

California Residential Rate OIR Study

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Table QS3 Page 10.....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.

Table QS4 Page 12.....QS4 - Including you, how many people live in your household?

Table QS5 Page 14.....QS5 - About how many square feet is your home?

Table QS6 Page 16.....QS6 - What is your age?

Table QS7 Page 18.....QS7 - What is your annual household income before taxes? This information will help us better understand your answers.

Table QS8 Page 20.....QS8 - Are you male or female?

Table Q1.1t2 Page 21.....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

Table Q1.1t3 Page 22.....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

Table Q1.1\_R1 Page 23....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

Table Q1.1\_R2 Page 25....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

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

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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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)             |
| CostalSanDiego           | 145<br>8%  | 2<br>*%          | 5<br>1%          | 138<br>62%<br>BC | 44<br>7%       | 4<br>2%         | -               | 40<br>55%<br>FG |
| InlandCoastalSoCal       | 190<br>10% | 7<br>1%          | 179<br>23%<br>BD | 3<br>1%          | 74<br>12%      | 8<br>3%         | 65<br>26%<br>FH | 1<br>1%         |
| InlandCoastalSoCalVallys | 173<br>9%  | 8<br>1%<br>D     | 165<br>21%<br>BD | 0<br>*%          | 46<br>8%       | 0<br>*%         | 46<br>18%<br>FH | -               |
| InlandSoCalValleys       | 236<br>13% | -                | 164<br>21%<br>B  | 71<br>32%<br>BC  | 81<br>13%      | 3<br>1%         | 52<br>20%<br>F  | 26<br>36%<br>FG |
| NorthernInlandValley     | 60<br>3%   | 60<br>7%<br>CD   | 0<br>*%          | -                | 21<br>3%       | 21<br>8%<br>GH  | -               | -               |
| NorthernCentralValley    | 214<br>12% | 213<br>26%<br>CD | 1<br>*%          | 1<br>*%          | 77<br>13%      | 77<br>28%<br>GH | 1<br>*%         | -               |
| SouthernCentralValley    | 111<br>6%  | 95<br>11%<br>CD  | 15<br>2%<br>D    | 1<br>*%          | 25<br>4%       | 9<br>3%         | 15<br>6%<br>H   | -               |
| HighDesert               | 69<br>4%   | 1<br>*%          | 68<br>9%<br>BD   | 0<br>*%          | 14<br>2%       | -               | 12<br>5%<br>F   | 2<br>3%<br>F    |
| LowDesert                | 31<br>2%   | -                | 31<br>4%<br>BD   | -                | 25<br>4%<br>A  | -               | 25<br>10%<br>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<br>2% | 9<br>1%<br>D | 24<br>3%<br>BD | -     | 10<br>2%       | 3<br>1% | 7<br>3%<br>H | -     |

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California Residential Rate OIR Study

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<br>3%        | 37<br>4%<br>c   | 17<br>2%        | 13<br>5%<br>C | 9<br>1%        | 6<br>2%        | 2<br>1%   | 1<br>1%        |
| 1t25b3075k       | 44<br>2%        | 29<br>3%<br>c   | 11<br>1%        | 4<br>2%       | 5<br>1%        | -              | 5<br>2%   | 0<br>1%        |
| 1t25b75kp        | 15<br>1%        | 12<br>1%<br>C   | 2<br>*%         | 1<br>*%       | 12<br>2%<br>A  | 12<br>4%<br>GH | -         | -              |
| b2544u30k        | 208<br>10%<br>e | 106<br>11%      | 80<br>9%        | 22<br>8%      | 37<br>6%       | 11<br>4%       | 22<br>9%  | 5<br>7%        |
| b2544b3075k      | 312<br>15%      | 152<br>16%      | 126<br>14%      | 35<br>14%     | 93<br>16%      | 57<br>21%<br>H | 30<br>12% | 6<br>9%        |
| b2544b75kp       | 188<br>9%       | 71<br>7%        | 90<br>10%       | 27<br>10%     | 76<br>13%      | 38<br>14%      | 33<br>13% | 5<br>7%        |
| b4564u30k        | 273<br>13%<br>E | 133<br>14%<br>D | 120<br>13%<br>D | 21<br>8%      | 49<br>8%       | 15<br>5%       | 24<br>10% | 10<br>14%<br>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<br>14% | 87<br>9%      | 146<br>16%<br>B | 54<br>21%<br>Bc | 75<br>12%      | 26<br>9%       | 37<br>14%      | 13<br>17%      |
| b4564b75kp  | 327<br>16% | 156<br>16%    | 131<br>15%      | 39<br>15%       | 79<br>13%      | 34<br>12%      | 29<br>12%      | 16<br>22%<br>g |
| o64u30k     | 134<br>6%  | 75<br>8%<br>D | 50<br>6%        | 9<br>4%         | 93<br>16%<br>A | 42<br>16%<br>H | 49<br>19%<br>H | 2<br>3%        |
| o64b3075k   | 158<br>8%  | 56<br>6%      | 81<br>9%<br>b   | 22<br>9%        | 34<br>6%       | 13<br>5%       | 13<br>5%       | 7<br>10%       |
| o64b75kp    | 88<br>4%   | 42<br>4%      | 37<br>4%        | 9<br>4%         | 37<br>6%       | 20<br>7%       | 10<br>4%       | 7<br>10%<br>g  |

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California Residential Rate OIR Study

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%  |

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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  
 Independent Z-Test for Percentages  
 Upper case 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

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<br>electricity bill/electricity and gas<br>bill                                 | 1999<br>95% | 908<br>95% | 854<br>96% | 237<br>93% | 575<br>96%     | 263<br>96% | 241<br>95% | 72<br>98% |
|   |             |            | d          |            |                |            |            |           |
| Calling your electricity/electricity<br>and gas utility company when there is a<br>problem                          | 1500<br>71% | 670<br>70% | 643<br>72% | 188<br>73% | 441<br>73%     | 176<br>64% | 208<br>82% | 57<br>78% |
|   |             |            |            |            |                |            | F          | f         |
| Making decisions about programs,<br>payments, and other options provided by<br>your electricity/electricity and gas | 1551<br>74% | 687<br>72% | 678<br>76% | 186<br>73% | 452<br>75%     | 186<br>68% | 211<br>83% | 55<br>76% |
|   |             |            |            |            |                |            | 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.  
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California Residential Rate OIR Study

QS3 - To ensure we represent a variety of opinions, which of the following industries do you or other primary earners in your household work for? Please select all that apply.

|  | Core  |      |      |       | 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     |                |      |      |       |

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

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<br>4%   | 43<br>5%   | 35<br>4%        | 10<br>4%       | 46<br>8%<br>a  | 34<br>13%<br>G | 7<br>3%       | 4<br>6%   |
| Hospitality / food services                         | 83<br>4%   | 43<br>5%   | 28<br>3%        | 12<br>5%       | 34<br>6%       | 10<br>4%       | 21<br>8%<br>H | 2<br>3%   |
| Manufacturing                                       | 93<br>4%   | 41<br>4%   | 42<br>5%        | 10<br>4%       | 44<br>7%<br>a  | 22<br>8%       | 19<br>7%      | 4<br>5%   |
| Market research / marketing / advertising           | -          | -          | -               | -              | -              | -              | -             | -         |
| Retail  | 154<br>7%  | 76<br>8%   | 59<br>7%        | 19<br>8%       | 54<br>9%       | 17<br>6%       | 30<br>12%     | 6<br>9%   |
| Utilities such as electrical or gas power companies | -          | -          | -               | -              | -              | -              | -             | -         |
| Retired   | 552<br>26% | 252<br>26% | 245<br>27%<br>d | 55<br>22%      | 184<br>31%     | 85<br>31%      | 76<br>30%     | 23<br>32% |
| Unemployed  | 175<br>8%  | 75<br>8%   | 83<br>9%        | 18<br>7%       | 31<br>5%       | 12<br>5%       | 16<br>6%      | 3<br>4%   |
| None of these                                       | 436<br>21% | 176<br>18% | 197<br>22%      | 64<br>25%<br>B | 115<br>19%     | 45<br>17%      | 55<br>22%     | 15<br>20% |

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
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 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

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  
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 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<br>6%      | 50<br>5%         | 68<br>8% | 15<br>6% | 23<br>4%       | 4<br>1%  | 13<br>5% | 6<br>8%<br>f |
| 3,000 to 3,499 | 83<br>4%       | 37<br>4%         | 36<br>4% | 10<br>4% | 21<br>3%       | 6<br>2%  | 14<br>5% | 1<br>1%      |
| 3,500 or more  | 34<br>2%       | 16<br>2%         | 12<br>1% | 6<br>2%  | 11<br>2%       | 1<br>**  | 7<br>3%  | 2<br>3%      |
| Not sure       | 176<br>8%<br>E | 108<br>11%<br>CD | 52<br>6% | 17<br>7% | 26<br>4%       | 16<br>6% | 5<br>2%  | 5<br>7%<br>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<br>7%          | 44<br>5%           | 73<br>8%<br>B      | 20<br>8%<br>b     | 39<br>7%           | 17<br>6%           | 19<br>8%          | 3<br>4%           |
| \$54,000 to just less than \$62,000   | 177<br>8%<br>e     | 76<br>8%           | 79<br>9%           | 22<br>8%          | 29<br>5%           | 7<br>3%            | 17<br>7%          | 6<br>8%           |
| \$62,000 to just less than \$75,000   | 184<br>9%          | 62<br>7%           | 92<br>10%<br>b     | 29<br>12%<br>B    | 65<br>11%          | 34<br>13%          | 25<br>10%         | 6<br>9%           |
| <u>NET: \$75,000 or more</u>          | <u>617<br/>29%</u> | <u>282<br/>29%</u> | <u>260<br/>29%</u> | <u>76<br/>30%</u> | <u>205<br/>34%</u> | <u>103<br/>38%</u> | <u>73<br/>29%</u> | <u>29<br/>40%</u> |
| \$75,000 to just less than \$100,000  | 221<br>11%         | 102<br>11%         | 87<br>10%          | 31<br>12%         | 78<br>13%          | 25<br>9%           | 41<br>16%         | 13<br>17%         |
| \$100,000 to just less than \$200,000 | 341<br>16%         | 151<br>16%         | 152<br>17%         | 37<br>15%         | 116<br>19%         | 74<br>27%<br>G     | 29<br>11%         | 13<br>18%         |
| \$200,000 or more                     | 56<br>3%           | 28<br>3%           | 20<br>2%           | 7<br>3%           | 11<br>2%           | 5<br>2%            | 3<br>1%           | 3<br>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.  
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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.  
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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<br>100% | 956<br>100%     | 891<br>100%      | 255<br>100% | 600<br>100%    | 273<br>100% | 254<br>100%     | 73<br>100% |
| UNWEIGHTED TOTAL                                       | 2132         | 717             | 715              | 700         | 606            | 203         | 202             | 201        |
| Availability of rate plans to suit your specific needs | 541<br>26%   | 214<br>22%      | 270<br>30%<br>BD | 57<br>22%   | 142<br>24%     | 63<br>23%   | 66<br>26%       | 13<br>18%  |
| Charging a fair price for electricity services         | 417<br>20%   | 164<br>17%      | 213<br>24%<br>BD | 40<br>16%   | 119<br>20%     | 53<br>20%   | 57<br>22%<br>h  | 9<br>12%   |
| Communicating rate changes in a timely manner          | 540<br>26%   | 219<br>23%      | 262<br>29%<br>BD | 58<br>23%   | 153<br>25%     | 66<br>24%   | 72<br>28%       | 15<br>21%  |
| Educating you on the benefits of different rate plans  | 455<br>22%   | 202<br>21%<br>d | 212<br>24%<br>D  | 40<br>16%   | 131<br>22%     | 57<br>21%   | 64<br>25%<br>h  | 11<br>15%  |
| Keeping my lights on / no power outages                | 1034<br>49%  | 449<br>47%      | 465<br>52%       | 120<br>47%  | 314<br>52%     | 134<br>49%  | 151<br>60%<br>H | 29<br>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.  
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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<br>100% | 956<br>100% | 891<br>100%      | 255<br>100% | 600<br>100%    | 273<br>100% | 254<br>100%     | 73<br>100% |
| UNWEIGHTED TOTAL                                       | 2132         | 717         | 715              | 700         | 606            | 203         | 202             | 201        |
| Availability of rate plans to suit your specific needs | 856<br>41%   | 376<br>39%  | 390<br>44%<br>D  | 90<br>35%   | 232<br>39%     | 96<br>35%   | 111<br>44%      | 25<br>35%  |
| Charging a fair price for electricity services         | 680<br>32%   | 288<br>30%  | 316<br>35%<br>d  | 76<br>30%   | 184<br>31%     | 72<br>26%   | 94<br>37%<br>h  | 18<br>25%  |
| Communicating rate changes in a timely manner          | 854<br>41%   | 351<br>37%  | 407<br>46%<br>BD | 96<br>38%   | 233<br>39%     | 89<br>33%   | 117<br>46%<br>f | 27<br>38%  |
| Educating you on the benefits of different rate plans  | 689<br>33%   | 300<br>31%  | 318<br>36%<br>D  | 71<br>28%   | 193<br>32%     | 73<br>27%   | 100<br>39%<br>h | 20<br>27%  |
| Keeping my lights on / no power outages                | 1350<br>64%  | 606<br>63%  | 577<br>65%       | 167<br>65%  | 389<br>65%     | 161<br>59%  | 184<br>72%<br>h | 44<br>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

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  
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 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<br>17% | 176<br>18%<br>c | 118<br>13%    | 55<br>21%<br>C | 110<br>18%     | 68<br>25%<br>G | 30<br>12% | 12<br>17% |
| 4                        | 72<br>3%   | 40<br>4%        | 20<br>2%      | 12<br>5%<br>c  | 23<br>4%       | 11<br>4%       | 7<br>3%   | 5<br>6%   |
| 3                        | 83<br>4%   | 39<br>4%        | 35<br>4%      | 9<br>4%        | 20<br>3%       | 7<br>2%        | 11<br>4%  | 2<br>3%   |
| 2                        | 64<br>3%   | 26<br>3%        | 31<br>3%      | 7<br>3%        | 28<br>5%       | 17<br>6%       | 9<br>3%   | 2<br>3%   |
| 1 Extremely Dissatisfied | 52<br>2%   | 21<br>2%        | 17<br>2%      | 14<br>5%<br>BC | 22<br>4%       | 8<br>3%        | 11<br>4%  | 2<br>3%   |
| Not sure                 | 143<br>7%  | 48<br>5%        | 76<br>9%<br>b | 19<br>7%       | 46<br>8%       | 16<br>6%       | 25<br>10% | 4<br>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.  
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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<br>16% | 162<br>17%      | 131<br>15% | 33<br>13%      | 89<br>15%      | 42<br>15%       | 34<br>13% | 13<br>18% |
| 4                        | 198<br>9%  | 113<br>12%<br>C | 58<br>6%   | 28<br>11%<br>C | 55<br>9%       | 25<br>9%        | 24<br>9%  | 7<br>9%   |
| 3                        | 149<br>7%  | 58<br>6%        | 69<br>8%   | 23<br>9%       | 64<br>11%      | 46<br>17%<br>GH | 14<br>5%  | 4<br>6%   |
| 2                        | 110<br>5%  | 51<br>5%        | 43<br>5%   | 16<br>6%       | 17<br>3%       | 8<br>3%         | 6<br>2%   | 2<br>3%   |
| 1 Extremely Dissatisfied | 102<br>5%  | 46<br>5%        | 40<br>4%   | 17<br>7%       | 43<br>7%       | 14<br>5%        | 22<br>9%  | 7<br>9%   |
| Not sure                 | 82<br>4%   | 48<br>5%<br>d   | 28<br>3%   | 6<br>3%        | 14<br>2%       | 7<br>3%         | 4<br>2%   | 3<br>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.  
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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<br>18% | 192<br>20%<br>c | 137<br>15% | 41<br>16%     | 87<br>14%      | 50<br>18%      | 24<br>10% | 12<br>17% |
| 4                        | 139<br>7%  | 69<br>7%        | 53<br>6%   | 17<br>7%      | 45<br>7%       | 28<br>10%      | 12<br>5%  | 5<br>7%   |
| 3                        | 99<br>5%   | 42<br>4%        | 42<br>5%   | 16<br>6%      | 25<br>4%       | 10<br>4%       | 11<br>4%  | 4<br>6%   |
| 2                        | 50<br>2%   | 22<br>2%        | 22<br>2%   | 7<br>3%       | 30<br>5%<br>A  | 25<br>9%<br>GH | 3<br>1%   | 2<br>2%   |
| 1 Extremely Dissatisfied | 69<br>3%   | 37<br>4%<br>c   | 17<br>2%   | 15<br>6%<br>C | 23<br>4%       | 9<br>3%        | 10<br>4%  | 4<br>6%   |
| Not sure                 | 115<br>5%  | 55<br>6%        | 47<br>5%   | 13<br>5%      | 29<br>5%       | 7<br>3%        | 19<br>8%  | 3<br>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<br>15% | 167<br>17%<br>c | 113<br>13% | 35<br>14%     | 107<br>18%     | 46<br>17%       | 49<br>19% | 12<br>17% |
| 4                        | 157<br>7%  | 78<br>8%        | 63<br>7%   | 15<br>6%      | 39<br>6%       | 22<br>8%        | 12<br>5%  | 6<br>8%   |
| 3                        | 162<br>8%  | 61<br>6%        | 77<br>9%   | 24<br>9%      | 62<br>10%      | 42<br>15%<br>gh | 16<br>6%  | 5<br>6%   |
| 2                        | 113<br>5%  | 43<br>4%        | 53<br>6%   | 17<br>7%      | 35<br>6%       | 20<br>7%        | 10<br>4%  | 5<br>7%   |
| 1 Extremely Dissatisfied | 135<br>6%  | 73<br>8%<br>c   | 42<br>5%   | 20<br>8%<br>c | 37<br>6%       | 15<br>6%        | 16<br>6%  | 6<br>8%   |
| Not sure                 | 105<br>5%  | 45<br>5%        | 47<br>5%   | 14<br>5%      | 22<br>4%       | 4<br>2%         | 15<br>6%  | 3<br>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.  
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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    | a     |                | h    |      |       |
| 8                      | 315   | 156  | 112  | 47    | 75             | 27   | 32   | 15    |
|                        | 15%   | 16%  | 13%  | 18%   | 13%            | 10%  | 13%  | 21%   |
|                        |       |      | 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  
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 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<br>10%<br>e | 104<br>11% | 86<br>10% | 22<br>9%     | 38<br>6%       | 23<br>8%      | 6<br>2%      | 10<br>13%<br>G |
| 4                        | 50<br>2%        | 18<br>2%   | 23<br>3%  | 9<br>4%      | 19<br>3%       | 11<br>4%      | 6<br>2%      | 1<br>2%        |
| 3                        | 54<br>3%        | 25<br>3%   | 23<br>3%  | 6<br>2%      | 23<br>4%       | 19<br>7%<br>G | 1<br>*%      | 3<br>4%<br>G   |
| 2                        | 33<br>2%        | 16<br>2%   | 14<br>2%  | 3<br>1%      | 9<br>2%        | 5<br>2%       | 3<br>1%      | 2<br>2%        |
| 1 Extremely Dissatisfied | 32<br>2%        | 10<br>1%   | 15<br>2%  | 7<br>3%<br>b | 19<br>3%       | 5<br>2%       | 11<br>4%     | 3<br>5%        |
| Not sure                 | 43<br>2%        | 23<br>2%   | 17<br>2%  | 3<br>1%      | 10<br>2%       | 1<br>*%       | 8<br>3%<br>h | 0<br>*%        |

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.  
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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<br>8% | 92<br>10% | 63<br>7%       | 24<br>9%      | 47<br>8%       | 27<br>10%       | 15<br>6% | 5<br>6% |
| 4                      | 54<br>3%  | 18<br>2%  | 29<br>3%       | 8<br>3%       | 13<br>2%       | 8<br>3%         | 4<br>2%  | 1<br>1% |
| 3                      | 47<br>2%  | 28<br>3%  | 12<br>1%       | 6<br>2%       | 30<br>5%<br>a  | 26<br>10%<br>GH | 2<br>1%  | 2<br>2% |
| 2                      | 31<br>1%  | 12<br>1%  | 16<br>2%       | 3<br>1%       | 7<br>1%        | 4<br>2%         | 1<br>*%  | 2<br>3% |
| 1 Not At All Favorable | 14<br>1%  | 1<br>*%   | 7<br>1%        | 6<br>2%<br>Bc | 11<br>2%       | 4<br>2%         | 6<br>3%  | 0<br>*% |
| Not sure               | 17<br>1%  | 1<br>*%   | 16<br>2%<br>BD | 1<br>*%       | 5<br>1%        | 3<br>1%         | 2<br>1%  | -       |

Comparison Groups: BCD/FGH/AE  
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 Lower case letters indicate significance at the 90% level.  
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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<br>40%      | 416<br>44%<br>C | 323<br>36%       | 98<br>38%  | 285<br>48%<br>a | 146<br>54%<br>h | 111<br>44%      | 28<br>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<br>58%     | 496<br>52%      | 575<br>64%<br>BD | 144<br>56% | 393<br>65%<br>a | 162<br>59%      | 186<br>73%<br>f | 45<br>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<br>40%      | 421<br>44%<br>C | 313<br>35%       | 98<br>39%  | 275<br>46%      | 126<br>46%      | 115<br>45%      | 35<br>47% |
| Not sure  | 418<br>20%<br>E | 228<br>24%<br>C | 141<br>16%       | 49<br>19%  | 81<br>13%       | 28<br>10%       | 39<br>15%       | 13<br>18% |

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.  
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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<br>13%  | 126<br>13%      | 107<br>12%       | 33<br>13%       | 96<br>16%      | 65<br>24%<br>GH | 25<br>10%     | 6<br>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<br>50% | 404<br>42%      | 516<br>58%<br>BD | 124<br>49%<br>b | 312<br>52%     | 130<br>48%      | 144<br>56%    | 38<br>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<br>19%  | 214<br>22%<br>C | 132<br>15%       | 51<br>20%<br>C  | 103<br>17%     | 56<br>20%       | 37<br>14%     | 11<br>15% |
| Something else: Describe  | 65<br>3%    | 34<br>4%        | 26<br>3%         | 5<br>2%         | 28<br>5%       | 5<br>2%         | 20<br>8%<br>F | 4<br>5%   |
| Not sure  | 445<br>21%  | 222<br>23%<br>c | 163<br>18%       | 59<br>23%<br>c  | 97<br>16%      | 39<br>14%       | 41<br>16%     | 17<br>24% |

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.  
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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<br>33% | 305<br>32%      | 310<br>35%    | 88<br>35% | 208<br>35%     | 93<br>34% | 97<br>38%<br>h | 19<br>25%      |
| Tiered rate, meaning your price per unit increases over the month as you use more electricity                               | 447<br>21% | 186<br>19%      | 202<br>23%    | 60<br>23% | 121<br>20%     | 65<br>24% | 43<br>17%      | 13<br>18%      |
| Time of Use rate, meaning you pay a different price per unit depending on the time of day you use electricity               | 464<br>22% | 236<br>25%<br>c | 174<br>20%    | 53<br>21% | 146<br>24%     | 71<br>26% | 51<br>20%      | 25<br>34%<br>G |
| Something else: Describe  | 48<br>2%   | 21<br>2%<br>d   | 25<br>3%<br>D | 2<br>1%   | 24<br>4%       | 4<br>2%   | 19<br>7%<br>FH | 1<br>1%        |
| Not sure  | 439<br>21% | 207<br>22%      | 180<br>20%    | 52<br>21% | 101<br>17%     | 40<br>15% | 45<br>18%      | 16<br>22%      |

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.  
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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.  
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 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<br>16%      | 47<br>17% | 37<br>15% | 12<br>17% |
| 10 Extremely Interested | -     | -    | -   | -     | 159<br>27%     | 71<br>26% | 73<br>29% | 15<br>21% |
| Not sure                | -     | -    | -   | -     | 1<br>*%        | -         | 1<br>*%   | -         |

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
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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.  
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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<br>Cd | 223.4 | 227.4 | 245.1          | 253.6<br>g | 209.1 | 338.6<br>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.  
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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 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.  
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

Q3.1a - In the past, have you tried to save money on your bill by reducing your electricity use or by shifting your electricity use to a different time of day? Tried to save money on my bill by shifting my electricity use

|                      | Core  |      |      |       | 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  
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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  
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 Lower case letters indicate significance at the 90% level.  
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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%   |                |      |     |       |

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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<br>54% | 494<br>52% | 511<br>57% | 128<br>50% | -              | -    | -   | -     |
|  |             |            | D          |            |                |      |     |       |
| Replacing or cleaning furnace / air conditioning filters         | 1409<br>67% | 593<br>62% | 650<br>73% | 167<br>65% | -              | -    | -   | -     |
|  |             |            | BD         |            |                |      |     |       |
| Reducing air conditioning temperature settings on the thermostat | 1543<br>73% | 655<br>69% | 713<br>80% | 175<br>68% | -              | -    | -   | -     |
|  |             |            | BD         |            |                |      |     |       |
| Unplugging appliances when not in use                            | 1256<br>60% | 583<br>61% | 514<br>58% | 159<br>62% | -              | -    | -   | -     |
| Installing and using energy saving power strips                  | 1007<br>48% | 443<br>46% | 440<br>49% | 124<br>49% | -              | -    | -   | -     |
| None of these  | 115<br>5%   | 70<br>7%   | 32<br>4%   | 12<br>5%   | -              | -    | -   | -     |
|  |             | Cd         |            |            |                |      |     |       |

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.  
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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<br>44%  | 446<br>47% | 363<br>41% | 125<br>49% | -              | -    | -   | -     |
|  |             |            |            | C          |                |      |     |       |
| Replacing or cleaning furnace / air conditioning filters         | 993<br>47%  | 470<br>49% | 397<br>45% | 126<br>49% | -              | -    | -   | -     |
| Reducing air conditioning temperature settings on the thermostat | 777<br>37%  | 361<br>38% | 311<br>35% | 105<br>41% | -              | -    | -   | -     |
|  |             |            |            | c          |                |      |     |       |
| Unplugging appliances when not in use                            | 1204<br>57% | 553<br>58% | 507<br>57% | 144<br>56% | -              | -    | -   | -     |
| Installing and using energy saving power strips                  | 1182<br>56% | 542<br>57% | 499<br>56% | 142<br>55% | -              | -    | -   | -     |
| None of these  | 228<br>11%  | 101<br>11% | 108<br>12% | 20<br>8%   | -              | -    | -   | -     |
|  |             |            |            | D          |                |      |     |       |

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
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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  
 Upper case letters indicate significance at the 95% level.  
 Lower case letters indicate significance at the 90% level.  
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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<br>97%     | 929<br>97% | 855<br>96% | 245<br>96% | 588<br>98%     | 263<br>96% | 254<br>100% | 71<br>97% |
| Video Game Console(s) | 933<br>44%<br>E | 415<br>43% | 398<br>45% | 120<br>47% | 204<br>34%     | 78<br>29%  | 102<br>40%  | 24<br>33% |
| None of these         | 1<br>*%         | -          | 1<br>*%    | 0<br>*%    | 0<br>*%        | -          | -           | 0<br>*%   |

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<br>29%<br>E | 236<br>25%<br>B  | 290<br>34%<br>B | 75<br>30%      | -              | -    | -   | -     |
| Computer(s)           | 562<br>28%<br>E | 234<br>25%       | 257<br>30%      | 71<br>29%      | -              | -    | -   | -     |
| Video Game Console(s) | 329<br>35%<br>E | 114<br>28%       | 166<br>42%<br>B | 49<br>40%<br>B | -              | -    | -   | -     |
| None of these         | 501<br>24%<br>E | 291<br>30%<br>CD | 161<br>18%      | 48<br>19%      | -              | -    | -   | -     |

Comparison Groups: BCD/FGH/AE  
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 Lower case letters indicate significance at the 90% level.  
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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   | 413  | 443 | 126   | -              | -    | -   | -     |
|                       | 48%   | 44%  | 51% | 51%   |                |      |     |       |
|                       | E     |      | b   | b     |                |      |     |       |
| Computer(s)           | 969   | 391  | 463 | 115   | -              | -    | -   | -     |
|                       | 48%   | 42%  | 54% | 47%   |                |      |     |       |
|                       | E     |      | Bd  |       |                |      |     |       |
| Video Game Console(s) | 473   | 208  | 203 | 61    | -              | -    | -   | -     |
|                       | 51%   | 50%  | 51% | 51%   |                |      |     |       |
|                       | E     |      |     |       |                |      |     |       |
| None of these         | 461   | 240  | 178 | 44    | -              | -    | -   | -     |
|                       | 22%   | 25%  | 20% | 17%   |                |      |     |       |
|                       | E     | 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

Q3.5 - 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  | 630  | 574  | 174   | 334            | 136  | 153  | 45    |
|   | 66%   | 66%  | 64%  | 68%   | 56%            | 50%  | 60%  | 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   | 304  | 267  | 76    | 201            | 84   | 91   | 26    |
|   | 31%   | 32%  | 30%  | 30%   | 33%            | 31%  | 36%  | 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   | 285  | 261  | 81    | 214            | 96   | 96   | 21    |
|   | 30%   | 30%  | 29%  | 32%   | 36%            | 35%  | 38%  | 29%   |
|   | (3)   | (3)  | (5)  | (3)   | (3)            | (3)  | (2)  | (5)   |
| Works for Me : Fits my habits and lifestyle.  | 604   | 254  | 266  | 84    | 150            | 51   | 79   | 19    |
|   | 29%   | 27%  | 30%  | 33%   | 25%            | 19%  | 31%  | 27%   |
|   |       |      |      | b     |                |      | f    |       |
|   | (4)   | (6)  | (4)  | (2)   | (6)            | (9)  | (5)  | (6)   |
| Predictable : I know what bill amount should be each month.   | 598   | 280  | 268  | 50    | 237            | 117  | 92   | 28    |
|   | 28%   | 29%  | 30%  | 20%   | 40%            | 43%  | 36%  | 38%   |
|   |       | D    | D    |       | A              |      |      |       |
|   | (5)   | (4)  | (2)  | (9)   | (2)            | (2)  | (3)  | (2)   |
| Green : Helps protect our air and environment.  | 557   | 264  | 227  | 66    | 155            | 83   | 56   | 16    |
|   | 26%   | 28%  | 25%  | 26%   | 26%            | 30%  | 22%  | 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<br>26%<br>(7)      | 234<br>24%<br>(7)  | 242<br>27%<br>(6)  | 67<br>26%<br>(5)  | 141<br>24%<br>(7)  | 60<br>22%<br>(8)      | 60<br>24%<br>(6)  | 22<br>30%<br>(4)  |
| Understandable : In language I can understand.   | 502<br>24%<br>E<br>(8) | 225<br>24%<br>(8)  | 210<br>24%<br>(8)  | 67<br>26%<br>(6)  | 105<br>18%<br>(10) | 47<br>17%<br>(10)     | 47<br>19%<br>(9)  | 11<br>15%<br>(10) |
| Reflects Cost of Electricity : Encourages me to use less electricity during peak periods when it costs the most. | 469<br>22%<br>(9)      | 212<br>22%<br>(9)  | 198<br>22%<br>(9)  | 60<br>23%<br>(8)  | 123<br>21%<br>(9)  | 71<br>26%<br>g<br>(7) | 36<br>14%<br>(10) | 16<br>22%<br>(7)  |
| Worry-Free : I don't need to pay attention to when during the day or month I use energy.                         | 382<br>18%<br>(10)     | 180<br>19%<br>(10) | 162<br>18%<br>(10) | 40<br>16%<br>(10) | 140<br>23%<br>(8)  | 74<br>27%<br>(6)      | 53<br>21%<br>(8)  | 14<br>19%<br>(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<br>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<br>15%    | 28<br>18%      | 13<br>13%   | 3<br>9%        | 9<br>13%       | 2<br>7%        | 8<br>18%<br>H | -          |
| Not sure   | 45<br>16%    | 32<br>21%<br>c | 8<br>8%     | 4<br>15%       | 17<br>22%      | 12<br>48%<br>h | 4<br>10%      | 0<br>5%    |
| Fixed 2: 3-Price TOU Rate, kWh = wide spread, Monthly Service Fee = \$0, Demand Charge = \$2 | 636<br>100%  | 290<br>100%    | 271<br>100% | 75<br>100%     | 151<br>100%    | 85<br>100%     | 44<br>100%    | 22<br>100% |
| Would definitely switch  | 62<br>10%    | 19<br>7%       | 31<br>11%   | 12<br>16%<br>B | 11<br>7%       | 8<br>9%        | 1<br>2%       | 2<br>9%    |
| Would consider switching   | 413<br>65%   | 194<br>67%     | 170<br>63%  | 48<br>64%      | 96<br>63%      | 51<br>61%      | 29<br>66%     | 15<br>69%  |
| No interest in switching   | 67<br>11%    | 36<br>12%      | 25<br>9%    | 6<br>9%        | 15<br>10%      | 11<br>13%      | 3<br>8%       | 1<br>4%    |
| Not sure   | 94<br>15%    | 40<br>14%      | 45<br>17%   | 8<br>11%       | 29<br>19%      | 14<br>17%      | 11<br>24%     | 4<br>18%   |
| Fixed 3: 3-Tier Rate, kWh = all high, Monthly Service Fee = \$0, Demand Charge = \$0         | 1180<br>100% | 510<br>100%    | 518<br>100% | 153<br>100%    | 375<br>100%    | 163<br>100%    | 169<br>100%   | 44<br>100% |
| Would definitely switch  | 98<br>8%     | 39<br>8%       | 43<br>8%    | 16<br>11%      | 19<br>5%       | 1<br>1%        | 15<br>9%      | 2<br>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<br>59% | 305<br>60% | 299<br>58% | 91<br>60% | 255<br>68%<br>a | 113<br>70% | 114<br>67% | 28<br>64% |
| No interest in switching | 104<br>9%  | 34<br>7%   | 55<br>11%  | 15<br>10% | 28<br>8%        | 9<br>5%    | 15<br>9%   | 4<br>9%   |
| Not sure                 | 284<br>24% | 132<br>26% | 121<br>23% | 30<br>20% | 73<br>20%       | 39<br>24%  | 25<br>15%  | 10<br>23% |

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 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<br>40% | 364<br>38% | 381<br>43% | 88<br>34% | 249<br>42%     | 103<br>38% | 122<br>48% | 25<br>34% |
|   |            |            | D          |           |                |            | H          |           |
| ...Decrease by 5%, but increase no more than 5%.                                | 312<br>15% | 133<br>14% | 131<br>15% | 48<br>19% | 72<br>12%      | 28<br>10%  | 35<br>14%  | 9<br>12%  |
|   |            |            | b          |           |                |            |            |           |
| ...Decrease by 10%, but increase no more than 10%.                              | 472<br>22% | 241<br>25% | 180<br>20% | 51<br>20% | 169<br>28%     | 103<br>38% | 52<br>21%  | 15<br>20% |
|   |            |            |            |           | a              | GH         |            |           |
| ...Decrease by 15%, but increase no more than 15%.                              | 186<br>9%  | 85<br>9%   | 75<br>8%   | 26<br>10% | 37<br>6%       | 10<br>4%   | 18<br>7%   | 9<br>12%  |
|   |            |            |            |           |                |            | f          |           |
| ...Decrease by 20%, but increase no more than 20%.                              | 93<br>4%   | 35<br>4%   | 42<br>5%   | 15<br>6%  | 35<br>6%       | 17<br>6%   | 10<br>4%   | 9<br>12%  |
|   |            |            |            |           |                |            | G          |           |
| ...Decrease by 25%, but increase no more than 25%.                              | 207<br>10% | 98<br>10%  | 82<br>9%   | 27<br>10% | 37<br>6%       | 13<br>5%   | 17<br>7%   | 7<br>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.  
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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:<br>===== |       |      |      |       |                |      |      |       |
| 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:<br>===== |       |      |      |       |                |      |      |       |
| 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:<br>=====     |       |      |      |       |                |      |      |       |
| 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><br>===== |                 |            |            |            |                 |                 |                 |                 |
| Would Try                       | 325<br>15%<br>E | 160<br>17% | 121<br>14% | 43<br>17%  | 50<br>8%        | 17<br>6%        | 20<br>8%        | 12<br>17%<br>Fg |
| Would NOT Try                   | 1777<br>85%     | 795<br>83% | 769<br>86% | 213<br>83% | 550<br>92%<br>A | 256<br>94%<br>H | 234<br>92%<br>h | 61<br>83%       |
| <b>Mild TOU Rate:</b><br>=====  |                 |            |            |            |                 |                 |                 |                 |
| Would Try                       | 635<br>30%<br>E | 296<br>31% | 261<br>29% | 78<br>30%  | 102<br>17%      | 50<br>18%       | 34<br>13%       | 17<br>24%<br>g  |
| Would NOT Try                   | 1467<br>70%     | 660<br>69% | 630<br>71% | 178<br>70% | 498<br>83%<br>A | 223<br>82%      | 220<br>87%<br>h | 55<br>76%       |

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

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:<br>===== |       |      |      |       |                |      |      |       |
| 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:<br>===== |       |      |      |       |                |      |      |       |
| 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:<br>=====     |       |      |      |       |                |      |      |       |
| 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<br>27%       | 235<br>25% | 258<br>29% | 73<br>28%  | 143<br>24%      | 69<br>25%       | 58<br>23%        | 16<br>22%      |
| Steep TOU Rate:<br>===== |                  |            |            |            |                 |                 |                  |                |
| Would Try                | 738<br>35%       | 346<br>36% | 302<br>34% | 90<br>35%  | 202<br>34%      | 109<br>40%<br>g | 65<br>26%        | 28<br>39%<br>g |
| Would NOT Try            | 1364<br>65%      | 610<br>64% | 589<br>66% | 166<br>65% | 398<br>66%      | 164<br>60%      | 189<br>74%<br>fh | 45<br>61%      |
| Mild TOU Rate:<br>=====  |                  |            |            |            |                 |                 |                  |                |
| Would Try                | 1091<br>52%<br>E | 518<br>54% | 444<br>50% | 129<br>50% | 245<br>41%      | 122<br>45%      | 89<br>35%        | 34<br>47%      |
| Would NOT Try            | 1011<br>48%      | 437<br>46% | 447<br>50% | 127<br>50% | 355<br>59%<br>A | 151<br>55%      | 165<br>65%       | 38<br>53%      |

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

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<br>85% | 810<br>85% | 770<br>86% | 214<br>84%       | 521<br>87%     | 227<br>83% | 230<br>91% | 64<br>88% |
| Look at actual electricity or kWh use              | 1383<br>66% | 611<br>64% | 599<br>67% | 172<br>67%       | 408<br>68%     | 184<br>68% | 177<br>70% | 46<br>64% |
| Read the details about how your bill is calculated | 888<br>42%  | 399<br>42% | 367<br>41% | 123<br>48%<br>bc | 274<br>46%     | 117<br>43% | 124<br>49% | 33<br>46% |
| Read notes or other messages that are on the bill  | 884<br>42%  | 415<br>43% | 362<br>41% | 107<br>42%       | 280<br>47%     | 123<br>45% | 129<br>51% | 28<br>39% |
| Read any inserts that are included with the bill   | 644<br>31%  | 300<br>31% | 273<br>31% | 71<br>28%        | 215<br>36%     | 103<br>38% | 85<br>33%  | 27<br>37% |
| None of these - you don't look at the bill         | 62<br>3%    | 27<br>3%   | 28<br>3%   | 7<br>3%          | 14<br>2%       | 7<br>2%    | 4<br>2%    | 4<br>5%   |
| Not sure   | 74<br>4%    | 41<br>4%   | 24<br>3%   | 8<br>3%          | 5<br>1%        | -          | 5<br>2%    | 1<br>1%   |
|  | E           |            |            |                  |                |            |            |           |

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

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.  
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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.  
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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.  
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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.  
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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.  
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California Residential Rate OIR Study

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

|                           | Core  |      |      |       | 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.  
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California Residential Rate OIR Study

Q7.7 - Did you take action when you noticed a higher than expected bill?  
 BASE: Those that at least rarely notice a higher than expected bill

|  | Core       |            |            |           | 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<br>gas utility company | 351<br>18% | 162<br>19% | 149<br>18% | 40<br>17% | 92<br>16%       | 66<br>26%<br>GH | 19<br>8%  | 7<br>11%  |
| Checked my usage online                                      | 659<br>34% | 294<br>34% | 274<br>33% | 90<br>38% | 186<br>33%      | 80<br>31%       | 85<br>36% | 21<br>32% |
| Something else:  | 262<br>14% | 114<br>13% | 113<br>14% | 35<br>15% | 106<br>19%<br>a | 59<br>23%<br>h  | 39<br>17% | 8<br>12%  |
| I did not take action  | 694<br>36% | 308<br>36% | 304<br>37% | 82<br>34% | 209<br>37%      | 85<br>33%       | 95<br>40% | 28<br>43% |
| Can't recall   | 116<br>6%  | 56<br>7%   | 47<br>6%   | 13<br>5%  | 23<br>4%        | 8<br>3%         | 11<br>5%  | 4<br>5%   |

Comparison Groups: BCD/FGH/AE  
 Independent Z-Test for Percentages  
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 Lower case letters indicate significance at the 90% level.  
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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  
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 Lower case letters indicate significance at the 90% level.  
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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<br>28% | 260<br>27%    | 262<br>29%<br>d | 61<br>24% | 205<br>34%<br>a | 98<br>36% | 83<br>33% | 24<br>33% |
| Prefer not to answer | 38<br>2%   | 23<br>2%<br>d | 12<br>1%        | 3<br>1%   | 3<br>*%         | 1<br>*%   | 1<br>*%   | 1<br>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.  
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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<br>1% | 8<br>1%  | 6<br>1%  | 3<br>1% | 6<br>1%        | 1<br>*% | 2<br>1% | 2<br>3% |
| Prefer not to answer     | 44<br>2% | 21<br>2% | 18<br>2% | 5<br>2% | 16<br>3%       | 9<br>3% | 6<br>3% | 1<br>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<br>1% | 17<br>2% | 6<br>1%  | 4<br>1% | 9<br>2%        | 7<br>3%<br>G    | 1<br>*%       | 1<br>2%      |
| Hmong                    | 2<br>*%  | 2<br>*%  | -        | -       | 2<br>*%        | 2<br>1%         | -             | -            |
| Vietnamese               | 13<br>1% | 5<br>1%  | 5<br>1%  | 3<br>1% | 9<br>2%        | -               | 9<br>4%<br>FH | -            |
| Something else, specify: | 35<br>2% | 19<br>2% | 11<br>1% | 5<br>2% | 46<br>8%<br>A  | 38<br>14%<br>Gh | 4<br>1%       | 5<br>7%<br>G |
| Prefer not to answer     | 15<br>1% | 6<br>1%  | 8<br>1%  | 1<br>*% | 8<br>1%        | 8<br>3%         | 1<br>*%       | 0<br>*%      |

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.,<br>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<br>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<br>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<br>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<br>B | 1976.1<br>B | 1973.9         | 1973.3 | 1973.5 | 1977.2<br>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.  
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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<br>40% | 326<br>34% | 401<br>45% | 116<br>45% | 269<br>45%     | 121<br>44% | 115<br>45% | 33<br>45% |
|               |            |            | B          | B          |                |            |            |           |
| Not sure      | 392<br>19% | 218<br>23% | 127<br>14% | 47<br>18%  | 95<br>16%      | 60<br>22%  | 24<br>10%  | 11<br>15% |
|               |            | C          |            |            |                | G          |            |           |

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

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

|                                       | Core  |      |      |       | 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.  
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California Residential Rate OIR Study

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

|                          | Core  |      |      |       | 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%    |

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 Independent Z-Test for Percentages  
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