21	22	1
	11%	16%	6%	8%	11%	6%
		Cd				
Apartment or condo in multi-unit structure of 5 or more units	135	72	21	28	7	6
	14%	22%	14%	11%	4%	34%
		DE	E	e		e
Mobile home	50	5	7	14	19	5
	5%	2%	4%	6%	10%	31%
					B	BCDe

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

QH1 - Which of the following best describes the type of home you live in?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Not sure or prefer not to answer	11 1%	11 3%	1 *%	-	-	-
		cDEF				

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA



California Residential Rate OIR Study

QH2 - Do you or does your family own or rent your home?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956 100%	326 100%	158 100%	257 100%	198 100%	17 100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Own	549 57%	174 53%	100 63%	147 57%	119 60%	9 52%
Rent	407 43%	152 47%	58 37%	110 43%	78 40%	8 48%

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QH3 - Approximately in what year was your home built? Record the nearest decade if not known exactly. Record year:  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Before 1950	109	64	10	9	26	-
	11%	20%	6%	3%	13%	
		CDF	F		DF	
1950s	125	52	16	36	15	6
	13%	16%	10%	14%	8%	34%
		e				
1960s	119	39	35	21	23	1
	12%	12%	22%	8%	12%	7%
			bDe			
1970s	176	55	44	51	21	6
	18%	17%	27%	20%	11%	34%
			bE			
1980s	165	42	22	58	41	2
	17%	13%	14%	23%	21%	11%
				b		
1990s	118	36	6	38	36	1
	12%	11%	4%	15%	18%	8%
		c		C	C	
2000s	144	37	26	44	35	1
	15%	11%	16%	17%	18%	6%

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

QH3 - Approximately in what year was your home built? Record the nearest decade if not known exactly. Record year:  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Statistics Base	956	326	158	257	198	17
Mean	1972.2	1965.0	1972.7 B	1977.9 BC	1976.5 B	1968.6
Standard Deviation	25.3	29.1	22.7	19.6	25.0	17.1
Median	1976.0	1970.0	1972.0	1980.0	1980.0	1972.0

Comparison Groups: BCDEF  
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QH4 - Are you enrolled on any of these special electric rate plans?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
CARE or FERA (discount for low-income customers)	228	69	20	56	82	-
	24%	21%	13%	22%	41%	
		cF	F	cF	BCDF	
Electric Vehicle rate plan	3	1	-	2	-	-
	*%	*%		1%		
Time Of Use rate plan	29	3	9	8	9	-
	3%	1%	6%	3%	5%	
			F		F	
Solar or Net Energy Metering (NEM) rate plan	22	2	4	10	6	1
	2%	1%	3%	4%	3%	3%
SmartRate Plan	40	8	13	7	12	-
	4%	2%	8%	3%	6%	
			F		F	
Balanced Payment Plan	69	15	15	20	20	-
	7%	5%	9%	8%	10%	
		F	F	F	F	
Automatic Payment Service	107	35	20	28	23	1
	11%	11%	12%	11%	12%	7%
None of these	326	109	63	97	49	7
	34%	33%	40%	38%	25%	42%
			e	e		

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

QH4 - Are you enrolled on any of these special electric rate plans?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
Not sure	218	95	30	54	31	8
	23%	29%	19%	21%	16%	49%
		cE				

Comparison Groups: BCDEF  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QH5 - Do you plan to add the following in the next 12 months?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Electric Vehicle rate plan	12	4	1	6	2	-
	1%	1%	*%	2%	1%	
Solar or Net Energy Metering (NEM) rate plan	19	14	1	1	3	-
	2%	4%	1%	*%	1%	
		cDF				
Not sure	267	95	50	74	45	3
	28%	29%	32%	29%	23%	18%
No, I do not	661	216	106	176	149	14
	69%	66%	67%	68%	75%	82%

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QH7 - We have one last thing to ask you. Would you please provide the account number from your latest electricity bill/electricity and gas bill? Doing so is optional, however, it will help us better understand your answer to this survey...

>>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
Yes, I will provide my account number	116	31	20	26	39	-
	12%	10%	12%	10%	20%	
		F	F	F	BdF	
No, I prefer not to	840	294	139	230	159	17
	88%	90%	88%	90%	80%	100%
		E		e		BCDE

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

QPC1 - Two final questions for you. First, how much did you enjoy taking this survey?  
 >>>Core \*PG&E\* Only<<<

	Total	Coast	Hills	Inner Valley	Outer Valley	Unknwn
	(A)	(B)	(C)	(D)	(E)	(F)
TOTAL	956	326	158	257	198	17
TOTAL ANSWERING	956	326	158	257	198	17
	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	717	261	139	166	137	13
NET: Enjoyed it	437	141	67	115	111	3
	46%	43%	42%	45%	56%	17%
					bcf	
I enjoyed it a lot	209	88	14	36	69	2
	22%	27%	9%	14%	35%	10%
		CD			CD	
I enjoyed it a little	229	53	53	79	43	1
	24%	16%	33%	31%	22%	7%
			B	B		
I felt neutral about it	403	143	69	118	65	8
	42%	44%	43%	46%	33%	49%
				e		
NET: Didn't enjoy it	115	42	22	24	22	6
	12%	13%	14%	9%	11%	34%
I didn't enjoy it	94	26	19	22	20	6
	10%	8%	12%	8%	10%	34%
I didn't enjoy it at all	22	15	3	3	1	-
	2%	5%	2%	1%	1%	
		F				

Comparison Groups: BCDEF

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA