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Sent: 8/8/2013 3:28:42 PM  
To: 'Ralff Douglas, Kristin' (kristin.ralffdouglas@cpuc.ca.gov)  
Cc: Affonsa, Deborah (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=DTA31);  
Allen, Meredith (/O=PG&E/OU=Corporate/cn=Recipients/cn=MEAE)  
Bcc:  
Subject: JD Power info

Hi Kristen,

Deb asked me to pass along the attached from JD Power to you – they are overviews of how JD Power runs its survey, what it looks at, and what it finds. Since the longer write-up is about the survey it is very detailed and data-driven, but will give you a good sense of the breadth and scope of things about which JD Power gathers info and to which it can speak. The press release will give you a better idea of how JD Power summarizes its info for folks who aren't statisticians. (This summary would be too high-level for the en Banc; we're just sending it as an example to prove JD Power can speak using non-statistics language when needed!)

We looked at the presentation we had from JD Power, but so much of it would have to be redacted that it wasn't worth passing along – so we're sending these so you still can get some info about the org. and its study.

-Brooke

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