

California Residential Rate OIR Study

TABLE OF CONTENTS

Climate Zone --- SCE

Table STUDYNUM Page 1...Study number/Augment group >>>Weighted<<<  
>>>Core \*SCE\* Only<<<

Table STUDYNUM Page 2...Study number/Augment group >>>Unweighted<<<  
>>>Core \*SCE\* Only<<<

Table IOUQUOTA Page 3...IOU Quota >>>Weighted<<<  
>>>Core \*SCE\* Only<<<

Table IOUQUOTA Page 4...IOU Quota >>>Unweighted<<<  
>>>Core \*SCE\* Only<<<

Table CLIMATEZON Page 5...Climate Zone based on Zip Code, as defined by the California Energy Commission  
>>>Core \*SCE\* Only<<<

Table RURALCODE Page 7...Urban/Rural Code  
>>>Core \*SCE\* Only<<<

Table COUNTY.NUM Page 8...County  
>>>Core \*SCE\* Only<<<

Table AGEBYINCOM Page 10...Age By Income Quota  
>>>Core \*SCE\* Only<<<

Table QS2 Page 12...QS2 - Which of the following companies provides your household electricity?  
>>>Core \*SCE\* Only<<<

Table QS1 Page 13...QS1 - In your household, which of the following activities are you involved in?  
>>>Core \*SCE\* Only<<<

Table QS3 Page 14...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 \*SCE\* Only<<<

Table QS4 Page 17...QS4 - Including you, how many people live in your household?  
>>>Core \*SCE\* Only<<<

Table QS5 Page 19...QS5 - About how many square feet is your home?  
>>>Core \*SCE\* Only<<<

Table QS6 Page 21...QS6 - What is your age?  
>>>Core \*SCE\* Only<<<

Table QS7 Page 23...QS7 - What is your annual household income before taxes? This information will help us better understand your answers.  
>>>Core \*SCE\* Only<<<

Table QS8 Page 25...QS8 - Are you male or female?  
>>>Core \*SCE\* Only<<<

TABLE OF CONTENTS

Table Q1.1t2 Page 26.....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 \*SCE\* Only<<<

Table Q1.1t3 Page 27.....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 \*SCE\* Only<<<

Table Q1.1\_R1 Page 28....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 \*SCE\* Only<<<

Table Q1.1\_R2 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...? Charging a fair price for electricity services  
>>>Core \*SCE\* Only<<<

Table Q1.1\_R3 Page 32....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 \*SCE\* Only<<<

Table Q1.1\_R4 Page 34....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 \*SCE\* Only<<<

Table Q1.1\_R5 Page 36....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 \*SCE\* Only<<<

Table Q1.2 Page 38.....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 \*SCE\* Only<<<

Table Q2.1A Page 40.....Q2.1a - Which of the following electric rate plans have you heard about before this interview? Check all that apply.  
>>>Core \*SCE\* Only<<<

Table Q2.1B Page 41.....Q2.1b - Which of the following best describes your electric rate plan for your home? Check all that apply.  
>>>Core \*SCE\* Only<<<

Table Q2.1C Page 42.....Q2.1c - Which of the following rate plans would work best for you?  
>>>Core \*SCE\* Only<<<

Table Q2.4 Page 43.....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 \*SCE\* Only<<<

Table Q3.1A\_R1 Page 45...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 \*SCE\* Only<<<

TABLE OF CONTENTS

Table Q3.1A\_R2 Page 46...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 \*SCE\* Only<<<

Table Q3.1B\_R1 Page 47...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 \*SCE\* Only<<<

Table Q3.1B\_R2 Page 48...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 \*SCE\* Only<<<

Table Q3.2A Page 49.....Q3.2a - A) Which energy saving actions have you done in your household in the past 5 years? Check all that apply.  
>>>Core \*SCE\* Only<<<

Table Q3.2B Page 51.....Q3.2b - B) Which do you think you realistically could implement or do more of in the future? Check all that apply.  
>>>Core \*SCE\* Only<<<

Table Q3.3 Page 53.....Q3.3 - Which of the following rate plans do you think would work the best for you? Choose One:  
>>>Core \*SCE\* Only<<<

Table Q3.4A Page 54.....Q3.4a - Which of these do you currently have in your household? Check all that apply.  
>>>Core \*SCE\* Only<<<

Table Q3.4BA Page 56.....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 \*SCE\* Only<<<

Table Q3.4BB Page 58.....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 \*SCE\* Only<<<

Table Q3.5\_R1 Page 60....Q3.5 - Which of the following services charges you a monthly service fee? Electricity  
>>>Core \*SCE\* Only<<<

Table Q3.5\_R2 Page 61....Q3.5 - Which of the following services charges you a monthly service fee? Natural Gas  
>>>Core \*SCE\* Only<<<

Table Q3.6 Page 62.....Q3.6 - Does a demand charge apply to your current electric bill?  
>>>Core \*SCE\* Only<<<

Table Q3.7A Page 63.....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 \*SCE\* Only<<<

Table Q4\_FIXED Page 65...Q4\_Fixed1 - Please carefully look at all three rate plans and pick the rate plan that you prefer the most.  
>>>Core \*SCE\* Only<<<

TABLE OF CONTENTS

Table Q4.14 Page 66.....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 \*SCE\* Only<<<

Table Q4.15 Page 69.....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 \*SCE\* Only<<<

Table Q5.1A Page 70.....Q5.1a - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? No TBYYB Included  
>>>Core \*SCE\* Only<<<

Table Q5.1B Page 72.....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 \*SCE\* Only<<<

Table Q7.2 Page 74.....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 \*SCE\* Only<<<

Table Q7.3 Page 75.....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 \*SCE\* Only<<<

Table Q7.4 Page 77.....Q7.4 - What was your average monthly electricity bill/electricity and gas bill during last winter (November through April)?  
>>>Core \*SCE\* Only<<<

Table Q7.5 Page 79.....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 \*SCE\* Only<<<

Table Q7.6 Page 81.....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 \*SCE\* Only<<<

Table Q7.7 Page 82.....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 \*SCE\* Only<<<

Table QD1 Page 83.....QD1 - What is the last year of school you completed?  
>>>Core \*SCE\* Only<<<

Table QD2 Page 85.....QD2 - What is your current employment status?  
>>>Core \*SCE\* Only<<<

Table QD3 Page 87.....QD3 - Do you spend any part of your work day at home?  
>>>Core \*SCE\* Only<<<

Table QD4 Page 88.....QD4 - What do you consider your ethnicity to be?  
>>>Core \*SCE\* Only<<<

TABLE OF CONTENTS

Table QD5 Page 90.....QD5 - What languages do you speak in your home?  
>>>Core \*SCE\* Only<<<

Table QD6 Page 92.....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 \*SCE\* Only<<<

Table QD7 Page 93.....QD7 - In which category would you classify the disability?  
BASE: Those that report a disability  
>>>Core \*SCE\* Only<<<

Table QH1 Page 95.....QH1 - Which of the following best describes the type of home you live in?  
>>>Core \*SCE\* Only<<<

Table QH2 Page 97.....QH2 - Do you or does your family own or rent your home?  
>>>Core \*SCE\* Only<<<

Table QH3 Page 98.....QH3 - Approximately in what year was your home built? Record the nearest decade if not known exactly. Record year:  
>>>Core \*SCE\* Only<<<

Table QH4 Page 100.....QH4 - Are you enrolled on any of these special electric rate plans?  
>>>Core \*SCE\* Only<<<

Table QH5 Page 102.....QH5 - Do you plan to add the following in the next 12 months?  
>>>Core \*SCE\* Only<<<

Table QH7 Page 103.....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 \*SCE\* Only<<<

Table QPC1 Page 104.....QPC1 - Two final questions for you. First, how much did you enjoy taking this survey?  
>>>Core \*SCE\* Only<<<

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Study number/Augment group >>>Weighted<<<  
 >>>Core \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Inland Cal #10-16	Unknwn ???
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891 100%	139 100%	387 100%	357 100%	8 100%
UNWEIGHTED TOTAL	715	149	324	237	5
Core	782 88%	131 94%	341 88%	306 86%	5 58%
NET: Spanish	109 12%	9 6%	46 12%	51 14%	3 42%
Spanish (uSamp)	109 12%	9 6%	46 12%	51 14%	3 42%

California Residential Rate OIR Study

Study number/Augment group >>>Unweighted<<<  
 >>>Core \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Inland Cal #10-16	Unknwn ???
TOTAL	715	149	324	237	5
TOTAL ANSWERING	715 100%	149 100%	324 100%	237 100%	5 100%
UNWEIGHTED TOTAL	715	149	324	237	5
Core	665 93%	145 97%	302 93%	216 91%	2 40%
NET: Spanish	50 7%	4 3%	22 7%	21 9%	3 60%
Spanish (uSamp)	50 7%	4 3%	22 7%	21 9%	3 60%

California Residential Rate OIR Study

IOU Quota >>>Weighted<<<  
 >>>Core \*SCE\* Only<<<

	Extrm Coastl SoCal	Inland Coastl SoCal	Inland Inland Cal	Unknwn ???	
Total	#6	#8,9	#10-16		
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
SCE	891	139	387	357	8
	100%	100%	100%	100%	100%



California Residential Rate OIR Study

IOU Quota >>>Unweighted<<<  
 >>>Core \*SCE\* Only<<<

	Extrm Coastl SoCal	Inland Coastl SoCal	Inland Inland Cal	Unknwn ???	
Total	#6	#8,9	#10-16		
TOTAL	715	149	324	237	5
TOTAL ANSWERING	715	149	324	237	5
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
SCE	715	149	324	237	5
	100%	100%	100%	100%	100%

California Residential Rate OIR Study

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

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Coastl Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
#6 Extreme Coastal Southern California (Santa Barbara, Santa Monica, San Clemente)	139 16%	139 100%	-	-	-
#8 Inland Coastal Southern California (South Gate, Anaheim, El Toro)	201 23%	-	201 52% BD	-	-
#9 Inland Coastal Southern California Valleys (Thousand Oaks, L.A., Pasadena, Covina)	186 21%	-	186 48% BD	-	-
#10 Inland Southern California Valleys (Riverside, Temecula, Escondido)	207 23%	-	-	207 58% BC	-
#13 Southern Central Valley (Medera, Fresno, Visalia, Bakersfield)	19 2%	-	-	19 5% BC	-
#14 High Desert (Palmdale, Barstow, Joshua Tree, Julian)	73 8%	-	-	73 20% BC	-

Comparison Groups: BCD

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

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	#10-16	???
	(A)	(B)	(C)	(D)	(E)
#15 Low Desert (Palm Springs, Blythe, El Centro)	32 4%	-	-	32 9% BC	-
#16 High Mountains (Mount Shasta, Bishop, Big Bear, Idyllwild)	26 3%	-	-	26 7% BC	-
Unknown	8 1%	-	-	-	8 100%

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn ???
		Coastl SoCal #6	Coastl SoCal #8,9	Coastl Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891 100%	139 100%	387 100%	357 100%	8 100%
Rural	142 16%	12 9% c	15 4%	115 32% BC	-
Suburban	102 11%	15 11%	50 13%	37 10%	-
Urban	627 70%	110 79% D	317 82% D	200 56%	-
Not for general delivery	12 1%	2 1%	5 1%	5 1%	-
Unknown	8 1%	-	-	-	8 100%

Comparison Groups: BCD

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

County  
 >>>Core \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891 100%	139 100%	387 100%	357 100%	8 100%
Fresno	0 *%	-	-	0 *%	-
Inyo	0 *%	-	-	0 *%	-
Kern	17 2%	-	-	17 5% BC	-
Kings	0 *%	-	-	0 *%	-
Los Angeles	290 33%	49 35% D	205 53% BD	36 10%	-
Mono	0 *%	-	-	0 *%	-
Orange	188 21%	47 34% D	141 36% D	-	-
Riverside	149 17%	-	-	149 42% BC	-

Comparison Groups: BCD

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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County  
 >>>Core \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	Cal	???
		#6	#8,9	#10-16	
	(A)	(B)	(C)	(D)	(E)
San Bernardino	135 15%	-	-	135 38%	-
				BC	
Santa Barbara	12 1%	12 9%	-	-	-
		CD			
Tulare	16 2%	-	-	16 4%	-
				BC	
Ventura	72 8%	30 22%	42 11%	-	-
		CD	D		
Unknown	10 1%	-	-	2 1%	8 100%

Comparison Groups: BCD  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
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Age By Income Quota  
 >>>Core \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
1t25u30k	17	2	9	7	-
	2%	1%	2%	2%	
1t25b3075k	11	3	4	4	-
	1%	2%	1%	1%	
1t25b75kp	2	-	-	2	-
	*%			1%	
b2544u30k	80	9	20	50	0
	9%	7%	5%	14%	6%
				BC	
b2544b3075k	126	18	43	66	-
	14%	13%	11%	18%	
				c	
b2544b75kp	90	24	44	21	0
	10%	17%	11%	6%	6%
		D			
b4564u30k	120	15	39	66	-
	13%	11%	10%	18%	
				bC	

Comparison Groups: BCD

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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Age By Income Quota  
 >>>Core \*SCE\* Only<<<

	Extrm Coastl SoCal	Inland Coastl SoCal	Inland Cal	Unknwn ???
Total	#6	#8,9	#10-16	
	(A)	(B)	(C)	(D)
b4564b3075k	146 16%	16 11%	74 19%	53 15%
			b	5 62%
b4564b75kp	131 15%	21 15%	68 18%	40 11%
				2 26%
o64u30k	50 6%	9 6%	26 7%	15 4%
				-
o64b3075k	81 9%	10 7%	42 11%	29 8%
				-
o64b75kp	37 4%	13 9%	19 5%	5 1%
		D	d	-

Comparison Groups: BCD  
 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

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

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
NET: CA IOUs	891	139	387	357	8
	100%	100%	100%	100%	100%
Southern California Edison (SCE)	891	139	387	357	8
	100%	100%	100%	100%	100%

California Residential Rate OIR Study

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

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891 100%	139 100%	387 100%	357 100%	8 100%
UNWEIGHTED TOTAL	715	149	324	237	5
Reviewing and/or paying the monthly electricity bill/electricity and gas bill	854 96%	132 95%	376 97%	338 95%	8 100%
Calling your electricity/electricity and gas utility company when there is a problem	643 72%	95 68%	274 71%	266 75%	8 100%
Making decisions about programs, payments, and other options provided by your electricity/electricity and gas	678 76%	105 75%	287 74%	279 78%	8 100%

Comparison Groups: BCD

Independent Z-Test for Percentages

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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 \*SCE\* Only<<<

Total	Extrm	Inland	Inland	Unknwn	
	Coastl	Coastl			Cal
	SoCal	SoCal	Cal	Unknwn	
	#6	#8,9	#10-16	???	
(A)	(B)	(C)	(D)	(E)	
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Agriculture	180	33	73	70	5
	20%	23%	19%	20%	58%
Banking / insurance / financial services	393	70	191	132	-
	44%	50%	49%	37%	
		d	D		
Business or professional services / consulting	168	29	74	65	-
	19%	21%	19%	18%	
Construction / home improvement / contractor	138	22	47	69	1
	16%	15%	12%	19%	10%
			c		
Education	162	23	66	73	-
	18%	17%	17%	21%	
Entertainment	40	12	14	11	3
	4%	9%	4%	3%	32%
		d			
City, County, State, or National government	62	4	18	39	-
	7%	3%	5%	11%	
			BC		

Comparison Groups: BCD

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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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 \*SCE\* Only<<<

	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???	
Total	(A)	(B)	(C)	(D)	(E)
Healthcare	75 8%	14 10%	36 9%	25 7%	-
High technology / computer programming	35 4%	7 5%	17 4%	11 3%	-
Hospitality / food services	28 3%	4 3%	12 3%	11 3%	-
Manufacturing	42 5%	2 2%	22 6% b	17 5%	-
Market research / marketing / advertising	-	-	-	-	-
Retail	59 7%	8 5%	30 8%	22 6%	-
Utilities such as electrical or gas power companies	-	-	-	-	-
Retired	245 27%	35 25%	102 26%	103 29%	4 52%
Unemployed	83 9%	6 4%	26 7%	50 14% BC	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

Total	Extrm	Inland	Cal	Unknwn	
	Coastl	Coastl			
	SoCal	SoCal	#10-16	???	
	#6	#8,9			
	(A)	(B)	(C)	(D)	(E)
None of these	197	28	78	87	4
	22%	20%	20%	24%	48%

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
1	170	25	73	68	5
	19%	18%	19%	19%	58%
NET: 2 or more	721	114	314	289	3
	81%	82%	81%	81%	42%
2	377	69	176	132	-
	42%	50%	45%	37%	
		d			
NET: 3 or more	344	45	138	157	3
	39%	33%	36%	44%	42%
				b	
3	141	19	61	60	-
	16%	14%	16%	17%	
4	117	16	40	60	1
	13%	12%	10%	17%	10%
				c	
5 or more	86	10	36	38	3
	10%	7%	9%	11%	32%

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Extrm Coastl SoCal	Inland Coastl SoCal	Inland Cal	Unknwn ???
Total	#6	#8,9	#10-16	
	(A)	(B)	(C)	(D)
Statistics Base	891	139	387	357
Mean	2.6	2.5	2.5	2.7
				b
Standard Deviation	1.4	1.3	1.4	1.5
Median	2.0	2.0	2.0	2.0

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Coastl Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
NET: Up to 1,499 sq ft	360	73	151	132	4
	40%	53%	39%	37%	52%
		CD			
Under 1,000	134	24	54	52	4
	15%	18%	14%	15%	52%
1,000 to 1,499	225	49	97	80	-
	25%	35%	25%	22%	
		cD			
NET: 1,500 to 2,499 sq ft	364	38	179	147	-
	41%	27%	46%	41%	
			B	B	
1,500 to 1,999	239	24	121	94	-
	27%	17%	31%	26%	
			B		
2,000 to 2,499	125	14	58	53	-
	14%	10%	15%	15%	
NET: 2,500 sq ft or more	116	19	36	58	3
	13%	13%	9%	16%	42%

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Extrm Coastl SoCal	Inland Coastl SoCal	Inland Cal #10-16	Unknwn ???
Total	#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)
2,500 to 2,999	68 8%	5 3%	27 7%	36 10% b
3,000 to 3,499	36 4%	9 7% c	7 2%	16 5% 36%
3,500 or more	12 1%	5 3%	2 *%	5 1% -
Not sure	52 6%	9 7%	21 5%	21 6% 0 6%

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
18-24	30	5	13	13	-
	3%	3%	3%	4%	
NET: 25 to 44	296	52	106	136	1
	33%	37%	27%	38%	12%
				C	
25-34	142	25	47	70	0
	16%	18%	12%	20%	6%
				c	
35-44	153	26	59	67	0
	17%	19%	15%	19%	6%
NET: 45 to 64	398	51	181	159	7
	45%	37%	47%	44%	88%
45-54	122	13	55	52	3
	14%	9%	14%	15%	36%
55-64	276	38	127	107	4
	31%	28%	33%	30%	52%

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Coastl Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
NET: 65 or older	167 19%	31 23%	87 22%	49 14%	-
		d	D		
65-74	135 15%	22 16%	71 18%	41 12%	-
			d		
75 or older	32 4%	9 6%	16 4%	7 2%	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

Total	Extrm	Inland	Inland	Unknwn	
	Coastl	Coastl			Cal
	SoCal	SoCal	Cal	Unknwn	
	#6	#8,9	#10-16	???	
(A)	(B)	(C)	(D)	(E)	
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
NET: Less and \$30,000	267	35	94	138	0
	30%	25%	24%	39%	6%
				BC	
Less than \$15,000	89	15	26	47	0
	10%	11%	7%	13%	6%
				C	
\$15,000 to just less than \$22,000	96	11	32	53	-
	11%	8%	8%	15%	
				bC	
\$22,000 to just less than \$30,000	83	9	36	37	-
	9%	7%	9%	10%	
NET: \$30,000 to less than \$75,000	364	47	162	151	5
	41%	34%	42%	42%	62%
\$30,000 to just less than \$38,000	45	4	24	16	-
	5%	3%	6%	5%	
\$38,000 to just less than \$46,000	76	16	24	36	-
	9%	11%	6%	10%	

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	Cal	Unknwn
		#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)	(E)
\$46,000 to just less than \$54,000	73 8%	8 6%	30 8%	31 9%	4 52%
\$54,000 to just less than \$62,000	79 9%	7 5%	44 11% b	28 8%	-
\$62,000 to just less than \$75,000	92 10%	12 9%	39 10%	40 11%	1 10%
NET: \$75,000 or more	260 29%	58 41% D	132 34% D	68 19%	3 32%
\$75,000 to just less than \$100,000	87 10%	16 12%	49 13% d	23 6%	-
\$100,000 to just less than \$200,000	152 17%	39 28% D	71 18%	43 12%	-
\$200,000 or more	20 2%	3 2%	12 3%	3 1%	3 32%

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Male	356	47	158	146	5
	40%	34%	41%	41%	62%
Female	535	92	229	211	3
	60%	66%	59%	59%	38%

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	Cal	Unknwn
		#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Availability of rate plans to suit your specific needs	270	31	124	109	7
	30%	22%	32%	30%	84%
			b		
Charging a fair price for electricity services	213	24	97	85	7
	24%	17%	25%	24%	84%
Communicating rate changes in a timely manner	262	36	112	108	7
	29%	26%	29%	30%	84%
Educating you on the benefits of different rate plans	212	25	94	86	7
	24%	18%	24%	24%	94%
Keeping my lights on / no power outages	465	75	212	171	7
	52%	54%	55%	48%	84%

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	Cal	Unknwn
		#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Availability of rate plans to suit your specific needs	390	45	176	162	7
	44%	32%	46%	45%	94%
			B	B	
Charging a fair price for electricity services	316	42	132	135	7
	35%	30%	34%	38%	84%
Communicating rate changes in a timely manner	407	52	180	168	7
	46%	37%	46%	47%	94%
Educating you on the benefits of different rate plans	318	38	134	140	7
	36%	27%	34%	39%	94%
				b	
Keeping my lights on / no power outages	577	89	246	235	7
	65%	64%	64%	66%	94%

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9		
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
NET: Top 3 box	390	45	176	162	7
	44%	32%	46%	45%	94%
			B	B	
NET: Top 2 box	270	31	124	109	7
	30%	22%	32%	30%	84%
			b		
10 Extremely Satisfied	152	15	70	61	7
	17%	11%	18%	17%	84%
9	118	16	54	48	-
	13%	12%	14%	13%	
8	120	14	52	53	1
	13%	10%	14%	15%	10%
7	94	16	36	42	-
	11%	12%	9%	12%	
6	110	22	47	41	-
	12%	16%	12%	11%	

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
5	118 13%	19 13%	42 11%	56 16%	0 6%
4	20 2%	2 2%	7 2%	10 3%	-
3	35 4%	3 2%	25 6% bD	7 2%	-
2	31 3%	7 5%	6 2%	18 5% C	-
1 Extremely Dissatisfied	17 2%	2 2%	12 3% d	3 1%	-
Not sure	76 9%	22 16% D	35 9%	19 5%	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891 100%	139 100%	387 100%	357 100%	8 100%
UNWEIGHTED TOTAL	715	149	324	237	5
NET: Top 3 box	316 35%	42 30%	132 34%	135 38%	7 84%
NET: Top 2 box	213 24%	24 17%	97 25%	85 24%	7 84%
10 Extremely Satisfied	105 12%	11 8%	44 11%	46 13%	4 52%
9	108 12%	13 9%	53 14%	40 11%	3 32%
8	103 12%	18 13%	35 9%	50 14%	-
7	119 13%	24 17%	54 14%	40 11%	1 10%
6	88 10%	18 13%	38 10%	32 9%	-

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
5	131 15%	26 18%	45 12%	60 17%	0 6%
4	58 6%	7 5%	25 7%	25 7%	-
3	69 8%	7 5%	39 10%	22 6%	-
2	43 5%	7 5%	15 4%	22 6%	-
1 Extremely Dissatisfied	40 4%	4 3%	21 6%	14 4%	-
Not sure	28 3%	4 3%	18 5%	6 2%	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891 100%	139 100%	387 100%	357 100%	8 100%
UNWEIGHTED TOTAL	715	149	324	237	5
NET: Top 3 box	407 46%	52 37%	180 46%	168 47%	7 94%
NET: Top 2 box	262 29%	36 26%	112 29%	108 30%	7 84%
10 Extremely Satisfied	153 17%	16 12%	70 18%	60 17%	7 84%
9	109 12%	19 14%	41 11%	49 14%	-
8	145 16%	16 12%	68 18%	59 17%	1 10%
7	93 10%	13 10%	47 12%	33 9%	-
6	74 8%	19 13%	21 5%	35 10%	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
5	137 15%	28 20%	53 14%	55 16%	0 6%
4	53 6%	7 5%	24 6%	22 6%	-
3	42 5%	-	25 7% B	17 5% B	-
2	22 2%	7 5%	6 2%	9 3%	-
1 Extremely Dissatisfied	17 2%	1 *%	12 3% b	5 1%	-
Not sure	47 5%	13 9%	20 5%	14 4%	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
NET: Top 3 box	318	38	134	140	7
	36%	27%	34%	39%	94%
				b	
NET: Top 2 box	212	25	94	86	7
	24%	18%	24%	24%	94%
10 Extremely Satisfied	120	12	49	53	7
	13%	8%	13%	15%	84%
9	92	13	45	33	1
	10%	10%	12%	9%	10%
8	106	13	39	54	-
	12%	9%	10%	15%	
7	91	15	48	28	-
	10%	11%	12%	8%	
6	87	16	37	34	-
	10%	12%	10%	10%	

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
5	113 13%	21 15%	40 10%	52 15%	0 6%
4	63 7%	11 8%	20 5%	32 9%	-
3	77 9%	12 8%	38 10%	28 8%	-
2	53 6%	6 4%	29 8%	18 5%	-
1 Extremely Dissatisfied	42 5%	6 5%	23 6%	13 4%	-
Not sure	47 5%	15 10%	19 5%	13 4%	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891 100%	139 100%	387 100%	357 100%	8 100%
UNWEIGHTED TOTAL	715	149	324	237	5
NET: Top 3 box	577 65%	89 64%	246 64%	235 66%	7 94%
NET: Top 2 box	465 52%	75 54%	212 55%	171 48%	7 84%
10 Extremely Satisfied	292 33%	42 30%	131 34%	114 32%	5 58%
9	174 19%	33 23%	81 21%	58 16%	2 26%
8	112 13%	14 10%	34 9%	63 18%	1 10%
				C	
7	86 10%	10 7%	32 8%	44 12%	-
6	50 6%	10 7%	18 5%	22 6%	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
5	86 10%	13 9%	45 12%	27 8%	0 6%
4	23 3%	3 2%	14 3%	7 2%	-
3	23 3%	9 7% cD	11 3%	3 1%	-
2	14 2%	4 3%	3 1%	7 2%	-
1 Extremely Dissatisfied	15 2%	1 1%	7 2%	7 2%	-
Not sure	17 2%	0	12 3% b	5 1%	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	Cal	Unknwn
		#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
NET: Top 3 box	543	78	247	210	7
	61%	56%	64%	59%	94%
NET: Top 2 box	358	41	176	134	7
	40%	29%	46%	38%	84%
			B		
10 Extremely Favorable	151	12	78	56	5
	17%	9%	20%	16%	58%
			B		
9	208	29	98	79	2
	23%	21%	25%	22%	26%
8	185	37	71	76	1
	21%	27%	18%	21%	10%
7	116	23	47	46	-
	13%	16%	12%	13%	
6	90	18	39	33	-
	10%	13%	10%	9%	

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	Cal	Unknwn
		#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)	(E)
5	63 7%	7 5%	24 6%	31 9%	0 6%
4	29 3%	2 1%	15 4%	12 3%	-
3	12 1%	4 3%	5 1%	3 1%	-
2	16 2%	3 2%	3 1%	11 3% c	-
1 Not At All Favorable	7 1%	1 *%	2 1%	4 1%	-
Not sure	16 2%	4 3%	6 1%	6 2%	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

Total	Extrm	Inland	Inland	Unknwn	
	Coastl	Coastl			Cal
	SoCal	SoCal	Cal	Unknwn	
	#6	#8,9	#10-16	???	
(A)	(B)	(C)	(D)	(E)	
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
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	323	56	132	126	8
	36%	40%	34%	35%	100%
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	575	90	251	228	7
	64%	64%	65%	64%	84%
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	313	56	130	123	3
	35%	40%	34%	35%	42%
Not sure	141	24	53	64	-
	16%	17%	14%	18%	
Mean number aware	1.4	1.5	1.3	1.3	2.3
Standard deviation number aware	0.9	1.0	0.9	1.0	0.6

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Coastl Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
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	107 12%	19 13%	48 12%	39 11%	1 16%
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	516 58%	77 56%	225 58%	207 58%	7 88%
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	132 15%	23 17%	60 16%	48 13%	1 16%
Something else: Describe	26 3%	1 1%	11 3%	14 4%	-
Not sure	163 18%	31 22%	63 16%	70 19%	-

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Coastl Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
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	310 35%	35 25%	137 35% b	138 39% B	0 6%
Tiered rate, meaning your price per unit increases over the month as you use more electricity	202 23%	50 36% CD	77 20%	71 20%	5 62%
Time of Use rate, meaning you pay a different price per unit depending on the time of day you use electricity	174 20%	23 17%	78 20%	70 20%	3 32%
Something else: Describe	25 3%	1 1%	13 3%	11 3%	-
Not sure	180 20%	30 22%	82 21%	68 19%	-

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Coastl Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
\$0 to \$99	296	49	130	114	3
	33%	35%	34%	32%	36%
\$100 to \$149	174	42	86	47	-
	20%	30%	22%	13%	
		D	D		
\$150 to \$199	34	1	10	23	-
	4%	*%	3%	6%	
				Bc	
\$200 to \$299	146	27	56	63	0
	16%	20%	14%	18%	6%
\$300 to \$399	74	7	41	26	-
	8%	5%	11%	7%	
			b		
\$400 to \$499	15	1	5	9	-
	2%	1%	1%	2%	
\$500 or more	152	13	59	75	5
	17%	9%	15%	21%	58%
				B	

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Coastl Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
Statistics Base	891	139	387	357	8
Mean	223.4	162.7	213.0 B	254.8 Bc	392.0
Standard Deviation	255.9	189.9	247.2	279.8	331.7
Median	120.0	100.0	100.0	160.0	600.0

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

Total	Extrm	Inland	Inland	Unknwn	
	Coastl	Coastl			Cal
	SoCal	SoCal	Cal	Unknwn	
	#6	#8,9	#10-16	???	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Never	35	10	21	5	-
	4%	7%	5%	1%	
		d	D		
NET: Sometimes/Often	856	130	366	352	8
	96%	93%	95%	99%	100%
				bC	
Sometimes	363	59	147	156	0
	41%	43%	38%	44%	6%
Often	493	70	220	196	7
	55%	50%	57%	55%	94%

Comparison Groups: BCD

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 \*SCE\* Only<<<

Total	Extrm	Inland	Inland	Unknwn	
	Coastl	Coastl			Cal
	SoCal	SoCal	Cal	Unknwn	
	#6	#8,9	#10-16	???	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Never	211	39	103	69	-
	24%	28%	27%	19%	
NET: Sometimes/Often	680	101	284	288	8
	76%	72%	73%	81%	100%
Sometimes	388	57	167	162	2
	44%	41%	43%	45%	22%
Often	292	44	117	126	6
	33%	31%	30%	35%	78%

Comparison Groups: BCD

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 \*SCE\* Only<<<

Total	Extrm	Inland		Unknwn	
	Coastl SoCal #6	Coastl SoCal #8,9	Inland Cal #10-16		
(A)	(B)	(C)	(D)	(E)	
TOTAL	856	130	366	352	8
TOTAL ANSWERING	856	130	366	352	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	682	138	305	234	5
NET: A Lot/A Little	700	99	303	291	8
	82%	76%	83%	83%	100%
A Lot	179	16	77	79	7
	21%	12%	21%	22%	84%
			b	b	
A Little	522	83	225	212	1
	61%	64%	62%	60%	16%
None	155	31	63	61	-
	18%	24%	17%	17%	

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	680	101	284	288	8
TOTAL ANSWERING	680	101	284	288	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	529	101	234	189	5
NET: A Lot/A Little	504	61	212	223	8
	74%	61%	75%	78%	100%
			b	B	
A Lot	122	9	51	57	5
	18%	9%	18%	20%	62%
			b	B	
A Little	382	52	160	167	3
	56%	52%	56%	58%	38%
None	176	40	72	64	-
	26%	39%	25%	22%	
		cD			

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Coastl Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Installing and using a programmable thermostat	511 57%	76 54%	215 55%	217 61%	3 36%
Replacing or cleaning furnace / air conditioning filters	650 73%	81 58%	285 74%	283 79%	1 12%
			B	B	
Reducing air conditioning temperature settings on the thermostat	713 80%	85 61%	315 81%	310 87%	3 38%
			B	B	
Unplugging appliances when not in use	514 58%	85 61%	211 54%	215 60%	3 42%
Installing and using energy saving power strips	440 49%	80 57%	201 52%	157 44%	3 32%
		D			
None of these	32 4%	7 5%	17 4%	4 1%	4 52%
			D		
Mean number of actions taken	3.2	2.9	3.2 b	3.3 B	1.6

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Extrm Coastl SoCal	Inland Coastl SoCal	Inland Cal	Unknwn ???
Total	#6	#8,9	#10-16	
	(A)	(B)	(C)	(D)
Standard deviation number of actions taken	1.3	1.4	1.3	1.2
Median number of actions taken	3.0	3.0	3.0	3.0

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Coastl Inland Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Installing and using a programmable thermostat	363 41%	58 42%	172 44%	132 37%	2 22%
Replacing or cleaning furnace / air conditioning filters	397 45%	72 51%	184 48%	139 39%	3 36%
		d			
Reducing air conditioning temperature settings on the thermostat	311 35%	49 35%	141 36%	121 34%	1 10%
Unplugging appliances when not in use	507 57%	88 63%	227 59%	192 54%	0 6%
Installing and using energy saving power strips	499 56%	73 52%	220 57%	205 57%	1 16%
None of these	108 12%	18 13%	35 9%	50 14%	4 52%
Mean number of actions that could be taken	2.3	2.4	2.4 d	2.2	0.9
Standard deviation number of actions that could be taken	1.6	1.7	1.6	1.6	1.3

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Extrm Coastl SoCal	Inland Coastl SoCal	Inland Cal	Unknwn ???	
Total	#6	#8,9	#10-16	???	
	(A)	(B)	(C)	(D)	(E)
Median number of actions that could be taken	2.0	2.0	2.0	2.0	0.0

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl	Cal	
		SoCal	SoCal	Cal	???
		#6	#8,9	#10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Flat Rate Plan (no tiers)	341	41	141	158	1
	38%	29%	36%	44%	16%
				B	
Two-tier Plan	152	22	70	54	7
	17%	15%	18%	15%	84%
Three-tier Plan	209	38	91	80	-
	23%	27%	24%	22%	
No Preference	189	39	85	65	-
	21%	28%	22%	18%	
		d			

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl	Cal	
		SoCal	SoCal	Cal	???
		#6	#8,9	#10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Clothes Washer	716	95	321	297	3
	80%	68%	83%	83%	38%
			B	B	
Pool Pump	121	10	61	50	1
	14%	7%	16%	14%	10%
			B		
Air Conditioner	693	45	324	321	4
	78%	32%	84%	90%	48%
			B	Bc	
Electric Stove	181	39	66	73	3
	20%	28%	17%	21%	42%
		c			
Electric Oven	302	57	123	119	3
	34%	41%	32%	33%	32%
Electric Heater	264	47	118	96	3
	30%	34%	31%	27%	38%
Television(s)	863	132	382	342	7
	97%	95%	99%	96%	90%

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Extrm Coastl SoCal	Inland Coastl SoCal	Inland Cal	Unknwn ???
Total	#6	#8,9	#10-16	
	(A)	(B)	(C)	(D)
Computer(s)	855 96%	134 96%	377 97%	337 94%
Video Game Console(s)	398 45%	49 35%	155 40%	191 53% BC
None of these	1 *%	-	1 *%	-

Comparison Groups: BCD  
 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

Q3.4ba - 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 \*SCE\* Only<<<

	Total	Extrm	Inland		
		Coastl SoCal #6	Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Clothes Washer	484	56	232	196	0
	68%	59%	72%	66%	16%
			b		
Pool Pump	71	8	26	36	1
	59%	79%	43%	73%	100%
		C		C	
Air Conditioner	421	28	215	178	-
	61%	63%	66%	55%	
			d		
Electric Stove	69	12	29	28	-
	38%	31%	44%	38%	
Electric Oven	143	29	51	64	-
	47%	51%	41%	53%	
Electric Heater	125	28	54	44	-
	48%	59%	45%	46%	

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9		
	(A)	(B)	(C)	(D)	(E)
Television(s)	290 34%	38 28%	144 38%	105 31%	3 36%
Computer(s)	257 30%	31 23%	128 34% b	96 29%	3 36%
Video Game Console(s)	166 42%	13 28%	67 43%	84 44%	3 100%
None of these	161 18%	40 29% CD	56 15%	61 17%	5 58%
Mean number of electronics where use was shifted	2.3	1.7	2.4 B	2.3 B	1.1
Standard deviation of electronics where use was shifted	1.8	1.6	1.7	1.8	1.6
Median number of electronics where use was shifted	2.0	1.0	2.0	2.0	0.0

Comparison Groups: BCD  
 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 devise

>>>Core \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Clothes Washer	366	50	170	144	2
	51%	52%	53%	48%	68%
Pool Pump	58	6	29	23	-
	48%	55%	48%	47%	
Air Conditioner	271	24	125	118	3
	39%	54%	39%	37%	88%
		d			
Electric Stove	91	22	23	44	2
	50%	56%	35%	60%	62%
				C	
Electric Oven	155	26	64	63	2
	51%	45%	52%	53%	81%
Electric Heater	113	17	52	42	3
	43%	35%	44%	44%	84%
Television(s)	443	63	192	188	0
	51%	48%	50%	55%	7%

Comparison Groups: BCD

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

Q3.4bb - 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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
Computer(s)	463 54%	69 52%	190 50%	204 60%	-
				c	
Video Game Console(s)	203 51%	25 51%	80 52%	98 51%	-
None of these	178 20%	32 23%	70 18%	72 20%	4 52%
Mean number of electronics where use can be shifted	2.4	2.2	2.4	2.6 B	1.6
Standard deviation of electronics where use can be shifted	1.9	1.8	1.9	2.0	2.2
Median number of electronics where use can be shifted	2.0	2.0	2.0	2.0	0.0

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Extrm Coastl SoCal	Inland Coastl SoCal	Inland Cal	Unknwn ???	
Total	#6	#8,9	#10-16		
	(A)	(B)	(C)	(D)	
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Yes	327	50	135	136	7
	37%	36%	35%	38%	88%
No	148	25	71	52	0
	17%	18%	18%	15%	6%
Not Sure	415	64	181	169	0
	47%	46%	47%	47%	6%

Comparison Groups: BCD

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? Natural Gas  
 >>>Core \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	758	116	332	303	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	608	126	276	201	5
Yes	259	34	102	118	5
	34%	30%	31%	39%	62%
No	96	20	46	27	3
	13%	18%	14%	9%	32%
		d			
Not Sure	403	61	183	158	0
	53%	53%	55%	52%	6%
Don't Have (removed from base)	132	23	55	54	-

Comparison Groups: BCD

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

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

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891 100%	139 100%	387 100%	357 100%	8 100%
UNWEIGHTED TOTAL	715	149	324	237	5
Yes	118 13%	11 8%	51 13%	52 15%	3 42%
No	237 27%	51 36%	103 27%	83 23%	-
		D			
Not sure	536 60%	77 55%	233 60%	221 62%	5 58%

Comparison Groups: BCD

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 \*SCE\* Only<<<

Total	Extrm	Inland	Inland	Unknwn	
	Coastl	Coastl			Cal
	SoCal	SoCal	Cal	Unknwn	
	#6	#8,9	#10-16	???	
(A)	(B)	(C)	(D)	(E)	
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Saves Money : Provides opportunity to change my energy use behavior to lower my bill.	574 64% (1)	98 70% (1)	236 61% (1)	235 66% (1)	5 64% (2)
Predictable : I know what bill amount should be each month.	268 30% (2)	37 27% (4)	115 30% (4)	113 32% (3)	3 32% (5)
Stable : Will not cause bill to change a lot from month to month, or from season to season (winter / summer).	267 30% (3)	33 24% (6)	100 26% (7)	129 36% (2)	5 58% (3)
Works for Me : Fits my habits and lifestyle.	266 30% (4)	33 23% (7)	133 34% (2)	93 26% (5)	7 88% (1)
Simple : Does not require a lot of my effort and time to understand how my energy use behavior will affect my bill.	261 29% (5)	36 26% (5)	119 31% (3)	106 30% (4)	-

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	Cal	Unknwn
		#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)	(E)
Fair : Seems like a fair way to be charged for energy.	242 27%	50 36%	105 27%	86 24%	1 16%
	(6)	(2)	(6)	(6)	(6)
Green : Helps protect our air and environment.	227 25%	44 31%	105 27%	78 22%	-
	(7)	(3)	(5)	(9)	
Understandable : In language I can understand.	210 24%	31 22%	97 25%	81 23%	-
	(8)	(8)	(8)	(8)	
Reflects Cost of Electricity : Encourages me to use less electricity during peak periods when it costs the most.	198 22%	30 21%	80 21%	85 24%	3 42%
	(9)	(9)	(9)	(7)	(4)
Worry-Free : I don't need to pay attention to when during the day or month I use energy.	162 18%	27 19%	71 18%	64 18%	-
	(10)	(10)	(10)	(10)	

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Coastl Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Flat Rate, \$0.24/kWh, Monthly Service Fee = \$10, Demand Charge = \$5	102	11	52	39	-
	11%	8%	13%	11%	
3-Price TOU Rate, kWh = wide spread, Monthly Service Fee = \$0, Demand Charge = \$2	271	33	122	108	7
	30%	24%	32%	30%	94%
3-Tier Rate, kWh = all high, Monthly Service Fee = \$0, Demand Charge = \$0	518	95	213	209	0
	58%	68%	55%	59%	6%
		C			

Comparison Groups: BCD

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 \*SCE\* Only<<<

Total	Extrm	Inland	Inland	Unknwn	
	Coastl	Coastl			Cal
	SoCal	SoCal	Cal	Unknwn	
	#6	#8,9	#10-16	???	
(A)	(B)	(C)	(D)	(E)	
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
TOTAL	891	139	387	357	8
=====	100%	100%	100%	100%	100%
Would definitely switch	84	11	24	45	5
	9%	8%	6%	13%	58%
				C	
Would consider switching	540	91	259	187	3
	61%	65%	67%	52%	36%
		d	D		
No interest in switching	92	16	34	42	-
	10%	12%	9%	12%	
Not sure	175	21	70	83	0
	20%	15%	18%	23%	6%
Fixed 1: Flat Rate, \$0.24/kWh, Monthly Service Fee = \$10, Demand Charge = \$5	102	11	52	39	-
	100%	100%	100%	100%	
Would definitely switch	10	1	1	8	-
	10%	11%	2%	19%	
				C	

Comparison Groups: BCD

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 \*SCE\* Only<<<

Total	Extrm	Inland	Inland	Unknwn	
	Coastl	Coastl			
	SoCal	SoCal	Cal	Unknwn	
	#6	#8,9	#10-16	???	
	(A)	(B)	(C)	(D)	(E)
Would consider switching	71 69%	3 32%	42 81%	25 64%	-
			B		
No interest in switching	13 13%	4 39%	3 7%	5 13%	-
		c			
Not sure	8 8%	2 19%	5 10%	1 3%	-
Fixed 2: 3-Price TOU Rate, kWh = wide spread, Monthly Service Fee = \$0, Demand Charge = \$2	271 100%	33 100%	122 100%	108 100%	7 100%
<hr/>					
Would definitely switch	31 11%	1 4%	13 10%	12 11%	5 62%
Would consider switching	170 63%	26 80%	82 67%	59 55%	3 38%
		D			
No interest in switching	25 9%	1 4%	7 6%	17 16%	-
			b		
Not sure	45 17%	4 12%	21 17%	20 19%	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	Cal	Unknwn
		#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)	(E)
Fixed 3: 3-Tier Rate, kWh = all high, Monthly Service Fee = \$0, Demand Charge = \$0	518 100%	95 100%	213 100%	209 100%	0 100%
<hr/>					
Would definitely switch	43 8%	8 9%	10 5%	25 12%	- C
Would consider switching	299 58%	61 64%	135 63%	103 49%	- D
No interest in switching	55 11%	11 11%	23 11%	20 10%	-
Not sure	121 23%	15 16%	45 21%	61 29%	0 100%
				b	

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

Total	Extrm	Inland	Inland	Unknwn	
	Coastl	Coastl			Cal
	SoCal	SoCal	Cal	Unknwn	
	#6	#8,9	#10-16	???	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
...Stay the same. I am not willing to risk a higher bill for potential savings.	381	49	138	190	5
	43%	35%	36%	53%	58%
				BC	
...Decrease by 5%, but increase no more than 5%.	131	38	56	35	3
	15%	27%	14%	10%	32%
		CD			
...Decrease by 10%, but increase no more than 10%.	180	27	78	75	1
	20%	19%	20%	21%	10%
...Decrease by 15%, but increase no more than 15%.	75	8	38	29	-
	8%	6%	10%	8%	
...Decrease by 20%, but increase no more than 20%.	42	4	32	7	-
	5%	3%	8%	2%	
			BD		
...Decrease by 25%, but increase no more than 25%.	82	15	46	22	-
	9%	11%	12%	6%	
			d		

Comparison Groups: BCD

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  
 TBVB Included  
 >>>Core \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	Cal	Unknwn
		#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
2 Tiered Rate:					
=====					
Would Try	420	74	173	166	7
	47%	53%	45%	47%	84%
Would NOT Try	470	65	214	191	1
	53%	47%	55%	53%	16%
3 Tiered Rate:					
=====					
Would Try	382	79	154	146	3
	43%	56%	40%	41%	42%
		CD			
Would NOT Try	509	61	233	211	5
	57%	44%	60%	59%	58%
			B	B	
Flat Rate:					
=====					
Would Try	423	72	173	177	1
	47%	52%	45%	50%	10%

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	Cal	Unknwn
		#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)	(E)
Would NOT Try	468	68	214	179	7
	53%	48%	55%	50%	90%
Steep TOU Rate: =====					
Would Try	121	13	44	62	3
	14%	9%	11%	17%	32%
				Bc	
Would NOT Try	769	127	343	295	5
	86%	91%	89%	83%	68%
		D	d		
Mild TOU Rate: =====					
Would Try	261	47	101	110	3
	29%	34%	26%	31%	36%
Would NOT Try	630	92	286	246	5
	71%	66%	74%	69%	64%

Comparison Groups: BCD  
 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 TBYP Included 2 Tiered Rate  
 >>>Core \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	Cal	Unknwn
	#6	#8,9	#10-16	???	???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
2 Tiered Rate:					
=====					
Would Try	630	105	283	235	7
	71%	75%	73%	66%	94%
Would NOT Try	261	35	104	122	0
	29%	25%	27%	34%	6%
3 Tiered Rate:					
=====					
Would Try	605	110	269	222	3
	68%	79%	70%	62%	36%
		cD			
Would NOT Try	286	29	118	134	5
	32%	21%	30%	38%	64%
			b	B	
Flat Rate:					
=====					
Would Try	633	101	288	243	1
	71%	73%	74%	68%	10%

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???	
Total	(A)	(B)	(C)	(D)	(E)
Would NOT Try	258 29%	38 27%	99 26%	114 32%	7 90%
Steep TOU Rate: =====					
Would Try	302 34%	54 39%	120 31%	127 36%	0 6%
Would NOT Try	589 66%	85 61%	267 69%	229 64%	7 94%
Mild TOU Rate: =====					
Would Try	444 50%	78 56%	188 49%	176 49%	1 16%
Would NOT Try	447 50%	61 44%	199 51%	180 51%	7 84%

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	Cal	Unknwn
		#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Look at the amount due and/or the due date	770 86%	117 84%	332 86%	314 88%	7 90%
Look at actual electricity or kWh use	599 67%	79 57%	271 70%	241 68%	7 94%
			B		
Read the details about how your bill is calculated	367 41%	54 39%	168 43%	142 40%	3 32%
Read notes or other messages that are on the bill	362 41%	42 30%	174 45%	144 40%	3 36%
			B		
Read any inserts that are included with the bill	273 31%	36 26%	114 29%	120 34%	3 42%
None of these - you don't look at the bill	28 3%	12 8%	10 3%	6 2%	-
		CD			
Not sure	24 3%	5 4%	9 2%	10 3%	-

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	Cal	Unknwn
		#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
\$0 to \$49	235	69	96	62	7
	26%	50%	25%	18%	94%
		CD	d		
\$50 to \$99	229	32	106	90	0
	26%	23%	27%	25%	6%
\$100 to \$149	138	12	72	53	-
	15%	9%	19%	15%	
			B		
\$150 to \$199	94	11	33	50	-
	11%	8%	9%	14%	
\$200 or more	191	15	75	101	-
	21%	11%	19%	28%	
			b	BC	
Unsure	4	-	4	-	-
	*%		1%		
			BD		

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Unknwn	
		Coastl SoCal #6	Coastl SoCal #8,9		Inland Cal #10-16
	(A)	(B)	(C)	(D)	(E)
Statistics Base	887	139	383	357	8
Mean	131.9	86.8	130.0 B	154.0 B	23.7
Standard Deviation	160.5	108.8	183.6	147.6	17.0
Median	90.0	50.0	90.0	100.0	10.0

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

Total	Extrm	Inland	Inland	Unknwn	
	Coastl	Coastl			Cal
	SoCal	SoCal	Cal	Unknwn	
	#6	#8,9	#10-16	???	
(A)	(B)	(C)	(D)	(E)	
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
\$0 to \$49	306	65	122	111	7
	34%	47%	31%	31%	94%
		CD			
\$50 to \$99	280	31	139	109	0
	31%	23%	36%	31%	6%
		B			
\$100 to \$149	135	22	61	52	-
	15%	16%	16%	15%	
\$150 to \$199	73	10	22	41	-
	8%	7%	6%	12%	
				c	
\$200 or more	88	10	38	40	-
	10%	8%	10%	11%	
Unsure	9	1	5	3	-
	1%	*%	1%	1%	
Statistics Base	882	139	382	353	8

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???	
Total	(A)	(B)	(C)	(D)	(E)
Mean	92.0	87.8	89.4	97.6	39.4
Standard Deviation	92.1	124.6	74.7	95.0	8.8
Median	65.0	50.0	65.0	70.0	35.0

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

Total	Extrm	Inland	Inland	Unknwn	
	Coastl	Coastl			
	SoCal	SoCal	Cal	???	
	#6	#8,9	#10-16		
(A)	(B)	(C)	(D)	(E)	
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
\$0 to \$9	117	28	37	53	-
	13%	20%	9%	15%	
		C			
\$10 to \$19	211	48	98	65	-
	24%	34%	25%	18%	
		D			
\$20 to \$29	181	29	84	67	0
	20%	21%	22%	19%	6%
\$30 to \$39	94	6	45	43	0
	11%	4%	12%	12%	6%
			B	B	
\$40 to \$49	75	7	33	34	1
	8%	5%	9%	10%	10%
\$50 to \$74	76	7	39	24	6
	8%	5%	10%	7%	78%
\$75 to \$99	37	6	13	19	-
	4%	4%	3%	5%	

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Unknwn	
		Coastl SoCal #6	Coastl SoCal #8,9		Inland Cal #10-16
	(A)	(B)	(C)	(D)	(E)
More than \$100	59 7%	8 6%	21 5%	30 8%	-
Not sure	41 5%	1 *%	18 5% B	22 6% B	-

Comparison Groups: BCD  
 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

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

Total	Extrm	Inland	Inland	Unknwn	
	Coastl	Coastl			Cal
	SoCal	SoCal	Cal	Unknwn	
	#6	#8,9	#10-16	???	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Never	65	13	30	22	-
	7%	9%	8%	6%	
NET: At least rarely	826	127	357	334	8
	93%	91%	92%	94%	100%
Rarely (1-2 bills)	449	80	182	181	5
	50%	58%	47%	51%	68%
Sometimes (3-4 bills)	299	38	142	116	3
	34%	28%	37%	33%	32%
Often (more than 4 bills)	78	8	33	37	-
	9%	6%	8%	10%	

Comparison Groups: BCD

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

Q7.7 - 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 \*SCE\* Only<<<

Total	Extrm	Inland	Inland	Unknwn	
	Coastl	Coastl			Cal
	SoCal	SoCal	Cal	Unknwn	
	#6	#8,9	#10-16	???	
	(A)	(B)	(C)	(D)	(E)
TOTAL	826	127	357	334	8
TOTAL ANSWERING	826	127	357	334	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	655	135	296	219	5
Called my electricity/electricity and gas utility company	149	18	59	69	3
	18%	14%	16%	21%	42%
Checked my usage online	274	46	101	120	7
	33%	36%	28%	36%	94%
Something else:	113	25	30	58	-
	14%	20%	8%	17%	
		C		C	
I did not take action	304	44	169	90	0
	37%	35%	47%	27%	6%
			bD		
Can't recall	47	7	14	26	-
	6%	5%	4%	8%	

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
NET: Less than college	621	72	257	286	6
	70%	51%	66%	80%	78%
			B	BC	
NET: High school or less	356	37	149	170	-
	40%	27%	39%	48%	
			B	Bc	
Some high school or less	16	4	2	10	-
	2%	3%	1%	3%	
		C		c	
High school graduate	340	33	147	160	-
	38%	24%	38%	45%	
			B	B	
Trade or technical school graduate	265	35	108	116	6
	30%	25%	28%	33%	78%
				b	
NET: College grad or more	270	68	130	71	2
	30%	49%	34%	20%	22%
		CD	D		

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Extrm Coastl SoCal	Inland Coastl SoCal	Inland Cal	Unknwn ???
Total	#6	#8,9	#10-16	
	(A)	(B)	(C)	(D)
Undergraduate college degree	171 19%	38 27%	78 20%	54 15%
		d		2 22%
Masters or doctorate degree	99 11%	30 22%	52 13%	17 5%
		D	D	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
NET: Employed	448	74	193	177	4
	50%	53%	50%	49%	48%
Employed full-time	347	59	153	131	4
	39%	42%	40%	37%	48%
Employed part-time	101	16	40	45	-
	11%	11%	10%	13%	
NET: Not employed/student	431	64	188	174	4
	48%	46%	49%	49%	52%
Unemployed or between jobs	87	8	41	38	-
	10%	6%	11%	11%	
Homemaker or caregiver (non-professional)	49	5	12	32	-
	6%	4%	3%	9%	
				bC	
Student	33	8	11	13	-
	4%	6%	3%	4%	
Retired	262	43	123	91	4
	29%	31%	32%	26%	52%

Comparison Groups: BCD

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 \*SCE\* Only<<<

Total	Extrm	Inland	Inland	Unknwn
	Coastl	Coastl	Coastl	
	SoCal	SoCal	Cal	
	#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)
Prefer not to answer	12	0	6	6
	1%	*%	1%	2%

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Coastl Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
NET: Work at home at lest sometimes	280	63	116	100	1
	31%	45%	30%	28%	16%
		CD			
Work at home all the time	95	24	31	39	1
	11%	17%	8%	11%	16%
		c			
Work at home most of the time	40	4	25	11	-
	5%	3%	7%	3%	
Work at home sometimes	145	35	60	50	-
	16%	25%	15%	14%	
		cD			
Do not work at home	611	76	271	257	7
	69%	55%	70%	72%	84%
			B	B	

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
White (but not Hispanic)	580	109	230	236	5
	65%	78%	59%	66%	58%
		CD			
NET: Non-white	292	29	149	112	3
	33%	21%	38%	31%	42%
			B	b	
African-American	23	2	11	10	-
	3%	2%	3%	3%	
Asian or Pacific Islander	91	13	62	16	-
	10%	9%	16%	4%	
			D		
Hispanic or Latin American	147	10	67	66	3
	16%	7%	17%	19%	42%
			B	B	
Native American	6	0	3	2	-
	1%	*%	1%	1%	
Mixed race	20	2	4	14	-
	2%	2%	1%	4%	

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???	
Total	(A)	(B)	(C)	(D)	(E)
Something else, specify:	6 1%	0 *%	1 *%	4 1%	-
Prefer not to answer	18 2%	1 1%	8 2%	9 2%	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
English	834	129	355	344	6
	94%	92%	92%	96%	74%
				c	
Spanish	132	12	50	67	3
	15%	9%	13%	19%	42%
				Bc	
NET: Chinese	27	4	22	1	-
	3%	3%	6%	*%	
			D		
Chinese - Mandarin	13	4	8	1	-
	1%	3%	2%	*%	
Chinese - Cantonese	18	1	17	-	-
	2%	1%	4%		
			bD		
Japanese	8	5	3	0	-
	1%	3%	1%	*%	
		cD			

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
Korean	6 1%	1 1%	4 1%	1 *%	-
Filipino	6 1%	-	6 2%	-	-
Vietnamese	5 1%	2 1%	3 1%	-	-
Something else, specify:	11 1%	7 5% cd	2 1%	2 1%	-
Prefer not to answer	8 1%	-	6 2%	3 1%	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

Total	Extrm	Inland		Unknwn	
	Coastl SoCal #6	Coastl SoCal #8,9	Inland Cal #10-16		
(A)	(B)	(C)	(D)	(E)	
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Yes	255	18	106	131	-
	29%	13%	27%	37%	
			B	Bc	
No	592	118	258	208	8
	66%	85%	67%	58%	100%
		CD			
Prefer not to answer	44	3	23	18	-
	5%	2%	6%	5%	

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???	
Total	(A)	(B)	(C)	(D)	(E)
TOTAL	255	18	106	131	-
TOTAL ANSWERING	255 100%	18 100%	106 100%	131 100%	-
UNWEIGHTED TOTAL	181	23	85	73	-
Mobility	77 30%	4 24%	27 26%	46 35%	-
Hearing	35 14%	4 24%	9 9%	22 16%	-
Vision	26 10%	-	5 5%	21 16% Bc	-
Cognitive (learning or mental)	8 3%	1 4%	3 3%	4 3%	-
Psychological	33 13%	1 6%	13 12%	19 15%	-
Chronic disease	72 28%	9 48% d	34 32%	28 22%	-
Other (specify):	28 11%	3 14%	12 11%	13 10%	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

Total	Extrm	Inland	Inland	Unknwn
	Coastl	Coastl		
	SoCal	SoCal	Cal	Unknwn
	#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)
Not sure / Prefer not to answer	57	2	34	21
	22%	9%	32%	16%
			bd	

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
NET: Single family	638	75	290	272	1
	72%	54%	75%	76%	16%
			B	B	
Single family, detached (e.g., freestanding house)	582	67	255	261	0
	65%	48%	66%	73%	6%
			B	B	
Single family attached such as town house or row house	56	9	35	11	1
	6%	6%	9%	3%	10%
			D		
NET: Apartment or condo	196	59	81	49	7
	22%	42%	21%	14%	84%
		CD	d		
Apartment or condo in multi-unit structure of 2-4 units	82	28	20	29	5
	9%	20%	5%	8%	58%
		CD			
Apartment or condo in multi-unit structure of 5 or more units	114	31	61	20	2
	13%	23%	16%	6%	26%
		D	D		

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl		
		SoCal	SoCal	Cal	???
		#6	#8,9	#10-16	
	(A)	(B)	(C)	(D)	(E)
Mobile home	47 5%	5 3%	13 3%	30 8%	-
				BC	
Not sure or prefer not to answer	10 1%	-	3 1%	7 2%	-

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Own	625	82	281	259	4
	70%	59%	72%	73%	48%
			B	B	
Rent	266	58	106	97	4
	30%	41%	28%	27%	52%
		CD			

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl	Coastl	Coastl	
		SoCal	SoCal	Cal	
		#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Before 1950	69	15	28	21	4
	8%	11%	7%	6%	52%
1950s	112	24	66	22	-
	13%	17%	17%	6%	
		D	D		
1960s	122	23	76	23	-
	14%	16%	20%	6%	
		D	D		
1970s	181	28	96	57	1
	20%	20%	25%	16%	16%
			D		
1980s	147	19	49	80	-
	16%	13%	13%	22%	
				bC	
1990s	127	12	51	64	-
	14%	8%	13%	18%	
				B	

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Coastl Cal #10-16	Unknwn ???	
Total	(A)	(B)	(C)	(D)	(E)
2000s	134 15%	19 13%	22 6%	90 25%	3 32%
		c		BC	
Statistics Base	891	139	387	357	8
Mean	1975.7	1970.6	1970.9	1983.2	1968.0
				BC	
Standard Deviation	21.0	21.4	19.1	20.5	26.5
Median	1977.0	1970.0	1970.0	1987.0	1946.0

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Coastl Inland Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
CARE or FERA (discount for low-income customers)	210	24	75	110	-
	24%	17%	19%	31%	BC
Electric Vehicle rate plan	5	-	-	5	-
	1%			1%	bc
Time Of Use rate plan	20	-	6	10	3
	2%		2%	3%	42%
			B	B	
Solar or Net Energy Metering (NEM) rate plan	14	-	5	8	1
	2%		1%	2%	10%
				b	
Balanced Payment Plan	53	4	20	29	0
	6%	3%	5%	8%	6%
				b	
Automatic Payment Service	106	30	47	24	5
	12%	22%	12%	7%	62%
		cD			

Comparison Groups: BCD

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 \*SCE\* Only<<<

	Extrm Coastl SoCal	Inland Coastl SoCal	Inland Cal #10-16	Unknwn ???
Total	#6	#8,9	#10-16	???
	(A)	(B)	(C)	(D)
None of these	401 45%	63 45%	200 52%	137 38%
			D	0 6%
Not sure	127 14%	19 14%	49 13%	59 16%

Comparison Groups: BCD  
 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 \*SCE\* Only<<<

	Total	Extrm	Inland	Inland	Unknwn
		Coastl SoCal #6	Coastl SoCal #8,9	Coastl Cal #10-16	
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Electric Vehicle rate plan	19	0	3	13	3
	2%	*%	1%	4%	36%
				BC	
Solar or Net Energy Metering (NEM) rate plan	17	0	4	11	2
	2%	*%	1%	3%	26%
				b	
Not sure	247	33	106	107	1
	28%	24%	27%	30%	12%
No, I do not	614	105	274	230	4
	69%	76%	71%	65%	52%
		d			

Comparison Groups: BCD

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

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 \*SCE\* Only<<<

Total	Extrm	Inland		Unknwn	
	Coastl SoCal #6	Coastl SoCal #8,9	Inland Cal #10-16		
(A)	(B)	(C)	(D)	(E)	
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
Yes, I will provide my account number	111	15	48	48	1
	12%	11%	12%	13%	10%
No, I prefer not to	780	124	339	309	7
	88%	89%	88%	87%	90%

Comparison Groups: BCD

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

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

	Total	Extrm Coastl SoCal #6	Inland Coastl SoCal #8,9	Inland Cal #10-16	Unknwn ???
	(A)	(B)	(C)	(D)	(E)
TOTAL	891	139	387	357	8
TOTAL ANSWERING	891	139	387	357	8
	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	715	149	324	237	5
NET: Enjoyed it	413	50	182	174	7
	46%	36%	47%	49%	94%
			b	b	
I enjoyed it a lot	185	29	82	70	3
	21%	21%	21%	20%	42%
I enjoyed it a little	229	21	100	104	4
	26%	15%	26%	29%	52%
			B	B	
I felt neutral about it	404	68	173	163	-
	45%	49%	45%	46%	
NET: Didn't enjoy it	74	21	33	19	0
	8%	15%	8%	5%	6%
		D			
I didn't enjoy it	53	16	23	14	-
	6%	12%	6%	4%	
		d			
I didn't enjoy it at all	21	5	10	5	0
	2%	4%	3%	1%	6%

Comparison Groups: BCD

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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