

California Residential Rate OIR Study

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Table Q1.1\_R3 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...? Communicating rate changes in a timely manner

Table Q1.1\_R4 Page 29....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

Table Q1.1\_R5 Page 31....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

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Table Q1.2 Page 33.....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.

Table Q2.1A Page 35.....Q2.1a - Which of the following electric rate plans have you heard about before this interview? Check all that apply.

Table Q2.1B Page 36.....Q2.1b - Which of the following best describes your electric rate plan for your home? Check all that apply.

Table Q2.1C Page 37.....Q2.1c - Which of the following rate plans would work best for you?

Table Q2.2 Page 38.....Q2.2 - Which of the following best describes your current attitude toward taking steps to lower your electric bill?  
BASE: Core unexposed only

Table Q2.3 Page 39.....Q2.3 - How would you rate your interest in taking additional steps to reduce your household's electric bill? Use the following 10-point scale where 10 means you are extremely interested and 1 means you are not at all interested.  
BASE: Core unexposed only

Table Q2.4 Page 41.....Q2.4 - How much of a savings on an annual basis would it take to get you to switch to a new rate plan?

Table Q3.1A\_R1 Page 43...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

Table Q3.1A\_R2 Page 44...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

Table Q3.1B\_R1 Page 45...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)

Table Q3.1B\_R2 Page 46...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)

Table Q3.2A Page 47.....Q3.2a - A) Which energy saving actions have you done in your household in the past 5 years? Check all that apply.

Table Q3.2B Page 48.....Q3.2b - B) Which do you think you realistically could implement or do more of in the future? Check all that apply.

Table Q3.3 Page 49.....Q3.3 - Which of the following rate plans do you think would work the best for you? Choose One:

Table Q3.4A Page 50.....Q3.4a - Which of these do you currently have in your household? Check all that apply.

Table Q3.4BA Page 52.....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

Table Q3.4BB Page 54.....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

Table Q3.5\_R1 Page 56...Q3.5 - Which of the following services charges you a monthly service fee? Electricity

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Table Q3.5\_R2 Page 57....Q3.5 - Which of the following services charges you a monthly service fee? Natural Gas

Table Q3.6 Page 58.....Q3.6 - Does a demand charge apply to your current electric bill?

Table Q3.7A Page 59.....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.

Table Q4\_FIXED Page 61...Q4\_Fixed1 - Please carefully look at all three rate plans and pick the rate plan that you prefer the most.

Table Q4.14 Page 62.....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?

Table Q4.15 Page 65.....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...

Table Q5.1A Page 66.....Q5.1a - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? No TBYP Included

Table Q5.1B Page 68.....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

Table Q7.2 Page 70.....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 .

Table Q7.3 Page 71.....Q7.3 - Thinking about the last year, what was your average monthly electricity bill/electricity and gas bill during last summer (May through October)?

Table Q7.4 Page 73.....Q7.4 - What was your average monthly electricity bill/electricity and gas bill during last winter (November through April)?

Table Q7.5 Page 75.....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?

Table Q7.6 Page 77.....Q7.6 - How often in the past 12 months have you received an electricity bill/electricity and gas bill that was higher than expected?

Table Q7.7 Page 78.....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

Table QD1 Page 79.....QD1 - What is the last year of school you completed?

Table QD2 Page 80.....QD2 - What is your current employment status?

Table QD3 Page 82.....QD3 - Do you spend any part of your work day at home?

Table QD4 Page 83.....QD4 - What do you consider your ethnicity to be?

Table QD5 Page 85.....QD5 - What languages do you speak in your home?

Table QD6 Page 87.....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?

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Table QD7 Page 88.....QD7 - In which category would you classify the disability?  
BASE: Those that report a disability

Table QH1 Page 89.....QH1 - Which of the following best describes the type of home you live in?

Table QH2 Page 91.....QH2 - Do you or does your family own or rent your home?

Table QH3 Page 92.....QH3 - Approximately in what year was your home built? Record the nearest decade if not known exactly. Record year:

Table QH4 Page 94.....QH4 - Are you enrolled on any of these special electric rate plans?

Table QH5 Page 96.....QH5 - Do you plan to add the following in the next 12 months?

Table QH7 Page 97.....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...

Table QPC1 Page 98.....QPC1 - Two final questions for you. First, how much did you enjoy taking this survey?

California Residential Rate OIR Study

Study number/Augment group

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Core	1835	830	782	223	-	-	-	-
	87%	87%	88%	87%				
	E							
Core Unexposed	-	-	-	-	600	273	254	73
					100%	100%	100%	100%
NET: Spanish	267	126	109	33	-	-	-	-
	13%	13%	12%	13%				
	E							
Spanish (CatalystMR)	18	-	-	18	-	-	-	-
	1%			7%				
	E			BC				
Spanish (uSamp)	249	126	109	14	-	-	-	-
	12%	13%	12%	6%				
	E	D	D					

Comparison Groups: BCD/FGH/AE  
 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

Climate Zone based on Zip Code

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	1835	830	782	223	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	267	126	109	33	-	-	-	-
UNWEIGHTED TOTAL	1981	666	665	650	606	203	202	201
CoastalNorCal	12	12	-	-	21	21	-	-
	1%	1%			4%	8%		
		CD			A	GH		
InlandCoastalNorCal	65	64	-	1	25	25	-	-
	4%	8%		*%	4%	9%		
		CD				GH		
BayAreaNorthCentCoast	233	232	1	-	61	61	-	-
	13%	28%	*%		10%	22%		
		CD				GH		
InlandCentralCoast	90	89	-	0	39	39	-	-
	5%	11%		*%	6%	14%		
		CD				GH		
SouthernCentralCoast	34	34	0	-	2	2	-	-
	2%	4%	*%		*%	1%		
	e	CD						
ExtremeCoastalSoCal	139	2	129	8	36	0	31	4
	8%	*%	16%	4%	6%	*%	12%	5%
			BD	B			F	f

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	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
CostalSanDiego	145 8%	2 *%	5 1%	138 62% BC	44 7%	4 2%	-	40 55% FG
InlandCoastalSoCal	190 10%	7 1%	179 23% BD	3 1%	74 12%	8 3%	65 26% FH	1 1%
InlandCoastalSoCalVallys	173 9%	8 1% D	165 21% BD	0 *%	46 8%	0 *%	46 18% FH	-
InlandSoCalValleys	236 13%	-	164 21% B	71 32% BC	81 13%	3 1%	52 20% F	26 36% FG
NorthernInlandValley	60 3%	60 7% CD	0 *%	-	21 3%	21 8% GH	-	-
NorthernCentralValley	214 12%	213 26% CD	1 *%	1 *%	77 13%	77 28% GH	1 *%	-
SouthernCentralValley	111 6%	95 11% CD	15 2% D	1 *%	25 4%	9 3%	15 6% H	-
HighDesert	69 4%	1 *%	68 9% BD	0 *%	14 2%	-	12 5% F	2 3% F
LowDesert	31 2%	-	31 4% BD	-	25 4% A	-	25 10% FH	-

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Climate Zone based on Zip Code

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
HighMountains	33 2%	9 1% D	24 3% BD	-	10 2%	3 1%	7 3% H	-

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Age By Income Quota

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
1t25u30k	68 3%	37 4% c	17 2%	13 5% C	9 1%	6 2%	2 1%	1 1%
1t25b3075k	44 2%	29 3% c	11 1%	4 2%	5 1%	-	5 2%	0 1%
1t25b75kp	15 1%	12 1% C	2 *%	1 *%	12 2% A	12 4% GH	-	-
b2544u30k	208 10% e	106 11%	80 9%	22 8%	37 6%	11 4%	22 9%	5 7%
b2544b3075k	312 15%	152 16%	126 14%	35 14%	93 16%	57 21% H	30 12%	6 9%
b2544b75kp	188 9%	71 7%	90 10%	27 10%	76 13%	38 14%	33 13%	5 7%
b4564u30k	273 13% E	133 14% D	120 13% D	21 8%	49 8%	15 5%	24 10%	10 14% f

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Age By Income Quota

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
b4564b3075k	288 14%	87 9%	146 16% B	54 21% Bc	75 12%	26 9%	37 14%	13 17%
b4564b75kp	327 16%	156 16%	131 15%	39 15%	79 13%	34 12%	29 12%	16 22% g
o64u30k	134 6%	75 8% D	50 6%	9 4%	93 16% A	42 16% H	49 19% H	2 3%
o64b3075k	158 8%	56 6%	81 9% b	22 9%	34 6%	13 5%	13 5%	7 10%
o64b75kp	88 4%	42 4%	37 4%	9 4%	37 6%	20 7%	10 4%	7 10% g

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IOU Quota

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
PG&E	956	956	-	-	273	273	-	-
	45%	100%			45%	100%		
SCE	891	-	891	-	254	-	254	-
	42%		100%		42%		100%	
SDG&E	255	-	-	255	73	-	-	73
	12%			100%	12%			100%

Comparison Groups: BCD/FGH/AE

Independent Z-Test for Percentages

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California Residential Rate OIR Study

QS2 - Which of the following companies provides your household electricity?

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
NET: CA IOUs	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
Pacific Gas & Electric Company (PG&E)	956	956	-	-	273	273	-	-
	45%	100%			45%	100%		
Southern California Edison (SCE)	891	-	891	-	254	-	254	-
	42%		100%		42%		100%	
San Diego Gas & Electric Company (SDG&E)	255	-	-	255	73	-	-	73
	12%			100%	12%			100%

Comparison Groups: BCD/FGH/AE  
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QS1 - In your household, which of the following activities are you involved in?

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Reviewing and/or paying the monthly electricity bill/electricity and gas bill	1999 95%	908 95%	854 96%	237 93%	575 96%	263 96%	241 95%	72 98%
			d					
Calling your electricity/electricity and gas utility company when there is a problem	1500 71%	670 70%	643 72%	188 73%	441 73%	176 64%	208 82%	57 78%
							F	f
Making decisions about programs, payments, and other options provided by your electricity/electricity and gas	1551 74%	687 72%	678 76%	186 73%	452 75%	186 68%	211 83%	55 76%
							F	

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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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Agriculture	490	257	180	53	139	53	67	18
	23%	27%	20%	21%	23%	20%	26%	25%
		CD						
Banking / insurance / financial services	898	403	393	101	295	131	127	37
	43%	42%	44%	40%	49%	48%	50%	51%
Business or professional services / consulting	436	201	168	66	91	36	42	14
	21%	21%	19%	26%	15%	13%	17%	19%
	e			C				
Construction / home improvement / contractor	349	170	138	41	101	61	32	8
	17%	18%	16%	16%	17%	22%	13%	10%
						gH		
Education	355	148	162	44	80	33	40	7
	17%	16%	18%	17%	13%	12%	16%	9%
Entertainment	79	27	40	12	10	2	7	1
	4%	3%	4%	5%	2%	1%	3%	1%
City, County, State, or National government	157	77	62	18	49	27	16	5
	7%	8%	7%	7%	8%	10%	6%	7%
Healthcare	213	104	75	34	32	12	13	7
	10%	11%	8%	13%	5%	5%	5%	9%
	E			C				

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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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
High technology / computer programming	88 4%	43 5%	35 4%	10 4%	46 8% a	34 13% G	7 3%	4 6%
Hospitality / food services	83 4%	43 5%	28 3%	12 5%	34 6%	10 4%	21 8% H	2 3%
Manufacturing	93 4%	41 4%	42 5%	10 4%	44 7% a	22 8%	19 7%	4 5%
Market research / marketing / advertising	-	-	-	-	-	-	-	-
Retail	154 7%	76 8%	59 7%	19 8%	54 9%	17 6%	30 12%	6 9%
Utilities such as electrical or gas power companies	-	-	-	-	-	-	-	-
Retired	552 26%	252 26%	245 27% d	55 22%	184 31%	85 31%	76 30%	23 32%
Unemployed	175 8%	75 8%	83 9%	18 7%	31 5%	12 5%	16 6%	3 4%
None of these	436 21%	176 18%	197 22%	64 25% B	115 19%	45 17%	55 22%	15 20%

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QS4 - Including you, how many people live in your household?

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
1	421	201	170	50	134	51	65	18
	20%	21%	19%	20%	22%	19%	25%	25%
NET: 2 or more	1681	755	721	205	466	222	190	54
	80%	79%	81%	80%	78%	81%	75%	75%
2	861	386	377	97	271	125	111	34
	41%	40%	42%	38%	45%	46%	44%	47%
NET: 3 or more	820	368	344	108	195	97	78	20
	39%	39%	39%	42%	33%	35%	31%	28%
3	349	159	141	49	72	29	33	11
	17%	17%	16%	19%	12%	11%	13%	14%
4	273	126	117	30	84	52	27	5
	13%	13%	13%	12%	14%	19%	11%	8%
						gH		
5 or more	199	83	86	29	39	16	18	4
	9%	9%	10%	11%	6%	6%	7%	6%
Statistics Base	2102	956	891	255	600	273	254	73
Mean	2.6	2.6	2.6	2.7	2.4	2.5	2.3	2.3

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Standard Deviation	1.45	1.47	1.40	1.57	1.34	1.44	1.24	1.28
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
NET: Up to 1,499 sq ft	913	432	360	122	276	143	102	30
	43%	45%	40%	48%	46%	53%	40%	41%
				C				
Under 1,000	365	180	134	51	145	75	56	14
	17%	19%	15%	20%	24%	28%	22%	19%
				c	A			
1,000 to 1,499	549	252	225	71	130	68	46	16
	26%	26%	25%	28%	22%	25%	18%	22%
NET: 1,500 to 2,499 sq ft	763	314	364	85	243	102	112	29
	36%	33%	41%	33%	41%	37%	44%	40%
			BD					
1,500 to 1,999	498	201	239	58	157	61	77	19
	24%	21%	27%	23%	26%	22%	30%	26%
			b					
2,000 to 2,499	264	112	125	27	86	41	36	10
	13%	12%	14%	11%	14%	15%	14%	14%
NET: 2,500 sq ft or more	250	103	116	31	55	11	34	9
	12%	11%	13%	12%	9%	4%	14%	12%
							f	

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
2,500 to 2,999	133 6%	50 5%	68 8%	15 6%	23 4%	4 1%	13 5%	6 8% f
3,000 to 3,499	83 4%	37 4%	36 4%	10 4%	21 3%	6 2%	14 5%	1 1%
3,500 or more	34 2%	16 2%	12 1%	6 2%	11 2%	1 **	7 3%	2 3%
Not sure	176 8% E	108 11% CD	52 6%	17 7%	26 4%	16 6%	5 2%	5 7% g

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
18-24	127	78	30	18	26	18	7	1
	6%	8%	3%	7%	4%	7%	3%	1%
		C		C		h		
NET: 25 to 44	708	329	296	83	207	105	85	17
	34%	34%	33%	33%	34%	39%	33%	23%
						H		
25-34	362	179	142	41	85	35	39	11
	17%	19%	16%	16%	14%	13%	15%	15%
35-44	346	151	153	42	122	70	46	6
	16%	16%	17%	16%	20%	26%	18%	8%
						H	h	
NET: 45 to 64	888	376	398	114	203	74	90	38
	42%	39%	45%	45%	34%	27%	36%	53%
	E							FG
45-54	269	103	122	44	50	12	26	13
	13%	11%	14%	17%	8%	4%	10%	18%
	e			B				F
55-64	618	272	276	70	153	62	65	26
	29%	29%	31%	28%	25%	23%	26%	35%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
NET: 65 or older	380	173	167	40	164	75	72	17
	18%	18%	19%	16%	27%	28%	28%	23%
					A			
65-74	300	137	135	29	140	62	64	14
	14%	14%	15%	11%	23%	23%	25%	19%
					A			
75 or older	79	36	32	11	24	13	8	3
	4%	4%	4%	4%	4%	5%	3%	4%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
NET: Less and \$30,000	682	351	267	65	188	74	97	18
	32%	37%	30%	25%	31%	27%	38%	24%
		CD					H	
Less than \$15,000	221	117	89	15	32	12	15	4
	11%	12%	10%	6%	5%	5%	6%	6%
	E	D	D					
\$15,000 to just less than \$22,000	244	128	96	20	77	44	28	5
	12%	13%	11%	8%	13%	16%	11%	7%
		D				h		
\$22,000 to just less than \$30,000	217	106	83	29	80	18	53	9
	10%	11%	9%	11%	13%	7%	21%	12%
							FH	
NET: \$30,000 to less than \$75,000	802	323	364	115	207	96	84	26
	38%	34%	41%	45%	34%	35%	33%	36%
			B	B				
\$30,000 to just less than \$38,000	152	91	45	16	25	15	6	3
	7%	9%	5%	6%	4%	6%	2%	5%
	e	Cd						
\$38,000 to just less than \$46,000	152	50	76	27	48	22	18	8
	7%	5%	9%	11%	8%	8%	7%	11%
			b	B				

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
\$46,000 to just less than \$54,000	138 7%	44 5%	73 8% B	20 8% b	39 7%	17 6%	19 8%	3 4%
\$54,000 to just less than \$62,000	177 8% e	76 8%	79 9%	22 8%	29 5%	7 3%	17 7%	6 8%
\$62,000 to just less than \$75,000	184 9%	62 7%	92 10% b	29 12% B	65 11%	34 13%	25 10%	6 9%
<u>NET: \$75,000 or more</u>	<u>617 29%</u>	<u>282 29%</u>	<u>260 29%</u>	<u>76 30%</u>	<u>205 34%</u>	<u>103 38%</u>	<u>73 29%</u>	<u>29 40%</u>
\$75,000 to just less than \$100,000	221 11%	102 11%	87 10%	31 12%	78 13%	25 9%	41 16%	13 17%
\$100,000 to just less than \$200,000	341 16%	151 16%	152 17%	37 15%	116 19%	74 27% G	29 11%	13 18%
\$200,000 or more	56 3%	28 3%	20 2%	7 3%	11 2%	5 2%	3 1%	3 4%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Male	841	382	356	102	240	109	102	29
	40%	40%	40%	40%	40%	40%	40%	40%
Female	1261	574	535	153	360	164	153	44
	60%	60%	60%	60%	60%	60%	60%	60%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102 100%	956 100%	891 100%	255 100%	600 100%	273 100%	254 100%	73 100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Availability of rate plans to suit your specific needs	541 26%	214 22%	270 30% BD	57 22%	142 24%	63 23%	66 26%	13 18%
Charging a fair price for electricity services	417 20%	164 17%	213 24% BD	40 16%	119 20%	53 20%	57 22% h	9 12%
Communicating rate changes in a timely manner	540 26%	219 23%	262 29% BD	58 23%	153 25%	66 24%	72 28%	15 21%
Educating you on the benefits of different rate plans	455 22%	202 21% d	212 24% D	40 16%	131 22%	57 21%	64 25% h	11 15%
Keeping my lights on / no power outages	1034 49%	449 47%	465 52%	120 47%	314 52%	134 49%	151 60% H	29 40%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102 100%	956 100%	891 100%	255 100%	600 100%	273 100%	254 100%	73 100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Availability of rate plans to suit your specific needs	856 41%	376 39%	390 44% D	90 35%	232 39%	96 35%	111 44%	25 35%
Charging a fair price for electricity services	680 32%	288 30%	316 35% d	76 30%	184 31%	72 26%	94 37% h	18 25%
Communicating rate changes in a timely manner	854 41%	351 37%	407 46% BD	96 38%	233 39%	89 33%	117 46% f	27 38%
Educating you on the benefits of different rate plans	689 33%	300 31%	318 36% D	71 28%	193 32%	73 27%	100 39% h	20 27%
Keeping my lights on / no power outages	1350 64%	606 63%	577 65%	167 65%	389 65%	161 59%	184 72% h	44 61%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
NET: Top 3 box	856	376	390	90	232	96	111	25
	41%	39%	44%	35%	39%	35%	44%	35%
			D					
NET: Top 2 box	541	214	270	57	142	63	66	13
	26%	22%	30%	22%	24%	23%	26%	18%
			BD					
10 Extremely Satisfied	302	122	152	28	58	27	23	7
	14%	13%	17%	11%	10%	10%	9%	10%
	e		bD					
9	239	91	118	29	84	36	42	6
	11%	10%	13%	11%	14%	13%	17%	9%
			b				h	
8	315	162	120	33	90	33	46	12
	15%	17%	13%	13%	15%	12%	18%	16%
7	253	129	94	30	75	33	33	10
	12%	14%	11%	12%	13%	12%	13%	14%
6	232	102	110	20	44	17	18	9
	11%	11%	12%	8%	7%	6%	7%	13%
			D					

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
5	348 17%	176 18% c	118 13%	55 21% C	110 18%	68 25% G	30 12%	12 17%
4	72 3%	40 4%	20 2%	12 5% c	23 4%	11 4%	7 3%	5 6%
3	83 4%	39 4%	35 4%	9 4%	20 3%	7 2%	11 4%	2 3%
2	64 3%	26 3%	31 3%	7 3%	28 5%	17 6%	9 3%	2 3%
1 Extremely Dissatisfied	52 2%	21 2%	17 2%	14 5% BC	22 4%	8 3%	11 4%	2 3%
Not sure	143 7%	48 5%	76 9% b	19 7%	46 8%	16 6%	25 10%	4 6%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
NET: Top 3 box	680	288	316	76	184	72	94	18
	32%	30%	35%	30%	31%	26%	37%	25%
			d				h	
NET: Top 2 box	417	164	213	40	119	53	57	9
	20%	17%	24%	16%	20%	20%	22%	12%
			BD				h	
10 Extremely Satisfied	199	78	105	17	38	11	21	6
	9%	8%	12%	7%	6%	4%	8%	8%
			bD					
9	218	87	108	23	81	42	36	3
	10%	9%	12%	9%	13%	15%	14%	4%
						H	H	
8	262	124	103	36	64	18	37	9
	12%	13%	12%	14%	11%	7%	14%	13%
7	247	98	119	31	61	25	27	9
	12%	10%	13%	12%	10%	9%	11%	12%
6	206	92	88	25	73	34	29	10
	10%	10%	10%	10%	12%	12%	12%	14%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
5	327 16%	162 17%	131 15%	33 13%	89 15%	42 15%	34 13%	13 18%
4	198 9%	113 12% C	58 6%	28 11% C	55 9%	25 9%	24 9%	7 9%
3	149 7%	58 6%	69 8%	23 9%	64 11%	46 17% GH	14 5%	4 6%
2	110 5%	51 5%	43 5%	16 6%	17 3%	8 3%	6 2%	2 3%
1 Extremely Dissatisfied	102 5%	46 5%	40 4%	17 7%	43 7%	14 5%	22 9%	7 9%
Not sure	82 4%	48 5% d	28 3%	6 3%	14 2%	7 3%	4 2%	3 5%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
NET: Top 3 box	854	351	407	96	233	89	117	27
	41%	37%	46%	38%	39%	33%	46%	38%
			BD				f	
NET: Top 2 box	540	219	262	58	153	66	72	15
	26%	23%	29%	23%	25%	24%	28%	21%
			BD					
10 Extremely Satisfied	287	112	153	22	39	14	19	6
	14%	12%	17%	9%	7%	5%	7%	9%
	E		BD					
9	252	107	109	36	113	52	53	9
	12%	11%	12%	14%	19%	19%	21%	12%
					A		h	
8	314	132	145	38	81	23	45	12
	15%	14%	16%	15%	13%	9%	18%	17%
7	214	96	93	26	77	35	37	6
	10%	10%	10%	10%	13%	13%	14%	8%
6	191	92	74	26	50	19	21	10
	9%	10%	8%	10%	8%	7%	8%	13%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
5	370 18%	192 20% c	137 15%	41 16%	87 14%	50 18%	24 10%	12 17%
4	139 7%	69 7%	53 6%	17 7%	45 7%	28 10%	12 5%	5 7%
3	99 5%	42 4%	42 5%	16 6%	25 4%	10 4%	11 4%	4 6%
2	50 2%	22 2%	22 2%	7 3%	30 5% A	25 9% GH	3 1%	2 2%
1 Extremely Dissatisfied	69 3%	37 4% c	17 2%	15 6% C	23 4%	9 3%	10 4%	4 6%
Not sure	115 5%	55 6%	47 5%	13 5%	29 5%	7 3%	19 8%	3 4%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
NET: Top 3 box	689	300	318	71	193	73	100	20
	33%	31%	36%	28%	32%	27%	39%	27%
			D				h	
NET: Top 2 box	455	202	212	40	131	57	64	11
	22%	21%	24%	16%	22%	21%	25%	15%
		d	D				h	
10 Extremely Satisfied	243	104	120	19	52	33	14	6
	12%	11%	13%	7%	9%	12%	5%	8%
		d	D					
9	212	98	92	21	79	24	50	5
	10%	10%	10%	8%	13%	9%	20%	7%
							FH	
8	234	98	106	30	62	17	36	9
	11%	10%	12%	12%	10%	6%	14%	12%
7	232	108	91	34	53	22	25	6
	11%	11%	10%	13%	9%	8%	10%	9%
6	196	82	87	26	51	28	13	10
	9%	9%	10%	10%	9%	10%	5%	14%
								g

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
5	314 15%	167 17% c	113 13%	35 14%	107 18%	46 17%	49 19%	12 17%
4	157 7%	78 8%	63 7%	15 6%	39 6%	22 8%	12 5%	6 8%
3	162 8%	61 6%	77 9%	24 9%	62 10%	42 15% gh	16 6%	5 6%
2	113 5%	43 4%	53 6%	17 7%	35 6%	20 7%	10 4%	5 7%
1 Extremely Dissatisfied	135 6%	73 8% c	42 5%	20 8% c	37 6%	15 6%	16 6%	6 8%
Not sure	105 5%	45 5%	47 5%	14 5%	22 4%	4 2%	15 6%	3 5%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
NET: Top 3 box	1350	606	577	167	389	161	184	44
	64%	63%	65%	65%	65%	59%	72%	61%
							h	
NET: Top 2 box	1034	449	465	120	314	134	151	29
	49%	47%	52%	47%	52%	49%	60%	40%
							H	
10 Extremely Satisfied	582	239	292	51	150	62	73	15
	28%	25%	33%	20%	25%	23%	29%	20%
			BD					
9	452	210	174	68	165	72	79	14
	22%	22%	19%	27%	27%	26%	31%	20%
			C	C	a		h	
8	315	156	112	47	75	27	32	15
	15%	16%	13%	18%	13%	10%	13%	21%
			C	C				f
7	198	90	86	21	60	30	24	6
	9%	9%	10%	8%	10%	11%	9%	8%
6	130	64	50	15	33	17	12	4
	6%	7%	6%	6%	6%	6%	5%	6%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
5	212 10% e	104 11%	86 10%	22 9%	38 6%	23 8%	6 2%	10 13% G
4	50 2%	18 2%	23 3%	9 4%	19 3%	11 4%	6 2%	1 2%
3	54 3%	25 3%	23 3%	6 2%	23 4%	19 7% G	1 *%	3 4% G
2	33 2%	16 2%	14 2%	3 1%	9 2%	5 2%	3 1%	2 2%
1 Extremely Dissatisfied	32 2%	10 1%	15 2%	7 3% b	19 3%	5 2%	11 4%	3 5%
Not sure	43 2%	23 2%	17 2%	3 1%	10 2%	1 *%	8 3% h	0 *%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
NET: Top 3 box	1235	549	543	142	344	128	173	43
	59%	57%	61%	56%	57%	47%	68%	59%
							F	
NET: Top 2 box	761	323	358	81	205	68	117	20
	36%	34%	40%	32%	34%	25%	46%	28%
			bD				FH	
10 Extremely Favorable	304	122	151	31	78	36	36	7
	14%	13%	17%	12%	13%	13%	14%	10%
			bd					
9	457	200	208	49	127	32	81	13
	22%	21%	23%	19%	21%	12%	32%	18%
							FH	
8	473	227	185	61	139	60	56	23
	23%	24%	21%	24%	23%	22%	22%	32%
7	281	133	116	33	83	45	29	10
	13%	14%	13%	13%	14%	16%	11%	13%
6	244	121	90	33	60	27	22	10
	12%	13%	10%	13%	10%	10%	9%	14%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
5	178 8%	92 10%	63 7%	24 9%	47 8%	27 10%	15 6%	5 6%
4	54 3%	18 2%	29 3%	8 3%	13 2%	8 3%	4 2%	1 1%
3	47 2%	28 3%	12 1%	6 2%	30 5% a	26 10% GH	2 1%	2 2%
2	31 1%	12 1%	16 2%	3 1%	7 1%	4 2%	1 *%	2 3%
1 Not At All Favorable	14 1%	1 *%	7 1%	6 2% Bc	11 2%	4 2%	6 3%	0 *%
Not sure	17 1%	1 *%	16 2% BD	1 *%	5 1%	3 1%	2 1%	-

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
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	836 40%	416 44% C	323 36%	98 38%	285 48% a	146 54% h	111 44%	28 38%
Tiered rate, meaning your price for each unit of electricity may increase over the month if you use more than a certain amount of electricity	1214 58%	496 52%	575 64% BD	144 56%	393 65% a	162 59%	186 73% f	45 62%
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	832 40%	421 44% C	313 35%	98 39%	275 46%	126 46%	115 45%	35 47%
Not sure	418 20% E	228 24% C	141 16%	49 19%	81 13%	28 10%	39 15%	13 18%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
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	266 13%	126 13%	107 12%	33 13%	96 16%	65 24% GH	25 10%	6 8%
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	1044 50%	404 42%	516 58% BD	124 49% b	312 52%	130 48%	144 56%	38 52%
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	397 19%	214 22% C	132 15%	51 20% C	103 17%	56 20%	37 14%	11 15%
Something else: Describe	65 3%	34 4%	26 3%	5 2%	28 5%	5 2%	20 8% F	4 5%
Not sure	445 21%	222 23% c	163 18%	59 23% c	97 16%	39 14%	41 16%	17 24%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
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	704 33%	305 32%	310 35%	88 35%	208 35%	93 34%	97 38% h	19 25%
Tiered rate, meaning your price per unit increases over the month as you use more electricity	447 21%	186 19%	202 23%	60 23%	121 20%	65 24%	43 17%	13 18%
Time of Use rate, meaning you pay a different price per unit depending on the time of day you use electricity	464 22%	236 25% c	174 20%	53 21%	146 24%	71 26%	51 20%	25 34% G
Something else: Describe	48 2%	21 2% d	25 3% D	2 1%	24 4%	4 2%	19 7% FH	1 1%
Not sure	439 21%	207 22%	180 20%	52 21%	101 17%	40 15%	45 18%	16 22%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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

Q2.2 - Which of the following best describes your current attitude toward taking steps to lower your electric bill?  
 BASE: Core unexposed only

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	-	-	-	-	600	273	254	73
TOTAL ANSWERING	-	-	-	-	600	273	254	73
					100%	100%	100%	100%
UNWEIGHTED TOTAL	-	-	-	-	606	203	202	201
You have little interest in trying to reduce your electric bill	-	-	-	-	18	15	2	1
					3%	6%	1%	1%
						g		
You would like to do more to reduce your electric bill, but you are doubtful that further steps would be effective	-	-	-	-	151	67	66	17
					25%	24%	26%	24%
You would like to do more to reduce your electric bill, and you are interested in new ideas	-	-	-	-	191	76	87	28
					32%	28%	34%	38%
You have done a lot in your home to save electricity, and there is not much more that can be done	-	-	-	-	217	109	82	25
					36%	40%	32%	35%
Not sure	-	-	-	-	23	5	17	1
					4%	2%	7%	2%
							fH	

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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

Q2.3 - How would you rate your interest in taking additional steps to reduce your household's electric bill? Use the following 10-point scale where 10 means you are extremely interested and 1 means you are not at all interested.  
 BASE: Core unexposed only

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	-	-	-	-	600	273	254	73
TOTAL ANSWERING	-	-	-	-	600	273	254	73
					100%	100%	100%	100%
UNWEIGHTED TOTAL	-	-	-	-	606	203	202	201
1 Not At All Interested	-	-	-	-	2	-	-	2
					*%			3%
								FG
2	-	-	-	-	4	4	-	-
					1%	2%		
3	-	-	-	-	6	3	1	2
					1%	1%	*%	2%
4	-	-	-	-	8	3	5	0
					1%	1%	2%	*%
5	-	-	-	-	34	25	5	5
					6%	9%	2%	7%
						g		
6	-	-	-	-	54	34	16	4
					9%	12%	6%	6%
7	-	-	-	-	71	32	30	9
					12%	12%	12%	12%
8	-	-	-	-	164	54	86	24
					27%	20%	34%	33%
							f	f

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

Q2.3 - How would you rate your interest in taking additional steps to reduce your household's electric bill? Use the following 10-point scale where 10 means you are extremely interested and 1 means you are not at all interested.  
 BASE: Core unexposed only

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
9	-	-	-	-	96 16%	47 17%	37 15%	12 17%
10 Extremely Interested	-	-	-	-	159 27%	71 26%	73 29%	15 21%
Not sure	-	-	-	-	1 *%	-	1 *%	-

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
\$0 to \$99	621	260	296	65	114	31	69	14
	30%	27%	33%	26%	19%	11%	27%	19%
	E		bD				F	
\$100 to \$149	453	218	174	61	170	100	63	7
	22%	23%	20%	24%	28%	37%	25%	10%
					A	H	H	
\$150 to \$199	60	14	34	12	16	4	11	2
	3%	1%	4%	5%	3%	1%	4%	2%
			B	B				
\$200 to \$299	336	144	146	46	117	46	50	21
	16%	15%	16%	18%	19%	17%	20%	29%
								f
\$300 to \$399	169	73	74	21	45	20	22	4
	8%	8%	8%	8%	8%	7%	8%	6%
\$400 to \$499	46	24	15	7	25	16	3	5
	2%	2%	2%	3%	4%	6%	1%	8%
						g		G
\$500 or more	417	222	152	43	112	55	37	19
	20%	23%	17%	17%	19%	20%	15%	26%
		CD						g

Comparison Groups: BCD/FGH/AE  
 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Statistics Base	2102	956	891	255	600	273	254	73
Mean	237.4	253.1 Cd	223.4	227.4	245.1	253.6 g	209.1	338.6 FG
Standard Deviation	257.8	264.7	255.9	234.9	238.7	224.6	222.4	310.1
Median	120.0	130.0	120.0	150.0	160.0	200.0	120.0	200.0

Comparison Groups: BCD/FGH/AE  
 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	-	-	-	-
	100%	100%	100%	100%				
NO ANSWER	-	-	-	-	600	273	254	73
UNWEIGHTED TOTAL	2132	717	715	700	-	-	-	-
Never	102	56	35	11	-	-	-	-
	5%	6%	4%	4%				
NET: Sometimes/Often	2000	900	856	245	-	-	-	-
	95%	94%	96%	96%				
Sometimes	818	357	363	98	-	-	-	-
	39%	37%	41%	38%				
Often	1182	543	493	146	-	-	-	-
	56%	57%	55%	57%				

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

Q3.1a - 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	-	-	-	-
	100%	100%	100%	100%				
NO ANSWER	-	-	-	-	600	273	254	73
UNWEIGHTED TOTAL	2132	717	715	700	-	-	-	-
Never	518	249	211	58	-	-	-	-
	25%	26%	24%	23%				
NET: Sometimes/Often	1584	707	680	197	-	-	-	-
	75%	74%	76%	77%				
Sometimes	966	459	388	119	-	-	-	-
	46%	48%	44%	47%				
Often	619	248	292	78	-	-	-	-
	29%	26%	33%	31%				

B

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2000	900	856	245	-	-	-	-
TOTAL ANSWERING	2000	900	856	245	-	-	-	-
	100%	100%	100%	100%				
UNWEIGHTED TOTAL	2033	682	682	669	-	-	-	-
NET: A Lot/A Little	1641	739	700	201	-	-	-	-
	82%	82%	82%	82%				
A Lot	362	136	179	48	-	-	-	-
	18%	15%	21%	20%				
			B					
A Little	1279	604	522	153	-	-	-	-
	64%	67%	61%	63%				
		c						
None	359	161	155	43	-	-	-	-
	18%	18%	18%	18%				

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	1584	707	680	197	-	-	-	-
TOTAL ANSWERING	1584	707	680	197	-	-	-	-
	100%	100%	100%	100%				
UNWEIGHTED TOTAL	1564	519	529	516	-	-	-	-
NET: A Lot/A Little	1178	530	504	144	-	-	-	-
	74%	75%	74%	73%				
A Lot	218	65	122	31	-	-	-	-
	14%	9%	18%	16%				
			B	B				
A Little	961	466	382	113	-	-	-	-
	61%	66%	56%	57%				
		CD						
None	406	177	176	53	-	-	-	-
	26%	25%	26%	27%				

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

Q3.2a - A) Which energy saving actions have you done in your household in the past 5 years? Check all that apply.

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	-	-	-	-
	100%	100%	100%	100%				
NO ANSWER	-	-	-	-	600	273	254	73
UNWEIGHTED TOTAL	2132	717	715	700	-	-	-	-
Installing and using a programmable thermostat	1132 54%	494 52%	511 57%	128 50%	-	-	-	-
			D					
Replacing or cleaning furnace / air conditioning filters	1409 67%	593 62%	650 73%	167 65%	-	-	-	-
			BD					
Reducing air conditioning temperature settings on the thermostat	1543 73%	655 69%	713 80%	175 68%	-	-	-	-
			BD					
Unplugging appliances when not in use	1256 60%	583 61%	514 58%	159 62%	-	-	-	-
Installing and using energy saving power strips	1007 48%	443 46%	440 49%	124 49%	-	-	-	-
None of these	115 5%	70 7%	32 4%	12 5%	-	-	-	-
		Cd						

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

Q3.2b - B) Which do you think you realistically could implement or do more of in the future? Check all that apply.

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	-	-	-	-
	100%	100%	100%	100%				
NO ANSWER	-	-	-	-	600	273	254	73
UNWEIGHTED TOTAL	2132	717	715	700	-	-	-	-
Installing and using a programmable thermostat	934 44%	446 47%	363 41%	125 49%	-	-	-	-
				C				
Replacing or cleaning furnace / air conditioning filters	993 47%	470 49%	397 45%	126 49%	-	-	-	-
Reducing air conditioning temperature settings on the thermostat	777 37%	361 38%	311 35%	105 41%	-	-	-	-
				c				
Unplugging appliances when not in use	1204 57%	553 58%	507 57%	144 56%	-	-	-	-
Installing and using energy saving power strips	1182 56%	542 57%	499 56%	142 55%	-	-	-	-
None of these	228 11%	101 11%	108 12%	20 8%	-	-	-	-
				D				

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

Q3.3 - Which of the following rate plans do you think would work the best for you? Choose One:

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	-	-	-	-
	100%	100%	100%	100%				
NO ANSWER	-	-	-	-	600	273	254	73
UNWEIGHTED TOTAL	2132	717	715	700	-	-	-	-
Flat Rate Plan (no tiers)	773	339	341	93	-	-	-	-
	37%	35%	38%	37%				
Two-tier Plan	421	218	152	52	-	-	-	-
	20%	23%	17%	20%				
		C						
Three-tier Plan	428	158	209	61	-	-	-	-
	20%	17%	23%	24%				
			B	B				
No Preference	480	242	189	49	-	-	-	-
	23%	25%	21%	19%				
		D						

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
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California Residential Rate OIR Study

Q3.4a - Which of these do you currently have in your household? Check all that apply.

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Clothes Washer	1655	743	716	195	486	212	215	59
	79%	78%	80%	77%	81%	78%	84%	80%
Pool Pump	242	92	121	29	59	21	33	5
	11%	10%	14%	11%	10%	8%	13%	7%
			b					
Air Conditioner	1360	518	693	149	396	145	202	49
	65%	54%	78%	58%	66%	53%	79%	67%
			BD				Fh	f
Electric Stove	755	475	181	99	209	137	46	26
	36%	50%	20%	39%	35%	50%	18%	36%
		CD		C		Gh		G
Electric Oven	1019	586	302	131	291	163	90	39
	48%	61%	34%	51%	49%	60%	35%	53%
		CD		C		G		G
Electric Heater	745	382	264	100	217	117	74	25
	35%	40%	30%	39%	36%	43%	29%	35%
		C		C		g		
Television(s)	2040	931	863	246	567	243	254	71
	97%	97%	97%	96%	95%	89%	100%	97%
	e						F	F

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
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 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Computer(s)	2029 97%	929 97%	855 96%	245 96%	588 98%	263 96%	254 100%	71 97%
Video Game Console(s)	933 44% E	415 43%	398 45%	120 47%	204 34%	78 29%	102 40%	24 33%
None of these	1 *%	-	1 *%	0 *%	0 *%	-	-	0 *%

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

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

BASE: Those with each type of appliance/electronic device

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Clothes Washer	1084	469	484	131	-	-	-	-
	65%	63%	68%	67%				
	E							
Pool Pump	139	51	71	17	-	-	-	-
	58%	56%	59%	60%				
	E							
Air Conditioner	777	267	421	90	-	-	-	-
	57%	51%	61%	60%				
	E		B	b				
Electric Stove	279	171	69	39	-	-	-	-
	37%	36%	38%	39%				
	E							
Electric Oven	442	244	143	55	-	-	-	-
	43%	42%	47%	42%				
	E							
Electric Heater	343	162	125	56	-	-	-	-
	46%	42%	48%	56%				
	E			B				

Comparison Groups: BCD/FGH/AE

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

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Q3.4ba - 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Television(s)	601 29% E	236 25% B	290 34% B	75 30%	-	-	-	-
Computer(s)	562 28% E	234 25%	257 30%	71 29%	-	-	-	-
Video Game Console(s)	329 35% E	114 28%	166 42% B	49 40% B	-	-	-	-
None of these	501 24% E	291 30% CD	161 18%	48 19%	-	-	-	-

Comparison Groups: BCD/FGH/AE  
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California Residential Rate OIR Study

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

BASE: Those with each type of appliance/electronic device

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Clothes Washer	851	381	366	103	-	-	-	-
	51%	51%	51%	53%				
	E							
Pool Pump	113	40	58	15	-	-	-	-
	47%	44%	48%	53%				
	E							
Air Conditioner	563	220	271	73	-	-	-	-
	41%	42%	39%	49%				
	E			C				
Electric Stove	320	180	91	49	-	-	-	-
	42%	38%	50%	50%				
	E		b	B				
Electric Oven	462	247	155	60	-	-	-	-
	45%	42%	51%	46%				
	E		b					
Electric Heater	344	184	113	46	-	-	-	-
	46%	48%	43%	46%				
	E							

Comparison Groups: BCD/FGH/AE

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

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Q3.4bb - B) In the future, can you shift operation of this end use away from peak demand periods? Check all that apply.  
 BASE: Those with each type of appliance/electronic devise

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Television(s)	983 48% E	413 44%	443 51% b	126 51% b	-	-	-	-
Computer(s)	969 48% E	391 42%	463 54% Bd	115 47%	-	-	-	-
Video Game Console(s)	473 51% E	208 50%	203 51%	61 51%	-	-	-	-
None of these	461 22% E	240 25%	178 20%	44 17%	-	-	-	-

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	-	-	-	-
	100%	100%	100%	100%				
NO ANSWER	-	-	-	-	600	273	254	73
UNWEIGHTED TOTAL	2132	717	715	700	-	-	-	-
Yes	805	372	327	106	-	-	-	-
	38%	39%	37%	41%				
No	327	149	148	30	-	-	-	-
	16%	16%	17%	12%				
			D					
Not Sure	970	435	415	120	-	-	-	-
	46%	46%	47%	47%				

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

Q3.5 - Which of the following services charges you a monthly service fee? Natural Gas

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	1729	756	758	214	-	-	-	-
	100%	100%	100%	100%				
NO ANSWER	-	-	-	-	600	273	254	73
UNWEIGHTED TOTAL	1771	573	608	590	-	-	-	-
Yes	609	277	259	73	-	-	-	-
	35%	37%	34%	34%				
No	217	95	96	26	-	-	-	-
	13%	13%	13%	12%				
Not Sure	903	385	403	116	-	-	-	-
	52%	51%	53%	54%				
Don't Have (removed from base)	373	200	132	41	-	-	-	-

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

Q3.6 - Does a demand charge apply to your current electric bill?

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	-	-	-	-
	100%	100%	100%	100%				
NO ANSWER	-	-	-	-	600	273	254	73
UNWEIGHTED TOTAL	2132	717	715	700	-	-	-	-
Yes	268	116	118	34	-	-	-	-
	13%	12%	13%	13%				
No	572	270	237	65	-	-	-	-
	27%	28%	27%	26%				
Not sure	1262	570	536	156	-	-	-	-
	60%	60%	60%	61%				

Comparison Groups: BCD/FGH/AE

Independent Z-Test for Percentages

Upper case letters indicate significance at the 95% level.

Lower case letters indicate significance at the 90% level.

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California Residential Rate OIR Study

Q3.7a - 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Saves Money : Provides opportunity to change my energy use behavior to lower my bill.	1378 66%	630 66%	574 64%	174 68%	334 56%	136 50%	153 60%	45 62%
	E (1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)
Stable : Will not cause bill to change a lot from month to month, or from season to season (winter / summer).	647 31%	304 32%	267 30%	76 30%	201 33%	84 31%	91 36%	26 36%
	(2)	(2)	(3)	(4)	(4)	(4)	(4)	(3)
Simple : Does not require a lot of my effort and time to understand how my energy use behavior will affect my bill.	627 30%	285 30%	261 29%	81 32%	214 36%	96 35%	96 38%	21 29%
	(3)	(3)	(5)	(3)	(3)	(3)	(2)	(5)
Works for Me : Fits my habits and lifestyle.	604 29%	254 27%	266 30%	84 33%	150 25%	51 19%	79 31%	19 27%
	(4)	(6)	(4)	(2)	(6)	(9)	(5)	(6)
Predictable : I know what bill amount should be each month.	598 28%	280 29%	268 30%	50 20%	237 40%	117 43%	92 36%	28 38%
	(5)	D (4)	D (2)	(9)	A (2)	(2)	(3)	(2)
Green : Helps protect our air and environment.	557 26%	264 28%	227 25%	66 26%	155 26%	83 30%	56 22%	16 22%
	(6)	(5)	(7)	(7)	(5)	(5)	(7)	(8)

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Fair : Seems like a fair way to be charged for energy.	543 26% (7)	234 24% (7)	242 27% (6)	67 26% (5)	141 24% (7)	60 22% (8)	60 24% (6)	22 30% (4)
Understandable : In language I can understand.	502 24% E (8)	225 24% (8)	210 24% (8)	67 26% (6)	105 18% (10)	47 17% (10)	47 19% (9)	11 15% (10)
Reflects Cost of Electricity : Encourages me to use less electricity during peak periods when it costs the most.	469 22% (9)	212 22% (9)	198 22% (9)	60 23% (8)	123 21% (9)	71 26% g (7)	36 14% (10)	16 22% (7)
Worry-Free : I don't need to pay attention to when during the day or month I use energy.	382 18% (10)	180 19% (10)	162 18% (10)	40 16% (10)	140 23% (8)	74 27% (6)	53 21% (8)	14 19% (9)

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Flat Rate, \$0.24/kWh, Monthly Service Fee = \$10, Demand Charge = \$5	286	156	102	28	74	26	41	7
	14%	16%	11%	11%	12%	9%	16%	10%
		CD						
3-Price TOU Rate, kWh = wide spread, Monthly Service Fee = \$0, Demand Charge = \$2	636	290	271	75	151	85	44	22
	30%	30%	30%	29%	25%	31%	17%	30%
						g		g
3-Tier Rate, kWh = all high, Monthly Service Fee = \$0, Demand Charge = \$0	1180	510	518	153	375	163	169	44
	56%	53%	58%	60%	63%	60%	66%	60%
				b				

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
TOTAL	2102	956	891	255	600	273	254	73
=====	100%	100%	100%	100%	100%	100%	100%	100%
Would definitely switch	195	73	84	38	36	14	18	4
	9%	8%	9%	15%	6%	5%	7%	6%
				BC				
Would consider switching	1271	581	540	150	392	172	171	49
	60%	61%	61%	59%	65%	63%	67%	68%
No interest in switching	214	97	92	24	53	22	26	5
	10%	10%	10%	10%	9%	8%	10%	6%
Not sure	422	205	175	43	119	65	39	14
	20%	21%	20%	17%	20%	24%	15%	20%
Fixed 1: Flat Rate, \$0.24/kWh, Monthly Service Fee = \$10, Demand Charge = \$5	286	156	102	28	74	26	41	7
	100%	100%	100%	100%	100%	100%	100%	100%
Would definitely switch	34	15	10	10	7	5	1	1
	12%	9%	10%	35%	9%	19%	3%	8%
				BC				
Would consider switching	164	81	71	11	41	7	28	6
	57%	52%	69%	41%	56%	26%	69%	88%
			bD				f	F

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
No interest in switching	43 15%	28 18%	13 13%	3 9%	9 13%	2 7%	8 18% H	-
Not sure	45 16%	32 21% c	8 8%	4 15%	17 22%	12 48% h	4 10%	0 5%
Fixed 2: 3-Price TOU Rate, kWh = wide spread, Monthly Service Fee = \$0, Demand Charge = \$2	636 100%	290 100%	271 100%	75 100%	151 100%	85 100%	44 100%	22 100%
Would definitely switch	62 10%	19 7%	31 11%	12 16% B	11 7%	8 9%	1 2%	2 9%
Would consider switching	413 65%	194 67%	170 63%	48 64%	96 63%	51 61%	29 66%	15 69%
No interest in switching	67 11%	36 12%	25 9%	6 9%	15 10%	11 13%	3 8%	1 4%
Not sure	94 15%	40 14%	45 17%	8 11%	29 19%	14 17%	11 24%	4 18%
Fixed 3: 3-Tier Rate, kWh = all high, Monthly Service Fee = \$0, Demand Charge = \$0	1180 100%	510 100%	518 100%	153 100%	375 100%	163 100%	169 100%	44 100%
Would definitely switch	98 8%	39 8%	43 8%	16 11%	19 5%	1 1%	15 9%	2 4%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Would consider switching	694 59%	305 60%	299 58%	91 60%	255 68%	113 70%	114 67%	28 64%
					a			
No interest in switching	104 9%	34 7%	55 11%	15 10%	28 8%	9 5%	15 9%	4 9%
Not sure	284 24%	132 26%	121 23%	30 20%	73 20%	39 24%	25 15%	10 23%

Comparison Groups: BCD/FGH/AE  
 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

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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
...Stay the same. I am not willing to risk a higher bill for potential savings.	832 40%	364 38%	381 43%	88 34%	249 42%	103 38%	122 48%	25 34%
			D				H	
...Decrease by 5%, but increase no more than 5%.	312 15%	133 14%	131 15%	48 19%	72 12%	28 10%	35 14%	9 12%
			b					
...Decrease by 10%, but increase no more than 10%.	472 22%	241 25%	180 20%	51 20%	169 28%	103 38%	52 21%	15 20%
					a	GH		
...Decrease by 15%, but increase no more than 15%.	186 9%	85 9%	75 8%	26 10%	37 6%	10 4%	18 7%	9 12%
							f	
...Decrease by 20%, but increase no more than 20%.	93 4%	35 4%	42 5%	15 6%	35 6%	17 6%	10 4%	9 12%
							G	
...Decrease by 25%, but increase no more than 25%.	207 10%	98 10%	82 9%	27 10%	37 6%	13 5%	17 7%	7 10%
	e							

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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  
 TBYYB Included

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
2 Tiered Rate: =====								
Would Try	1026	469	420	137	290	123	133	34
	49%	49%	47%	54%	48%	45%	52%	47%
				c				
Would NOT Try	1076	487	470	118	310	150	121	38
	51%	51%	53%	46%	52%	55%	48%	53%
			d					
3 Tiered Rate: =====								
Would Try	892	396	382	114	221	90	102	29
	42%	41%	43%	45%	37%	33%	40%	40%
Would NOT Try	1210	560	509	141	379	183	152	44
	58%	59%	57%	55%	63%	67%	60%	60%
Flat Rate: =====								
Would Try	1104	546	423	134	326	144	143	38
	53%	57%	47%	53%	54%	53%	56%	52%
		C						
Would NOT Try	998	409	468	121	274	129	111	35
	47%	43%	53%	47%	46%	47%	44%	48%
			B					

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
<b>Steep TOU Rate:</b> =====								
Would Try	325 15%	160 17%	121 14%	43 17%	50 8%	17 6%	20 8%	12 17%
	E							Fg
Would NOT Try	1777 85%	795 83%	769 86%	213 83%	550 92%	256 94%	234 92%	61 83%
					A	H	h	
<b>Mild TOU Rate:</b> =====								
Would Try	635 30%	296 31%	261 29%	78 30%	102 17%	50 18%	34 13%	17 24%
	E							g
Would NOT Try	1467 70%	660 69%	630 71%	178 70%	498 83%	223 82%	220 87%	55 76%
					A		h	

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
2 Tiered Rate: =====								
Would Try	1514	693	630	191	425	169	204	51
	72%	73%	71%	75%	71%	62%	80%	70%
							Fh	
Would NOT Try	588	263	261	65	175	104	50	22
	28%	27%	29%	25%	29%	38%	20%	30%
						G		g
3 Tiered Rate: =====								
Would Try	1411	637	605	170	380	146	183	50
	67%	67%	68%	66%	63%	54%	72%	69%
							F	F
Would NOT Try	691	319	286	86	220	127	71	23
	33%	33%	32%	34%	37%	46%	28%	31%
						GH		
Flat Rate: =====								
Would Try	1536	720	633	183	457	203	196	57
	73%	75%	71%	72%	76%	75%	77%	78%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.



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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Would NOT Try	566 27%	235 25%	258 29%	73 28%	143 24%	69 25%	58 23%	16 22%
Steep TOU Rate: =====								
Would Try	738 35%	346 36%	302 34%	90 35%	202 34%	109 40% g	65 26%	28 39% g
Would NOT Try	1364 65%	610 64%	589 66%	166 65%	398 66%	164 60%	189 74% fh	45 61%
Mild TOU Rate: =====								
Would Try	1091 52% E	518 54%	444 50%	129 50%	245 41%	122 45%	89 35%	34 47%
Would NOT Try	1011 48%	437 46%	447 50%	127 50%	355 59% A	151 55%	165 65%	38 53%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Look at the amount due and/or the due date	1794 85%	810 85%	770 86%	214 84%	521 87%	227 83%	230 91%	64 88%
Look at actual electricity or kWh use	1383 66%	611 64%	599 67%	172 67%	408 68%	184 68%	177 70%	46 64%
Read the details about how your bill is calculated	888 42%	399 42%	367 41%	123 48% bc	274 46%	117 43%	124 49%	33 46%
Read notes or other messages that are on the bill	884 42%	415 43%	362 41%	107 42%	280 47%	123 45%	129 51%	28 39%
Read any inserts that are included with the bill	644 31%	300 31%	273 31%	71 28%	215 36%	103 38%	85 33%	27 37%
None of these - you don't look at the bill	62 3%	27 3%	28 3%	7 3%	14 2%	7 2%	4 2%	4 5%
Not sure	74 4%	41 4%	24 3%	8 3%	5 1%	-	5 2%	1 1%
	E							

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
\$0 to \$49	506	211	235	59	165	72	81	12
	24%	22%	26%	23%	27%	26%	32%	16%
							H	
\$50 to \$99	569	269	229	71	198	93	81	23
	27%	28%	26%	28%	33%	34%	32%	31%
\$100 to \$149	339	154	138	47	85	39	28	18
	16%	16%	15%	18%	14%	14%	11%	25%
								FG
\$150 to \$199	239	109	94	36	64	30	24	10
	11%	11%	11%	14%	11%	11%	9%	13%
\$200 or more	441	208	191	42	88	38	40	10
	21%	22%	21%	16%	15%	14%	16%	14%
	E	d	d					
Unsure	8	4	4	-	-	-	-	-
	*%	*%	*%					
	E		d					
Statistics Base	2094	952	887	255	600	273	254	73
Mean	138.3	148.8	131.9	121.7	110.9	115.2	103.1	122.0
	E	cD						

Comparison Groups: BCD/FGH/AE  
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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Standard Deviation	166.9	182.9	160.5	117.0	141.8	176.6	101.3	114.1
Median	90.0	95.0	90.0	90.0	75.0	75.0	65.0	100.0

Comparison Groups: BCD/FGH/AE  
 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
\$0 to \$49	498	149	306	44	154	45	98	10
	24%	16%	34%	17%	26%	17%	39%	14%
			BD				FH	
\$50 to \$99	658	301	280	76	199	87	91	21
	31%	31%	31%	30%	33%	32%	36%	29%
\$100 to \$149	364	171	135	58	109	62	25	22
	17%	18%	15%	23%	18%	23%	10%	30%
				C		G		G
\$150 to \$199	213	105	73	35	50	29	13	8
	10%	11%	8%	14%	8%	11%	5%	11%
				C				
\$200 or more	355	225	88	42	87	49	27	12
	17%	24%	10%	16%	14%	18%	11%	16%
		CD		C				
Unsure	14	5	9	1	1	0	1	0
	1%	*%	1%	*%	*%	*%	*%	*%
Statistics Base	2088	951	882	255	599	272	254	73
Mean	167.0	238.1	92.0	161.3	103.8	120.8	80.3	122.0
	e	C		C		G		G

Comparison Groups: BCD/FGH/AE  
 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Standard Deviation	1209.2	1755.4	92.1	648.4	92.8	105.8	72.8	85.3
Median	85.0	100.0	65.0	100.0	85.0	100.0	60.0	100.0

Comparison Groups: BCD/FGH/AE  
 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
\$0 to \$9	268	115	117	36	90	39	45	6
	13%	12%	13%	14%	15%	14%	18%	8%
							H	
\$10 to \$19	480	205	211	64	162	70	69	23
	23%	21%	24%	25%	27%	26%	27%	31%
\$20 to \$29	465	232	181	52	103	39	45	19
	22%	24%	20%	20%	17%	14%	18%	26%
								f
\$30 to \$39	225	98	94	33	83	61	15	6
	11%	10%	11%	13%	14%	22%	6%	9%
						GH		
\$40 to \$49	158	67	75	16	33	15	14	5
	8%	7%	8%	6%	6%	5%	5%	6%
\$50 to \$74	186	87	76	23	63	26	30	7
	9%	9%	8%	9%	10%	10%	12%	9%
\$75 to \$99	65	21	37	7	17	6	10	1
	3%	2%	4%	3%	3%	2%	4%	1%
More than \$100	158	84	59	15	24	10	10	4
	7%	9%	7%	6%	4%	3%	4%	6%
	E							

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Not sure	97	48	41	9	26	6	17	3
	5%	5%	5%	4%	4%	2%	7%	4%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Never	180	99	65	15	41	16	17	7
	9%	10%	7%	6%	7%	6%	7%	10%
		D						
NET: At least rarely	1922	857	826	240	559	256	237	65
	91%	90%	93%	94%	93%	94%	93%	90%
				B				
Rarely (1-2 bills)	1035	458	449	129	307	146	131	30
	49%	48%	50%	50%	51%	54%	51%	42%
Sometimes (3-4 bills)	736	344	299	93	181	85	69	27
	35%	36%	34%	36%	30%	31%	27%	37%
Often (more than 4 bills)	152	55	78	19	71	25	38	8
	7%	6%	9%	7%	12%	9%	15%	11%
					A			

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	1922	857	826	240	559	256	237	65
TOTAL ANSWERING	1922	857	826	240	559	256	237	65
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1967	650	655	662	565	192	188	185
Called my electricity/electricity and gas utility company	351 18%	162 19%	149 18%	40 17%	92 16%	66 26% GH	19 8%	7 11%
Checked my usage online	659 34%	294 34%	274 33%	90 38%	186 33%	80 31%	85 36%	21 32%
Something else:	262 14%	114 13%	113 14%	35 15%	106 19% a	59 23% h	39 17%	8 12%
I did not take action	694 36%	308 36%	304 37%	82 34%	209 37%	85 33%	95 40%	28 43%
Can't recall	116 6%	56 7%	47 6%	13 5%	23 4%	8 3%	11 5%	4 5%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
NET: Less than college	1465	666	621	178	418	190	177	51
	70%	70%	70%	70%	70%	70%	70%	70%
NET: High school or less	841	382	356	102	240	109	102	29
	40%	40%	40%	40%	40%	40%	40%	40%
Some high school or less	45	23	16	6	2	-	2	1
	2%	2%	2%	2%	*%		1%	1%
	E							
High school graduate	796	359	340	97	238	109	100	29
	38%	38%	38%	38%	40%	40%	39%	39%
Trade or technical school graduate	624	284	265	76	178	81	76	22
	30%	30%	30%	30%	30%	30%	30%	30%
NET: College grad or more	637	290	270	77	182	83	77	22
	30%	30%	30%	30%	30%	30%	30%	30%
Undergraduate college degree	404	184	171	49	115	52	49	14
	19%	19%	19%	19%	19%	19%	19%	19%
Masters or doctorate degree	233	106	99	28	67	30	28	8
	11%	11%	11%	11%	11%	11%	11%	11%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
NET: Employed	1066	465	448	153	298	124	135	39
	51%	49%	50%	60%	50%	45%	53%	54%
				BC				
Employed full-time	790	333	347	110	238	112	96	31
	38%	35%	39%	43%	40%	41%	38%	42%
				B				
Employed part-time	276	132	101	43	59	12	39	8
	13%	14%	11%	17%	10%	4%	15%	12%
				C			F	
NET: Not employed/student	998	467	431	100	300	148	118	33
	47%	49%	48%	39%	50%	54%	47%	45%
		D	D					
Unemployed or between jobs	207	102	87	18	41	20	15	5
	10%	11%	10%	7%	7%	7%	6%	7%
		d						
Homemaker or caregiver (non-professional)	112	51	49	12	32	16	15	2
	5%	5%	6%	5%	5%	6%	6%	2%
Student	96	54	33	9	21	15	5	2
	5%	6%	4%	3%	4%	5%	2%	2%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Retired	583 28%	260 27%	262 29% d	61 24%	205 34% a	98 36%	83 33%	24 33%
Prefer not to answer	38 2%	23 2% d	12 1%	3 1%	3 *%	1 *%	1 *%	1 1%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
NET: Work at home at lest sometimes	633	265	280	88	195	96	77	22
	30%	28%	31%	34%	32%	35%	30%	30%
				b				
Work at home all the time	200	82	95	23	51	27	16	8
	10%	9%	11%	9%	9%	10%	6%	12%
Work at home most of the time	123	59	40	24	22	9	10	3
	6%	6%	5%	9%	4%	3%	4%	5%
				C				
Work at home sometimes	310	123	145	41	122	60	52	10
	15%	13%	16%	16%	20%	22%	20%	13%
					a			
Do not work at home	1469	691	611	168	405	177	177	51
	70%	72%	69%	66%	68%	65%	70%	70%
		d						

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
White (but not Hispanic)	1338	585	580	173	442	211	177	55
	64%	61%	65%	68%	74%	77%	69%	75%
				b	A			
NET: Non-white	719	350	292	77	141	53	71	17
	34%	37%	33%	30%	24%	19%	28%	24%
	E	d						
African-American	44	14	23	7	19	11	5	4
	2%	1%	3%	3%	3%	4%	2%	5%
Asian or Pacific Islander	235	125	91	18	72	34	32	6
	11%	13%	10%	7%	12%	12%	12%	8%
		D						
Hispanic or Latin American	364	171	147	46	34	6	25	3
	17%	18%	16%	18%	6%	2%	10%	5%
	E						F	
Native American	19	13	6	1	2	-	1	1
	1%	1%	1%	*%	*%		*%	1%
		D						
Mixed race	40	18	20	2	9	1	7	1
	2%	2%	2%	1%	2%	*%	3%	1%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Something else, specify:	17 1%	8 1%	6 1%	3 1%	6 1%	1 *%	2 1%	2 3%
Prefer not to answer	44 2%	21 2%	18 2%	5 2%	16 3%	9 3%	6 3%	1 1%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
English	1952	880	834	238	563	244	249	70
	93%	92%	94%	93%	94%	89%	98%	97%
							F	f
Spanish	331	153	132	45	13	2	9	2
	16%	16%	15%	18%	2%	1%	4%	3%
	E							
NET: Chinese	77	46	27	3	24	8	16	1
	4%	5%	3%	1%	4%	3%	6%	1%
		D					h	
Chinese - Mandarin	43	28	13	3	7	2	5	0
	2%	3%	1%	1%	1%	1%	2%	1%
Chinese - Cantonese	38	20	18	1	18	6	12	0
	2%	2%	2%	*%	3%	2%	5%	*%
		D	D				h	
Japanese	23	14	8	1	2	1	1	-
	1%	1%	1%	*%	*%	*%	1%	
Korean	14	8	6	0	3	-	3	-
	1%	1%	1%	*%	*%		1%	
		D						

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Filipino	27 1%	17 2%	6 1%	4 1%	9 2%	7 3% G	1 *%	1 2%
Hmong	2 *%	2 *%	-	-	2 *%	2 1%	-	-
Vietnamese	13 1%	5 1%	5 1%	3 1%	9 2%	-	9 4% FH	-
Something else, specify:	35 2%	19 2%	11 1%	5 2%	46 8% A	38 14% Gh	4 1%	5 7% G
Prefer not to answer	15 1%	6 1%	8 1%	1 *%	8 1%	8 3%	1 *%	0 *%

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Yes	548	235	255	58	179	83	80	16
	26%	25%	29%	23%	30%	31%	31%	22%
			D					
No	1453	673	592	188	382	159	168	55
	69%	70%	66%	74%	64%	58%	66%	76%
			C					F
Prefer not to answer	100	47	44	9	39	30	7	2
	5%	5%	5%	4%	6%	11%	3%	3%
						GH		

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	548	235	255	58	179	83	80	16
TOTAL ANSWERING	548	235	255	58	179	83	80	16
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	485	150	181	154	133	46	44	43
Mobility	143	53	77	12	69	35	28	6
	26%	22%	30%	21%	38%	42%	35%	40%
Hearing	78	36	35	8	23	12	11	1
	14%	15%	14%	13%	13%	14%	14%	4%
Vision	65	31	26	8	8	2	5	1
	12%	13%	10%	13%	4%	2%	6%	6%
Cognitive (learning or mental)	27	14	8	5	22	19	3	0
	5%	6%	3%	9%	12%	23%	4%	1%
					a	GH		
Psychological	59	21	33	4	18	7	9	2
	11%	9%	13%	8%	10%	8%	11%	10%
Chronic disease	186	98	72	16	54	13	38	4
	34%	42%	28%	27%	30%	15%	47%	26%
		cD				f		
Other (specify):	51	18	28	6	17	9	7	1
	9%	8%	11%	10%	10%	11%	8%	9%
Not sure / Prefer not to answer	115	43	57	16	30	14	12	4
	21%	18%	22%	28%	17%	17%	14%	24%

Comparison Groups: BCD/FGH/AE  
Independent Z-Test for Percentages  
Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
NET: Single family	1448	651	638	159	420	191	181	48
	69%	68%	72%	62%	70%	70%	71%	66%
		d	D					
Single family, detached (e.g., freestanding house)	1298	582	582	134	371	166	163	42
	62%	61%	65%	52%	62%	61%	64%	57%
		D	D					
Single family attached such as town house or row house	150	69	56	25	49	24	19	6
	7%	7%	6%	10%	8%	9%	7%	8%
				c				
NET: Apartment or condo	526	243	196	87	140	59	61	20
	25%	25%	22%	34%	23%	22%	24%	27%
				BC				
Apartment or condo in multi-unit structure of 2-4 units	225	108	82	36	47	20	20	7
	11%	11%	9%	14%	8%	7%	8%	10%
				C				
Apartment or condo in multi-unit structure of 5 or more units	301	135	114	51	93	39	41	13
	14%	14%	13%	20%	15%	14%	16%	17%
				BC				
Mobile home	104	50	47	6	21	5	11	5
	5%	5%	5%	2%	4%	2%	5%	7%
		D	D					f

Comparison Groups: BCD/FGH/AE  
Independent Z-Test for Percentages  
Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Not sure or prefer not to answer	24	11	10	3	19	18	1	-
	1%	1%	1%	1%	3%	7%	*%	
					A	GH		

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Own	1335	549	625	161	421	192	179	50
	64%	57%	70%	63%	70%	71%	70%	68%
			BD		a			
Rent	767	407	266	95	179	80	76	23
	36%	43%	30%	37%	30%	29%	30%	32%
	e	C		C				

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
Before 1950	195	109	69	18	58	32	22	4
	9%	11%	8%	7%	10%	12%	9%	6%
		D						
1950s	261	125	112	24	86	43	38	5
	12%	13%	13%	10%	14%	16%	15%	6%
						h	h	
1960s	269	119	122	28	74	28	39	7
	13%	12%	14%	11%	12%	10%	15%	10%
1970s	418	176	181	61	133	49	61	24
	20%	18%	20%	24%	22%	18%	24%	32%
				b				F
1980s	375	165	147	64	87	40	34	13
	18%	17%	16%	25%	15%	15%	13%	18%
				BC				
1990s	268	118	127	24	75	40	22	13
	13%	12%	14%	9%	12%	15%	9%	17%
			D					g
2000s	314	144	134	36	86	41	38	7
	15%	15%	15%	14%	14%	15%	15%	10%

Comparison Groups: BCD/FGH/AE  
 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Statistics Base	2102	956	891	255	600	273	254	73
Mean	1974.2	1972.2	1975.7 B	1976.1 B	1973.9	1973.3	1973.5	1977.2 fg
Standard Deviation	23.0	25.3	21.0	20.3	21.0	22.6	20.0	18.3
Median	1977.0	1976.0	1977.0	1978.0	1974.0	1974.0	1973.0	1976.0

Comparison Groups: BCD/FGH/AE  
 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
CARE or FERA (discount for low-income customers)	484	228	210	46	144	49	81	14
	23%	24%	24%	18%	24%	18%	32%	19%
		D	D				FH	
Electric Vehicle rate plan	8	3	5	1	0	-	-	0
	*%	*%	1%	*%	*%			*%
Time Of Use rate plan	55	29	20	7	14	12	1	1
	3%	3%	2%	3%	2%	4%	*%	2%
Solar or Net Energy Metering (NEM) rate plan	45	22	14	9	23	3	17	3
	2%	2%	2%	3%	4%	1%	7%	4%
				c			F	
SmartRate Plan	40	40	-	-	18	18	-	-
	2%	4%			3%	7%		
		CD				GH		
Balanced Payment Plan	129	69	53	7	27	18	8	1
	6%	7%	6%	3%	5%	7%	3%	2%
		D	D					
Automatic Payment Service	241	107	106	28	52	18	23	12
	11%	11%	12%	11%	9%	7%	9%	16%
								f

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
 Upper case 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				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
None of these	842 40%	326 34%	401 45%	116 45%	269 45%	121 44%	115 45%	33 45%
			B	B				
Not sure	392 19%	218 23%	127 14%	47 18%	95 16%	60 22%	24 10%	11 15%
		C				G		

Comparison Groups: BCD/FGH/AE  
 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

QH5 - Do you plan to add the following in the next 12 months?

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
NO ANSWER	0	-	-	0	-	-	-	-
UNWEIGHTED TOTAL	2131	717	715	699	606	203	202	201
Electric Vehicle rate plan	38	12	19	8	2	1	-	1
	2%	1%	2%	3%	*%	*%		2%
	E			B				
Solar or Net Energy Metering (NEM) rate plan	43	19	17	7	16	9	6	1
	2%	2%	2%	3%	3%	3%	2%	2%
Not sure	580	267	247	67	119	63	41	14
	28%	28%	28%	26%	20%	23%	16%	20%
	E							
No, I do not	1449	661	614	174	464	200	207	56
	69%	69%	69%	68%	77%	73%	81%	77%
					A			

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

California Residential Rate OIR Study

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

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	1847	956	891	-	527	273	254	-
	100%	100%	100%		100%	100%	100%	
NO ANSWER	255	-	-	255	73	-	-	73
UNWEIGHTED TOTAL	1432	717	715	-	405	203	202	-
Yes, I will provide my account number	228	116	111	-	55	11	44	-
	12%	12%	12%		10%	4%	17%	
							F	
No, I prefer not to	1619	840	780	-	472	262	211	-
	88%	88%	88%		90%	96%	83%	
						G		

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

California Residential Rate OIR Study

QPC1 - Two final questions for you. First, how much did you enjoy taking this survey?

	Core				Core Unexposed			
	TOTAL	PG&E	SCE	SDG&E	TOTAL	PG&E	SCE	SDG&E
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
TOTAL	2102	956	891	255	600	273	254	73
TOTAL ANSWERING	2102	956	891	255	600	273	254	73
	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2132	717	715	700	606	203	202	201
NET: Enjoyed it	974	437	413	124	277	137	103	36
	46%	46%	46%	48%	46%	50%	41%	50%
I enjoyed it a lot	447	209	185	54	77	34	34	10
	21%	22%	21%	21%	13%	12%	13%	13%
	E							
I enjoyed it a little	527	229	229	69	200	104	70	27
	25%	24%	26%	27%	33%	38%	27%	37%
					A			
I felt neutral about it	908	403	404	101	288	117	139	31
	43%	42%	45%	40%	48%	43%	55%	43%
			d					
NET: Didn't enjoy it	220	115	74	31	36	19	12	5
	10%	12%	8%	12%	6%	7%	5%	7%
	e			c				
I didn't enjoy it	172	94	53	26	31	19	8	4
	8%	10%	6%	10%	5%	7%	3%	5%
		c		C				
I didn't enjoy it at all	48	22	21	5	5	-	3	2
	2%	2%	2%	2%	1%		1%	2%

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