

California Residential Rate OIR Study

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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BASE: Those with each type of appliance/electronic devise  
>>>Core \*SDG&E\* Only<<<

Table Q3.4BB Page 55.....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 \*SDG&E\* Only<<<

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table QD6 Page 88.....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 \*SDG&E\* Only<<<

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BASE: Those that report a disability  
>>>Core \*SDG&E\* Only<<<

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

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

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

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

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

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

California Residential Rate OIR Study

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

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
Core	223 87%	150 86%	71 90%	1 76%
NET: Spanish	33 13%	24 14%	8 10%	0 24%
Spanish (CatalystMR)	18 7%	16 9%	2 3%	-
Spanish (uSamp)	14 6%	8 4%	6 8%	0 24%

California Residential Rate OIR Study

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

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
TOTAL	700	480	218	2
TOTAL ANSWERING	700 100%	480 100%	218 100%	2 100%
UNWEIGHTED TOTAL	700	480	218	2
Core	650 93%	445 93%	204 94%	1 50%
NET: Spanish	50 7%	35 7%	14 6%	1 50%
Spanish (CatalystMR)	21 3%	18 4%	3 1%	-
Spanish (uSamp)	29 4%	17 4%	11 5%	1 50%

California Residential Rate OIR Study

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

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
SDG&E	255 100%	174 100%	80 100%	1 100%



California Residential Rate OIR Study

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

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
TOTAL	700	480	218	2
TOTAL ANSWERING	700	480	218	2
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
SDG&E	700	480	218	2
	100%	100%	100%	100%

California Residential Rate OIR Study

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

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
#6 Extreme Coastal Southern California (Santa Barbara, Santa Monica, San Clemente)	10 4%	10 5% C	-	-
#7 Costal San Diego (Camp Pendleton, Encinitas, San Diego)	165 65%	165 95% C	-	-
#8 Inland Coastal Southern California (South Gate, Anaheim, El Toro)	4 1%	-	4 4% B	-
#10 Inland Southern California Valleys (Riverside, Temecula, Escondido)	76 30%	-	76 96% B	-
Unknown	1 *%	-	-	1 100%

Comparison Groups: BC

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

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

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
Rural	20 8%	3 2%	16 21% B	-
Suburban	23 9%	12 7%	11 14% b	-
Urban	209 82%	159 91% C	50 63%	-
Not for general delivery	3 1%	0 *%	2 3% B	-
Unknown	1 *%	-	-	1 100%

Comparison Groups: BC  
 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

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

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
Orange	13 5%	10 5%	4 4%	-
Riverside	2 1%	-	2 2% B	-
San Diego	239 94%	165 95%	74 93%	-
Unknown	1 *%	-	-	1 100%

Comparison Groups: BC

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

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

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
1t25u30k	13 5%	12 7% C	2 2%	-
1t25b3075k	4 2%	2 1%	2 3%	-
1t25b75kp	1 *%	1 *%	0 *%	-
b2544u30k	22 8%	11 6%	11 14% B	-
b2544b3075k	35 14%	28 16% C	7 8%	-
b2544b75kp	27 10%	19 11%	8 10%	0 24%
b4564u30k	21 8%	17 10% C	3 4%	-

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Costal		Inland	Unknwn
	San Diego	SoCal Vallys	???	
	Total	#6,7	#8,10	???
	(A)	(B)	(C)	(D)
b4564b3075k	54 21%	37 21%	17 22%	-
b4564b75kp	39 15%	25 14%	14 18%	-
o64u30k	9 4%	5 3%	4 5%	1 76%
o64b3075k	22 9%	13 8%	9 11%	-
o64b75kp	9 4%	6 3%	4 4%	-

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

California Residential Rate OIR Study

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

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
NET: CA IOUs	255 100%	174 100%	80 100%	1 100%
San Diego Gas & Electric Company (SDG&E)	255 100%	174 100%	80 100%	1 100%

California Residential Rate OIR Study

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

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
Reviewing and/or paying the monthly electricity bill/electricity and gas bill	237	164	72	1
	93%	94%	91%	100%
Calling your electricity/electricity and gas utility company when there is a problem	188	124	62	1
	73%	71%	78%	100%
Making decisions about programs, payments, and other options provided by your electricity/electricity and gas	186	123	62	1
	73%	71%	77%	100%

Comparison Groups: BC

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

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
Agriculture	53 21%	40 23%	12 15%	1 76%
		C		
Banking / insurance / financial services	101 40%	66 38%	35 44%	-
Business or professional services / consulting	66 26%	47 27%	19 24%	-
Construction / home improvement / contractor	41 16%	23 13%	17 22%	-
			B	
Education	44 17%	31 18%	13 16%	0 24%
Entertainment	12 5%	11 6%	1 1%	-
		C		
City, County, State, or National government	18 7%	9 5%	9 11%	-
			B	

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
Healthcare	34 13%	25 14%	9 11%	-
High technology / computer programming	10 4%	6 3%	4 5%	-
Hospitality / food services	12 5%	9 5%	2 3%	1 76%
Manufacturing	10 4%	4 3%	6 7% b	-
Market research / marketing / advertising	-	-	-	-
Retail	19 8%	14 8%	5 7%	-
Utilities such as electrical or gas power companies	-	-	-	-
Retired	55 22%	36 21%	19 24%	-
Unemployed	18 7%	13 7%	5 6%	-
None of these	64 25%	43 25%	21 26%	-

Comparison Groups: BC  
 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

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

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
1	50	38	11	1
	20%	22%	14%	76%
		c		
NET: 2 or more	205	137	68	0
	80%	78%	86%	24%
			b	
2	97	63	34	-
	38%	36%	43%	
NET: 3 or more	108	74	34	0
	42%	42%	42%	24%
3	49	34	15	-
	19%	20%	19%	
4	30	19	11	-
	12%	11%	14%	
5 or more	29	21	8	0
	11%	12%	10%	24%

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
Statistics Base	255	174	80	1
Mean	2.7	2.6	2.8	2.0
Standard Deviation	1.6	1.5	1.8	30.0
Median	2.0	2.0	2.0	1.0

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
NET: Up to 1,499 sq ft	122	93	28	1
	48%	53%	35%	76%
		C		
Under 1,000	51	42	8	-
	20%	24%	10%	
		C		
1,000 to 1,499	71	50	20	1
	28%	29%	25%	76%
NET: 1,500 to 2,499 sq ft	85	48	37	0
	33%	28%	46%	24%
			B	
1,500 to 1,999	58	35	23	0
	23%	20%	29%	24%
			b	
2,000 to 2,499	27	13	14	-
	11%	8%	17%	
			B	

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
NET: 2,500 sq ft or more	31 12%	20 12%	11 14%	-
2,500 to 2,999	15 6%	11 6%	4 5%	-
3,000 to 3,499	10 4%	5 3%	5 6%	-
3,500 or more	6 2%	4 2%	2 2%	-
Not sure	17 7%	13 8%	4 4%	-

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
18-24	18	14	4	-
	7%	8%	5%	
NET: 25 to 44	83	58	25	0
	33%	33%	32%	24%
25-34	41	30	11	0
	16%	17%	13%	24%
35-44	42	27	15	-
	16%	16%	18%	
NET: 45 to 64	114	79	35	-
	45%	45%	44%	
45-54	44	30	14	-
	17%	17%	17%	
55-64	70	49	21	-
	28%	28%	27%	
NET: 65 or older	40	23	16	1
	16%	13%	20%	76%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Costal San Diego	Inland SoCal Vallys	Unknwn ???
Total	#6,7	#8,10	???
	(A)	(B)	(C)
65-74	29 11%	17 10%	11 14%
75 or older	11 4%	7 4%	5 6%

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
Total	(A)	(B)	(C)
TOTAL	255	174	80
TOTAL ANSWERING	255 100%	174 100%	80 100%
UNWEIGHTED TOTAL	700	480	218
NET: Less and \$30,000	65 25%	45 26%	19 24%
Less than \$15,000	15 6%	10 6%	5 7%
\$15,000 to just less than \$22,000	20 8%	13 7%	8 10%
\$22,000 to just less than \$30,000	29 11%	22 12%	6 8%
NET: \$30,000 to less than \$75,000	115 45%	80 46%	35 44%
\$30,000 to just less than \$38,000	16 6%	11 6%	5 7%
\$38,000 to just less than \$46,000	27 11%	20 11%	7 9%
\$46,000 to just less than \$54,000	20 8%	14 8%	7 9%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
\$54,000 to just less than \$62,000	22 8%	15 9%	6 8%	-
\$62,000 to just less than \$75,000	29 12%	21 12%	9 11%	-
NET: \$75,000 or more	76 30%	50 29%	26 32%	0 24%
\$75,000 to just less than \$100,000	31 12%	23 13%	8 10%	0 24%
\$100,000 to just less than \$200,000	37 15%	21 12%	16 20%	- b
\$200,000 or more	7 3%	5 3%	2 3%	-

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Costal San Diego	Inland SoCal Vallys	Unknwn ???
Total	#6,7	#8,10	???
	(A)	(B)	(C)
TOTAL	255	174	80
TOTAL ANSWERING	255	174	80
	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218
Male	102	69	33
	40%	39%	41%
Female	153	106	47
	60%	61%	59%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
Availability of rate plans to suit your specific needs	57 22%	42 24% c	14 17%	1 100%
Charging a fair price for electricity services	40 16%	28 16%	12 15%	0 24%
Communicating rate changes in a timely manner	58 23%	45 26% C	12 14%	1 100%
Educating you on the benefits of different rate plans	40 16%	31 18%	10 12%	0 24%
Keeping my lights on / no power outages	120 47%	83 48%	35 44%	1 100%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
Availability of rate plans to suit your specific needs	90 35%	64 37%	25 31%	1 100%
Charging a fair price for electricity services	76 30%	57 33%	19 24%	0 24%
		c		
Communicating rate changes in a timely manner	96 38%	71 41%	24 30%	1 100%
		C		
Educating you on the benefits of different rate plans	71 28%	50 29%	20 25%	0 24%
Keeping my lights on / no power outages	167 65%	113 65%	52 65%	1 100%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
NET: Top 3 box	90 35%	64 37%	25 31%	1 100%
NET: Top 2 box	57 22%	42 24%	14 17%	1 100%
		c		
10 Extremely Satisfied	28 11%	20 12%	7 9%	0 24%
9	29 11%	22 12%	7 9%	1 76%
8	33 13%	22 13%	11 14%	-
7	30 12%	21 12%	9 11%	-
6	20 8%	13 7%	7 9%	-

Comparison Groups: BC

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

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(Continued)

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
5	55 21%	38 22%	16 20%	-
4	12 5%	7 4%	4 5%	-
3	9 4%	5 3%	4 5%	-
2	7 3%	5 3%	2 3%	-
1 Extremely Dissatisfied	14 5%	9 5%	5 6%	-
Not sure	19 7%	12 7%	7 9%	-

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
NET: Top 3 box	76 30%	57 33%	19 24%	0 24%
		c		
NET: Top 2 box	40 16%	28 16%	12 15%	0 24%
10 Extremely Satisfied	17 7%	13 7%	5 6%	-
9	23 9%	15 9%	8 10%	0 24%
8	36 14%	29 17%	7 8%	-
		C		
7	31 12%	20 12%	10 12%	1 76%
6	25 10%	17 10%	9 11%	-

Comparison Groups: BC

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



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(Continued)

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
5	33 13%	25 14%	8 10%	-
4	28 11%	18 10%	10 13%	-
3	23 9%	13 7%	10 12%	-
2	16 6%	10 6%	6 7%	-
1 Extremely Dissatisfied	17 7%	9 5%	8 10%	-
Not sure	6 3%	5 3%	1 2%	-

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
NET: Top 3 box	96 38%	71 41%	24 30%	1 100%
		C		
NET: Top 2 box	58 23%	45 26%	12 14%	1 100%
		C		
10 Extremely Satisfied	22 9%	17 10%	5 7%	0 24%
9	36 14%	29 17%	6 8%	1 76%
		C		
8	38 15%	26 15%	12 15%	-
7	26 10%	16 9%	10 12%	-

Comparison Groups: BC

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

Apr. 18, 2013

(Continued)

## 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

&gt;&gt;&gt;Core \*SDG&amp;E\* Only&lt;&lt;&lt;

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???	
	(A)	(B)	(C)	(D)	
6	26 10%	15 9%	10 13%	-	
5	41 16%	28 16%	13 16%	-	
4	17 7%	11 6%	6 8%	-	
3	16 6%	12 7%	3 4%	-	
2	7 3%	3 2%	3 4%	-	
1 Extremely Dissatisfied	15 6%	9 5%	6 7%	-	
Not sure	13 5%	9 5%	4 6%	-	

Comparison Groups: BC

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 &amp; 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
NET: Top 3 box	71 28%	50 29%	20 25%	0 24%
NET: Top 2 box	40 16%	31 18%	10 12%	0 24%
10 Extremely Satisfied	19 7%	14 8%	5 6%	0 24%
9	21 8%	16 9%	5 6%	-
8	30 12%	20 11%	11 13%	-
7	34 13%	26 15%	8 10%	-
6	26 10%	14 8%	11 14%	1 76%

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
5	35 14%	25 14%	10 12%	-
4	15 6%	11 6%	4 5%	-
3	24 9%	16 9%	8 10%	-
2	17 7%	8 4%	9 12% B	-
1 Extremely Dissatisfied	20 8%	13 7%	7 9%	-
Not sure	14 5%	11 6%	3 3%	-

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
NET: Top 3 box	167 65%	113 65%	52 65%	1 100%
NET: Top 2 box	120 47%	83 48%	35 44%	1 100%
10 Extremely Satisfied	51 20%	39 23% c	12 14%	0 24%
9	68 27%	44 25%	24 30%	1 76%
8	47 18%	30 17%	17 21%	-
7	21 8%	17 10% c	4 5%	-
6	15 6%	9 5%	6 8%	-

Comparison Groups: BC

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

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(Continued)

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
5	22 9%	14 8%	9 11%	-
4	9 4%	7 4%	2 3%	-
3	6 2%	4 2%	3 3%	-
2	3 1%	3 2%	1 1%	-
1 Extremely Dissatisfied	7 3%	5 3%	2 3%	-
Not sure	3 1%	1 1%	2 2%	-

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
NET: Top 3 box	142 56%	99 57%	42 52%	1 100%
NET: Top 2 box	81 32%	58 33%	22 28%	1 100%
10 Extremely Favorable	31 12%	23 13%	8 10%	0 24%
9	49 19%	34 20%	14 18%	1 76%
8	61 24%	42 24%	20 25%	-
7	33 13%	21 12%	12 15%	-
6	33 13%	24 14%	9 12%	-
5	24 9%	14 8%	9 12%	-

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
4	8 3%	5 3%	3 3%	-
3	6 2%	4 2%	3 3%	-
2	3 1%	3 2%	0 *%	-
1 Not At All Favorable	6 2%	4 2%	1 2%	-
Not sure	1 *%	1 *%	-	-

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

Total	Costal	Inland		
	San Diego #6,7	SoCal Vallys #8,10	Unknwn ???	
(A)	(B)	(C)	(D)	
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
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	98 38%	65 37%	32 40%	1 100%
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	144 56%	94 54%	49 61%	0 24%
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	98 39%	66 38%	33 41%	0 24%
Not sure	49 19%	34 20%	15 18%	-
Mean number aware	1.3	1.3	1.4	1.5
Standard deviation number aware	1.0	1.0	1.0	15.0

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
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	33 13%	22 12%	11 14%	1 76%
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	124 49%	82 47%	42 53%	-
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	51 20%	39 22% c	12 15%	0 24%
Something else: Describe	5 2%	4 2%	1 1%	-
Not sure	59 23%	41 23%	18 23%	-

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
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	88 35%	57 33%	31 38%	-
Tiered rate, meaning your price per unit increases over the month as you use more electricity	60 23%	40 23%	20 25%	-
Time of Use rate, meaning you pay a different price per unit depending on the time of day you use electricity	53 21%	40 23%	13 16%	0 24%
Something else: Describe	2 1%	1 *%	0 *%	1 76%
Not sure	52 21%	36 21%	17 21%	-

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
\$0 to \$99	65	47	19	-
	26%	27%	23%	
\$100 to \$149	61	46	15	0
	24%	26%	19%	24%
\$150 to \$199	12	9	4	-
	5%	5%	4%	
\$200 to \$299	46	33	12	1
	18%	19%	15%	76%
\$300 to \$399	21	14	7	-
	8%	8%	9%	
\$400 to \$499	7	4	3	-
	3%	2%	4%	
\$500 or more	43	22	21	-
	17%	13%	26%	
			B	
Statistics Base	255	174	80	1

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Costal San Diego #6,7 (A)	Inland SoCal Vallys #8,10 (B)	Unknwn ???	(D)
Mean	227.4	203.4	279.8	219.5 B
Standard Deviation	234.9	215.1	268.6	936.5
Median	150.0	120.0	200.0	250.0

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???	Total
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
Never	11 4%	8 5%	3 3%	-
NET: Sometimes/Often	245 96%	167 95%	77 97%	1 100%
Sometimes	98 38%	69 39%	29 37%	-
Often	146 57%	98 56%	48 60%	1 100%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???	Total
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
Never	58 23%	44 25%	15 19%	-
NET: Sometimes/Often	197 77%	131 75%	65 81%	1 100%
Sometimes	119 47%	78 45%	40 50%	1 76%
Often	78 31%	53 30%	25 31%	0 24%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	245	167	77	1
TOTAL ANSWERING	245 100%	167 100%	77 100%	1 100%
UNWEIGHTED TOTAL	669	460	207	2
NET: A Lot/A Little	201 82%	138 83%	63 82%	0 24%
A Lot	48 20%	33 20%	15 20%	-
A Little	153 63%	105 63%	48 62%	0 24%
None	43 18%	29 17%	14 18%	1 76%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	197	131	65	1
TOTAL ANSWERING	197 100%	131 100%	65 100%	1 100%
UNWEIGHTED TOTAL	516	349	165	2
NET: A Lot/A Little	144 73%	97 74%	47 72%	0 24%
A Lot	31 16%	20 15%	11 16%	-
A Little	113 57%	76 58%	36 56%	0 24%
None	53 27%	34 26%	18 28%	1 76%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
Installing and using a programmable thermostat	128	75	51	1
	50%	43%	64%	76%
			B	
Replacing or cleaning furnace / air conditioning filters	167	104	61	1
	65%	60%	77%	100%
			B	
Reducing air conditioning temperature settings on the thermostat	175	111	63	1
	68%	63%	79%	100%
			B	
Unplugging appliances when not in use	159	116	42	1
	62%	67%	52%	100%
		C		
Installing and using energy saving power strips	124	85	39	-
	49%	49%	49%	
None of these	12	9	3	-
	5%	5%	3%	
Mean number of actions taken	2.9	2.8	3.2	3.8
			B	

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Costal	Inland		
	San	SoCal		
	Diego	Vallys	Unknwn	
	#6,7	#8,10	???	
	(A)	(B)	(C)	(D)
Standard deviation number of actions taken	1.3	1.4	1.3	7.5
Median number of actions taken	3.0	3.0	3.0	4.0

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
Installing and using a programmable thermostat	125 49%	88 50%	37 46%	0 24%
Replacing or cleaning furnace / air conditioning filters	126 49%	88 50%	39 48%	-
Reducing air conditioning temperature settings on the thermostat	105 41%	71 41%	34 42%	-
Unplugging appliances when not in use	144 56%	93 53%	51 64%	-
			B	
Installing and using energy saving power strips	142 55%	98 56%	43 54%	1 100%
None of these	20 8%	16 9%	4 5%	-
Mean number of actions that could be taken	2.5	2.5	2.5	1.2
Standard deviation number of actions that could be taken	1.5	1.5	1.5	7.5

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Costal San Diego	Inland SoCal Vallys	Unknwn ???
Total	#6,7	#8,10	???
	(A)	(B)	(C)
Median number of actions that could be taken	2.0	2.0	1.0

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
Flat Rate Plan (no tiers)	93	63	30	1
	37%	36%	37%	76%
Two-tier Plan	52	35	17	-
	20%	20%	21%	
Three-tier Plan	61	43	18	-
	24%	24%	23%	
No Preference	49	34	15	0
	19%	20%	18%	24%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
Clothes Washer	195	126	68	1
	77%	72%	85%	100%
			B	
Pool Pump	29	16	12	-
	11%	9%	15%	
Air Conditioner	149	79	69	1
	58%	45%	86%	100%
			B	
Electric Stove	99	66	33	0
	39%	38%	41%	24%
Electric Oven	131	84	47	-
	51%	48%	59%	
			B	
Electric Heater	100	72	28	0
	39%	41%	35%	24%
Television(s)	246	167	78	1
	96%	96%	97%	100%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal	Inland	Unknwn
		San Diego	SoCal Vallys	
		#6,7	#8,10	???
	(A)	(B)	(C)	(D)
Computer(s)	245 96%	164 94%	80 100%	1 100%
			B	
Video Game Console(s)	120 47%	83 48%	37 46%	-
None of these	0 *%	0 *%	-	-

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
Clothes Washer	131 67%	86 68%	44 65%	1 76%
Pool Pump	17 60%	8 51%	9 72%	-
Air Conditioner	90 60%	47 59%	42 61%	1 76%
Electric Stove	39 39%	22 34%	16 50%	- b
Electric Oven	55 42%	32 38%	23 49%	-
Electric Heater	56 56%	43 59%	13 48%	-
Television(s)	75 30%	54 32%	20 26%	1 76%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
Computer(s)	71 29%	48 29%	22 27%	1 76%
Video Game Console(s)	49 40%	33 40%	15 41%	-
None of these	48 19%	38 22%	10 12%	0 24%
		C		
Mean number of electronics where use was shifted	2.3	2.1	2.6 B	3.0
Standard deviation of electronics where use was shifted	1.9	1.8	1.9	30.0
Median number of electronics where use was shifted	2.0	2.0	2.0	4.0

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
Clothes Washer	103 53%	64 50%	39 57%	1 76%
Pool Pump	15 53%	8 48%	7 61%	-
Air Conditioner	73 49%	37 47%	35 50%	1 76%
Electric Stove	49 50%	31 47%	18 55%	-
Electric Oven	60 46%	36 44%	23 49%	-
Electric Heater	46 46%	35 49%	11 38%	-
Television(s)	126 51%	87 52%	39 50%	1 76%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
Computer(s)	115 47%	75 46%	39 49%	1 76%
Video Game Console(s)	61 51%	40 48%	21 58%	-
None of these	44 17%	35 20%	9 12%	0 24%
Mean number of electronics where use can be shifted	2.5	2.4	2.9 B	3.0
Standard deviation of electronics where use can be shifted	2.0	2.0	2.1	30.0
Median number of electronics where use can be shifted	2.0	2.0	2.0	4.0

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal	Inland	Unknwn
		San Diego	SoCal Vallys	
	#6,7	#8,10	???	
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
Yes	106	66	39	1
	41%	38%	49%	100%
			B	
No	30	18	11	-
	12%	10%	14%	
Not Sure	120	90	29	-
	47%	52%	37%	
		C		

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	214	147	66	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	590	408	180	2
Yes	73	47	24	1
	34%	32%	37%	76%
No	26	16	10	-
	12%	11%	15%	
Not Sure	116	84	32	0
	54%	57%	48%	24%
Don't Have (removed from base)	41	27	14	-

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
Yes	34 13%	21 12%	13 16%	0 24%
No	65 26%	49 28%	16 21%	-
Not sure	156 61%	105 60%	50 63%	1 76%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
Saves Money : Provides opportunity to change my energy use behavior to lower my bill.	174 68% (1)	115 66% (1)	59 74% (1)	0 24% *(4)
Works for Me : Fits my habits and lifestyle.	84 33% (2)	61 35% (2)	23 28% (4)	1 76% *(1)
Simple : Does not require a lot of my effort and time to understand how my energy use behavior will affect my bill.	81 32% (3)	52 30% (3)	28 35% (2)	1 76% *(1)
Stable : Will not cause bill to change a lot from month to month, or from season to season (winter / summer).	76 30% (4)	52 30% (4)	24 30% (3)	0 24% *(4)
Fair : Seems like a fair way to be charged for energy.	67 26% (5)	48 27% (6)	20 25% (6)	-
Understandable : In language I can understand.	67 26% (6)	47 27% (7)	20 25% (5)	1 76% *(1)

Comparison Groups: BC

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 \*SDG&E\* Only<<<

Total	Costal	Inland	Unknwn	
	San Diego #6,7	SoCal Vallys #8,10		
(A)	(B)	(C)	(D)	
Green : Helps protect our air and environment.	66 26%	50 28% c	16 20%	-
	(7)	(5)	(9)	
Reflects Cost of Electricity : Encourages me to use less electricity during peak periods when it costs the most.	60 23%	42 24%	18 23%	-
	(8)	(8)	(8)	
Predictable : I know what bill amount should be each month.	50 20%	32 18%	19 23%	0 24%
	(9)	(9)	(7)	*(4)
Worry-Free : I don't need to pay attention to when during the day or month I use energy.	40 16%	26 15%	14 17%	-
	(10)	(10)	(10)	

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
Flat Rate, \$0.24/kWh, Monthly Service Fee = \$10, Demand Charge = \$5	28	18	9	-
	11%	10%	12%	
3-Price TOU Rate, kWh = wide spread, Monthly Service Fee = \$0, Demand Charge = \$2	75	53	22	-
	29%	31%	27%	
3-Tier Rate, kWh = all high, Monthly Service Fee = \$0, Demand Charge = \$0	153	103	49	1
	60%	59%	61%	100%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
TOTAL =====	255 100%	174 100%	80 100%	1 100%
Would definitely switch	38 15%	29 17%	9 11%	-
Would consider switching	150 59%	99 57%	51 63%	0 24%
No interest in switching	24 10%	16 9%	8 11%	-
Not sure	43 17%	30 17%	12 15%	1 76%
Fixed 1: Flat Rate, \$0.24/kWh, Monthly Service Fee = \$10, Demand Charge = \$5	28 100%	18 100%	9 100%	-
Would definitely switch	10 35%	7 39%	2 26%	-

Comparison Groups: BC

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 \*SDG&E\* Only<<<

Total	Costal	Inland	Unknwn	
	San Diego #6,7	SoCal Vallys #8,10		
(A)	(B)	(C)	(D)	
Would consider switching	11 41%	6 31%	6 59%	-
			b	
No interest in switching	3 9%	2 13%	0 2%	-
Not sure	4 15%	3 16%	1 13%	-
Fixed 2: 3-Price TOU Rate, kWh = wide spread, Monthly Service Fee = \$0, Demand Charge = \$2	75 100%	53 100%	22 100%	-
<hr/>				
Would definitely switch	12 16%	11 20%	2 8%	-
		c		
Would consider switching	48 64%	32 60%	16 73%	-
No interest in switching	6 9%	4 7%	3 12%	-
Not sure	8 11%	7 13%	2 7%	-
Fixed 3: 3-Tier Rate, kWh = all high, Monthly Service Fee = \$0, Demand Charge = \$0	153 100%	103 100%	49 100%	1 100%

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
Total	(A)	(B)	(C)
Would definitely switch	16 11%	11 11%	5 10%
Would consider switching	91 60%	61 60%	29 24%
No interest in switching	15 10%	10 10%	6 11%
Not sure	30 20%	21 20%	9 18%

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

Total	Costal	Inland	Unknwn	
	San Diego #6,7	SoCal Vallys #8,10		
(A)	(B)	(C)	(D)	
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
...Stay the same. I am not willing to risk a higher bill for potential savings.	88	63	24	1
	34%	36%	30%	76%
...Decrease by 5%, but increase no more than 5%.	48	35	13	-
	19%	20%	16%	
...Decrease by 10%, but increase no more than 10%.	51	35	16	0
	20%	20%	20%	24%
...Decrease by 15%, but increase no more than 15%.	26	14	12	-
	10%	8%	15%	b
...Decrease by 20%, but increase no more than 20%.	15	8	7	-
	6%	5%	9%	
...Decrease by 25%, but increase no more than 25%.	27	19	8	-
	10%	11%	10%	

Comparison Groups: BC

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

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

California Residential Rate OIR Study

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

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
2 Tiered Rate: =====				
Would Try	137 54%	91 52%	46 58%	-
Would NOT Try	118 46%	84 48%	33 42%	1 100%
3 Tiered Rate: =====				
Would Try	114 45%	73 42%	41 51%	-
Would NOT Try	141 55%	101 58%	39 49%	1 100%
Flat Rate: =====				
Would Try	134 53%	88 51%	46 57%	-
Would NOT Try	121 47%	86 49%	34 43%	1 100%

Comparison Groups: BC  
 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  
 TBYPB Included  
 >>>Core \*SDG&E\* Only<<<

Total	Costal	Inland	Unknwn	
	San Diego #6,7	SoCal Vallys #8,10		
(A)	(B)	(C)	(D)	
<b>Steep TOU Rate:</b> =====				
Would Try	43 17%	28 16%	15 18%	-
Would NOT Try	213 83%	146 84%	65 82%	1 100%
<b>Mild TOU Rate:</b> =====				
Would Try	78 30%	49 28%	29 36%	-
Would NOT Try	178 70%	126 72%	51 64%	1 100%

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
2 Tiered Rate:				
=====				
Would Try	191	129	60	1
	75%	74%	76%	100%
Would NOT Try	65	45	19	-
	25%	26%	24%	
3 Tiered Rate:				
=====				
Would Try	170	119	50	1
	66%	68%	63%	100%
Would NOT Try	86	56	30	-
	34%	32%	37%	
Flat Rate:				
=====				
Would Try	183	122	60	1
	72%	70%	75%	100%
Would NOT Try	73	53	20	-
	28%	30%	25%	

Comparison Groups: BC  
 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 TBYP Included 2 Tiered Rate  
 >>>Core \*SDG&E\* Only<<<

Total	Costal	Inland	Unknwn
	San Diego #6,7	SoCal Vallys #8,10	
(A)	(B)	(C)	(D)

Steep TOU Rate:  
 =====

Would Try	90 35%	62 36%	26 33%	1 100%
Would NOT Try	166 65%	112 64%	53 67%	-

Mild TOU Rate:  
 =====

Would Try	129 50%	84 48%	43 54%	1 100%
Would NOT Try	127 50%	90 52%	36 46%	-

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???	Total
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
Look at the amount due and/or the due date	214 84%	146 84%	67 84%	1 100%
Look at actual electricity or kWh use	172 67%	116 67%	55 69%	1 100%
Read the details about how your bill is calculated	123 48%	85 49%	38 47%	1 100%
Read notes or other messages that are on the bill	107 42%	72 41%	34 42%	1 100%
Read any inserts that are included with the bill	71 28%	52 30%	18 23%	1 100%
None of these - you don't look at the bill	7 3%	4 2%	3 4%	-
Not sure	8 3%	7 4%	1 2%	-

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
\$0 to \$49	59 23%	49 28%	10 13%	1 76%
		C		
\$50 to \$99	71 28%	50 28%	21 27%	-
\$100 to \$149	47 18%	32 18%	15 19%	0 24%
\$150 to \$199	36 14%	20 12%	16 20%	-
			B	
\$200 or more	42 16%	24 14%	18 22%	-
			b	
Statistics Base	255	174	80	1
Mean	121.7	111.2	145.3 B	53.2

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)
Standard Deviation	117.0	115.7	117.4
Median	90.0	85.0	120.0

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
\$0 to \$49	44 17%	36 21% C	8 10%	-
\$50 to \$99	76 30%	51 29%	25 31%	1 76%
\$100 to \$149	58 23%	38 22%	19 24%	0 24%
\$150 to \$199	35 14%	23 13%	12 15%	-
\$200 or more	42 16%	26 15%	16 20%	-
Unsure	1 *%	0 *%	1 1%	-
Statistics Base	255	174	79	1
Mean	161.3	174.3	133.7	98.6

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
Total	(A)	(B)	(C)
Standard Deviation	648.4	781.0	101.8
Median	100.0	100.0	90.0

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???	Total
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
\$0 to \$9	36 14%	26 15%	10 13%	-
\$10 to \$19	64 25%	48 27%	17 21%	-
\$20 to \$29	52 20%	33 19%	18 23%	1 100%
\$30 to \$39	33 13%	25 14%	9 11%	-
\$40 to \$49	16 6%	12 7%	4 5%	-
\$50 to \$74	23 9%	14 8%	9 11%	-
\$75 to \$99	7 3%	3 2%	3 4%	-
More than \$100	15 6%	9 5%	6 8%	-

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???	
Total	(A)	(B)	(C)	(D)
Not sure	9 4%	6 4%	3 4%	-

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
Never	15 6%	12 7%	3 4%	0 24%
NET: At least rarely	240 94%	163 93%	76 96%	1 76%
Rarely (1-2 bills)	129 50%	94 54%	35 44%	-
		c		
Sometimes (3-4 bills)	93 36%	55 32%	36 46%	1 76%
			B	
Often (more than 4 bills)	19 7%	14 8%	5 6%	-

Comparison Groups: BC

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 \*SDG&E\* Only<<<

Total	Costal	Inland	Unknwn	
	San Diego #6,7	SoCal Vallys #8,10		
(A)	(B)	(C)	(D)	
TOTAL	240	163	76	1
TOTAL ANSWERING	240	163	76	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	662	453	208	1
Called my electricity/electricity and gas utility company	40	27	13	1
	17%	16%	17%	100%
Checked my usage online	90	58	33	-
	38%	35%	43%	
Something else:	35	28	7	-
	15%	17%	9%	
		C		
I did not take action	82	56	26	-
	34%	34%	35%	
Can't recall	13	8	4	-
	5%	5%	6%	

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
NET: Less than college	178 70%	122 70%	55 69%	1 76%
NET: High school or less	102 40%	70 40%	32 41%	-
Some high school or less	6 2%	5 3%	1 1%	-
High school graduate	97 38%	65 37%	31 39%	-
Trade or technical school graduate	76 30%	52 30%	23 28%	1 76%
NET: College grad or more	77 30%	52 30%	25 31%	0 24%
Undergraduate college degree	49 19%	32 18%	17 21%	0 24%
Masters or doctorate degree	28 11%	20 12%	8 10%	-

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
NET: Employed	153	107	45	1
	60%	62%	56%	100%
Employed full-time	110	80	29	1
	43%	46%	36%	100%
		c		
Employed part-time	43	27	16	-
	17%	16%	20%	
NET: Not employed/student	100	66	34	-
	39%	38%	43%	
Unemployed or between jobs	18	14	5	-
	7%	8%	6%	
Homemaker or caregiver (non-professional)	12	7	5	-
	5%	4%	6%	
Student	9	7	2	-
	3%	4%	2%	
Retired	61	38	23	-
	24%	22%	28%	

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
Total	(A)	(B)	(C)
Prefer not to answer	3 1%	1 1%	1 2%

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
NET: Work at home at lest sometimes	88	57	30	-
	34%	33%	38%	
Work at home all the time	23	15	8	-
	9%	9%	10%	
Work at home most of the time	24	16	8	-
	9%	9%	10%	
Work at home sometimes	41	26	15	-
	16%	15%	18%	
Do not work at home	168	117	49	1
	66%	67%	62%	100%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
White (but not Hispanic)	173	115	58	1
	68%	66%	72%	76%
NET: Non-white	77	56	21	0
	30%	32%	26%	24%
African-American	7	7	0	-
	3%	4%	*%	
		C		
Asian or Pacific Islander	18	11	7	-
	7%	7%	8%	
Hispanic or Latin American	46	33	13	0
	18%	19%	16%	24%
Native American	1	1	-	-
	*%	*%		
Mixed race	2	2	0	-
	1%	1%	*%	
Something else, specify:	3	2	1	-
	1%	1%	1%	

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???	
Total	(A)	(B)	(C)	(D)
Prefer not to answer	5 2%	4 2%	1 2%	-

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
English	238	160	77	1
	93%	92%	96%	100%
			b	
Spanish	45	34	11	0
	18%	20%	13%	24%
		c		
NET: Chinese	3	3	1	-
	1%	1%	1%	
Chinese - Mandarin	3	2	1	-
	1%	1%	1%	
Chinese - Cantonese	1	0	0	-
	*%	*%	*%	
Japanese	1	0	1	-
	*%	*%	1%	
Korean	0	0	-	-
	*%	*%		

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal	Inland	Unknwn
		San Diego #6,7	SoCal Vallys #8,10	
	(A)	(B)	(C)	(D)
Filipino	4 1%	3 2%	0 *%	-
Vietnamese	3 1%	2 1%	1 1%	-
Something else, specify:	5 2%	4 2%	1 2%	-
Prefer not to answer	1 *%	1 *%	-	-

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
Yes	58 23%	42 24%	15 19%	1 76%
No	188 74%	127 73%	61 76%	0 24%
Prefer not to answer	9 4%	5 3%	4 5%	-

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	58	42	15	1
TOTAL ANSWERING	58 100%	42 100%	15 100%	1 100%
UNWEIGHTED TOTAL	154	103	50	1
Mobility	12 21%	9 22%	3 17%	1 100%
Hearing	8 13%	7 16%	1 5%	-
Vision	8 13%	7 15%	1 7%	-
Cognitive (learning or mental)	5 9%	4 10%	1 7%	-
Psychological	4 8%	4 9%	0 3%	-
Chronic disease	16 27%	13 31%	3 19%	-
Other (specify):	6 10%	5 12%	1 3%	-
Not sure / Prefer not to answer	16 28%	9 20%	7 50%	-

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
NET: Single family	159	100	59	0
	62%	57%	73%	24%
			B	
Single family, detached (e.g., freestanding house)	134	80	53	0
	52%	46%	67%	24%
			B	
Single family attached such as town house or row house	25	20	5	-
	10%	11%	7%	
		c		
NET: Apartment or condo	87	68	18	1
	34%	39%	23%	76%
		C		
Apartment or condo in multi-unit structure of 2-4 units	36	28	7	1
	14%	16%	9%	76%
		C		
Apartment or condo in multi-unit structure of 5 or more units	51	40	11	-
	20%	23%	14%	
		C		

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???	
Total	(A)	(B)	(C)	(D)
Mobile home	6 2%	3 2%	3 4%	-
Not sure or prefer not to answer	3 1%	3 2%	-	-

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
Own	161 63%	100 57%	61 76%	- B
Rent	95 37%	75 43%	19 24%	1 100%
		C		

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal	Inland	Unknwn
		San Diego	SoCal Vallys	
	#6,7	#8,10	???	
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
Before 1950	18	17	1	-
	7%	10%	1%	
		C		
1950s	24	19	5	-
	10%	11%	7%	
1960s	28	22	6	-
	11%	13%	7%	
		C		
1970s	61	41	20	-
	24%	23%	25%	
1980s	64	40	24	-
	25%	23%	30%	
1990s	24	16	8	0
	9%	9%	10%	24%
2000s	36	19	17	1
	14%	11%	21%	76%
			B	

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Costal Inland			
	Total	San Diego #6,7	SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
Statistics Base	255	174	80	1
Mean	1976.1	1973.0	1982.5	1999.5
			B	
Standard Deviation	20.3	21.2	16.4	15.0
Median	1978.0	1975.0	1982.0	2000.0

Comparison Groups: BC  
 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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255	174	80	1
	100%	100%	100%	100%
UNWEIGHTED TOTAL	700	480	218	2
CARE or FERA (discount for low-income customers)	46	34	11	1
	18%	19%	14%	76%
Electric Vehicle rate plan	1	0	0	-
	*%	*%	*%	
Time Of Use rate plan	7	4	3	-
	3%	2%	4%	
Solar or Net Energy Metering (NEM) rate plan	9	6	2	-
	3%	4%	3%	
Balanced Payment Plan	7	5	2	0
	3%	3%	3%	24%
Automatic Payment Service	28	20	8	-
	11%	11%	10%	
None of these	116	78	38	-
	45%	45%	47%	
Not sure	47	32	15	-
	18%	18%	19%	

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
NO ANSWER	0	0	-	-
UNWEIGHTED TOTAL	699	479	218	2
Electric Vehicle rate plan	8 3%	5 3%	3 4%	-
Solar or Net Energy Metering (NEM) rate plan	7 3%	5 3%	2 2%	-
Not sure	67 26%	47 27%	19 24%	-
No, I do not	174 68%	117 67%	56 70%	1 100%

Comparison Groups: BC

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 \*SDG&E\* Only<<<

	Total	Costal San Diego #6,7	Inland SoCal Vallys #8,10	Unknwn ???
	(A)	(B)	(C)	(D)
TOTAL	255	174	80	1
TOTAL ANSWERING	255 100%	174 100%	80 100%	1 100%
UNWEIGHTED TOTAL	700	480	218	2
NET: Enjoyed it	124 48%	82 47%	41 51%	1 100%
I enjoyed it a lot	54 21%	38 22%	16 20%	-
I enjoyed it a little	69 27%	44 25%	25 31%	1 100%
I felt neutral about it	101 40%	69 40%	32 40%	-
NET: Didn't enjoy it	31 12%	23 13%	7 9%	-
I didn't enjoy it	26 10%	21 12%	5 6%	-
I didn't enjoy it at all	5 2%	3 1%	2 3%	-

Comparison Groups: BC

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