

California Residential Rate OIR Study

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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 TBYP Included

Table Q5.1B Page 68.....Q5.1b - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? 12 Months TBYP Included 2 Tiered Rate

Table Q7.2 Page 70.....Q7.2 - When you review your monthly electricity bill/electricity and gas bill, which of the following do you typically do? Select all that apply .

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

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

Table Q7.5 Page 75.....Q7.5 - When your electricity bill/electricity and gas bill is more than the average amount or what you were expecting, how much of an increase gets your attention?

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

Table Q7.7 Page 78.....Q7.7 - Did you take action when you noticed a higher than expected bill?
BASE: Those that at least rarely notice a higher than expected bill

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

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

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

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

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

Table QD6 Page 87.....QD6 - If you are willing to provide this information for demographic use only, we would like to know whether you or anyone in your household has a permanent disability, related to mobility, hearing, vision, cognitive, psychological, or chronic disease?

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

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

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

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

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

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

Table QH7 Page 97.....QH7 - We have one last thing to ask you. Would you please provide the account number from your latest electricity bill/electricity and gas bill? Doing so is optional, however, it will help us better understand your answer to this survey...

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

California Residential Rate OIR Study

Study number/Augment group

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

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

Comparison Groups: BCD/FGH/AE

Independent Z-Test for Percentages

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

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Climate Zone based on Zip Code

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

Comparison Groups: BCD/FGH/AE
 Independent Z-Test for Percentages
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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 3% | 37 4% c | 17 2% | 13 5% C | 9 1% | 6 2% | 2 1% | 1 1% |
| 1t25b3075k | 44 2% | 29 3% c | 11 1% | 4 2% | 5 1% | - | 5 2% | 0 1% |
| 1t25b75kp | 15 1% | 12 1% C | 2 *% | 1 *% | 12 2% A | 12 4% GH | - | - |
| b2544u30k | 208 10% e | 106 11% | 80 9% | 22 8% | 37 6% | 11 4% | 22 9% | 5 7% |
| b2544b3075k | 312 15% | 152 16% | 126 14% | 35 14% | 93 16% | 57 21% H | 30 12% | 6 9% |
| b2544b75kp | 188 9% | 71 7% | 90 10% | 27 10% | 76 13% | 38 14% | 33 13% | 5 7% |
| b4564u30k | 273 13% E | 133 14% D | 120 13% D | 21 8% | 49 8% | 15 5% | 24 10% | 10 14% f |

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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Age By Income Quota

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

Comparison Groups: BCD/FGH/AE
 Independent Z-Test for Percentages
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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% |

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

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

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

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

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

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

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

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

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

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

| | Core | | | | Core Unexposed | | | |
|--------------------|-------|------|------|-------|----------------|------|------|-------|
| | TOTAL | PG&E | SCE | SDG&E | TOTAL | PG&E | SCE | SDG&E |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) |
| Standard Deviation | 1.45 | 1.47 | 1.40 | 1.57 | 1.34 | 1.44 | 1.24 | 1.28 |
| Median | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 | 2.0 |

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

California Residential Rate OIR Study

QS5 - About how many square feet is your home?

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

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

QS5 - About how many square feet is your home?

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

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

California Residential Rate OIR Study

QS6 - What is your age?

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

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

QS6 - What is your age?

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

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

California Residential Rate OIR Study

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

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

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

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

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

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

California Residential Rate OIR Study

QS8 - Are you male or female?

| | Core | | | | Core Unexposed | | | |
|------------------|-------|------|------|-------|----------------|------|------|-------|
| | TOTAL | PG&E | SCE | SDG&E | TOTAL | PG&E | SCE | SDG&E |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) |
| TOTAL | 2102 | 956 | 891 | 255 | 600 | 273 | 254 | 73 |
| TOTAL ANSWERING | 2102 | 956 | 891 | 255 | 600 | 273 | 254 | 73 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| UNWEIGHTED TOTAL | 2132 | 717 | 715 | 700 | 606 | 203 | 202 | 201 |
| Male | 841 | 382 | 356 | 102 | 240 | 109 | 102 | 29 |
| | 40% | 40% | 40% | 40% | 40% | 40% | 40% | 40% |
| Female | 1261 | 574 | 535 | 153 | 360 | 164 | 153 | 44 |
| | 60% | 60% | 60% | 60% | 60% | 60% | 60% | 60% |

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

California Residential Rate OIR Study

Q1.1 - Using a 10-point scale, where 1 means you are extremely dissatisfied, and 10 means you are extremely satisfied, how would you rate your satisfaction with PG&E/SCE/SDG&E when it comes to...? TOP 2 BOX SUMMARY

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

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

California Residential Rate OIR Study

Q1.1 - Using a 10-point scale, where 1 means you are extremely dissatisfied, and 10 means you are extremely satisfied, how would you rate your satisfaction with PG&E/SCE/SDG&E when it comes to...? TOP 3 BOX SUMMARY

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

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

California Residential Rate OIR Study

Q1.1 - Using a 10-point scale, where 1 means you are extremely dissatisfied, and 10 means you are extremely satisfied, how would you rate your satisfaction with PG&E/SCE/SDG&E when it comes to...? Availability of rate plans to suit your specific needs

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

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

Q1.1 - Using a 10-point scale, where 1 means you are extremely dissatisfied, and 10 means you are extremely satisfied, how would you rate your satisfaction with PG&E/SCE/SDG&E when it comes to...? Availability of rate plans to suit your specific needs

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

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

California Residential Rate OIR Study

Q1.1 - Using a 10-point scale, where 1 means you are extremely dissatisfied, and 10 means you are extremely satisfied, how would you rate your satisfaction with PG&E/SCE/SDG&E when it comes to...? Charging a fair price for electricity services

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

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

Q1.1 - Using a 10-point scale, where 1 means you are extremely dissatisfied, and 10 means you are extremely satisfied, how would you rate your satisfaction with PG&E/SCE/SDG&E when it comes to...? Charging a fair price for electricity services

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

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

California Residential Rate OIR Study

Q1.1 - Using a 10-point scale, where 1 means you are extremely dissatisfied, and 10 means you are extremely satisfied, how would you rate your satisfaction with PG&E/SCE/SDG&E when it comes to...? Communicating rate changes in a timely manner

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

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

Q1.1 - Using a 10-point scale, where 1 means you are extremely dissatisfied, and 10 means you are extremely satisfied, how would you rate your satisfaction with PG&E/SCE/SDG&E when it comes to...? Communicating rate changes in a timely manner

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

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

California Residential Rate OIR Study

Q1.1 - Using a 10-point scale, where 1 means you are extremely dissatisfied, and 10 means you are extremely satisfied, how would you rate your satisfaction with PG&E/SCE/SDG&E when it comes to...? Educating you on the benefits of different rate plans

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

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

Q1.1 - Using a 10-point scale, where 1 means you are extremely dissatisfied, and 10 means you are extremely satisfied, how would you rate your satisfaction with PG&E/SCE/SDG&E when it comes to...? Educating you on the benefits of different rate plans

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

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

California Residential Rate OIR Study

Q1.1 - Using a 10-point scale, where 1 means you are extremely dissatisfied, and 10 means you are extremely satisfied, how would you rate your satisfaction with PG&E/SCE/SDG&E when it comes to...? Keeping my lights on / no power outages

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

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

Q1.1 - Using a 10-point scale, where 1 means you are extremely dissatisfied, and 10 means you are extremely satisfied, how would you rate your satisfaction with PG&E/SCE/SDG&E when it comes to...? Keeping my lights on / no power outages

| | Core | | | | Core Unexposed | | | |
|--------------------------|-----------------|------------|-----------|--------------|----------------|---------------|--------------|----------------|
| | TOTAL | PG&E | SCE | SDG&E | TOTAL | PG&E | SCE | SDG&E |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) |
| 5 | 212 10% e | 104 11% | 86 10% | 22 9% | 38 6% | 23 8% | 6 2% | 10 13% G |
| 4 | 50 2% | 18 2% | 23 3% | 9 4% | 19 3% | 11 4% | 6 2% | 1 2% |
| 3 | 54 3% | 25 3% | 23 3% | 6 2% | 23 4% | 19 7% G | 1 *% | 3 4% G |
| 2 | 33 2% | 16 2% | 14 2% | 3 1% | 9 2% | 5 2% | 3 1% | 2 2% |
| 1 Extremely Dissatisfied | 32 2% | 10 1% | 15 2% | 7 3% b | 19 3% | 5 2% | 11 4% | 3 5% |
| Not sure | 43 2% | 23 2% | 17 2% | 3 1% | 10 2% | 1 *% | 8 3% h | 0 *% |

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

California Residential Rate OIR Study

Q1.2 - Using a 10-point scale where 1 means your feelings are not at all favorable and 10 means your feelings are extremely favorable, how would you rate your overall satisfaction with the service provided by PG&E/SCE/SDG&E.

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

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

Q1.2 - Using a 10-point scale where 1 means your feelings are not at all favorable and 10 means your feelings are extremely favorable, how would you rate your overall satisfaction with the service provided by PG&E/SCE/SDG&E.

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

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

California Residential Rate OIR Study

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

| | Core | | | | Core Unexposed | | | |
|---|-----------------|-----------------|------------------|------------|-----------------|-----------------|-----------------|-----------|
| | TOTAL | PG&E | SCE | SDG&E | TOTAL | PG&E | SCE | SDG&E |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) |
| TOTAL | 2102 | 956 | 891 | 255 | 600 | 273 | 254 | 73 |
| TOTAL ANSWERING | 2102 | 956 | 891 | 255 | 600 | 273 | 254 | 73 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| UNWEIGHTED TOTAL | 2132 | 717 | 715 | 700 | 606 | 203 | 202 | 201 |
| Flat rate, meaning you pay the same price for each unit of electricity regardless of when you use it or how much you used during the month | 836 40% | 416 44% C | 323 36% | 98 38% | 285 48% a | 146 54% h | 111 44% | 28 38% |
| Tiered rate, meaning your price for each unit of electricity may increase over the month if you use more than a certain amount of electricity | 1214 58% | 496 52% | 575 64% BD | 144 56% | 393 65% a | 162 59% | 186 73% f | 45 62% |
| Time of Use rate, meaning you pay a different price for each unit of electricity depending on the time of day you use that electricity | 832 40% | 421 44% C | 313 35% | 98 39% | 275 46% | 126 46% | 115 45% | 35 47% |
| Not sure | 418 20% E | 228 24% C | 141 16% | 49 19% | 81 13% | 28 10% | 39 15% | 13 18% |

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

California Residential Rate OIR Study

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

| | Core | | | | Core Unexposed | | | |
|---|-------------|-----------------|------------------|-----------------|----------------|-----------------|---------------|-----------|
| | TOTAL | PG&E | SCE | SDG&E | TOTAL | PG&E | SCE | SDG&E |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) |
| TOTAL | 2102 | 956 | 891 | 255 | 600 | 273 | 254 | 73 |
| TOTAL ANSWERING | 2102 | 956 | 891 | 255 | 600 | 273 | 254 | 73 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| UNWEIGHTED TOTAL | 2132 | 717 | 715 | 700 | 606 | 203 | 202 | 201 |
| Flat rate, meaning you pay the same price for each unit of electricity regardless of when you use it or how much you used during the month | 266 13% | 126 13% | 107 12% | 33 13% | 96 16% | 65 24% GH | 25 10% | 6 8% |
| Tiered rate, meaning your price for each unit of electricity may increase over the month if you use more than a certain amount of electricity | 1044 50% | 404 42% | 516 58% BD | 124 49% b | 312 52% | 130 48% | 144 56% | 38 52% |
| Time of Use rate, meaning you pay a different price for each unit of electricity depending on the time of day you use that electricity | 397 19% | 214 22% C | 132 15% | 51 20% C | 103 17% | 56 20% | 37 14% | 11 15% |
| Something else: Describe | 65 3% | 34 4% | 26 3% | 5 2% | 28 5% | 5 2% | 20 8% F | 4 5% |
| Not sure | 445 21% | 222 23% c | 163 18% | 59 23% c | 97 16% | 39 14% | 41 16% | 17 24% |

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

California Residential Rate OIR Study

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

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

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

California Residential Rate OIR Study

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

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

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

California Residential Rate OIR Study

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

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

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

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

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

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

California Residential Rate OIR Study

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

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

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

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

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

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

California Residential Rate OIR Study

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

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

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

California Residential Rate OIR Study

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

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

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

California Residential Rate OIR Study

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

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

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

California Residential Rate OIR Study

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

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

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

California Residential Rate OIR Study

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

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

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

California Residential Rate OIR Study

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

| | Core | | | | 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
 Upper case letters indicate significance at the 95% level.
 Lower case letters indicate significance at the 90% level.
 Prepared by: Hiner & Partners, Inc. --- Santa Ana, CA

California Residential Rate OIR Study

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

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

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

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

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

California Residential Rate OIR Study

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

BASE: Those with each type of appliance/electronic 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.

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

Q3.4ba - A) In the past, have you shifted operation of this end use away from peak demand periods? Check all that apply.
 BASE: Those with each type of appliance/electronic devise

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

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

California Residential Rate OIR Study

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

BASE: Those with each type of appliance/electronic device

| | Core | | | | 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.

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

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

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

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

California Residential Rate OIR Study

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

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

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

California Residential Rate OIR Study

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

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

California Residential Rate OIR Study

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

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

California Residential Rate OIR Study

Q3.7a - If you were comparing electric rate plans, what would be the most important factors you would consider in choosing the plan for your household? Select top three.

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

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

Q3.7a - If you were comparing electric rate plans, what would be the most important factors you would consider in choosing the plan for your household? Select top three.

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

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

Q4_Fixed1 - Please carefully look at all three rate plans and pick the rate plan that you prefer the most.

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

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

California Residential Rate OIR Study

Q4.14 - Here is the rate plan you just selected: SHOW GRAPHIC If this electric rate plan were available today, how likely would you be to switch from your current electric rate plan?

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

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

Q4.14 - Here is the rate plan you just selected: SHOW GRAPHIC If this electric rate plan were available today, how likely would you be to switch from your current electric rate plan?

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

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

Q4.14 - Here is the rate plan you just selected: SHOW GRAPHIC If this electric rate plan were available today, how likely would you be to switch from your current electric rate plan?

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

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

Q4.15 - Now we'd like to ask about how your choice of rate plan might be affected by the possibility that your bill might change. Different rate plans can have different consequences for individual customers...

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

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

California Residential Rate OIR Study

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

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

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

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

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

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

California Residential Rate OIR Study

Q5.1b - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? 12 Months TBYP Included 2 Tiered Rate

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

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

Q5.1b - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? 12 Months TBYP Included 2 Tiered Rate

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

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

California Residential Rate OIR Study

Q7.2 - When you review your monthly electricity bill/electricity and gas bill, which of the following do you typically do? Select all that apply .

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

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

California Residential Rate OIR Study

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

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

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

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

| | Core | | | | Core Unexposed | | | |
|--------------------|-------|-------|-------|-------|----------------|-------|-------|-------|
| | TOTAL | PG&E | SCE | SDG&E | TOTAL | PG&E | SCE | SDG&E |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) |
| Standard Deviation | 166.9 | 182.9 | 160.5 | 117.0 | 141.8 | 176.6 | 101.3 | 114.1 |
| Median | 90.0 | 95.0 | 90.0 | 90.0 | 75.0 | 75.0 | 65.0 | 100.0 |

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

California Residential Rate OIR Study

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

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

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

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

| | Core | | | | Core Unexposed | | | |
|--------------------|--------|--------|------|-------|----------------|-------|------|-------|
| | TOTAL | PG&E | SCE | SDG&E | TOTAL | PG&E | SCE | SDG&E |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) |
| Standard Deviation | 1209.2 | 1755.4 | 92.1 | 648.4 | 92.8 | 105.8 | 72.8 | 85.3 |
| Median | 85.0 | 100.0 | 65.0 | 100.0 | 85.0 | 100.0 | 60.0 | 100.0 |

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

California Residential Rate OIR Study

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

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

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

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

| | Core | | | | Core Unexposed | | | |
|----------|-------|------|-----|-------|----------------|------|-----|-------|
| | TOTAL | PG&E | SCE | SDG&E | TOTAL | PG&E | SCE | SDG&E |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) |
| Not sure | 97 | 48 | 41 | 9 | 26 | 6 | 17 | 3 |
| | 5% | 5% | 5% | 4% | 4% | 2% | 7% | 4% |

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

California Residential Rate OIR Study

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

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

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

California Residential Rate OIR Study

QD1 - What is the last year of school you completed?

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

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

California Residential Rate OIR Study

QD2 - What is your current employment status?

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

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

QD2 - What is your current employment status?

| | Core | | | | Core Unexposed | | | |
|----------------------|------------|---------------|-----------------|-----------|-----------------|-----------|-----------|-----------|
| | TOTAL | PG&E | SCE | SDG&E | TOTAL | PG&E | SCE | SDG&E |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) |
| Retired | 583 28% | 260 27% | 262 29% d | 61 24% | 205 34% a | 98 36% | 83 33% | 24 33% |
| Prefer not to answer | 38 2% | 23 2% d | 12 1% | 3 1% | 3 *% | 1 *% | 1 *% | 1 1% |

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

California Residential Rate OIR Study

QD3 - Do you spend any part of your work day at home?

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

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

California Residential Rate OIR Study

QD4 - What do you consider your ethnicity to be?

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

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

QD4 - What do you consider your ethnicity to be?

| | Core | | | | Core Unexposed | | | |
|--------------------------|----------|----------|----------|---------|----------------|---------|---------|---------|
| | TOTAL | PG&E | SCE | SDG&E | TOTAL | PG&E | SCE | SDG&E |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) |
| Something else, specify: | 17 1% | 8 1% | 6 1% | 3 1% | 6 1% | 1 *% | 2 1% | 2 3% |
| Prefer not to answer | 44 2% | 21 2% | 18 2% | 5 2% | 16 3% | 9 3% | 6 3% | 1 1% |

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

California Residential Rate OIR Study

QD5 - What languages do you speak in your home?

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

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

QD5 - What languages do you speak in your home?

| | Core | | | | Core Unexposed | | | |
|--------------------------|----------|----------|----------|---------|----------------|-----------------|---------------|--------------|
| | TOTAL | PG&E | SCE | SDG&E | TOTAL | PG&E | SCE | SDG&E |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) |
| Filipino | 27 1% | 17 2% | 6 1% | 4 1% | 9 2% | 7 3% G | 1 *% | 1 2% |
| Hmong | 2 *% | 2 *% | - | - | 2 *% | 2 1% | - | - |
| Vietnamese | 13 1% | 5 1% | 5 1% | 3 1% | 9 2% | - | 9 4% FH | - |
| Something else, specify: | 35 2% | 19 2% | 11 1% | 5 2% | 46 8% A | 38 14% Gh | 4 1% | 5 7% G |
| Prefer not to answer | 15 1% | 6 1% | 8 1% | 1 *% | 8 1% | 8 3% | 1 *% | 0 *% |

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

California Residential Rate OIR Study

QD6 - If you are willing to provide this information for demographic use only, we would like to know whether you or anyone in your household has a permanent disability, related to mobility, hearing, vision, cognitive, psychological, or chronic disease?

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

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

California Residential Rate OIR Study

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

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

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

California Residential Rate OIR Study

QH1 - Which of the following best describes the type of home you live in?

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

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

QH1 - Which of the following best describes the type of home you live in?

| | Core | | | | Core Unexposed | | | |
|----------------------------------|-------|------|-----|-------|----------------|------|-----|-------|
| | TOTAL | PG&E | SCE | SDG&E | TOTAL | PG&E | SCE | SDG&E |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) |
| Not sure or prefer not to answer | 24 | 11 | 10 | 3 | 19 | 18 | 1 | - |
| | 1% | 1% | 1% | 1% | 3% | 7% | *% | |
| | | | | | A | GH | | |

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

California Residential Rate OIR Study

QH2 - Do you or does your family own or rent your home?

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

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

California Residential Rate OIR Study

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

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

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

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

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

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

California Residential Rate OIR Study

QH4 - Are you enrolled on any of these special electric rate plans?

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

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

QH4 - Are you enrolled on any of these special electric rate plans?

| | Core | | | | Core Unexposed | | | |
|---------------|------------|------------|------------|------------|----------------|------------|------------|-----------|
| | TOTAL | PG&E | SCE | SDG&E | TOTAL | PG&E | SCE | SDG&E |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) |
| None of these | 842 40% | 326 34% | 401 45% | 116 45% | 269 45% | 121 44% | 115 45% | 33 45% |
| | | | B | B | | | | |
| Not sure | 392 19% | 218 23% | 127 14% | 47 18% | 95 16% | 60 22% | 24 10% | 11 15% |
| | | C | | | | G | | |

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

California Residential Rate OIR Study

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

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

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

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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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