

Residential Rate OIR Customer Survey Research

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Prepared for:

Pacific Gas & Electric Company (PG&E)
Southern California Edison (SCE)
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I. Executive Summary

In June, 2012, the California Public Utilities Commission launched a Residential Rates Rulemaking¹ soliciting input from Investor-owned Utilities (IOUs) and other interested parties on the future of residential electric rates in California. California's three largest IOUs, Pacific Gas & Electric (PG&E), Southern California Edison (SCE), and San Diego Gas & Electric (SDG&E), believed that in order to develop appropriate rate design proposals, an understanding of customer perceptions of current and possible future rate structures and potential bill impacts needed to be developed. A collaborative process with the IOUs and other parties in the proceeding was formed to design and launch a customer survey.

The survey objectives included establishing a quantitative understanding of customer preferences for new electric rate plan options, and determining the importance of:

- Rate plan characteristics such as “understandable” and “stable,”
- Attitudes toward energy conservation and peak shifting,
- Tolerance for bill change and appetite for bill savings, and
- The effects of customer education.

HINER & Partners, Inc. was commissioned by PG&E, SCE, and SDG&E to conduct an online survey during March and April of 2013 with 5,304 electricity customers representing the IOU residential populations plus other customer groups for comparison, including low income, Spanish-speakers, high involvement, and other California and out-of-state jurisdictions.

Key Findings: IOU Residential Population

Customers are confused and uninformed about their rate plans. Most survey respondents did not know that they currently are on a tiered rate plan, with many thinking they are on a flat or time-of-use (TOU) rate plan, nor did they know whether or not they have monthly service fees or demand charges. Yet despite this, nearly all expressed an interest in taking action to lower their electric bill. Nearly all have tried to save money on their bill by reducing energy use in the past and most have tried to save by shifting their electricity use. Those who took these actions believed they achieved savings on their bill as well. An implication is that customers are likely to seek a rate plan that could help them reduce their bill, even if the rate plan requires them to take action.

Anticipated bill savings needed to prompt customers to switch to a new rate plan range widely (depending in part on bill size), but around a median of \$10 per month. This represents about 11% of the median bill amount, and is the same among lower income (CARE) customers. However, respondents also reported that bill increases of

¹ “12-06-013: Order Instituting Rulemaking on the Commission’s Own Motion to Conduct a Comprehensive Examination of Investor Owned Electric Utilities’ Residential Rate Structures, the Transition to Time Varying and Dynamic Rates, and Other Statutory Obligations,” Jeanne McKinney, Administrative Law Judge, California Public Utilities Commission, June 21, 2012.

approximately 20% (or more) get their attention – which is considerably greater than the amount of savings that they said would prompt switching.

When asked which factors matter most when choosing between different rate plans, the majority of respondents wanted rate options that provide them with an opportunity to save money on their bill by changing their behavior, while to a lesser extent they wanted rates that are stable, simple, fit their habits and lifestyle, and are predictable. Rates that reflect the cost of electricity and that are worry-free were less important to respondents.

Respondents who were “unexposed” to rate plan education in the survey have slightly different preferences, placing more value on rates being predictable and less on saving money or rates being understandable. This could imply that education increases customer appreciation for understanding rates (and perhaps how a rate plan can help them save money) and boosts expectations that taking action *can* save money.

In the survey, respondents were asked to make choices between rate plan options that were composed of: (1) a rate structure (flat, 2-level Tier, 3-level Tier, Time-of-Use (TOU) with 2 periods, and Time-of-Use (TOU) with 3 periods), (2) price per kWh (commensurate with the rate structure and representing high, wide, narrow, and low levels), (3) monthly service fees (ranging from \$0 to \$15.00), and (4) monthly demand charges (ranging from \$0 to \$5.00). These rate plan options were randomly created, and respondents picked the rate plan they most preferred from sets of three, from which customer preferences concerning the rate components were determined.

Regarding their preferences concerning these rate structure components, respondents were willing to consider a variety of options, with kWh price levels and monthly service fees having the most impact on their choices:

- (1) Respondents were influenced more by price per kWh levels and differentials associated with the alternative rate structures than by the rate structures themselves, suggesting that most customers are more concerned with how much it will cost them than with whether the rate plan is flat, tiered, or TOU
- (2) Monthly service fees heavily impacted respondent choice of rate plan, with customers avoiding rate plans with service fees
- (3) Respondents believed price per kWh levels have more impact on their bills than any particular rate structure
- (4) Overall rate structure preference was, in order: (1) Flat, (2) 2-Tier, (3) 2-period TOU, (4) 3-Tier and (5) 3-period TOU (all other attributes being equal)

Concerning tiered rate structures: (1) customers have greater preference for steeper rather than narrow tier price per kWh differentials in a 3-Tier rate plan, (2) the kWh price differential between tiers is less of an influence than the 2-Tier rate plan itself, and (3) price per kWh levels become less important for a 2-tiered rate plan, but this may be a reflection of the fairly narrow range in levels tested.

Regarding TOU rate structures: (1) a 2-period TOU rate structure is preferred slightly more than a 3-Tier rate, all other attributes equal, (2) respondents are largely indifferent between wide and narrow price differentials in the 2-period TOU rate plan, and (3) a wide price per kWh level for 2-period TOU may be preferred over a narrow for 3-period TOU, so that a simpler steep TOU rate plan might better overcome risk aversion.

When selecting a rate plan, perhaps because they were already familiar with shifting load, many respondents said they are willing to try a TOU rate plan. However, overall rate plan preferences lean toward a less risky flat rate plan followed by a mild 2-tier rate plan.

Following the rate plan choice selections, respondents were asked questions to test their willingness to actually switch to a new rate plan. First, they were asked if they would consider switching from their current rate plan to the rate plan they chose in their last choice set. Then they were asked their willingness to risk a possible bill increase in order to have the potential for a bill decrease. Finally, they were asked if they would consider switching to each of the five rate plan types (e.g., flat, 2-Tier, 3-Tier, 2-period TOU and 3-period TOU) with and without bill protection.

A majority of respondents (about 75%) said they would consider switching rate plans, but there are many factors that can influence that decision. Among the many factors that play into the decision to switch rate plans, this study investigated: (1) awareness and understanding of rate plan options (or lack thereof), (2) bill savings expectations, (3) risk tolerance, and (4) attractiveness of relative rate plan attributes.

Regarding risk tolerance, a slight majority of respondents (about 60%) said they are willing to risk a bill increase even when there is the potential of a bill decrease. The challenge is designing rate plan options (such as TOU) that are appealing enough to encourage migration from the standard rate plan.

Lastly, bill protection (Try-Before-You-Buy), along with rate plan education, can help overcome risk aversion and encourage adoption of alternative rate plan options. Bill protection can be particularly impactful for a steep TOU rate plan option.

Comparison Between Customer Groups

Several additional customer groups were included in the research for comparison to the IOU Core population. These included subgroups within the IOU Core residential population as well as customers from other jurisdictions both in and out of California. Important insights were observed from these other jurisdictions where default residential rate plans include some of the features being evaluated in this study including time-of-use structures, customer and demand charges.

IOU Core Subgroups

CARE customers. The CARE rate provides a 20% or more discount to income qualified customers. Although CARE customers were more risk averse, they also were more likely to have taken action to save or shift energy use, and the majority (63%) were willing to consider new rate options. Regarding their rate plan preferences, CARE customers were more likely than non-CARE to prefer a tiered rate plan and less likely to prefer a TOU rate plan. Otherwise, their survey responses were quite similar to the IOU Core population.

Spanish-speakers. Spanish-speaking IOU customers were less knowledgeable about current rate plans, especially TOU, so tended not to choose TOU as the rate plan that would “work best” for them. Yet, they indicated a greater willingness to switch rates, and to take on more risk to save than the IOU core population. The importance they placed on factors for choosing a rate plan differed as well, with Spanish-speakers placing greater importance on *green*, *fair*, and *reflects the cost of electricity*, and less importance on *stable*, *simple*, and *predictable*.

Engaged customers. Engaged customers included solar net energy metering (NEM) customers from all three IOUs, PG&E SmartRate customers, and SDG&E high involvement residential segments. While there were some similarities in the preferences among engagement groups, there were also some differences, which implies that customers from different engagement groups should be understood and considered separately regarding their rate plan preferences.

Among their commonalities, customers from all the engagement groups had greater awareness of all three rate plan types (flat, tiered, and TOU), but universally lower satisfaction regarding their IOU’s rate plan options, communications, and education. Engaged customers tend to be higher income, so this result is consistent with their demographics because higher income typically give lower satisfaction ratings. Also, all engaged groups placed higher importance on rate plans that *reflect the cost of electricity*, and lower on *simple* and *stable*. Engaged customers were more interested in switching rate plans, they were more likely to consider TOU, and they were less risk averse as well. It is possible that greater knowledge about rate plans, common to all of the engaged customer groups, gives customers confidence that they can achieve bill savings if they are willing to accept greater complexity and risk.

Despite a similar basis of rate knowledge, engaged customer rate plan preferences did differ somewhat. Regarding which rate plan would work best, PG&E solar customers were most likely to select TOU. SCE and SDG&E solar customers were split between tiered and TOU. PG&E SmartRate customers either elected TOU or they were not sure, and SDG&E high involvement customers were more likely to be unsure. SmartRate customers placed higher importance on *saving money*, while solar placed higher importance on *green* and *works for me* as well. In sum, the different engaged customer groups appear to have different motivations driving their greater involvement, so rate plan preferences cannot be generalized across these different groups of engaged customers.

Seniors (65 years or older). Seniors were among the most knowledgeable of customers. They had greater awareness of tiered and TOU rate plans, they were more likely to know they have a tiered rate plan, and they were less likely to believe they currently have a service charge. Seniors also placed higher importance on rate plans that are *simple*, *understandable*, and *reflect the cost of electricity*, while younger customers placed higher importance on *stable*, *green*, and *fair*. Seniors were also less likely to say they would switch rate plans, they were more risk averse, and they were less likely to be swayed by bill protection.

Households with a Disabled Member. In the survey, respondents were asked if someone in their household had a disability, including chronic disease, mobility,

hearing, vision, psychological, cognitive, or some other type. 26% of the IOU Core population reported someone in their household having one of these disabilities.

Across nearly all survey questions, respondents with a disabled household member had responses very similar to the IOU Core population, except that disabled households were more likely to say they would switch from their current rate plan, and they were more likely to believe that a flat rate plan would work best for them.

Jurisdictions Outside California. Jurisdictions outside of California with a substantial proportion of residential customers currently on TOU rate plans that were included in the research were Salt River Project (SRP) and Arizona Public Service (APS) in Arizona, and Hydro One in Ontario Canada. SRP/APS customers have opted in to TOU rate plans over many years, whereas Hydro One customers have been recently defaulted to a standard TOU rate plan. In addition, monthly service fees are included with these TOU rate plans.

In both jurisdictions, awareness of TOU was very high (85% and 90%, respectively), and the percentage who believed they were on the TOU rate plan was likewise very high (64% and 84%). A key difference was that nearly all SRP/APS customers who believed they were on a TOU rate plan thought it was the best rate plan for them, while a smaller proportion (though still a majority) of Hydro One customers believed that TOU worked best for them. Perhaps not coincidentally, satisfaction with Hydro One on measures about rate plan options, rate change communications, and rate education was substantially lower than satisfaction with SRP/APS.

Customers in both of these other jurisdictions placed lower importance on monthly service fees and demand charges than the California Core population. Also, they had higher preference for widespread 2-period TOU pricing. It is notable that customers with significant exposure to monthly service fees and TOU rate plan structures, have less aversion to monthly service fees and a greater preference for steeper TOU rate plans.

Other California Jurisdictions. Three other California jurisdictions – all municipal utilities – were sampled. SMUD was chosen because it has a monthly service fee. Riverside Public Utilities was selected for having both a monthly service fee and a variable demand charge. LADWP was selected as the largest California muni.

Overall, California muni customers were very similar to the IOU Core population in terms of their rate plan knowledge and preferences. For example, even though SMUD and Riverside have monthly service fees and Riverside has a demand charge, respondent awareness of the fees and charges was low and similar to IOU customers. A conclusion is that customers in jurisdictions that have service fees and demand charges typically are not aware of these fees and charges. Exceptions where another jurisdiction had results that were different from the IOU Core population were that SMUD customers were more likely to know about the three main rate structure types, and Riverside customers were somewhat more likely to say they would be willing to switch rates.

Conclusions

In sum, customers are generally not knowledgeable about rates, yet are interested and motivated to take action to reduce their electricity bills. Rate plans that can help them do this are likely to find acceptance among sizeable numbers of customers.

Aspects that can facilitate acceptance of alternative rate plans include:

- Education. Customers who know more about rate plan characteristics tend to be more willing to try a new and potentially riskier plan.
- Rate Plan Design Details. While customers have a preference for flat and 2-tier structures all other things being equal, 3-tier and 2-period and 3-period TOU can be preferred in cases where the price per kWh appear favorable, service fees and demand charges are absent or minimal, and for a 3-period TOU, the steepness of the price curve is relatively mild.
- Bill Protection. Customers are also more willing to try new rate plans with bill protection, especially for TOU, and among customers who are less knowledgeable about rate plan details.

Among the different customer groups that were examined:

- CARE customers. This group is willing and able to try new rate plans, but perhaps will need bill protection to encourage trying the alternatives.
- Spanish-speakers. Targeted education could likely benefit this group more than others. Rates that are perceived as green, fair, and reflecting the cost of electricity are likely to be more appealing.
- Engaged customers. While these customers tend to be more knowledgeable and willing to take on risk, the different types of engagement are driven by different motivations so are associated with different rate plan preferences. One size will not fit all among the engaged.
- Seniors. Though they are among the most knowledgeable, they are among the least likely to be interested in trying new rate plans. Rate plan education, design details, and bill protection might not be very effective among this group.
- Households with a disabled member. These customers are interested in greater bill savings, but recognize that flat rates might be the best fit.
- Jurisdictions Outside California. SRP and APS customers provide a glimpse of where California could be in the future, assuming new rate plans such as TOU are offered as a choice. Satisfaction is very high and customers tend to believe that their chosen rate plan works best for them. Hydro One customer perceptions suggest that a mandated TOU does not create satisfied customers, yet still a majority (though slight) can make the plan work.
- Other California Jurisdictions. In jurisdictions with monthly service fees and demand charges, these costs are not readily recognized by customers, suggesting that customer aversion to these charges (monthly service fees in particular) could be overstated in this research.

II. Background

California's electricity-providing Investor Owned Utilities (IOUs) are completing the transition to smart meters, and are further developing the capabilities that this new technology enables. One aspect of the transition is the opportunity to offer customers new electric rate plans.

Over the past several years, the IOU's have developed a relatively robust understanding of customer preferences regarding rate plans by way of many rate research studies. Specifically, residential customers are interested to some degree in rate plans that are:

- Affordable (saves money)
- Fair
- Green
- Predictable
- Reflects the cost of electricity
- Simple
- Stable
- Understandable
- Works for me
- Worry Free

The challenge remained to translate this understanding of customer preferences into the details of rate components and full rate options, and to develop estimates of customer interest in these potential new rate plans. This was the purpose of this research.

III. Objectives

In order to translate these preferences into specific rate plan options, the IOUs conducted a statewide quantitative research project among residential customers in order to obtain customer input into alternative electric rate plans as part of the Residential Rates OIR. Specific research objectives included:

- Understand residential customers' existing knowledge and beliefs about their rate plans
- Quantify what current preferences really mean to customers in terms of rate plan details and components, for example, what percent of customers would prefer a flat rate plan, or how would customers' trade-off between variable charges, such as price per kWh, and fixed charges, such as a monthly customer or service charge.
 - Rate plan components include:
 - Rate structures: flat, tiered, time-of-use (TOU)
 - New charges: fixed and demand charges
 - Price variations: different tier and period price per kWh (including the relative "steepness" of rate differentials)
- Understand the relative importance or relevance of:
 - Rate plan characteristics, such as affordable, fair, green, predictable, etc.
 - Customer energy use experience, bill review behavior, and attitudes toward energy conservation and peak shifting
 - Tolerance for bill change and appetite for risk vs. reward of potential bill savings
 - Customer education
- Determine customer preferences for different potential rate plan options across customer segments. Segments include:
 - Service provider: PG&E, SCE, SDG&E
 - Regional: e.g., by climate zones
 - Demographics: income (including "low income" or CARE), age, etc.
 - Solar and non-solar
 - Spanish-speaking
 - "High involvement" customers

IV. Methodology

HINER & Partners, Inc., an independent market research company, conducted an online survey during March and April of 2013 with approximately 5,300 electricity customers. This included 2,100 who comprised the “core” sample group representing the statewide residential population of IOU customers. The remainder of the interview participants (i.e., respondents) represented different subgroups of interest, described in the sample section of this report.

The survey included choice-based questions within a conjoint analysis design. Conjoint is one of the best ways to measure customer rate plan preferences since it decomposes a “complete” rate plan into specific components and estimates customer preference for each component. In conjoint language, the components are called “attributes” and various options of each component are called “levels.” These estimates can then be used to determine customer preference for any combination of rate components.

Conjoint analysis provides a nominal ordering of specific rate components (or attributes) – called Importance. Conjoint also identifies customer preference for specific “levels” within each attribute – called Utility Values. Thus, “complete” rate plans don’t need to be predetermined – just the components (or attributes) and variations of each component (i.e., the levels). The analysis allows creation of rate plans from these components to enable estimating the share of customers who would prefer a specific rate plan over other alternatives. Additional information about the conjoint analysis is provided in the appendix.

A. Data Collection

Conjoint analysis requires a computer driven interview with graphics, so an Internet data collection methodology was chosen. Sample for an Internet-based survey can be procured through two methods:

- Panel sample with specific quotas set to match best estimates of the residential population. This has advantages of lower cost and shorter field time, but disadvantages that the panel won’t be “matched” to utility customer records (so energy usage, program and rate plan participation, bill payment histories, etc. will be self-reported rather than utility-provided), and panelists are not randomly selected from the utility customer population.
- Telephone recruit to a web-based survey from utility-provided customer sample. This survey method has the advantages that the sample will be inexperienced interviewees, and that utility data such as energy usage and rate plan can be matched to each respondent. Disadvantages include higher costs and additional data collection time.

Both methods can suffer from sample skew where certain demographic groups are under-represented. Panel samples typically under-represent: people 75 years or older,

non-English speakers, males, and low income. Telephone samples typically under-represent: people 35 years or younger, non-English speakers, and males.

For this project, the research team selected a panel sample on the presumption that the advantages outweighed the disadvantages. To ensure a more demographically representative sample, the sample was stratified based on age and income. However, it was not possible to match population proportions based on ethnicity or primary language spoken because panel samples are substantially under-represented for this.

To ensure representation of Spanish-speakers, 50 interviews out of 700 completed in each IOU's service territory were completed in Spanish.

To verify that the sample did not misidentify beliefs and preferences among low income customers, the survey was also completed among a much smaller control sample from an alternatively-recruited online panel. This panel, provide by Knowledge Networks (a GFK company), recruits panel members based on address. Households without Internet access that are recruited into the panel are provided with a computer and Internet service. A result is that the panel is believed to be more representative of the population than any other online survey panel. This panel was not utilized for the entire sample because the costs are substantially higher and the panel has fewer members, so samples sizes using this panel would have been substantially smaller.

Also, to reduce respondent bias, the survey was completed blind, where the identity of the sponsors was not shown to respondents.

B. Sampling

The customer sample was procured through four sources:

- Research Now Panel Sample. Research Now was selected to provide the panel sample because this panel company has one of the largest panels covering California, and follows industry-leading quality and panel management practices. Research Now is also one of a handful of national panel companies approved by Microsoft (a leader regarding panel sample quality standards in the market research industry). Sample groups from the Research Now panel included:
 - IOU "Core" residential population, which also included CARE participants. This sample group was selected to represent the California IOU residential customer population.
 - IOU "Core" who were not exposed (i.e., "unexposed") to questions in the survey that provided information about different rate components. This sample group represented customers who did not receive the benefit of targeted rate plan education.
 - Other California jurisdictions including Riverside, Los Angeles Department of Water and Power (LADWP), and Sacramento Municipal Utility District (SMUD).
 - Out-of-California jurisdictions selected because relatively high proportions of customers have time-of-use (TOU) rate plans.

- Targeted Spanish-Speaker Panels. Spanish interviews were completed among Research Now panelists, but also among respondents from two additional panels. As mentioned, non-English speakers are under-represented by online panels, so multiple panel sources were needed to achieve the desired number of interviews with this subgroup.
 - Spanish-Speakers were included in the “Core,” but also comprised a subgroup for comparative analysis.
- Knowledge Networks Panel Sample. The unique recruitment methods employed by this panel have created a panel sample that is known to be more representative of the population than other panels.
 - Low Income respondents from this panel were used for comparison to the Research Now panel respondents who self-identified as CARE participants.
- IOU-Provided Email List Sample. The IOUs collect and obtain permission from customers to use their email addresses for communication purposes (including surveys). The distribution of customers who have provided their email addresses is limited, so was not considered for the “Core” residential population. Email address sample was, however, used for the “Solar” and “High Involvement” segments, since these two customer segments are among those most likely to have provided their email address to the electric utility company.
 - Solar customers were included as a comparative subgroup because of their demonstrated willingness to take action in response to high electricity bills.
 - High Involvement customers were included as another comparative subgroup. These included PG&E SmartRate participants, who were included for reasons similar to Solar, and two proprietary SDG&E customer segments known to be more engaged in energy issues, known internally as “Engaged Green Affluents” and “Budget Constrained Greens.”

As mentioned previously, sample quotas were used for the Core and Unexposed groups to match population age and income from census data. Further, Core and Unexposed data was weighted to match: (1) population education, and (2) utility household decision-maker gender (60% female/40% male). Other subgroups were not weighted.

C. Pilot Survey

Just prior to data collection, a survey pilot was conducted with approximately 100 Core sample respondents, and another 5 respondents of convenience who were debriefed immediately after completing the survey. The purpose of the pilot was to: (1) measure the survey length, (2) measure respondent completion rates, and (3) identify any questions or survey instructions that were confusing to respondents. As a result of the survey pilot, the study team made changes to the questionnaire that effectively:

- Lowered the average survey completion time from 40 minutes to 28 minutes (and among Spanish-speakers to less than 30 minutes)
- Lowered the “quit” rate from 75% to 30%

Respondents to the pilot rated their enjoyment of completing the survey: 46% enjoyed completing the survey, 44% were Neutral, and 10% did not enjoy it. This was a relatively positive result from an online survey. Additional verbatim comments from pilot respondents indicated that survey respondents: (1) appreciated the opportunity to provide input concerning rate plans, (2) had valid reasons behind their survey answers (which provided evidence that their responses were “thoughtful” rather than “random”), and (3) made rate plan choices which respondents believed would fit their lifestyle while minimizing their electricity costs.

Upon completion of data collection, the completed interviews were reviewed for inconsistencies and 3% were removed. Inconsistencies included: completing the survey in less time than is reasonably possible, selecting answers that are always in the same position on the screen, and random keystrokes entered into open end text boxes. For comparison, most panel-based surveys result in the removal of about 5%-10% of completed interviews for these same issues.

Also, there was no noticeable difference in results between the Core and alternative recruitment low-income customers, indicating that the online panel provided by Research Now yielded similar results as the more rigorously recruited Knowledge Networks panel.

D. Sample Sizes

The tables below include the number of completed interviews among each of the sample subgroups. Table 1 includes the Core IOU sample, which was balanced equally between the three utility companies, and included approximately 50 Spanish-speakers for each utility.

Table 1: Core IOU Sample

Core IOU	PG&E	SCE	SDG&E	Total
English	666	665	650	1981
Spanish	51	50	50	151
Total	717	715	700	2,132

Table 2 includes supplemental sample subgroups of California IOU residential customers: the Unexposed (those who were not exposed to survey questions designed to educate customers about rate plans), the Low Income subgroup provided by the Knowledge Networks panel, supplemental Spanish-speakers (to augment the Spanish-speaking sample from the Core population for comparative analysis, Solar customers in each IOU’s service territory, and High Engagement customers, defined as SmartRate participants in PG&E’s service territory, and as two attitudinal subgroups in SDG&E’s service territory.

Table 2. Supplemental IOU Customer Groups

Supplemental IOU Groups	PG&E	SCE	SDG&E	Total
Unexposed	203	202	201	606
Low Income Phone/Mail Recruits	69	70	29	168
Spanish Speakers	--	197	35	232
Solar	228	228	209	665
High Engagement	254	--	226	480
Total	752	697	902	2,151

Tables 3 and 4 include customer from electric utility companies in other jurisdictions, both inside and outside of California. Inside of California, these jurisdictions are: Sacramento Municipal Utility District (SMUD), Los Angeles Department of Water and Power (LADWP), and Riverside Public Utilities. Outside of California, sample groups included customers of Hydro One in Ontario, and customers of Arizona Public Services (APS) and Salt River Project (SRP) in and around Phoenix, Arizona.

Tables 3 and 4. Customers of Other Jurisdictions: Inside and Outside of California

Other Jurisdictions	SMUD	LADWP	Riverside	Total
Inside CA	212	202	207	621

Other Jurisdictions	Hydro One	Arizona		Total
Outside CA	200	200		400

E. Data Weighting

Quotas were used to match age and income to the population. Upon completion of interviewing, weighting was used to match the education and gender of survey respondents to the population. Weighting was completed within each utility, which modified some of the age and income proportions. Weighting was also applied to match IOU customer population proportions.

V. Survey Results

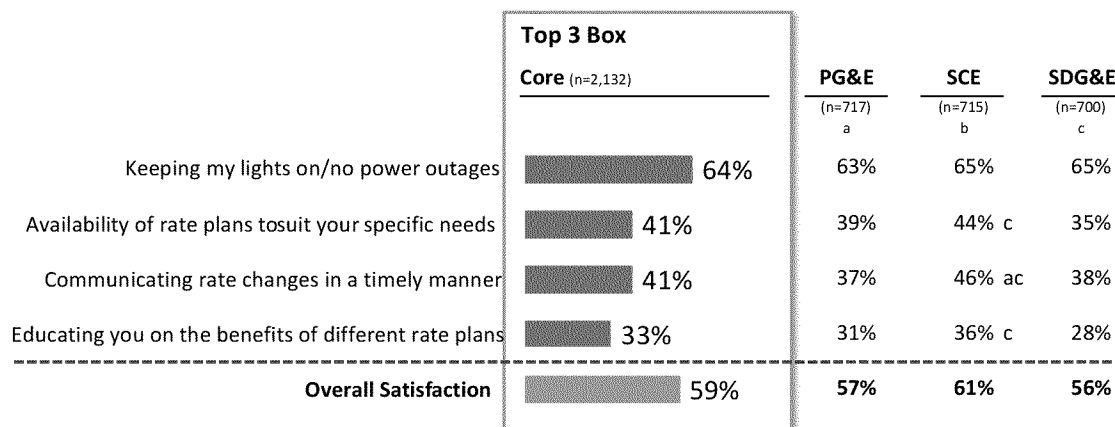
Summary results among the IOU Core sample group, with comparisons to select subgroups are discussed next. Full detailed survey results, including all sample subgroups, are in the appendix.

A. Satisfaction with Electric Service Provider

At the beginning of the survey, following screening and some demographic questions, respondents were asked to evaluate their utility company on four attributes, plus an overall measure. California IOU customers gave their utility company high marks for “keeping the lights on” – 64% of the IOU Core rated their utility an 8, 9, or 10 on a 10-point scale. They were less satisfied concerning rate plan options and education, with fewer than half of the Core having given an 8-10 rating for “availability of rate plans to suit your specific needs” (41%), “communicating rate changes in a timely manner” (41%), and “educating you on the benefits of different rate plans” (33%).

Southern California Edison (SCE) received higher satisfaction scores across all these measures than Pacific Gas & Electric Company (PG&E) or San Diego Gas & Electric Company (SDG&E). However, further investigation would be needed to determine if higher satisfaction translate into different rate plan preferences or interest in alternative rate plans.

Chart A1. Satisfaction with Electric Service Provider



B. Current Awareness and Knowledge of Rate Plans

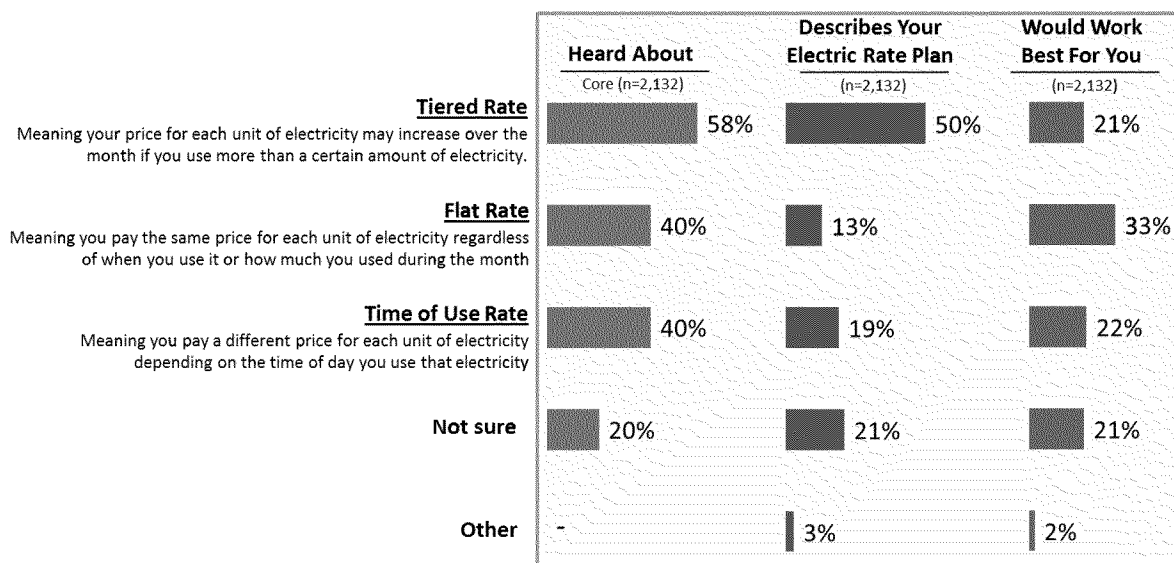
Respondents were then asked three questions concerning three primary rate types: flat, tiered, and time-of-use (TOU) rate plans. The first question measured their awareness of the three types of rate plans, the second question asked which of the three rate types best described their current rate plan, and the third question asked which of the three rate types would work best for them.

Customer awareness of existing rate plans was modest at best, especially about the tiered rate plans most currently have. Just 58% had heard of tiered rate plans prior to the survey, and 40% each had heard of flat and TOU rate plans. One in five (20%) said they were not sure if they had heard of *any* of these rate plan types.

Similarly, just half (50%) believed that their current rate plan was tiered, while 19% thought they had a TOU rate plan, and 13% thought they had a flat rate plan. Another 21% said they were not sure what their current rate type was. For comparison, the vast majority of residential IOU customers in California have a tiered rate plan, none have a flat rate plan, and only approximately 1-2% have a TOU rate plan. We can surmise that the high proportion who believed they have a TOU rate plan could be a result of utility communications that encouraged customers to use electricity after 7pm, or that advised customers to “give their appliance the afternoon off.” Also, the near 100% installation of new smart meters throughout the IOU service territories along with promotion of customer access to time-of-use electricity data could have led customers to believe that they now have a TOU rate plan. Experiences with other utility services, such as telephone, that charge premium differentials for different parts of the day could have contributed to these beliefs as well.

Initial beliefs (prior to exposure to rate plan education) about which rate plan would work best are diffuse, though more customers (33%) lean toward a flat rate than tiered (21%) or TOU (22%). Another one in five (21%) said they were not sure.

Chart B1. Current Awareness and Knowledge About Rate Plans



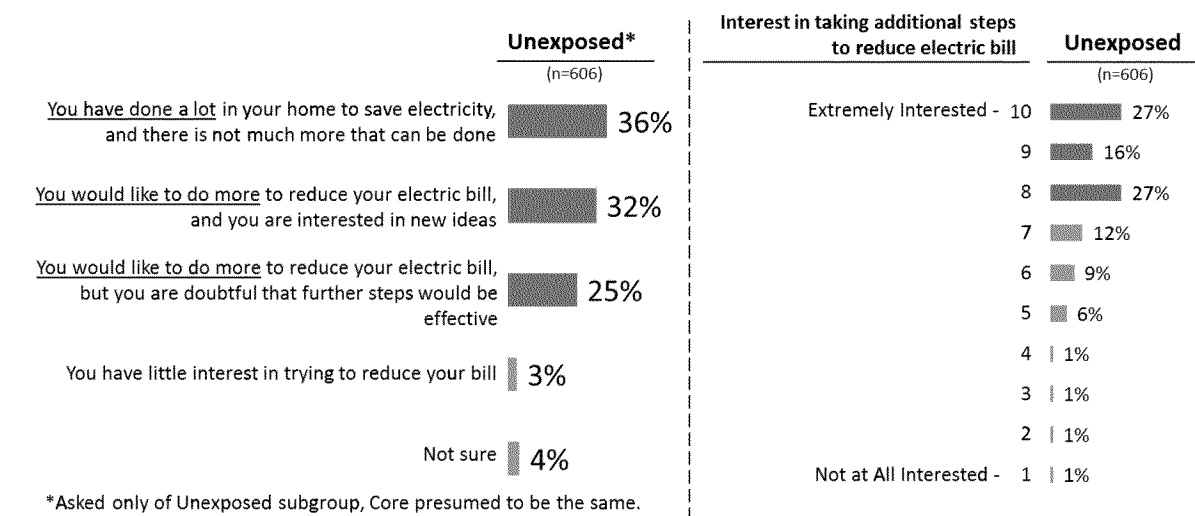
Before being provided rate plan education, respondents were asked questions to determine their interest in taking further action to reduce their electric bill. Nearly all respondents had some degree of interest in taking action to lower their electric bill, and a majority had a strong interest.

Just 3% said they had “little interest in trying to reduce their bill,” and another 4% said they were “not sure” about their interest. The rest selected one of three statements representing either past actions or future interest.

A second question asked respondents to rate their interest in taking additional steps to reduce their electric bill on a 10-point scale. More than two out of three (70%) rated their interest as very high (8, 9, or 10), while only 3% gave a rating (1-3) indicating little or no interest.

This high level of interest could suggest that most customers would seek a rate plan that could help them reduce their electric bill, even if the rate plan requires them to take action.

Chart B2. Interest in Taking Action to Reduce Electric Bill

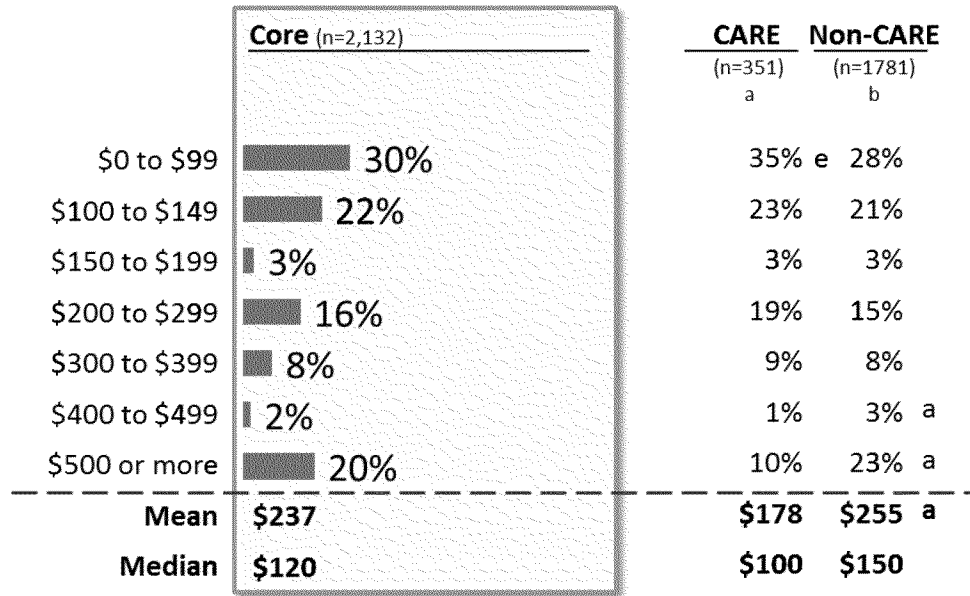


Respondents were next asked how much savings they would need to prompt them to switch to another rate plan. On an annualized basis, the amount of savings respondents said they would need to prompt them to switch ranged widely. 70% of the Core sample said they would need more than \$100 annually (or at least \$8 per month).

This splits out into 65% of CARE vs. 72% of Non-CARE respondents, indicating that CARE customers collectively require slightly less savings to prompt them to switch rate plans, although not substantially so.

The median savings needed was \$120 per year or \$10 per month among the Core respondent sample. Compared to the median self-reported summer energy bill of \$90, this represents about 11%. Among CARE respondents, the median savings needed to prompt switching was \$100 per year or about \$8 per month, which compared to their median summer energy bill of \$60 equates to about 14%, very similar to the Core population.

Chart B3. Savings Needed to Prompt Switching to a New Rate Plan



It should be noted that bill savings is only one aspect of a customer’s decision about switching to a new rate plan. As evidenced by responses to other questions in the survey, other decision criteria include: (1) awareness and understanding of rate plan options (or lack thereof), (2) risk tolerance, and (3) attractiveness of relative rate plan attributes.

C. Customer Education Prior to Conjoint Choices

In the survey, all but the Unexposed respondents were provided information about different rate plan structures and components, and answered survey questions designed to facilitate respondent focus on this information. Rate plan structures and components included:

- Electricity Usage Behavior
 - Attempts to reduce or shift usage
 - Perceived savings from reducing or shifting
- Rate Structures
 - Flat rate plans
 - Tiered rate plans
 - Time-of-Use rate plans
- Rate Structure Components
 - Price per kilowatt-hour (kWh)
 - Monthly service fees
 - Demand charges

Additionally, respondents answered questions about previous and future actions that could be taken in their homes to reduce and shift electricity use.

The Unexposed group skipped this section of the survey, so went directly to rating the importance of specific factors when choosing rate plans, and then to the conjoint decision tasks.

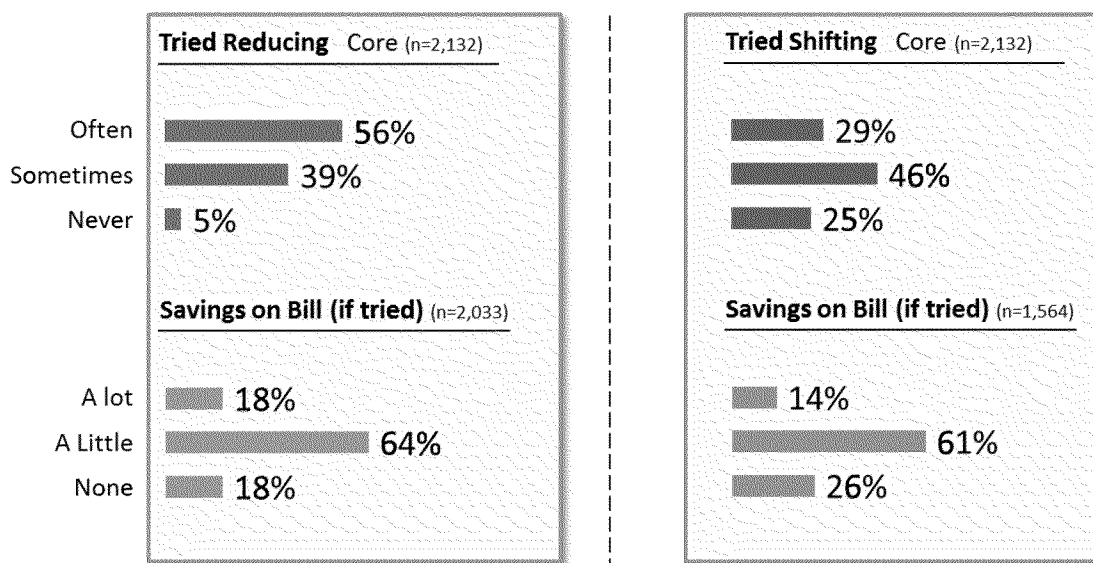
C.1 Past Efforts to Reduce or Shift Electricity Usage

Respondents were asked how often they have tried to save money on their bill by *reducing* their energy use. 95% of the Core said they had done so “often” or “sometimes,” with just 5% having said “never.”

Somewhat fewer (75%) said they had tried to save money on their bill by *shifting* their electricity use. Also, respondents were more likely to have said they “often” tried reducing than to have said they “often” tried shifting. Nonetheless, the percentage who tried to save money by shifting was remarkably high considering that very few are actually on a rate plan that could reward customers for doing so.

A follow-on question was asked of respondents to determine if those who tried reducing or shifting thought they had been successful. A majority from both groups (82% of reducers and 74% of shifters) said they had saved either “a lot” or “a little” off their bill from doing so. Despite only 19% of customers thinking they are on a TOU rate plan, many more believe they have saved at least some money by shifting.

Chart C1. Reducing and Shifting Electricity Use to Save Money



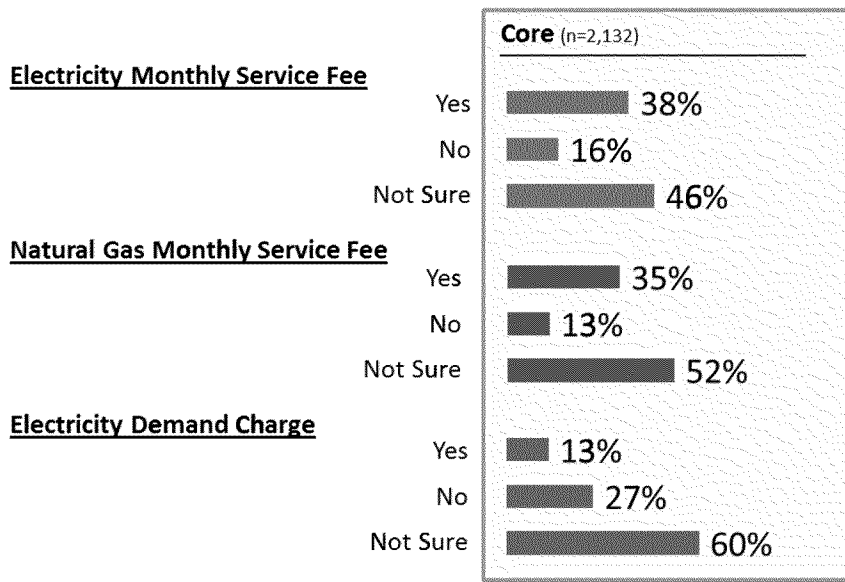
C.2 Awareness of Service Fees and Demand Charges

Respondents were asked if they currently have a monthly service fee or demand charge associated with their electricity or natural gas bills.

About one in three believed that they currently have a monthly service fee for electricity (38%) and natural gas (35%), while fewer (13%) believed they have a demand charge. The correct answer for most Core customers is “no” for each of the questions (SCE customers have a very small basic service fee of less than \$1) – given by relatively few concerning service fees, and by only about one in four (27%) concerning electric demand charges.

The top answer for current service and demand charges was “not sure,” further evidence that customer knowledge about their current rate plans is relatively low, and that the presence or absence of service fees and demand charges on their bills in the future could go largely unnoticed by a majority of customers without calling attention to it. This is also evidenced by customers in other California jurisdictions having, at best, only marginally greater awareness that they pay a monthly service fee than the IOU Core customers despite having meaningful service fees. For example, Riverside customers have an \$8 monthly service yet yet awareness of the fee was 49% compared to 38% among the IOU Core. Even among Hydro One customers, just 55% were aware of an electric service fee in spite of monthly service fees that range from \$16.50 to \$32.40 depending on the customer’s geographic location.

Chart C2. Awareness of Service Fees and Demand Charges



C.3 Importance of Rate Plan Factors on Customer Choice

Upon completion of the education section of the survey and just prior to the conjoint choice tasks, respondents were asked to select their top three most important factors when choosing an electricity rate plan. The list of factors and descriptions from which respondents made their selections is shown below in Table C3.

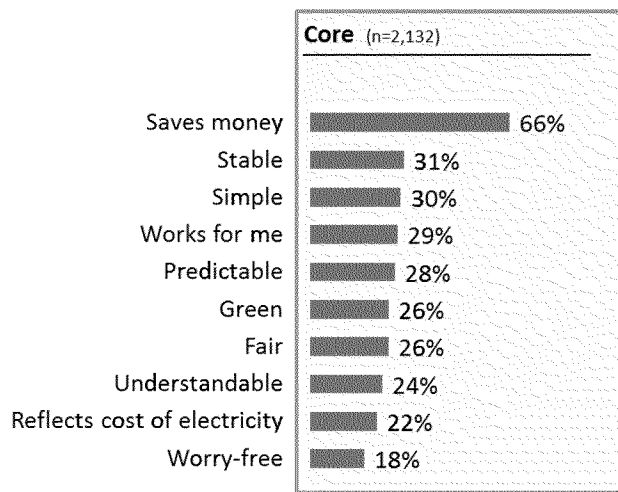
Table C3. Rate Plan Choice Factors

Understandable	In language I can understand.
Simple	Does not require a lot of effort to understand how my energy use behavior will affect my bill.
Stable	Will not cause my bill to change a lot from month to month, or from season to season (winter / summer).
Predictable	I know about how much my bill amount should be each month.
Worry-Free	I don't need to pay attention to when during the day or month I use energy.
Saves Money	Provides opportunity to save money on my bill by changing my energy use behavior.
Works for Me	Fits my habits and lifestyle.
Green	Helps protect our air and environment.
Fair	Seems like a fair way to be charged for energy.
Reflects Cost of Electricity	Encourages me to use less electricity during peak periods when it costs the most.

Unsurprisingly, *saving money* was the number one driver of rate plan choice, which is consistent with customers' willingness to take action to save money on their bill.

To a lesser extent, respondents wanted *stable*, *simple*, *works for me*, and *predictable*, though many factors were fairly equal in importance. *Reflects cost of electricity* and *worry-free* were the least important.

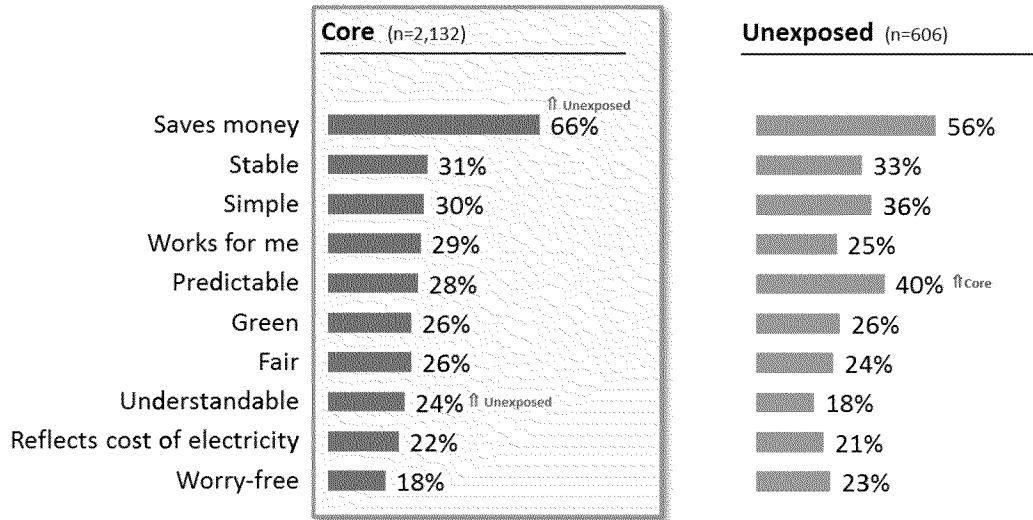
Chart C4. Importance of Rate Plan Choice Factors



The Unexposed sample group had slightly different preferences. They valued *predictable* more than the Core sample, and they placed less importance on *saving money* and *understandable*.

This could imply that education increases appreciation for understanding rate plans and boosts expectations that taking action can lead to saving money.

Chart C5. Importance of Rate Plan Choice Factors – Core vs. Unexposed



D. Conjoint Analysis

For the conjoint analysis data collection, respondents were given thirteen choice sets each with three different rate plan options. For each choice set, respondents selected the one option they most preferred. In total across the 2,132 Core sample respondents, about 82,000 rate plan options were reviewed. An example of one such option follows.

Chart D1. Conjoint Choice Task Example

Q 14 - Please carefully look at all three rate plans and pick the rate plan that you prefer the most.

Rate Type	Flat Rate	Time of Use - 3 Periods	3 Tiered
Price.....	\$0.24	Off Peak Price\$0.09 Part Peak Price\$0.22 On Peak Price\$0.46	T1 Price.....\$0.20 T2 Price.....\$0.24 T3 Price.....\$0.29
Monthly Service Fee	\$10.00	\$0.00	\$0.00
Demand Charge	\$5.00	\$2.00	None

This particular example was the “hold-out” task that virtually all respondents were exposed to and made a choice from. The levels were chosen to provide a variety across the attributes, and to represent one each of the three main types: flat, TOU, and tiered. The remaining 12 choice sets were created randomly by the survey software from the pre-determined rate components (called attributes and levels in conjoint terminology). These attribute and levels are described below.

Each rate plan option in the conjoint choice tasks included a randomly selected level for each of the four attributes (shown in Table 2D below, reading across rows). The four attributes included: (1) rate structure or type, (2) monthly service fee, (3) demand charge, and (4) price per kWh. For example, an option could have included: 3-Tier, \$0.00 monthly service fee, \$5.00 demand charge, and a widespread price per kWh.

Table D2. Conjoint Attributes and Levels

Attributes	Levels				
Type	2 TIER	3 TIER	TOU 3	TOU 2	Flat
Monthly Service Fee	\$0.00	\$5.00	\$10.00	\$15.00	
Demand Charge	\$0.00	\$2.00	\$5.00		
Price per kWh	All Low	Wide Spread	Narrow Spread	All High	

For price per kWh, each rate type required a unique set of prices, shown in Table 3D below. For example, a rate option that included a 2-Tier rate type or structure with a widespread price per kWh would have presented the specific kWh prices of \$0.16 (for the 1st tier) and \$0.20 (for the 2nd tier).

Table D3. Conjoint Price per kWh

Detail: Price per kWh	All Low	Wide Spread	Narrow Spread	All High
2 TIER	\$0.12	\$0.16	\$0.15	\$0.18
	\$0.14	\$0.20	\$0.17	\$0.19
3 TIER	\$0.10	\$0.11	\$0.18	\$0.20
	\$0.12	\$0.20	\$0.22	\$0.24
	\$0.16	\$0.29	\$0.26	\$0.29
TOU 3	\$0.12	\$0.09	\$0.16	\$0.18
	\$0.13	\$0.22	\$0.20	\$0.24
	\$0.16	\$0.46	\$0.24	\$0.26
TOU2	\$0.12	\$0.08	\$0.18	\$0.22
	\$0.14	\$0.30	\$0.20	\$0.26
Flat Rate	\$0.12	\$0.16	\$0.20	\$0.24

Using Conjoint Analysis, the choice set responses were analyzed resulting in:

- Attribute Importance Ratings (e.g., Monthly Service Fee)
 - Attribute Importance ratings represent the influence on respondent choice that an attribute has relative to other attributes.
 - Attribute Importance ratings sum to 100%.
 - Ratings can be compared directly, for example, an attribute with an Importance rating of 20% has twice the positive or negative impact on choices as an attribute with a rating of 10%.
- Utility Values for each level within an attribute, which is a scoring of preference (e.g., \$0, \$5, \$10, \$15 Monthly Service Fee)
 - Utility Values (or “part-worths”) represent overall preference for each level within an attribute relative to other levels and are distributed on a scale centered on 0.
 - Utility Values that are further apart indicate stronger difference in preference between levels.
 - Utility Values clustered near 0 indicate weaker difference in preference between levels.
 - Utility Values can be compared *within* attributes, but not *across* attributes.
- Full Choice Preference Simulator
 - The Simulator enables comparison of fully specified rate options to determine customer share of preference for each rate option.

- Rate options are specified using the pre-defined attributes and levels, allowing analysis of change in customer preference due to changes in a particular attribute and/or level.

D.1 Attribute Importance Ratings

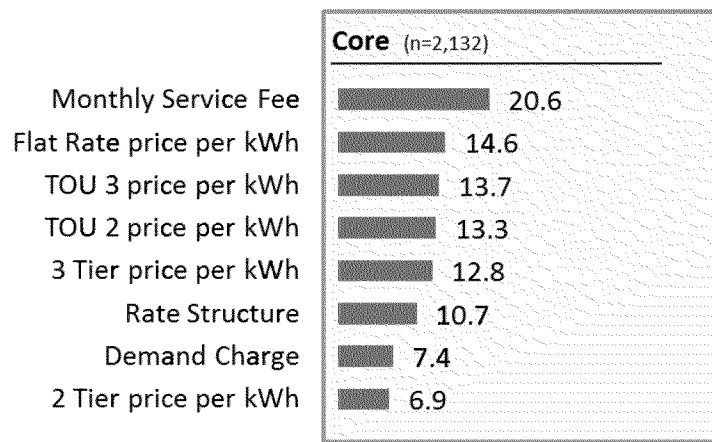
The chart below shows the Attribute Importance ratings derived from the Core sample population.

Attribute Importance ratings show that the “monthly service fee” had more influence on rate plan choices than any other attribute – whether or not there was a monthly service fee and the size of the fee had the most impact on customer choice of rate plans.

Following the monthly service fee, customers’ choices were influenced more heavily by the price per kWh associated with the different rate structures rather than by the rate structure itself, as indicated by Attribute Importance ratings for each of the price per kWh attributes that were higher than the rate structure Importance rating, for all but one of the price per kWh attributes.

The demand charge was evaluated to have relatively low impact on choice, as indicated by the second lowest Attribute Importance rating. It is possible that respondents had difficulty understanding the concept of a demand charge despite the descriptions and examples that were provided prior to the rate plan choice section of the survey, and therefore placed less emphasis on this attribute when making their rate plan choices. The two tier price per kWh had the lowest Attribute Importance rating.

Chart D4. Attribute Importance Ratings



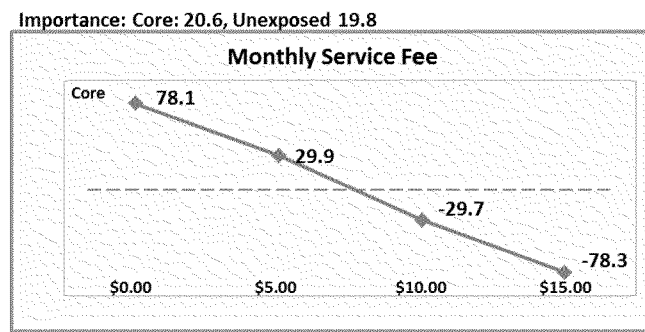
D.2 Utility Values

The next set of charts show the Utility Values derived from the conjoint analysis for each of the attributes.

D.2.1 Monthly Service Fee

The monthly service fee was the most important attribute in rate plan selections. The Utility Values for the levels within the monthly service fee were relatively linear, as seen in Chart D5 below, and declining from \$0.00 to \$15.00. The linear relationship can also be determined by comparing the differences between Utility Values of adjacent levels. For example, the difference between \$0.00 (78.1) and \$5.00 (29.9) is 48.2, while the difference between \$5.00 and \$10.00 is 59.6 and the difference between \$10.00 and \$15.00 is 48.6. These Utility Values indicate a negative impact on preference with increasing service fee amounts, but the impact was similar whether going from \$0.00 to \$5.00, or from \$5.00 to \$10.00.

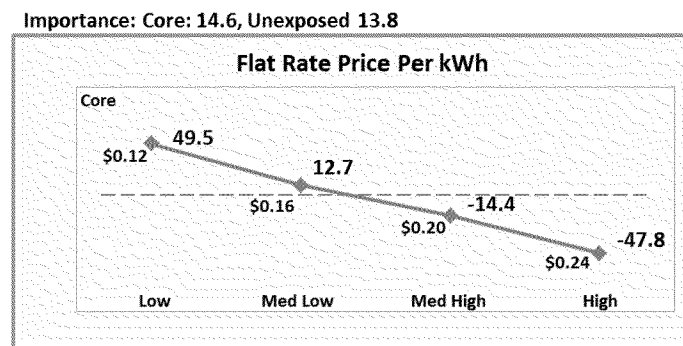
Chart D5. Utility Values: Monthly Service Fee



D.2.2 Flat Rate Price Per kWh

The flat rate price per kWh was the second most important attribute in rate plan selection, and very important when choosing a flat rate. The gaps between \$0.12 and \$0.16, and \$0.20 and \$0.24, are larger than the gap between \$0.16 and \$0.20. This indicates relative indifference to rate changes in the midrange (\$0.16 to \$0.20) compared to rate changes at higher and lower prices per kWh.

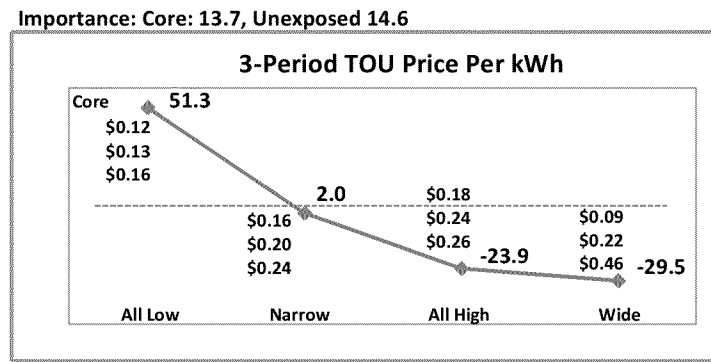
Chart D6. Utility Values: Flat Rate Price per kWh



D.2.3 3-Period TOU Price Per kWh

The 3-period TOU price per kWh was another very important attribute in 3-period TOU rate plan selection. The Utility Values indicate relatively strong preference for the “all low” price per kWh level, and declining for other price per kWh levels. Preference was lowest for the “wide range,” which brings both the highest potential for bill savings but also the highest potential for a bill increase for customers who would be relatively heavy users during peak time periods. This indicates a high level of risk aversion for the 3-period TOU rate plan option that includes a wide price per kWh spread.

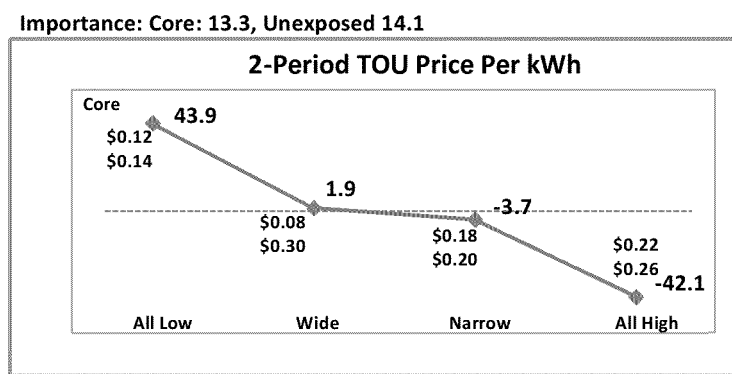
Chart D7. Utility Values: 3-Period TOU Price per kWh



D.2.4 2-Period TOU Price Per kWh

The 2-period TOU price per kWh was a very important attribute in 2-period TOU rate plan selection. The nearly equal values for both wide and narrow price per kWh levels indicates that customers were largely indifferent between the two. Compared to the 3-period TOU, this suggests that customers are not as risk averse to a “wide” pricing when the rate plan includes just peak and off-peak time periods. Perhaps a simpler (2 time period) step TOU rate plan might better overcome risk aversion compared to a steep TOU with three time periods.

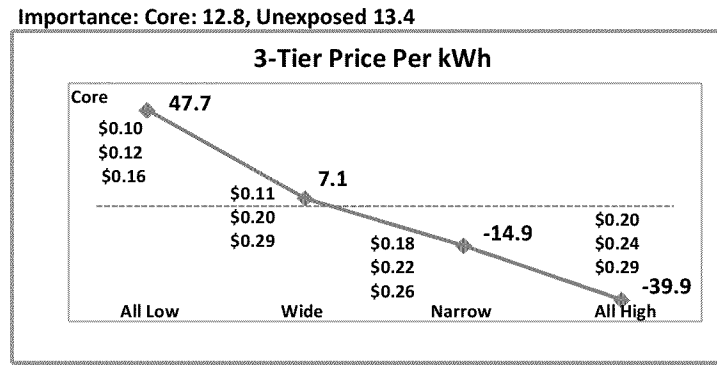
Chart D8. Utility Values: 2-Period TOU Price per kWh



D.2.5 3-Tier Price Per kWh

The price per kWh was a very important attribute in 3-Tier rate plan selection. Customers gave higher Utility Value to a wide price per kWh level than to narrow (similar to 2-period TOU), but with a larger gap between the wide and narrow. This indicates greater preference for steeper rather than narrow tier price per kWh differentials in a 3-Tier rate plan.

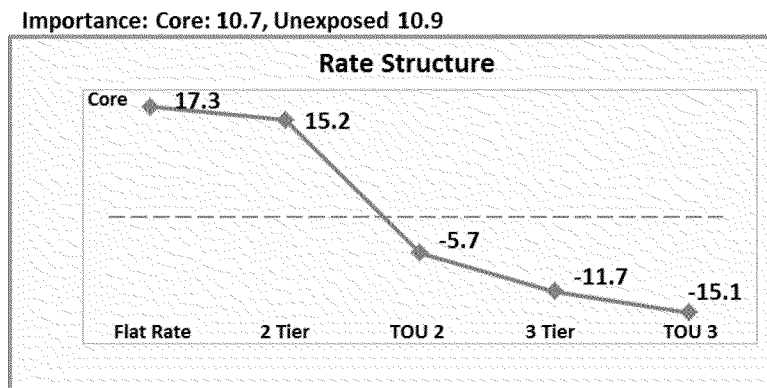
Chart D9. Utility Values: 3-Tier Price per kWh



D.2.6 Rate Structure

Rate structure was an important attribute in rate plan selection, but not as important as the price per kWh structures. The highest (and nearly equal) Utility Values were given to the Flat and 2-Tier rate structures, while much lower Utility was given to 2-period TOU, 3-Tier, and 3-period TOU. This indicates customer preference for Flat and 2-Tier rate plans (all other rate attributes and levels being equal), and preference for a 2-period TOU rate plan over a 3-Tier rate plan.

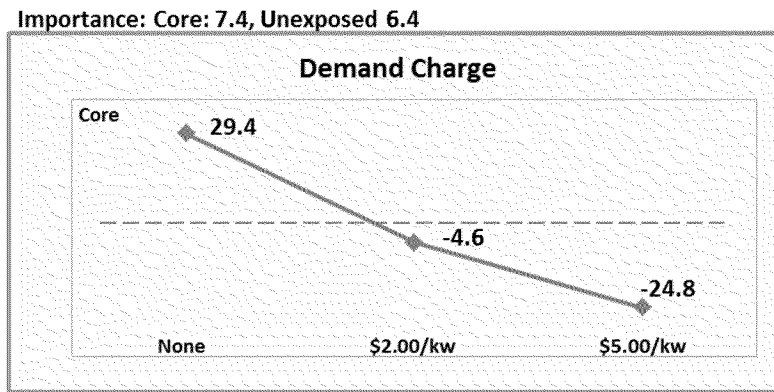
Chart D10. Utility Values: Rate Structure



D.2.7 Demand Charges

Demand charges were a less important attribute in rate plan selection. It is possible that the concept of a demand charge was confusing and that respondents did not understand that demand charges vary based on kW demand levels, which made the demand charge amounts appear low relative to the monthly service fee amounts. However, the gap between “none” and \$2.00/kw is greater than the gap between \$2.00 and \$5.00, indicating that customers placed considerably higher preference on no demand charge that the actual price gaps might seem to warrant.

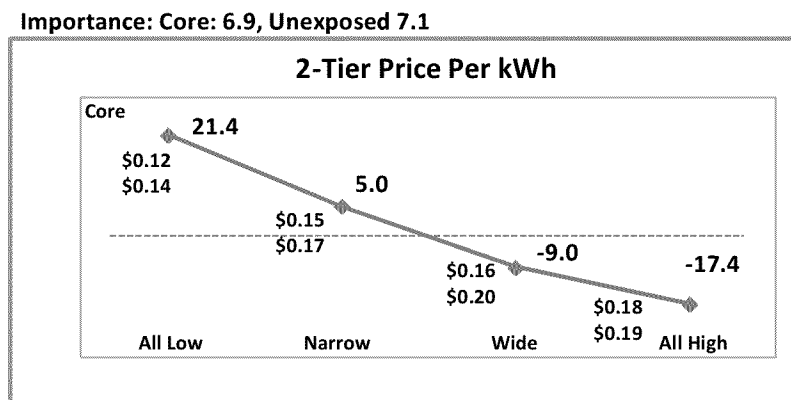
Chart D11. Utility Values: Demand Charge



D.2.8 2-Tier Price Per kWh

The 2-Tier price per kWh was a less important attribute in 2-Tier rate plan selection. This indicates that the kWh price differential between tiers was less of an influence on customer preference than the 2-Tier rate structure itself. This could be a result of the difference in price per kWh between the low and high levels being relatively narrow compared to the 3-Tier and TOU rate plans.

Chart D12. Utility Values: 2-Tier Price per kWh



D.3 Full Choice Preference Simulator

The Full Choice Preference Simulator is an analytical tool that can be used to test differences in customer preference between fully designed rate plans (built from the attributes and levels included in the research). The Attribute Importance ratings and the Utility Values given to levels within attributes provide rate plan design guidance that stops short of testing the interactive effects that result from combining different levels from the attributes.

To run a simulation, two or more fully designed rate plans are input into the simulator. The output is the percent of customers who would prefer each of the tested rate plans.

The simulator can be used to examine changes in the percent of customers who prefer a given option if the level of an attribute is varied. The example below demonstrates the effect of varying the monthly service fees and demand charges included in the “hold out” task. Among the three hold-out task rate plan options, 3-Tiers with no added fees was preferred by 60% over a 3-period TOU with a demand charge and a flat rate plan with a \$10 monthly service fee and a \$5.00 demand charge.

The simulator, in this example, tests share of preference of the three rate plan options *without* any monthly service fees or demand charges. In this scenario, the results are quite different from the original hold-out task. When the service fees and demand charges were dropped, the flat option was most preferred, followed by 3-period TOU – given the price per kWh amounts shown in the table.

Table D13. Conjoint Simulation 1

Hold Out* Task (all respondents reviewed)				
Rate Structure	Price Per kWh (\$)	Monthly Service Fee	Demand Charge	Preference Share
Flat	High: .24	\$10.00	\$5.00	12%
3-Period TOU	Wide: .09, .22, .46	\$0.00	\$2.00	29%
3-TIER	High: .20, .24, .29	\$0.00	\$0.00	60%

Simulator: Hold Out Task With No Monthly Service Fee or Demand Charge				
Rate Structure	Price Per kWh (\$)	Monthly Service Fee	Demand Charge	Preference Share
Flat	High: .24	\$0.00	\$0.00	43%
3-Period TOU	Wide: .09, .22, .46	\$0.00	\$0.00	36%
3-TIER	High: .20, .24, .29	\$0.00	\$0.00	21%

The next simulation example examines how uneven monthly service fees affect customer preference share between a 2-Tier with narrow price per kWh and a 3-period TOU with a wide price per kWh.

In Simulation C2, the 2-Tier rate plan also has a \$5.00 monthly service fee, while the 3-period TOU does not. In this simulation, the 2-Tier is preferred by 59% compared to 41% who prefer the 3-period TOU – a 3 to 2 margin.

In Simulation C1, both rate plans have a \$5.00 monthly service fee. Adding the \$5.00 monthly service fee to the 3-period TOU rate plan pushes about half of those customers who preferred the 3-period TOU in C2 to switch to the 2-Tier, resulting in 80% of the population preferring the 2-Tier to just 20% who still preferred the 3-period TOU.

In Simulation C5, the \$5.00 monthly service fee was dropped from the 2-Tier rate option, which resulted in another substantial shift away from the 3-period TOU, so that 89% preferred the 2-Tier compared to 11% who preferred the 3-period TOU.

These simulations indicate that encouraging customers to opt-in to TOU rate plans requires an even playing field in terms of the monthly service fee component. Retaining the status quo standard rate plan without a monthly service fee while providing opt-in rate plans with monthly service fees will likely contribute significantly to customer inertia.

Table D14. Conjoint Simulation 2

Simulation C2				
Rate Structure	Price Per kWh (\$)	Monthly Service Fee	Demand Charge	Preference Share
2-Tier	Narrow: .15, .17	\$5.00	\$0.00	59%
3-Period TOU	Wide: .09, .22, .46	\$0.00	\$0.00	41%

Simulation C1				
Rate Structure	Price Per kWh (\$)	Monthly Service Fee	Demand Charge	Preference Share
2-Tier	Narrow: .15, .17	\$5.00	\$0.00	80%
3-Period TOU	Wide: .09, .22, .46	\$5.00	\$0.00	20%

Simulation C5				
Rate Structure	Price Per kWh (\$)	Monthly Service Fee	Demand Charge	Preference Share
2-Tier	Narrow: .15, .17	\$0.00	\$0.00	89%
3-Period TOU	Wide: .09, .22, .46	\$5.00	\$0.00	11%

The next simulation, C3, is similar to C2, except that the monthly service fee attached to the 2-Tier rate option was increased from \$5.00 to \$10.00. This further tests the sensitivity of the residential Core population to monthly service fees. Interestingly, with the \$5.00 monthly service fee (Simulation C2), 59% preferred the 2-Tier, but with the

\$10.00 monthly service fee, there was a strong shift in preference to 59% preferring the 3-period TOU. This suggests that customers do “trade off” in a substantial way between service fees and other rate plan attributes.

Table D15. Conjoint Simulation 3

Simulation C3				
Rate Structure	Price Per kWh (\$)	Monthly Service Fee	Demand Charge	Preference Share
2-Tier	Narrow: .15, .17	\$10.00	\$0.00	41%
3-Period TOU	Wide: .09, .22, .46	\$0.00	\$0.00	59%

Demand charge impacts are examined in the next set of simulations. Simulation C1 was chosen as a basis for comparison. This simulation includes a 2-Tier rate structure with a narrow price per kWh, and a 3-period TOU with a wide price per kWh. Both rate plans have a \$5.00 monthly service fee, and neither rate plan has a demand charge.

Simulation C7 is the same as C1, but includes a \$2.00 demand charge on the 2-Tier rate plan. Including this demand charge drops share of preference for the 2-Tier rate plan from 80% to 69%.

Simulation C8 is the same as C1, but includes a \$2.00 demand charge on the 3-period TOU rate plan. This increases share of preference for the 2-Tier rate plan from 80% in C1 to 88%. A conclusion is that even a small demand charge affects preferences.

Table D16. Conjoint Simulation 4

Simulation C1				
Rate Structure	Price Per kWh (\$)	Monthly Service Fee	Demand Charge	Preference Share
2-Tier	Narrow: .15, .17	\$5.00	\$0.00	80%
3-Period TOU	Wide: .09, .22, .46	\$5.00	\$0.00	20%

Simulation C7				
Rate Structure	Price Per kWh (\$)	Monthly Service Fee	Demand Charge	Preference Share
2-Tier	Narrow: .15, .17	\$5.00	\$2.00	69%
3-Period TOU	Wide: .09, .22, .46	\$5.00	\$0.00	31%

Simulation C8				
Rate Structure	Price Per kWh (\$)	Monthly Service Fee	Demand Charge	Preference Share
2 Tier	Narrow: .15, .17	\$5.00	\$0.00	88%
3-Period TOU	Wide: .09, .22, .46	\$5.00	\$2.00	12%

In this next simulation example, the focus is on differences between rate structures and price per kWh. Simulation A1 includes a 3-Tier rate structure with a wide spread price per kWh, a \$5.00 monthly service fee, and no demand charge. The second rate plan in this simulation is a 3-period TOU with a wide spread price per kWh, a \$5.00 monthly service fee, and no demand charge. In this simulation, the 3-Tier appeals more to 79% of the Core population, while the 3-period TOU appeals to 21%.

For comparison, Simulation C1 is also included. The 3-period TOU rate plan in C1 is the same as the 3-period TOU in A1, but instead of the 3-Tier rate structure, C1 includes a 2-Tier. Of note, the share of preference is nearly identical between the 3-Tier in A1 and the 2-Tier in C1, indicating that nearly equal numbers of customers prefer both of these Tier options compared to the 3-period TOU.

A third simulation, C9, includes the same 3-period TOU rate option as A1 and C1, but the 2-Tier option includes a higher price per kWh than it does in C1. Share of preference dropped for the 2-Tier in C9 compared to C1, but the drop was relatively modest, indicating that the 2-Tier with a higher price per kWh was still substantially more appealing than the 3-period TOU with a wide price per kWh.

Table D17. Conjoint Simulation 5

Simulation A1				
Rate Structure	Price Per kWh (\$)	Monthly Service Fee	Demand Charge	Preference Share
3-Tier	Wide: .11, .20, .29	\$5.00	\$0.00	79%
3-Period TOU	Wide: .09, .22, .46	\$5.00	\$0.00	21%

Simulation C1				
Rate Structure	Price Per kWh (\$)	Monthly Service Fee	Demand Charge	Preference Share
2-Tier	Narrow: .15, .17	\$5.00	\$0.00	80%
3-Period TOU	Wide: .09, .22, .46	\$5.00	\$0.00	20%

Simulation C9				
Rate Structure	Price Per kWh (\$)	Monthly Service Fee	Demand Charge	Preference Share
2-Tier	High: .18, .19	\$5.00	\$0.00	74%
3-Period TOU	Wide: .09, .22, .46	\$5.00	\$0.00	26%

In this next simulation example, a lower price per kWh is paired with a monthly service fee with comparison to a higher price per kWh without a service fee, across several different rate structures.

With the 2-Tier rate structure (Simulation D1-5), residential customers have a slight preference for a higher price per kWh without a monthly service fee (54% vs. 46%).

With the 3-Tier rate structure (Simulation D2-5), and a comparatively bigger gap in kWh prices between the two rate options vis-à-vis the 2-Tier, customers have a stronger preference for the lower kWh paired with a monthly service fee (73%) than for the higher kWh without a service fee (27%).

With the 2-period TOU rate structure (Simulation D3-5), customers likewise preferred the lower price per kWh with a \$5.00 monthly service fee over the higher kWh price and no service fee by almost 3 to 1 (72% vs. 28%).

The 3-period TOU comparison (Simulation D4-5) is also similar, with about twice as many customers (66% vs. 34%) preferring a lower price per kWh and a \$5.00 service fee over a higher price per kWh and no service fee.

In the fifth simulation, D4-10, the monthly service fee in D4-5 was increased from \$5.00 to \$10.00. This change had the effect of reducing preference for the lower price per kWh by about one-third, from 66% to 44%.

In sum, preference for a monthly service fee with low price per kWh levels varies by rate structure.

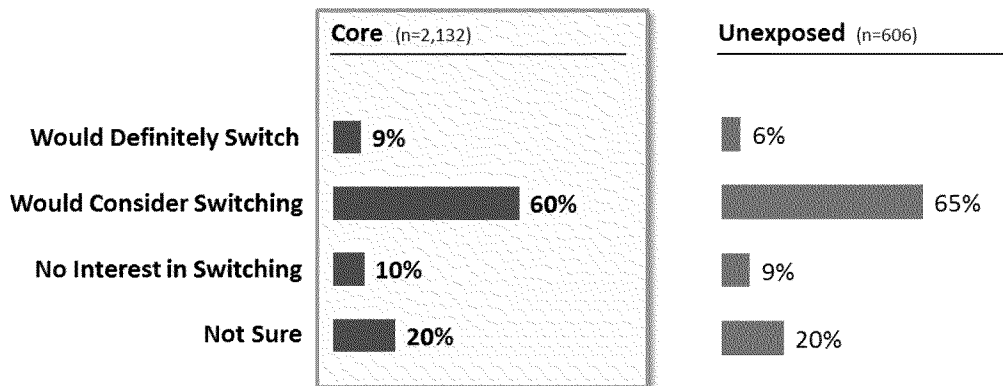
Table D18. Conjoint Simulation 6

Simulation #	Rate Structure	Price Per kWh (\$)	Monthly Service Fee	Demand Charge	Preference Share
D1-5	2-Tier	Low: .12, .14	\$5.00	\$0.00	46%
D1-5	2 Tier	High: .18, .19	\$0.00	\$0.00	54%
D2-5	3-Tier	Low: .10, .12, .16	\$5.00	\$0.00	73%
D2-5	3-Tier	High: .20, .24, .29	\$0.00	\$0.00	27%
D3-5	2-Per TOU	Low: .12, .14	\$5.00	\$0.00	72%
D3-5	2-Per TOU	High: .22, .26	\$0.00	\$0.00	28%
D4-5	3-Per TOU	Low: .12, .13, .16	\$5.00	\$0.00	66%
D4-5	3-Per TOU	High: .18, .24, .26	\$0.00	\$0.00	34%
D4-10	3-Per TOU	Low: .12, .13, .16	\$10.00	\$0.00	44%
D4-10	3-Per TOU	High: .18, .24, .26	\$0.00	\$0.00	56%

E. Likelihood to Switch and Risk Aversion

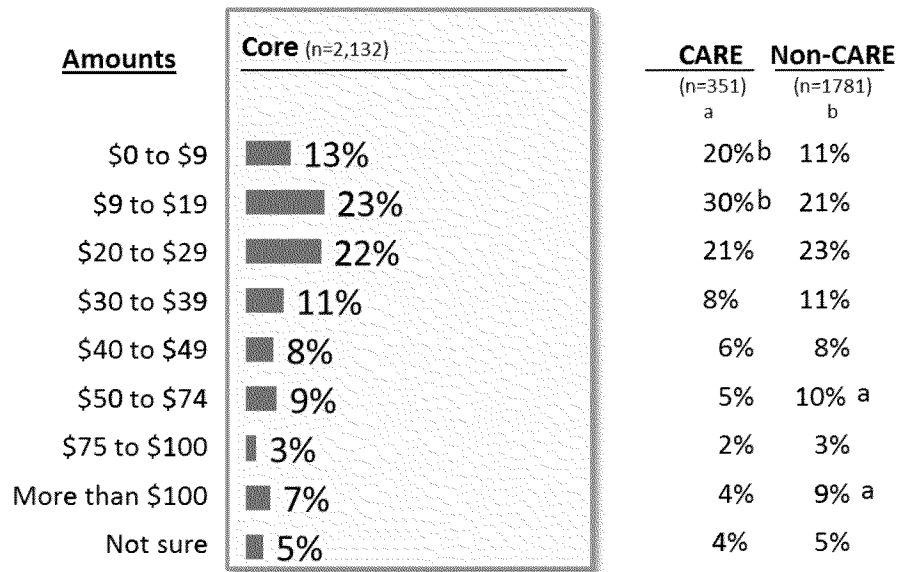
After choosing a preferred rate plan option thirteen times (with the thirteenth selection being the hold-out options), respondents were asked how likely they would be to actually switch from their current rate plan to their preferred hold-out rate plan. Only 10% of the Core had *no interest* in switching from their current rate plan, indicating 90% were open to consider this new rate plan (which was one of the three pre-determined hold-out rate plans, so represented a relatively limited set of options). 9% of the Core said they *would definitely switch* versus 6% of the Unexposed, suggesting that education has the potential to strengthen customer confidence when they consider alternative rate plans.

Chart E1. Likelihood to Switch Rate Plans



Respondents were also asked how much of an increase in their monthly bill got their attention. For about one-third (36%) of the Core, a monthly bill increase of less than \$20 got their attention. The median was in the \$20-\$29 range, which compared to the median summer electric bill of \$90 was in excess of 20%. CARE customers reacted to lower amounts but their median summer bill (\$60) was much lower as well, so they also responded to changes in excess of 20%. Previously, when asked about the amount of savings that would encourage switching to a new rate plan, the median amount was 11% of their monthly summer bills. Thus customers could switch based on the expectation of 11% bill savings, but not be overly concerned about bill increases until they exceed 20%.

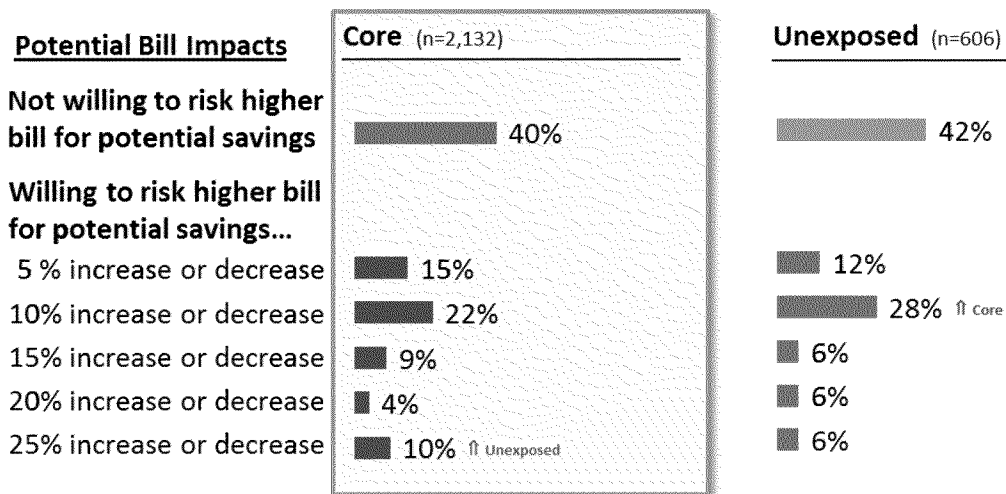
Chart E2. Bill Increase Amounts that Get Customer Attention



Customers were split concerning their willingness to assume more bill risk. The majority (40%) of the residential Core sample group were clearly risk averse – stating that they were *not* willing to risk a higher bill for potential savings. In contrast, about one in four (23%) said they were willing to risk +/- 15% or more.

Fewer (18%) of the Unexposed were willing to risk +/- 15% or more, further indication of the impact of education on willingness to try a new rate plan.

Chart E3. Willingness to Accept Rate Risk (and Aversion to Risk)



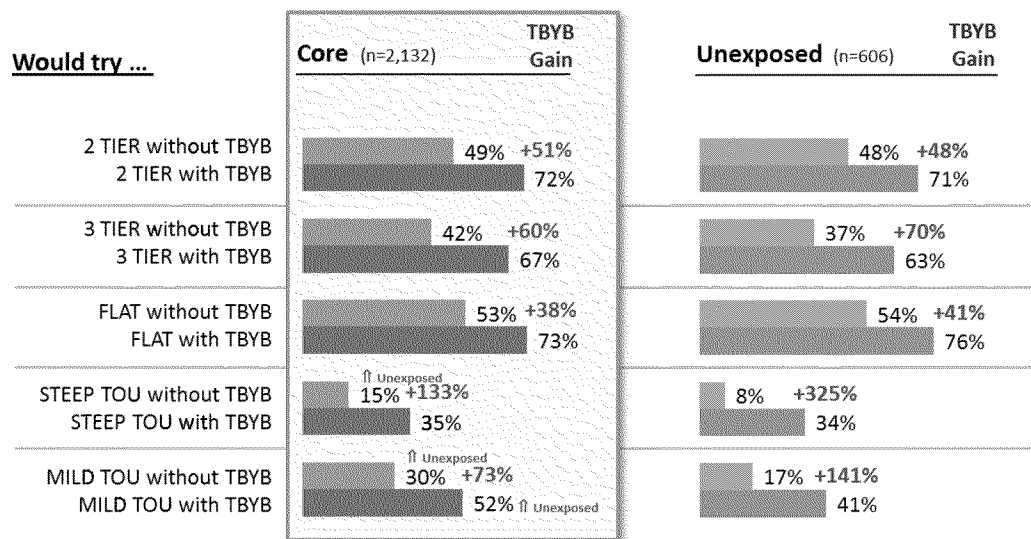
Respondents were told about bill protection (e.g., Try-Before-You-Buy), which would allow them to try a new rate plan without the possibility of paying more on the new plan than they would have paid on their current rate plan. They were then asked if they would try each of the rate structures *without* bill protection and if they would try it *with* bill protection.

Even without bill protection, substantial numbers of customers indicated they were willing to try nearly all of the rate plan structures, especially among the “educated” Core customer group. In particular, 30% of the Core group said they would try a mild TOU even without bill protection – a favorable result for a potential TOU rate plan option.

For each rate structure, bill protection further boosted customer willingness to try the rate plan. Among the Core customer group, the increases ranged from 38% for the flat rate plan to 133% for a steep TOU.

Bill protection had an even greater impact among the Unexposed customer group, and especially regarding TOU. Just 17% of the Unexposed said they would try a mild TOU without bill protection, while 41% said they would try it with bill protection, an increase of 141%. For a steep TOU, bill protection increased the percent who would try from 8% to 34%, a boost of 325%.

Chart E4. Impact of Bill Protection on Willingness to Try a New Rate Plan



VI. Comparisons Between Customer Groups

A. Jurisdictions Outside of California

Jurisdictions outside of California with a substantial portion of residential customers currently on time-of-use (TOU) were selected for comparison to the California IOU Core.

The jurisdictions chosen included: (1) the Phoenix, Arizona metro area, where service is provided by Salt River Project (SRP) and Arizona Public Service Company (APS), and (2) Hydro One in Ontario, Canada. About one in three SRP/APS customers was estimated to be on a TOU rate plan, while all (or near 100%) Hydro One customers were on a TOU rate plan. A noteworthy difference between these two other jurisdictions was that SRP/APS customers have opted into TOU over time, while Hydro One customers were defaulted to TOU.

In both of these other jurisdictions, awareness of TOU was very high (85% and 90%), and the percentage of customers who believed they were on a TOU rate plan was likewise very high (64% and 84%). For SRP/APS customers, nearly all who believed they were on a TOU rate plan also thought it was the best rate plan for them, while a smaller proportion (though still a majority) of Hydro One customers who thought they were on TOU also believed that TOU worked best for them.

Perhaps not coincidentally, satisfaction with Hydro One on measures about rate options, rate change communications, and rate education was substantially lower than the IOU Core, while satisfaction with SRP/APS on these same measures was considerably higher.

Both of these jurisdictions have monthly service fees, yet awareness of these fees was only marginally higher than the percent of the Core who believed they had monthly service fees, suggesting that these monthly fees are not readily recognized by customers.

Two other aspects of difference between these two jurisdictions from outside California and the California IOU Core population were found in the conjoint analysis results. First, customers in both of these jurisdictions placed lower importance on monthly service fees and demand charges and slightly higher importance across the other attributes (Appendix B). A possible implication is that customer aversion to service fees and demand charges can diminish over time.

Second, customers in these other jurisdictions had greater preference for TOU (and particularly for a 2-period TOU and among APS/SRP customers) and less preference for a 3-Tier rate plan compared to the California Core group. Further, these customers of SRP/APS and Hydro One had higher preference for widespread 2-period TOU pricing than did the Core. This suggests that the presence of TOU can, over time, boost customer acceptance of a 2-period TOU in general, and of wide spread pricing for 2-period TOU. That SRP/APS customers had higher preference for a 2-period TOU than Hydro One customers could imply that a voluntary TOU is more desirable than

mandatory from a customer point of view, which is not surprising since a voluntary TOU allows customers to avoid TOU if it does not fit their situation.

Table A1. Jurisdictions Outside of California

	CA IOU Core	SRP / APS	Hydro One
Progress Transitioning Customers			
Migration Approach	None	Opt-in over time	Completing Default of all Res Customers
On TOU Rate	<5%	30-40%	~100%
Attitude and Acceptance of TOU Rates			
Aware of TOU rates	40%	85%	90%
Believe they are on a TOU rate	19%	64%	84%
Think TOU is the best rate	22%	55%	50%
Believe they saved money by shifting	74%	75%	76%
Service Fees			
Monthly Service Fees	<\$1	\$15 (SRP) \$8.50 (APS)	\$16.50-\$ 32.40 (location based)
Think there is a Monthly Service Fee	38%	46%	55%
Satisfaction (Top 3 Box)			
Availability of Meaningful Rate Plan Options	41%	63%	23%
Timely Rate Change Communications	41%	51%	28%
Rate Plan Education	33%	48%	19%
Keeping the Lights On	64%	80%	41%
Highly Satisfied with Utility	59%	76%	37%

B. Rate Plan Education (Core vs. Unexposed)

In the survey, a subgroup of respondents matching the IOU Core sample population were not exposed to information or questions in the survey designed to increase respondent knowledge about electricity rate plans and rate characteristics. This group is referred to as the Unexposed in this report.

There were some slight differences in rate plan characteristic preferences for the Unexposed respondents that were not provided information on rate plan options versus the Core group:

- “Saving money” and “Understandable” were somewhat less important
- “Predictable” was somewhat more important

The Core group was more certain about switching to a new rate plan than the Unexposed group, implying that rate education can reduce customer inertia:

- 9% of the Core group would definitely switch compared to only 6% of the Unexposed group

The Unexposed respondents were similar in risk aversion to potential bill increases but were less likely to be willing to take a relatively large risk than the Core group:

- Not willing to risk a higher bill for a lower bill: Core: 40%; Unexposed: 42%
- Willing to risk +/- 15% or more bill increase or decrease: Core 23%; Unexposed: 18%

Bill protection had a much greater impact on Unexposed respondents' willingness to try a new TOU rate plan, especially a steep TOU rate plan.

- Core: increased 133% from 15% to 35% willing to try a steep TOU
- Unexposed: increased 325% from 8% to 34% willing to try a steep TOU

C. CARE Customers

The California Alternative Rates for Energy (CARE) program provides a 20% or more discount to income qualified customers. Approximately 25% of IOU residential customers are enrolled in the CARE program statewide.

Although CARE customers were somewhat more risk averse than non-CARE customers, they were more likely to have said they have taken action to save or shift energy, and the majority (63%) were willing to consider new rate options.

- CARE customers were likely to take action:
 - 80% believed they have been successful in reducing their bill by shifting
 - 78% said they believe they can shift more in the future
- CARE customers were more risk averse than non-CARE customers, but 63% were still willing to consider new rate options:
 - CARE customers were more likely to be completely risk averse (49% vs. 39% non-CARE)
 - CARE were somewhat less likely to consider new rate options (63% vs. 72% non-CARE)

Consistent with their rate plan preferences, CARE customers were more likely to say they would prefer a tiered rate plan than the non-CARE Core, and less likely to say they would prefer a TOU rate plan.

Also, CARE customers tended to be more satisfied with their IOU regarding rate options and rate communications than the rest of the Core sample population. Across other survey questions, CARE customer responses were quite similar to the IOU Core population.

In sum, the income-qualified CARE customers have been more willing, and apparently able, to adjust their energy usage to reduce their bills, and their interest in new rate plans suggests that they continue to be among the more highly motivated customers. Holding them back, though, is concern about possible higher bills. Helping them overcome their risk aversion might pay off in terms of higher proportions switching to alternative rate plans (compared to the IOU non-CARE Core population), given their underlying motivations.

D. Spanish-Speakers

Approximately one in four Californians speaks Spanish as either their primary or secondary language. Spanish-speakers were the most favorable sub-group toward their utility, though Hispanics do tend to give higher ratings in surveys in general.

Not unexpectedly, Spanish-speakers were less knowledgeable about current rate plans, especially concerning Time-Of-Use. This could be why they tended not to choose TOU when asked (near the beginning of the survey) which rate plan would work best.

They reported trying to save money on their bill by reducing and shifting in proportions similar to the Core, but were more likely to say they have been successful in reducing their bill by doing so.

The importance they placed on factors for choosing a rate plan differed from the Core as well – with Spanish-speakers placing less importance on *stable*, *simple*, and *predictable*, and more on *green*, *fair*, and *reflects the cost of electricity*.

Following the survey questions designed to educate respondents, Spanish-speakers' conjoint choices were quite similar to the core, although they indicated greater willingness to switch rate plans, and to take on more risk in order to save than the Core.

E. Engaged Customers

Engaged customers included solar net energy metering (NEM) customers from all three IOUs, PG&E SmartRate customers, and SDG&E high involvement residential segments. While these customers exhibited some similarities between engagement groups, there were difference in the preferences of the different engagement groups as well, which implies that customers from different engagement groups should be understood and considered separately regarding their rate plan preferences.

Engaged customers had greater awareness of the all three rate types (flat, tiered, and TOU). Both the solar and SmartRate customers in PG&E service territory were more likely to believe they were on a TOU rate plan, and SCE and SDG&E solar customers were more likely to believe they were on a tiered rate plan, than the other engaged or the IOU Core population. Regarding which rate plan would work best, PG&E solar were most likely to select TOU. SCE and SDG&E solar were split between tiered and TOU. PG&E SmartRate participants selected TOU or they were not sure, and SDG&E high involvement customers were similar to the Core except they were more likely to be unsure. In sum, the Engaged customers were more knowledgeable than the Core population, but differed depending upon their IOU and their type of engagement.

Also, all Engaged groups were less satisfied than the Core group about their respective IOU's rate plan options, communications, and education. Engaged customer groups did tend to be higher income, who typically give lower satisfaction ratings.

There were some differences in rate plan characteristic preferences compared to the Core group:

- All Engaged groups placed higher importance on *Reflects Cost of Electricity* and lower importance on *Simple* and *Stable*.
- PG&E's SmartRate customers placed more importance on *Saving Money*.
- Solar customers placed higher importance on *Works for Me* and *Green*.

Engaged customers were also more interested in switching rate plans and were less risk averse than the Core:

- More solar and SmartRate customers said they definitely would switch than the Core, although more solar also said they had no interest in switching than the Core, perhaps because they are concerned about recovering their investment in solar.
- Fewer respondents from all of the Engaged groups were *not* willing to risk a bill increase for the potential of a bill decrease than the Core, while more respondents from the Engaged were interested in risking +/- 15% or more.
- More respondents from all Engaged groups were willing to try TOU rate plans as well (steep and mild).

It is possible that greater knowledge about rate plans, as evidence among the Engaged groups, gives customers confidence that they can achieve bill savings if they are willing

to accept greater complexity and risk. This appears to be a trade-off that at least some customers are willing to make.

F. Other California Jurisdictions

Three other California jurisdictions – all municipal utilities – were sampled. Sacramento Municipal Utility District (SMUD) was selected because its residential customers have a monthly service fee (\$10), while Riverside Public Utilities was selected for having both a service fee (\$8) and a variable demand charge. Los Angeles Department of Water and Power was selected since it is the largest of California’s municipal utilities.

Even though SMUD and Riverside have monthly service fees, respondent awareness of the fees was low, and not much different from the IOU Core sample, with 29% of SMUD and 49% of Riverside customers having stated their belief that their bill included a monthly service charge.

SMUD and Riverside respondents did have higher satisfaction levels than the IOU core overall, for keeping the lights on, and regarding rate plan options, communications, and education. LADWP customers were the most dissatisfied across all measures.

Table F1. Other California Jurisdictions

	CA IOUs	SMUD	LADWP	Riverside
Monthly Service Fee >\$1	No	\$10	No	\$8
Think There is a Monthly Service Fee	38%	29%	31%	49%
Demand Charge	No	No	No	\$10 - \$60
Think There is a Demand Charge	13%	7%	7%	17%
Satisfaction (Top 3 Box)				
Availability of Meaningful Rate Plan Options	41%	45%	19%	47%
Timely Rate Change Communications	41%	51%	30%	47%
Rate Plan Education	33%	39%	13%	35%
Keeping the Lights On	64%	76%	57%	76%
Highly Satisfied with Utility	59%	73%	45%	73%

Regarding their current knowledge about the different rate structures, SMUD customers were more likely to know about different rate structures than the Core, while LADWP customers were less likely. Riverside customers were similar to the Core regarding their rate plan knowledge. Among these three municipal utilities, Riverside customers were the most likely to believe TOU would work best for them.

All three muni customer groups were similar to the Core in terms of the percentage of customers who said they tried to save money by reducing or by shifting, but the muni customers were less likely to believe they actually did save money.

Additionally, there were minor differences in rate plan characteristic preferences among customers from other California jurisdictions compared to the Core group:

- SMUD respondents placed more importance on *Works for Me* and *Reflects the Cost of Electricity*.
- LADWP respondents placed more importance on *Green*.

Consistent with relatively similar factors, their rate plan preferences were similar to the Core as well.

Regarding their interest in switching to a new rate plan, Riverside customers were more likely to say they would switch rate plans than the Core, yet all three muni customer groups had risk tolerance that was similar to the Core.

G. Seniors

Approximately 18% of the IOU Core population respondents were seniors, defined as household energy decision makers who were 65 years or older. Seniors were among the more knowledgeable of customers. They had greater awareness of Tiered and TOU rate plans, they were more likely to know they have a tiered rate plan compared to those 44 or younger, and they were less likely to believe that they currently have a service charge for either electric or gas service.

Seniors who tried to save money on their bill by reducing or shifting were less likely than younger customers to believe they have been successful.

Seniors placed higher importance on rate plans that are *simple, understandable, and reflect the cost of electricity* than did younger customers.

- Those 44 or younger placed higher importance on *stable, green, and fair*.

Seniors were also less likely to say they would switch rate plans.

- Only 3% said they would definitely switch, compared to 9% of those 45-64 years old, and 13% of those 44 years old or younger.
- Seniors were more risk averse, especially compared to those 44 years old or younger.
- Seniors were also less likely to be swayed by bill protection (or TBYB).

H. Households with a Disabled Member

In the survey, respondents were asked if someone in their household had a disability, including chronic disease, mobility, hearing, vision, psychological, cognitive, or some other type.

26% of respondents in the Core sample group reported someone in their household having some level of disability. Chronic disease and mobility disabilities were the most commonly cited types, mentioned by 34% and 26%, respectively, among those with a disability.

Households with a disabled member had similar current rate plan knowledge as other households, yet:

- Disabled households were more likely than non-disabled households to say they would switch from their current rate plan.
- They were also more likely to think that a flat rate plan would work best for them.

Though households with a disabled member had similar rates of trying to save money on their bill by reducing or shifting than other households, they were more likely to believe their efforts have paid off with savings on their electric bill.

Across nearly other survey questions, respondents with a disabled person living in the home had responses very similar to the Core population.

Table H1. Type of Disability

	Core (n=2,132)	PG&E (n=717)	SCE (n=715)	SDG&E (n=700)
		a	b	c
Chronic disease	34%	42% bc	28%	27%
Mobility	26%	22%	30%	21%
Hearing	14%	15%	14%	13%
Vision	12%	13%	10%	13%
Psychological	11%	9%	13%	8%
Cognitive	5%	6%	3%	9%
Other	9%	8%	11%	10%
Prefer Not to Answer	21%	18%	22%	28%

VII. Respondent Characteristics

Respondent demographics are shown here and on the following charts. Quotas were used to match age and income to the population. Weighting was used to match education and gender. Weighting was completed within each utility, which modified some of the age and income proportions, as shown below. Weighting was also applied to match IOU customer population proportions. In sum, the sample is a close approximation to the population.

Table VII.1 Age, Income, and Gender

Age	Core	PG&E	SCE	SDG&E	Income	Core	PG&E	SCE	SDG&E
	(n=2,132)	(n=717)	(n=715)	(n=700)		(n=2,132)	(n=717)	(n=715)	(n=700)
18 to 24	6%	8% b	3%	7% b	Less than \$30,000	32%	37% bc	30%	25%
25 to 34	17%	19%	16%	16%	\$30K to < \$75K	38%	34%	41% a	45% a
35 to 44	16%	16%	17%	16%	\$75,000 or more	29%	29%	29%	30%
45 to 54	13%	11%	14%	17% a	Gender				
55 to 64	29%	29%	31%	28%	Female	60%	60%	60%	60%
65 to 74	14%	14%	15%	11%	Male	40%	40%	40%	40%
75 or older	4%	4%	4%	4%					

Education was weighted to match census population estimates. Because the panel sample under-represents those who did not graduate from High School, the category of “High School or less” was predominantly High School graduates.

Table VII.2 Education and Ethnicity

Education	Core	PG&E	SCE	SDG&E	Ethnicity	Core	PG&E	SCE	SDG&E
	(n=2,132)	(n=717)	(n=715)	(n=700)		(n=2,132)	(n=717)	(n=715)	(n=700)
High School or Less	40%	40%	40%	40%	White (not Hispanic)	64%	61%	65%	68% a
Trade/Technical/Some College	30%	30%	30%	30%	Hispanic or Latino	17%	18%	16%	18%
College Graduate	19%	19%	19%	19%	Asian/Pacific Islander	11%	13% c	10%	7%
Masters or Doctorate	11%	11%	11%	11%	African-American	2%	1%	3%	3%
					Native-American	1%	1% c	1%	<1%
					Mixed	2%	2%	2%	1%
					Other	1%	1%	1%	1%
					Prefer Not to Answer	2%	2%	2%	2%

Household and employment status of the respondent are shown below. About 6 out of ten (61%) were from 1 or 2 person households, with the remaining 39% from households with 3 or more. About half were employed either full or part-time, and about one in four (28%) were retired.

Table VII.3 Number in Household and Employment Status

Number in Household	Core	PG&E	SCE	SDG&E	Employment Status	Core	PG&E	SCE	SDG&E
	(n=2,132)	(n=717)	(n=715)	(n=700)		(n=2,132)	(n=717)	(n=715)	(n=700)
One	20%	21%	19%	20%	Employed Full Time	38%	35%	39%	43% a
Two	41%	40%	42%	38%	Employed Part Time	13%	14%	11%	17% b
Three	17%	17%	16%	19%	Unemployed	10%	11% c	10%	7%
Four	13%	13%	13%	12%	Homemaker	5%	5%	6%	5%
Five or more	9%	9%	10%	11%	Student	5%	6%	4%	3%
					Retired	28%	27%	29% c	24%
					Prefer Not to Answer	2%	2% c	1%	1%

Respondents were asked if someone with a disability resided in the home. One in four (26%) answered “yes,” and then provided the type of disability. Chronic disease and mobility were the top two disability types.

About two-thirds (64%) of all respondents were homeowners and about the same proportion (62%) were in single-family homes. One in four (25%) said they lived in a multifamily residence.

Table VII.4 Someone with a Disability in Household, Own or Rent, and Type of Home

Someone in Household Has a Disability	Core	PG&E	SCE	SDG&E	Own or Rent	Core	PG&E	SCE	SDG&E
	(n=2,132)	(n=717)	(n=715)	(n=700)		(n=2,132)	(n=717)	(n=715)	(n=700)
Yes	26%	25%	29% c	23%	Own	64%	57%	70% ac	63%
If yes: Type					Rent or Lease	36%	43% b	30%	37% b
Chronic disease	34%	42% bc	28%	27%	Type of Home				
Mobility	26%	22%	30%	21%	Single Family Detached	62%	61% c	65% c	52%
Hearing	14%	15%	14%	13%	Single Family Attached	7%	7%	6%	10% b
Vision	12%	13%	10%	13%	Apartment/Condo 2-4 Units	11%	11%	9%	14% b
Psychological	11%	9%	13%	8%	Apartment/Condo 5+ Units	14%	4%	13%	20% ab
Cognitive	5%	6%	3%	9%	Mobile Home	5%	5% c	5% c	2%
Other	9%	8%	11%	10%					
Prefer Not to Answer	21%	18%	22%	28%					

Customer-reported average bill amounts are shown below. The median summer electric bill was \$90 among the Core, while the median winter bill was \$85. SCE customers had lower winter bills than the other IOUs.

The distribution of homes reflects a wide diversity of housing stock. Median home size was in the 1,500 to 1,999 square foot range, while the average year built was 1974.

Table VII.5 Bill Amounts and Size and Age of Home

Average Summer Electricity Bill					Square Feet of Home				
	Core (n=2,132)	PG&E (n=717)	SCE (n=715)	SDG&E (n=700)		Core (n=2,132)	PG&E (n=717)	SCE (n=715)	SDG&E (n=700)
\$0 to \$49	24%	a 22%	b 26%	c 23%	Under 1,000	17%	a 19%	b 15%	c 20%
\$50 to \$99	27%	28%	26%	28%	1,000 to 1,499	26%	26%	25%	28%
\$100 to \$149	16%	16%	15%	18%	1,500 to 1,999	24%	21%	27% a	23%
\$150 to \$199	11%	11%	11%	14%	2,000 to 2,499	13%	12%	14%	11%
\$200 or more	21%	22% c	21% c	16%	2,500 or more	12%	11%	13%	12%
Not Sure	<1%	<1%	<1% c	-	Not sure	8%	11% bc	6%	7%
Mean	\$138	\$149 bc	\$132	\$122					
Average Winter Electricity Bill					Year Built				
	Core	PG&E	SCE	SDG&E		Core	PG&E	SCE	SDG&E
\$0 to \$49	24%	16%	34% ac	17%	Before 1950	9%	11% c	8%	7%
\$50 to \$99	31%	31%	31%	30%	1950s	12%	13%	13%	10%
\$100 to \$149	17%	18%	15%	23% b	1960s	13%	12%	14%	11%
\$150 to \$199	10%	11%	8%	14% b	1970s	20%	18%	20%	24% a
\$200 or more	17%	24% bc	10%	16% b	1980s	18%	17%	16%	25% ab
Not Sure	1%	<1%	1%	<1%	1990s	13%	12%	14% c	9%
Mean	\$167	\$238 b	\$92	\$161 b	2000 or newer	15%	15%	15%	14%
Median	\$85	\$100	\$65	\$100	Mean	1974	1972	1976 a	1976 a

Program enrollment (self-identified) was similar across IOUs, except that PG&E customers were less sure about their enrollment. Relatively few indicated that they planned to add either an EV or solar in the next 12 months.

Table VII.6 Utility Program Participation

Enrolled in...	Core (n=2,132)	PG&E (n=717)	SCE (n=715)	SDG&E (n=700)
CARE or FERA	23%	a 24%	b 24% c	c 18%
Automatic Payment Service	11%	11%	12%	11%
Balanced Payment Plan	6%	7%	6% c	3%
SmartRate Plan	3%	4% bc	-	-
Time of Use Rate Plan	2%	3%	2%	3% b
Solar or NEM Rate Plan	2%	2%	2%	3%
Electric Vehicle Rate Plan	<1%	<1%	1%	<1%
Note Sure	19%	23% b	14%	18%
None of These	40%	34%	45% a	45% a
Plan to Add...				
Solar or NEM	2%	2%	2%	3%
Electric Vehicle	2%	1%	2%	3% a
Not Sure	28%	28%	28%	26%
No	69%	69%	69%	68%

VIII. Appendix

A. Technical Discussion: Conjoint Analysis

A key objective of the RROIR research was to determine customers' preference for different rate structures, fees, and prices per kWh. Conjoint analysis, also called discreet choice, was used to meet this objective.

Conjoint is a research method where respondents are asked to make choices between different product or service scenarios, thus trading-off between desirable features or attributes of a product or service. The desirability (i.e., preference) of a product or service's features or attributes are determined based on respondents making choices between several hypothetical products or service scenarios.

The conjoint methodology needs to have four important terms defined:

1. Feature or attribute. These are the important components of a product or service that respondents must consider when evaluating a product or service. If we think of credit card features, we could consider the APR, annual fee, late fee, credit limit, etc. If we think of a product that is more tangible, such as a cell phone, features could include brand, color, weight, etc.
2. Level. These are the different components of an individual feature or attribute. If we again think about credit cards, examples of levels are (for annual fee): No annual fee, \$25 annual fee, \$50 annual fee; (for credit limit): \$5,000 credit limit, \$10,000 credit limit, \$15,000 credit limit, no credit limit, etc. In the cell phone example, levels would include (for brand): Apple, LG, Samsung; (for color): black, white, gray, etc.
3. Choice options. These are hypothetical products or services based upon the features or attributes of a product or service. Each choice option is made up of different levels of each feature or attribute.
4. Choice task. These are composed of several scenarios and respondents must choose which scenario they like best based on the levels displayed within each scenario.

For the purposes of this document, we will refer to products and services simply as services (since electricity is a service) and service features or attributes simply as attributes. Now we will describe the attributes and levels used in the RROIR research.

The RROIR conjoint examined four different attributes of electricity rate plans:

1. Rate structure (e.g., flat rate, TOU, etc.)
2. Monthly service fees
3. Demand charges
4. Price per kWh

Each one of these attributes contained different levels within the attributes. Below is a list of the levels for each attribute:

Rate Structure

1. 2-Tier plan
2. 3-Tier plan
3. 2-period time of use plan
4. 3-period time of use plan
5. Flat rate plan

Demand Charge

1. No demand charge
2. \$2 per month
3. \$5 per month

Monthly Service Fees

1. \$0 per month
2. \$5 per month
3. \$10 per month
4. \$15 per month

Price per kWh (Categories)

1. All low prices per kWh
2. Wide spread price per kWh
3. Narrow spread price per kWh
4. All high prices per kWh

The prices per kWh were grouped into the above four meaningful categories of rate prices. Exact dollar values were given for the prices per kWh, but because price per kWh is a function of the rate structure, different prices had to be shown for each rate structure. Below is a table that shows the prices per kWh for each of the four price categories by each of the five rate structures.

Table A.1 Price Per kWh for Categories and Rate Structure

Rate Structure	All Low Price	Wide Spread Price	Narrow Spread Price	All High Price
	(\$/kWh)	(\$/kWh)	(\$/kWh)	(\$/kWh)
<u>2-Tier</u>				
T1 Price	\$0.12	\$0.16	\$0.15	\$0.18
T2 Price	\$0.14	\$0.20	\$0.17	\$0.19
<u>3-Tier</u>				
T1 Price	\$0.10	\$0.11	\$0.18	\$0.20
T2 Price	\$0.12	\$0.20	\$0.22	\$0.24
T3 Price	\$0.16	\$0.29	\$0.26	\$0.29
<u>2 Period TOU</u>				
Off Peak Price	\$0.12	\$0.08	\$0.18	\$0.22
On Peak Price	\$0.14	\$0.30	\$0.20	\$0.26
<u>3 Period TOU</u>				
Off Peak Price	\$0.12	\$0.09	\$0.16	\$0.18
Part Peak Price	\$0.13	\$0.22	\$0.20	\$0.24
On Peak Price	\$0.16	\$0.46	\$0.24	\$0.26
<u>Flat Rate</u>				
Flat Rate	\$0.12	\$0.16	\$0.20	\$0.24

In the conjoint methodology's simplest form, levels within an attribute are randomly assigned to scenarios and all attributes are always shown. We can think of this process of randomly assigning levels as the conjoint program randomly sampling from each of the levels within an attribute. The RRIOR research used a more complicated type of conjoint due to price per kWh being dependent upon rate structure. Thus, the rate

structure was randomly assigned to a scenario and then the one of the appropriate four price levels was randomly assigned to that scenario.

For this research, respondents were shown three choice options per choice task. Respondents were shown a total of 12 randomly generated choice tasks. A final choice task was presented to respondents that was not randomly generated, but was identical for all respondents; we refer to this as the fixed choice task or hold-out task.

Below is an example of one of the choice tasks that respondents would have seen (this also happens to be the hold-out task).

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

Rate Type	Flat Rate	Time of Use - 3 Periods	3 Tiered
	Price.....\$0.24	Off Peak Price\$0.09 Part Peak Price.....\$0.22 On Peak Price\$0.46	T1 Price.....\$0.20 T2 Price.....\$0.24 T3 Price.....\$0.29
Monthly Service Fee	\$10.00	\$0.00	\$0.00
Demand Charge	\$5.00	\$2.00	None

Respondents chose between one of these three scenarios. Choice tasks similar to this were presented to respondents a total of 13 times (12 randomly generated tasks and one fixed “hold out” task).

The analysis of the conjoint data allows us to determine respondents’ preference for both the levels within an attribute (called Utility Values) and the attributes themselves (called Average Importances). In the analysis, we are able to decompose preference due to the nature of the randomly generated choice tasks.

In order to decompose the preference data, we used a statistical technique called Hierarchical Bayes. This technique yields a measure of internal consistency at the respondent level. By examining this measure of internal consistency (called Root Likelihood, or RLH), we can determine if respondents were randomly picking the choice tasks or if they were carefully considering the scenarios presented. RLH is essentially a measure of goodness of fit. The average RLH in this study was 0.77, though it varied for different samples. The average RLH ranged from a low of 0.72 to a high of 0.81. These RLH values indicate that respondents were paying close attention to the choice tasks and choosing carefully among the scenarios.

Once we have decomposed preference, we can then build “simulations” where we pit competing service configurations against each other and determine the predicted share of preference. In this way, we can build a scenario that mimics the hold-out task. When we build a simulation that is identical to the hold-out task, we then compare the predicted share of preference to the actual share of preference from the hold-out task. This is another measure of the quality of the conjoint data. The following table shows the results of the hold-out task vs. the predicted or simulated hold-out task for the Core sample.

Table A.2 Actual and Predicted Share of Preference for the Hold-Out Task

	Actual Share of Preference	Simulated Share of Preference
Flat Rate, \$0.24/kWh, Monthly Service Fee = \$10, Demand Charge = \$5	14%	12%
3-Price TOU Rate, kWh = wide spread, Monthly Service Fee = \$0, Demand Charge = \$2	30%	29%
3-Tier Rate, kWh = all high, Monthly Service Fee = \$0, Demand Charge = \$0	56%	60%
	100%	101%

These actual verses predicted share of preference scores are very close. This again demonstrates conjoint data derived from “thoughtful consideration” rather than “random choosing.”

B. Conjoint Analysis Results

Conjoint Analysis Results										
Weighted by: gender, education										
	Total Core	Core PG&E	Core SCE	Core SDG&E	Total Core Unexposed	PG&E Solar	SCE Solar	SDG&E Solar	PG&E Smart Rate	SDG&E High Engagement
Total Respondents	2102.00	955.86	890.85	255.30	600.00					
Unweighted Total	2132	717	715	700	606	228	228	209	254	226
<u>Average Utility Values</u>										
Rate Structure	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
2 Tiered	15.16	15.97	14.27	15.24	16.57	-1.36	18.38	20.31	12.12	15.55
3 Tiered	-11.65	-13.56	-10.73	-7.75	-12.86	-8.79	-7.54	2.35	-21.14	-16.27
TOU2	-5.67	-5.42	-6.02	-5.40	-3.04	9.96	-3.60	-5.93	7.40	-5.71
TOU3	-15.14	-15.96	-14.72	-13.51	-11.70	27.64	-6.44	-3.11	2.92	-6.88
Flat Rate	17.30	18.97	17.20	11.43	11.03	-27.45	-0.80	-13.62	-1.30	13.30
2 Tiered										
All Low	21.44	22.73	20.19	20.96	22.45	30.52	25.05	28.41	25.18	28.70
Wide Spread	-8.99	-9.02	-9.26	-7.95	-7.40	-10.47	-5.20	-9.35	-11.53	-5.28
Narrow Spread	4.96	4.81	5.01	5.29	4.81	-4.00	1.05	3.39	-4.28	-7.67
All High	-17.40	-18.52	-15.95	-18.30	-19.85	-16.04	-20.90	-22.45	-9.37	-15.75
3 Tiered										
All Low	47.74	49.32	46.17	47.27	52.92	64.03	61.09	52.59	55.52	55.15
Wide Spread	7.12	7.17	7.15	6.84	1.51	9.61	8.08	15.60	4.91	18.32
Narrow Spread	-14.92	-15.68	-14.19	-14.62	-11.87	-21.73	-24.99	-17.39	-21.05	-15.06
All High	-39.94	-40.81	-39.13	-39.49	-42.55	-51.91	-44.17	-50.80	-39.38	-58.41
TOU2										
All Low	43.87	45.89	42.29	41.82	52.18	49.43	47.09	50.16	49.22	56.51
Wide Spread	1.88	-0.75	3.83	4.94	-9.97	18.45	10.19	9.70	8.58	2.30
Narrow Spread	-3.68	-2.28	-5.24	-3.44	0.87	-26.73	-2.14	-13.48	1.03	-0.78
All High	-42.07	-42.85	-40.88	-43.32	-43.08	-41.14	-55.14	-46.38	-58.82	-58.03
TOU3										
All Low	51.30	54.03	49.00	49.08	50.32	38.40	52.21	49.77	52.38	48.92
Wide Spread	-29.46	-31.11	-28.01	-28.29	-40.64	1.58	-25.39	-24.28	-22.27	-26.02
Narrow Spread	2.01	1.74	2.70	0.63	5.97	-10.89	-2.34	8.64	-2.02	5.04
All High	-23.85	-24.65	-23.68	-21.42	-15.66	-29.09	-24.47	-34.13	-28.09	-27.94
Flat Rate										
All Low	49.54	52.13	46.62	50.05	47.07	61.06	53.60	51.94	63.18	54.58
Wide Spread	12.66	13.13	11.97	13.34	11.14	12.20	32.15	31.54	19.62	23.09
Narrow Spread	-14.36	-14.51	-14.54	-13.20	-10.91	-14.48	-20.89	-11.16	-18.63	-19.57
All High	-47.84	-50.75	-44.05	-50.19	-47.29	-58.77	-64.86	-72.32	-64.17	-58.09
Monthly Service Charge										
\$0.00	78.12	70.66	85.67	79.69	80.66	49.89	62.08	69.03	65.19	64.41
\$5.00	29.94	28.64	31.46	29.46	26.16	16.36	18.59	22.83	22.38	24.96
\$10.00	-29.72	-26.32	-33.15	-30.53	-31.36	-21.81	-22.21	-26.34	-24.56	-26.21
\$15.00	-78.33	-72.98	-83.98	-78.63	-75.46	-44.44	-58.46	-65.52	-63.01	-63.16
Demand Charge										
None	29.38	27.20	31.93	28.67	24.82	15.69	19.89	20.91	22.87	23.19
\$2.00	-4.63	-3.43	-5.88	-4.81	-3.33	-2.39	-2.73	-4.89	-3.87	-3.39
\$5.00	-24.75	-23.77	-26.05	-23.86	-21.50	-13.30	-17.16	-16.01	-19.00	-19.80
<u>Average Importances</u>										
Rate Structure	10.67	10.85	10.63	10.17	10.90	14.38	10.32	12.02	11.29	11.42
2 Tiered	6.88	7.09	6.59	7.14	7.05	7.27	7.38	7.59	6.64	7.23
3 Tiered	12.76	12.98	12.47	12.91	13.40	15.40	14.16	13.59	13.45	14.90
TOU2	13.34	13.51	13.12	13.47	14.09	15.96	17.01	13.75	16.16	15.83
TOU3	13.69	14.11	13.34	13.33	14.60	12.97	13.76	13.82	13.38	12.84
Flat Rate	14.64	15.19	14.07	14.58	13.77	16.17	16.69	16.66	16.55	15.47
Monthly Service Fee	20.58	19.14	21.98	21.06	19.83	12.93	15.35	17.27	16.58	16.66
Demand Charge	7.44	7.13	7.81	7.35	6.36	4.92	5.33	5.30	5.93	5.64

Conjoint Analysis Results									
Weighted by: gender, education									
	Total Core	SMUD	LAWDP	Riverside	SRP/APS	Hydro One	Low Income	Core - CARE	Core - Non-CARE
Total Respondents	2102.00							483.69	1618.31
Unweighted Total	2132	212	202	207	200	200	168	351	1781
Average Utility Values									
Rate Structure	Total	Total	Total	Total	Total	Total	Total	Total	Total
2 Tiered	15.16	20.83	16.62	21.50	14.23	11.03	14.08	14.13	15.47
3 Tiered	-11.65	-13.53	-12.06	-14.11	-22.99	-9.71	-15.73	-11.06	-11.83
TOU2	-5.67	-6.47	-9.53	-8.45	13.10	-0.66	-7.03	-5.76	-5.65
TOU3	-15.14	-11.86	-13.10	-17.11	-8.47	-0.93	-13.08	-16.12	-14.84
Flat Rate	17.30	11.03	18.07	18.18	4.12	0.26	21.76	18.82	18.85
2 Tiered									
All Low	21.44	24.31	21.88	19.15	30.78	32.12	40.21	19.67	21.97
Wide Spread	-8.99	-8.51	-4.90	-11.77	-12.91	-8.18	-32.75	-7.99	-9.29
Narrow Spread	4.96	-1.32	1.26	11.85	3.99	-2.03	3.08	5.32	4.85
All High	-17.40	-14.48	-18.24	-19.23	-21.86	-21.91	-10.54	-17.00	-17.52
3 Tiered									
All Low	47.74	70.27	42.18	54.22	66.01	59.19	31.53	44.14	48.81
Wide Spread	7.12	7.49	20.30	4.76	6.79	12.95	1.04	5.52	7.60
Narrow Spread	-14.92	-11.22	-18.79	-15.15	-29.58	-32.13	2.92	-11.86	-15.84
All High	-39.94	-66.54	-43.70	-43.83	-43.22	-40.01	-35.49	-37.80	-40.58
TOU2									
All Low	43.87	46.98	45.66	38.35	35.62	45.84	38.02	42.18	44.37
Wide Spread	1.88	1.69	4.14	5.47	15.97	16.55	3.93	0.44	2.31
Narrow Spread	-3.68	4.38	8.45	-0.15	-10.33	1.73	2.53	-4.19	-3.52
All High	-42.07	-53.06	-58.25	-43.66	-41.26	-64.12	-44.48	-38.43	-43.16
TOU3									
All Low	51.30	47.28	47.22	50.93	53.43	58.69	30.50	49.77	51.76
Wide Spread	-29.46	-36.15	-22.96	-20.75	-20.23	-19.59	-12.10	-31.42	-28.87
Narrow Spread	2.01	8.55	-0.09	-0.73	-4.77	1.10	6.26	3.35	1.61
All High	-23.85	-19.68	-24.17	-29.45	-28.42	-38.20	-24.66	-21.70	-24.49
Flat Rate									
All Low	49.54	51.71	44.08	48.25	59.87	55.12	40.78	45.80	50.66
Wide Spread	12.66	19.48	18.50	30.32	18.22	18.56	13.07	11.51	13.01
Narrow Spread	-14.36	-15.89	-10.97	-20.31	-8.87	-14.01	-23.22	-14.65	-14.28
All High	-47.84	-55.30	-51.61	-58.26	-69.22	-59.66	-30.63	-42.66	-49.39
Monthly Service Charge									
\$0.00	78.12	67.11	83.44	74.54	63.35	60.09	98.73	86.32	75.66
\$5.00	29.94	29.61	29.87	29.94	23.30	20.80	35.32	32.73	29.10
\$10.00	-29.72	-25.03	-33.02	-29.35	-28.69	-20.41	-45.34	-34.42	-28.32
\$15.00	-78.33	-71.69	-80.29	-75.12	-57.96	-60.49	-88.71	-84.63	-76.44
Demand Charge									
None	29.38	26.82	23.99	23.93	24.33	20.51	30.88	31.23	28.83
\$2.00	-4.63	-1.62	-2.69	-2.01	-4.81	-2.32	1.29	-4.26	-4.74
\$5.00	-24.75	-25.20	-21.31	-21.92	-19.52	-18.19	-32.17	-26.97	-24.09
Average Importances									
Rate Structure	10.67	9.31	9.58	11.55	12.11	10.65	9.87	10.25	10.80
2 Tiered	6.88	7.26	7.47	8.13	8.20	8.31	9.85	6.78	6.91
3 Tiered	12.76	17.59	13.32	14.23	14.60	13.79	10.66	12.50	12.83
TOU2	13.34	13.73	15.19	12.58	12.54	16.34	12.06	13.02	13.43
TOU3	13.69	12.51	12.70	12.99	13.21	14.90	10.19	13.45	13.76
Flat Rate	14.64	15.03	14.21	14.49	17.27	15.03	13.73	13.74	14.91
Monthly Service Fee	20.58	17.58	21.01	19.50	15.69	15.72	24.27	22.53	20.00
Demand Charge	7.44	6.99	6.50	6.52	6.39	5.27	9.38	7.73	7.36

C. Detailed Data Tables: Subgroup Comparisons

Sample sizes shown in the following data tables are weighted.

QS1 - In your household, which of the following activities are you involved in?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
Reviewing and/or paying the monthly electricity bill/electricity and gas bill	95% H	96% H	95% H	97% aH	90%	97% AH	99% AEFHI
Calling your electricity/electricity and gas utility company when there is a problem	71% H	73% H	70% H	78% AfH	49%	84% AEFGH	84% AEFGH
Making decisions about programs, payments, and other options provided by your electricity/electricity and gas	74% H	75% H	77% H	82% AeH	59%	86% AEFGH	86% AEFGH

QS1 - In your household, which of the following activities are you involved in?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Reviewing and/or paying the monthly electricity bill/electricity and gas bill	95%	95%	96% d	93%	95%	98% aD	96%	96% d	95%
Calling your electricity/electricity and gas utility company when there is a problem	71%	70%	72%	73%	85% ABCDMO	85% ABCDMO	76%	79% ABc	75%
Making decisions about programs, payments, and other options provided by your electricity/electricity and gas	74%	72%	76%	73%	86% ABCDm	81% ABD	80% ad	81% AbD	83% ABcD

QS4 - Including you, how many people live in your household?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
1	20% HI	22% HI	41% AEGHIJ	34% AEHIJ	3%	6% H	18% HI
2	41% FH	45% FgH	29% H	23% H	10%	46% AFGH	44% FgH
3	17%	12%	13%	15%	24% AEFIJ	15%	15%
4	13% F	14% f	8%	15% F	31% AEFGIJ	19% AeFG	16% Fg
5 or more	9%	6%	10%	14% aEJ	32% AEFGIJ	13% AEJ	8%
Statistics Base	2102	600	168	484	392	665	480
Mean	F	2.4	2.2	2.7	4.1	2.9	2.6
Median	F			eF	AEFGIJ	AEFJ	eF
	2.0	2.0	2.0	2.0	4.0	2.0	2.0

QS4 - Including you, how many people live in your household?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
1	20% MN	21% MN	19% Mn	20% MN	33% ABCDMN	27% ABCDMN	13%	13%	30% ABCDMN
2	41% MN	40% MN	42% Mn	38% MN	48% aDM	47% dM	36%	48% aDM	50% ABcDM
3	17% KO	17% KO	16% KO	19% bKIO	8%	13%	20%	20% KIO	9%
4	13% KO	13% KO	13% KO	12% KO	7%	9%	16%	13% KLO	6%
5 or more	9% KLO	9% KL	10% KLO	11% KLNO	4%	3%	14% aKLNO	7%	6%
Statistics Base	2102	956	891	255	212	202	207	200	200
Mean	KLO	2.6	2.6	2.7	2.0	2.2	2.9	2.6	2.2
Median	KLO	KLO	KLO	KLO	2.0	2.0	ABCDKLNO	KLO	2.0
	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0

QS5 - About how many square feet is your home?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
NET: Up to 1,499 sq ft	43%	46%	60%	64%	45%	11%	34%
	IJ	IJ	AEHIJ	AEHIJ	IJ	I	I
Under 1,000	17%	24%	29%	29%	20%	1%	12%
	IJ	AIJ	AHIJ	AHIJ	IJ	I	I
1,000 to 1,499	26%	22%	31%	35%	25%	10%	22%
	IJ	I	eIJ	AEHIJ	I	I	I
NET: 1,500 to 2,499 sq ft	36%	41%	23%	19%	24%	43%	43%
	FGH	FGH	G		G	AFGH	AFGH
1,500 to 1,999	24%	26%	19%	15%	13%	22%	24%
	GH	GH	Gh		g	GH	GH
2,000 to 2,499	13%	14%	4%	5%	11%	21%	19%
	FG	FG			FG	AEFGH	AFGH
NET: 2,500 sq ft or more	12%	9%	4%	4%	12%	46%	23%
	Fg	f			Fg	AEFGHJ	AEFGH
2,500 to 2,999	6%	4%	3%	1%	6%	15%	11%
	F					AEFGHJ	AEFGH
3,000 to 3,499	4%	3%	-	3%	4%	15%	6%
	Fg	F		F	Fg	AEFGHJ	aFG
3,500 or more	2%	2%	1%	0%	2%	16%	6%
						AEFGHJ	AEFGH
Not sure	8%	4%	13%	13%	19%	-	1%
	EIJ	IJ	aEIJ	aEIJ	AEIJIJ		I

QS5 - About how many square feet is your home?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
NET: Up to 1,499 sq ft	43%	45%	40%	48%	40%	46%	35%	30%	33%
	MNO	MNO	No	BCKMNO	N	MNO			
Under 1,000	17%	19%	15%	20%	8%	16%	9%	10%	8%
	KMNO	KMNO	KMnO	cKMNO		KMnO			
1,000 to 1,499	26%	26%	25%	28%	32%	30%	27%	20%	25%
	n	n		bN	aBcN	bN			
NET: 1,500 to 2,499 sq ft	36%	33%	41%	33%	38%	35%	44%	43%	46%
			bD				ABDI	abD	ABDKL
1,500 to 1,999	24%	21%	27%	23%	23%	21%	31%	24%	28%
			b				ABDKL		
2,000 to 2,499	13%	12%	14%	11%	15%	14%	14%	19%	19%
							AD	AD	
NET: 2,500 sq ft or more	12%	11%	13%	12%	18%	12%	14%	24%	19%
					Ad			ABCDLM	AcDI
2,500 to 2,999	6%	5%	8%	6%	9%	5%	7%	13%	11%
								ABcDLM	AbDL
3,000 to 3,499	4%	4%	4%	4%	4%	4%	4%	7%	4%
3,500 or more	2%	2%	1%	2%	4%	3%	2%	4%	4%
					ac			c	c
Not sure	8%	11%	6%	7%	5%	6%	7%	4%	2%
	cKNO	aCDKLMNC	O	nO		O	O		

Residential Rate OIR Customer Survey Research

QS6 - What is your age?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
18-24	6%	4%	8%	5%	17%	0%	0%
	glJ	IJ	glJ	IJ	AEFGIJ		
NET: 25 to 44	34%	34%	20%	35%	60%	13%	29%
	Fij	FI	i	FI	AEFGIJ		FI
25-34	17%	14%	15%	19%	34%	3%	11%
	IJ	I	I	IJ	AEFGIJ		I
35-44	16%	20%	5%	16%	26%	10%	18%
	FI	FI		FI	AeFIJ	F	FI
NET: 45 to 64	42%	34%	41%	43%	21%	60%	45%
	EH	H	H	eH		AEFGHJ	EH
45-54	13%	8%	17%	13%	14%	30%	24%
	e		E		e	AEFHJ	AEH
55-64	29%	25%	24%	31%	7%	30%	21%
	HJ	H	H	HJ		HJ	H
NET: 65 or older	18%	27%	32%	17%	2%	27%	25%
	H	AGH	AGH	H		AGH	AGH
65-74	14%	23%	24%	13%	1%	21%	18%
	H	AGHj	AGHj	H		AGH	gH
75 or older	4%	4%	8%	3%	0%	6%	8%
	H	H	aH	H		AH	AEH

QS6 - What is your age?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
18-24	6%	8%	3%	7%	1%	1%	6%	8%	-
	CKLO	CKLO	kO	CKLO	o	o	KLO	CKLO	
NET: 25 to 44	34%	34%	33%	33%	16%	25%	35%	23%	19%
	KLNO	KLNO	KLNO	KLNO		K	KLNO	k	
25-34	17%	19%	16%	16%	8%	13%	18%	10%	9%
	KNO	KINO	KNO	KNO			KNO		
35-44	16%	16%	17%	16%	8%	12%	17%	13%	10%
	KIO	KO	KIO	KO			KO	k	
NET: 45 to 64	42%	39%	45%	45%	47%	56%	48%	45%	53%
						ABCDkmN	b		ABcd
45-54	13%	11%	14%	17%	11%	17%	26%	21%	10%
				AKO		kO	ABCDKLO	AbCKO	
55-64	29%	29%	31%	28%	36%	39%	22%	24%	43%
	M	m	bMn		aBDMN	ABCDMN			ABCDMN
NET: 65 or older	18%	18%	19%	16%	36%	18%	11%	25%	29%
	M	M	M		ABCDLMN	m		AcDIM	ABCDLM
65-74	14%	14%	15%	11%	32%	15%	10%	22%	26%
	M	m	M		ABCDLMN	m		AcDM	ABCDLM
75 or older	4%	4%	4%	4%	5%	2%	1%	4%	4%
	M	m	m	M	m				

Residential Rate OIR Customer Survey Research

QS7 - What is your annual household income before taxes? This information will help us better understand your answers.	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
NET: Less and \$30,000	32%	31%	100%	72%	41%	3%	9%
Less than \$15,000	IJ	IJ	AEGHIJ	AEHIJ	AEIJ		i
\$15,000 to just less than \$22,000	11%	5%	33%	27%	11%	0%	2%
\$22,000 to just less than \$30,000	EIJ	IJ	AEGHIJ	AEHIJ	EIJ		i
\$30,000 to less than \$75,000	12%	13%	26%	24%	13%	1%	4%
\$75,000 to just less than \$100,000	IJ	IJ	AEGHIJ	AEHIJ	IJ		i
\$100,000 to just less than \$200,000	10%	13%	40%	21%	17%	2%	3%
\$200,000 or more	IJ	IJ	AEGHIJ	AEIJ	AIJ		
NET: \$30,000 to less than \$75,000	38%	34%	-	27%	47%	17%	30%
\$30,000 to just less than \$38,000	FIJ	FI		FI	AEFIJ	F	FI
\$38,000 to just less than \$46,000	7%	4%	-	10%	14%	1%	3%
\$46,000 to just less than \$54,000	eFIJ	FI		EFIJ	AEFIJ	F	FI
\$54,000 to just less than \$62,000	7%	8%	-	7%	11%	2%	5%
\$62,000 to just less than \$75,000	FIJ	FI		FI	AFIJ	F	FI
NET: \$75,000 or more	7%	7%	-	4%	9%	4%	7%
\$75,000 to just less than \$100,000	FI	F		F	FI	F	FI
\$100,000 to just less than \$200,000	8%	5%	-	4%	8%	3%	6%
\$200,000 or more	eFIJ	F		F	FI	F	FI
NET: \$30,000 to less than \$75,000	9%	11%	-	3%	5%	7%	9%
\$30,000 to just less than \$38,000	FGH	FGH		F	F	FG	FGH
\$38,000 to just less than \$46,000	29%	34%	-	0%	12%	80%	61%
\$46,000 to just less than \$54,000	FGH	FGH			FG	AEFGHJ	AEFGH
\$54,000 to just less than \$62,000	11%	13%	-	0%	7%	15%	19%
\$62,000 to just less than \$75,000	FGH	FGH			FG	AFGH	AeFGH
NET: \$75,000 or more	16%	19%	-	0%	4%	41%	31%
\$75,000 to just less than \$100,000	FGH	FGH			F	AEFGHJ	AEFGH
\$100,000 to just less than \$200,000	3%	2%	-	-	1%	23%	12%
\$200,000 or more	FG				FG	AEFGHJ	AEFGH

QS7 - What is your annual household income before taxes? This information will help us better understand your answers.	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
NET: Less and \$30,000	32%	37%	30%	25%	16%	15%	17%	10%	21%
Less than \$15,000	DKLMNO	CDKLMNO	KLMNO	KLMN	n		N		N
\$15,000 to just less than \$22,000	11%	12%	10%	6%	4%	4%	4%	3%	6%
\$22,000 to just less than \$30,000	DKLMNO	DKLMNO	DKLMNO	N					
\$30,000 to less than \$75,000	12%	13%	11%	8%	5%	5%	6%	3%	6%
\$75,000 to just less than \$100,000	DKLMNO	DKLMNO	KLMNO	N					
\$100,000 to just less than \$200,000	10%	11%	9%	11%	6%	6%	7%	5%	10%
\$200,000 or more	KLMN	KLMN	N	KLMN					N
NET: \$30,000 to less than \$75,000	38%	34%	41%	45%	45%	44%	39%	41%	40%
\$30,000 to just less than \$38,000	B		B	AB	aB	B	B	B	B
\$38,000 to just less than \$46,000	7%	9%	5%	6%	6%	5%	4%	4%	6%
\$46,000 to just less than \$54,000	cMN	CdKLMNo		n					
\$54,000 to just less than \$62,000	7%	5%	9%	11%	8%	6%	7%	7%	4%
\$62,000 to just less than \$75,000	O		BO	ABInO	O		o		
NET: \$75,000 or more	7%	5%	8%	8%	12%	7%	9%	9%	11%
\$75,000 to just less than \$100,000	b		b	AB	aB		b	b	aB
\$100,000 to just less than \$200,000	8%	8%	9%	8%	8%	11%	10%	10%	9%
\$200,000 or more	b		b			B	b		
NET: \$30,000 to less than \$75,000	9%	7%	10%	12%	11%	14%	9%	13%	11%
\$30,000 to just less than \$38,000	B		B	AB	aB	B	B	B	B
\$38,000 to just less than \$46,000	29%	29%	29%	30%	40%	41%	44%	49%	40%
\$46,000 to just less than \$54,000	ACD		ACD	ACD	ACD	ACD	ACD	ABCDklo	ACD
\$54,000 to just less than \$62,000	11%	11%	10%	12%	15%	13%	15%	22%	18%
\$62,000 to just less than \$75,000	ac		ac		ac		ac	ABCDKL	ABC
NET: \$75,000 or more	29%	29%	29%	30%	40%	41%	44%	49%	40%
\$75,000 to just less than \$100,000	ACD		ACD	ACD	ACD	ACD	ACD	ABCDklo	ACD
\$100,000 to just less than \$200,000	11%	11%	10%	12%	15%	13%	15%	22%	18%
\$200,000 or more	ac		ac		ac		ac	ABCDKL	ABC
NET: \$30,000 to less than \$75,000	40%		40%	40%	40%	41%	44%	49%	40%
\$30,000 to just less than \$38,000	aD		aD	aD	aD	aD	aD	aD	aD
\$38,000 to just less than \$46,000	16%	16%	17%	15%	22%	22%	24%	22%	20%
\$46,000 to just less than \$54,000	3%	3%	2%	3%	3%	6%	4%	6%	3%
\$54,000 to just less than \$62,000	3%	3%	2%	3%	3%	6%	4%	6%	3%
\$62,000 to just less than \$75,000	aco		aco		aco		aco	aco	aco
NET: \$75,000 or more	40%		40%	40%	40%	41%	44%	49%	40%
\$75,000 to just less than \$100,000	ACD		ACD	ACD	ACD	ACD	ACD	ABCDklo	ACD
\$100,000 to just less than \$200,000	16%	16%	17%	15%	22%	22%	24%	22%	20%
\$200,000 or more	3%	3%	2%	3%	3%	6%	4%	6%	3%
NET: \$30,000 to less than \$75,000	40%		40%	40%	40%	41%	44%	49%	40%
\$30,000 to just less than \$38,000	aD		aD	aD	aD	aD	aD	aD	aD
\$38,000 to just less than \$46,000	16%	16%	17%	15%	22%	22%	24%	22%	20%
\$46,000 to just less than \$54,000	3%	3%	2%	3%	3%	6%	4%	6%	3%
\$54,000 to just less than \$62,000	3%	3%	2%	3%	3%	6%	4%	6%	3%
\$62,000 to just less than \$75,000	aco		aco		aco		aco	aco	aco
NET: \$75,000 or more	40%		40%	40%	40%	41%	44%	49%	40%
\$75,000 to just less than \$100,000	ACD		ACD	ACD	ACD	ACD	ACD	ABCDklo	ACD
\$100,000 to just less than \$200,000	16%	16%	17%	15%	22%	22%	24%	22%	20%
\$200,000 or more	3%	3%	2%	3%	3%	6%	4%	6%	3%
NET: \$30,000 to less than \$75,000	40%		40%	40%	40%	41%	44%	49%	40%
\$30,000 to just less than \$38,000	aD		aD	aD	aD	aD	aD	aD	aD
\$38,000 to just less than \$46,000	16%	16%	17%	15%	22%	22%	24%	22%	20%
\$46,000 to just less than \$54,000	3%	3%	2%	3%	3%	6%	4%	6%	3%
\$54,000 to just less than \$62,000	3%	3%	2%	3%	3%	6%	4%	6%	3%
\$62,000 to just less than \$75,000	aco		aco		aco		aco	aco	aco

QS8 - Are you male or female?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
Male	40%	40%	46%	33%	36%	75%	60%
Female	60%	60%	54%	67%	64%	25%	40%
	IJ	IJ	IJ	AFIJ	FIJ	AEFGHJ	AEFGH

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 Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
Availability of rate plans to suit your specific needs	26%	24%	33%	41%	47%	15%	12%
Charging a fair price for electricity services	20%	20%	27%	32%	42%	8%	9%
Communicating rate changes in a timely manner	26%	25%	32%	34%	44%	17%	19%
Educating you on the benefits of different rate plans	22%	22%	28%	37%	46%	9%	13%
Keeping my lights on / no power outages	49%	52%	46%	55%	58%	47%	54%
	IJ	IJ	IJ	AEIJ	AEFIJ	I	I
				fi	AFI		afi

QS8 - Are you male or female?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Male	40%	40%	40%	40%	23%	26%	33%	45%	33%
Female	60%	60%	60%	60%	77%	74%	67%	55%	67%
	B	KLmo	KLmo	KLmo	ABCDMNO	ABCDN	aBcdN		aBcdN

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Availability of rate plans to suit your specific needs	26%	22%	30%	22%	30%	10%	30%	11%	41%
Charging a fair price for electricity services	20%	17%	24%	16%	31%	10%	29%	6%	24%
Communicating rate changes in a timely manner	26%	23%	29%	23%	35%	18%	32%	14%	32%
Educating you on the benefits of different rate plans	22%	21%	24%	16%	26%	7%	22%	9%	33%
Keeping my lights on / no power outages	49%	47%	52%	47%	61%	44%	60%	29%	67%
	N	bLN	aBDLN	LN	BDLN	n	ABDLN		ABCDLMN
	N	dLN	DLN	LN	bDLN	dLN	aBDLN		ABCDLMN
	N	N	LN	N	ABCDLN	N	ABcDLN		ABCDLN

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 Total	Core Unexposed	KN Low Income	CARE (Core)	Spanish	Solar	High Engagement
(A)	(E)	(F)	(G)	(H)	(I)	(J)	
n=	2102	600	168	484	392	665	480
Availability of rate plans to suit your specific needs	41%	39%	47%	58%	67%	26%	22%
	IJ	IJ	IJ	AEFIJ	AEFIJ	j	
Charging a fair price for electricity services	32%	31%	38%	46%	60%	16%	19%
	IJ	IJ	IJ	AEIJ	AEFgIJ		
Communicating rate changes in a timely manner	41%	39%	44%	50%	62%	30%	29%
	IJ	IJ	IJ	AEIJ	AEFIJ		
Educating you on the benefits of different rate plans	33%	32%	37%	48%	60%	17%	22%
	IJ	IJ	IJ	AEFIJ	AEFGIJ		i
Keeping my lights on / no power outages	64%	65%	63%	69%	71%	61%	72%
				I	AFI		AFI

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 Total	PG&E Core	SCE Core	SDG&E Core	SMUD	LADWP	Riverside	Hydro One	SRP/APS
(A)	(B)	(C)	(D)	(K)	(L)	(M)	(N)	(O)	
n=	2102	956	891	255	212	202	207	200	200
Availability of rate plans to suit your specific needs	41%	39%	44%	35%	45%	19%	47%	23%	63%
	dLN	LN	BDLN	LN	BDLN		aBDLN		ABCDKLMN
Charging a fair price for electricity services	32%	30%	35%	30%	50%	18%	47%	12%	41%
	LN	LN	BdLN	LN	ABCDLN	n	ABCDLN		ABDLN
Communicating rate changes in a timely manner	41%	37%	46%	38%	51%	30%	47%	28%	51%
	bLN	IN	aBDLN	IN	ABDLN		BDLN		ABDLN
Educating you on the benefits of different rate plans	33%	31%	36%	28%	39%	13%	35%	19%	48%
	dLN	LN	BDLN	LN	aBDLN		dLN		ABCDKLMN
Keeping my lights on / no power outages	64%	63%	65%	65%	76%	57%	76%	41%	80%
	IN	N	IN	IN	ABCDLN	N	ABCDLN		ABCDLN

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 Total	Core Unexposed	KN Low Income	CARE (Core)	Spanish	Solar	High Engagement
(A)	(E)	(F)	(G)	(H)	(I)	(J)	
n=	2102	600	168	484	392	665	480
NET: Top 3 box	59%	57%	73%	69%	81%	46%	53%
	IJ	I	AEIJ	AEIJ	AEFgIJ		i

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 Total	PG&E Core	SCE Core	SDG&E Core	SMUD	LADWP	Riverside	Hydro One	SRP/APS
(A)	(B)	(C)	(D)	(K)	(L)	(M)	(N)	(O)	
n=	2102	956	891	255	212	202	207	200	200
NET: Top 3 box	59%	57%	61%	56%	73%	45%	73%	37%	76%
	LN	LN	LN	LN	ABCDLN	n	ABCDLN		ABCDLN

Q2.1a - Which of the following electric rate plans have you heard about before this interview? Check all that apply.	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
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	40% H	48% aGH	39%	42% H	32%	45% AgH	47% AfGH
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	58% H	65% aH	58% H	56% H	44%	84% AEFGHJ	70% AFgH
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	40% H	46% H	38% H	41% H	26%	71% AEFGHJ	60% AEFGH
Not sure	20% EIJ	13% I	18% Ij	18% Ij	22% EIJ	4% I	13% I
Mean number aware	137% H	159% AFgH	135% H	139% H	103% H	200% AEFGHJ	177% AEFGH
Standard deviation number aware	1.0	1.0	0.9	1.0	0.8	0.9	1.1

Q2.1a - Which of the following electric rate plans have you heard about before this interview? Check all that apply.	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
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	40% Cl	44% Cl	36%	38%	40%	36%	46% aCdLn	38%	62% ABCDKLMN
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	58% NO	52% NO	64% ABDLNO	56% NO	69% ABDLmNO	55% NO	60% NO	28%	24%
Time of Use rate, meaning you pay a different price for each unit of electricity depending on the time of day you use that electricity	40% I	44% CL	35%	39%	45% CL	33%	44% CL	90% ABCDKLM	85% ABCDKLM
Not sure	20% ckNO	24% CKMNO	16% NO	19% NO	15% NO	29% ABCDKMNC	16% NO	3% ACDL	6% ABCDKLMn
Mean number aware	137% I	139% I	136% I	133% I	154% ACDL	124% ACDL	151% aCDL	155% ACDL	171% ABCDKLMn
Standard deviation number aware	1.0	1.1	0.9	1.0	1.0	1.1	1.0	0.8	0.9

Q2.1b - Which of the following best describes your electric rate plan for your home? Check all that apply.	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
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	13% I	16% GI	17% GI	12% I	20% AGIJ	5%	13% I
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	50%	52%	50%	46%	50%	64% AEFGHJ	56% Agh
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	19% F	17%	12%	17%	22% F	30% AEFHJ	21% F
Something else: Describe	3% H	5% H	6% H	7% AH	0% AEFGHJ	15% AH	5% AH
Not sure	21% hij	16% I	24% ehj	24% ehj	17% I	4% I	18% I

Q2.1b - Which of the following best describes your electric rate plan for your home? Check all that apply.	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
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	13% N	13% N	12% N	13% N	12% n	13% N	17% N	7%	27% ABCDKLMN
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	50% BNO	42% NO	58% ABDLNO	49% NO	54% BNO	49% NO	53% BNO	12% O	4%
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	19% ck	22% CKIm	15%	20% Ck	14%	16%	16%	84% ABCDKLMC	64% ABCDKLM
Something else: Describe	3% LMN	4% LMN	3% LmN	2% LMN	2% LMN	0% LMN	1% LMN	1% LMN	3% In
Not sure	21% bNO	23% cmNO	18% NO	23% BcmNO	21% NO	27% aBCMNNO	17% NO	4%	7%

Q2.1c - Which of the following rate plans would work best for you?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
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	33% FIJ	35% fIJ	26% I	36% FIJ	40% AFIJ	12%	26% I
Tiered rate, meaning your price per unit increases over the month as you use more electricity	21% J	20%	26% J	20%	32% AEIJ	20% J	15%
Time of Use rate, meaning you pay a different price per unit depending on the time of day you use electricity	22% F	24% F	15%	18%	21% f	36% AEFGHj	31% AeFgH
Something else: Describe	2% H	4% H	6% agH	4% H	-	12% AEFGHJ	4% aH
Not sure	21% H	17% H	27% EHI	22% H	7%	19% H	24% EHI

Q2.1c - Which of the following rate plans would work best for you?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
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	33% BNo	32% N	35% BNo	35% bNo	32% n	35% N	33% N	24%	28%
Tiered rate, meaning your price per unit increases over the month as you use more electricity	21% LNO	19% O	23% LNO	23% bLNO	26% BLmNO	15% O	19% O	15% O	5%
Time of Use rate, meaning you pay a different price per unit depending on the time of day you use electricity	22% cK	25% cK	20%	21%	17%	24% k	29% ACCDK	50% ABCDKLM	55% ABCDKLM
Something else: Describe	2% DM	2% dM	3% DM	1%	4% DM	3% DM	-	2% M	3% dM
Not sure	21% NO	22% NO	20% NO	21% NO	21% NO	23% NO	19% NO	10% NO	10% NO

Q2.2 - Which of the following best describes your current attitude toward taking steps to lower your electric bill? BASE: Core unexposed only	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=		600					
You have little interest in trying to reduce your electric bill	-	3%	-	-	-	-	-
You would like to do more to reduce your electric bill, but you are doubtful that further steps would be effective	-	25%	-	-	-	-	-
You would like to do more to reduce your electric bill, and you are interested in new ideas	-	32%	-	-	-	-	-
You have done a lot in your home to save electricity, and there is not much more that can be done	-	36%	-	-	-	-	-
Not sure	-	4%	-	-	-	-	-

Q2.2 - Which of the following best describes your current attitude toward taking steps to lower your electric bill? BASE: Core unexposed only	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=		273							
You have little interest in trying to reduce your electric bill	-	6%	-	-	-	-	-	-	-
You would like to do more to reduce your electric bill, but you are doubtful that further steps would be effective	-	24%	-	-	-	-	-	-	-
You would like to do more to reduce your electric bill, and you are interested in new ideas	-	28%	-	-	-	-	-	-	-
You have done a lot in your home to save electricity, and there is not much more that can be done	-	40%	-	-	-	-	-	-	-
Not sure	-	2%	-	-	-	-	-	-	-

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 Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	600	600					
Top 3 Box		70%	-	-	-	-	-

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	273	273							
Top 3 Box		63%	-	-	-	-	-	-	-

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 Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
\$0 to \$99	30%	19%	44%	35%	27%	23%	23%
			AEGHIJ	EHIJ	E		
\$100 to \$149	22%	28%	21%	23%	24%	21%	21%
			AfIJ				
\$150 to \$199	3%	3%	1%	3%	4%	2%	5%
			f		Fi		aFi
\$200 to \$299	16%	19%	14%	19%	18%	15%	16%
\$300 to \$399	8%	8%	4%	9%	11%	6%	8%
			FI	f	FI		Fi
\$400 to \$499	2%	4%	3%	1%	2%	3%	3%
\$500 or more	20%	19%	13%	10%	14%	30%	25%
			FGH			AEFGHJ	AFGH
Statistics Base	2102	600	168	484	392	665	480
Mean	237.4	245.1	181.2	178.4	198.7	308.9	283.4
			FGH			AEFGH	AFGH
Standard Deviation	257.8	238.7	234.4	208.6	189.3	312.7	291.2
Median	120.0	160.0	100.0	100.0	125.0	200.0	200.0

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
\$0 to \$99	30%	27%	33%	26%	22%	22%	24%	22%	23%
			bKLN	BDKLMNO					
\$100 to \$149	22%	23%	20%	24%	24%	20%	16%	20%	22%
			m	M	m				
\$150 to \$199	3%	1%	4%	5%	3%	2%	1%	3%	3%
			M	aBM					
\$200 to \$299	16%	15%	16%	18%	22%	16%	16%	21%	17%
					ABc				
\$300 to \$399	8%	8%	8%	8%	8%	8%	9%	10%	10%
\$400 to \$499	2%	2%	2%	3%	2%	4%	3%	3%	2%
\$500 or more	20%	23%	17%	17%	20%	28%	30%	22%	25%
			CD		AbCDk	ABCDKn	CD		
Statistics Base	2102	956	891	255	212	202	207	200	200
Mean	237.4	253.1	223.4	227.4	250.3	307.3	297.5	271.4	273.4
			Ca			ABCDk	ABCDk	aCD	aCD
Standard Deviation	257.8	264.7	255.9	234.9	259.0	299.5	271.0	268.8	269.7
Median	120.0	130.0	120.0	150.0	200.0	200.0	200.0	200.0	200.0

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 Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102		168	484	392	665	480
Never	5%	-	4%	6%	6%	3%	4%
NET: Sometimes/Often	95%	-	96%	94%	94%	97%	96%
Sometimes	39%	-	35%	37%	41%	23%	30%
Often	56%	-	61%	57%	53%	74%	66%

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	1649	891	255	212	202	207	200	200
Never	5%	6%	4%	4%	1%	4%	6%	3%	3%
NET: Sometimes/Often	95%	94%	96%	96%	99%	96%	94%	97%	97%
Sometimes	39%	37%	41%	38%	38%	38%	31%	33%	36%
Often	56%	57%	55%	57%	61%	57%	63%	64%	62%

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 Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102		168	484	392	665	480
Never	25%	-	30%	20%	15%	21%	15%
NET: Sometimes/Often	75%	-	70%	80%	85%	79%	85%
Sometimes	46%	-	40%	49%	46%	30%	38%
Often	29%	-	29%	31%	40%	49%	47%

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	1649	891	255	212	202	207	200	200
Never	25%	26%	24%	23%	27%	31%	27%	7%	11%
NET: Sometimes/Often	75%	74%	76%	77%	73%	69%	73%	93%	90%
Sometimes	46%	48%	44%	47%	41%	45%	42%	23%	34%
Often	29%	26%	33%	31%	32%	24%	32%	71%	56%

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	Core Total	Core Unexposed	KN Low Income	CARE (Core)	Spanish	Solar	High Engagement
BASE: Sometimes/Often from Q3.1a (reduce electricity use)	(A)	(E)	(F)	(G)	(H)	(I)	(J)
n=	2102		161	44	367	642	463
NET: A Lot/A Little	82%	-	81%	87%	94%	82%	79%
A Lot	18%	-	24%	23%	28%	23%	16%
A Little	64%	-	57%	64%	66%	59%	64%
None	18%	-	19%	13%	6%	18%	21%
	H		H	H		H	H

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	Core Total	PG&E Core	SCE Core	SDG&E Core	SMUD	LADWP	Riverside	Hydro One	SRP/APS
BASE: Sometimes/Often from Q3.1a (reduce electricity use)	(A)	(B)	(C)	(D)	(K)	(L)	(M)	(N)	(O)
n=	2000	1566	856	245	210	193	195	194	194
NET: A Lot/A Little	82%	82%	82%	82%	79%	67%	78%	77%	80%
A Lot	18%	15%	21%	20%	10%	12%	15%	11%	16%
A Little	64%	67%	61%	63%	69%	55%	63%	66%	63%
None	18%	18%	18%	18%	21%	33%	22%	23%	20%
					b	ABCDKMNC		B	

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	Core Total	Core Unexposed	KN Low Income	CARE (Core)	Spanish	Solar	High Engagement
BASE: Sometimes/Often from Q3.1a (shift electricity use)	(A)	(E)	(F)	(G)	(H)	(I)	(J)
n=	1584	-	117	34	335	523	409
NET: A Lot/A Little	74%	-	74%	80%	93%	74%	67%
A Lot	14%	-	12%	19%	31%	22%	10%
A Little	61%	-	62%	60%	62%	52%	57%
None	26%	-	26%	20%	7%	26%	33%
	H		H	H		H	AHI

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	Core Total	PG&E Core	SCE Core	SDG&E Core	SMUD	LADWP	Riverside	Hydro One	SRP/APS
BASE: Sometimes/Often from Q3.1a (shift electricity use)	(A)	(B)	(C)	(D)	(K)	(L)	(M)	(N)	(O)
n=	1584	1307	680	197	154	139	152	186	179
NET: A Lot/A Little	74%	75%	74%	73%	66%	54%	67%	76%	75%
A Lot	14%	9%	18%	16%	8%	6%	12%	16%	21%
A Little	61%	66%	56%	57%	57%	48%	55%	60%	54%
None	26%	25%	26%	27%	34%	46%	33%	24%	25%
					ABcNo	ABCDKMNC	aBn		

Q3.2a - A) Which energy saving actions have you done in your household in the past 5 years? Check all that apply.	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
Installing and using a programmable thermostat	54%	-	39%	47%	38%	85%	74%
	EFH		E	EH	E	AEFGHJ	AEFGH
Replacing or cleaning furnace / air conditioning filters	67%	-	59%	62%	53%	87%	79%
	EFgH		E	EH	E	AEFGHJ	AEFGH
Reducing air conditioning temperature settings on the thermostat	73%	-	62%	68%	61%	82%	79%
	EFGH		E	E	E	AEFGH	AEFGH
Unplugging appliances when not in use	60%	-	56%	60%	73%	54%	54%
	EIJ		E	EIJ	AEFIJ	E	E
Installing and using energy saving power strips	48%	-	46%	51%	33%	54%	50%
	EH		EH	EH	E	AEFGH	EH
None of these	5%	-	8%	6%	9%	2%	4%
	EI		EI	EI	AEGIJ	E	EI
Mean number of actions taken	302%	0%	261%	288%	258%	361%	336%
	EFGH		E	EFH	E	AEFGHJ	AEFGH
Standard deviation number of actions taken	1.4	0.0	1.4	1.5	1.4	1.2	1.3
Median number of actions taken	3.0	0.0	3.0	3.0	3.0	4.0	3.0

Q3.2a - A) Which energy saving actions have you done in your household in the past 5 years? Check all that apply.	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Installing and using a programmable thermostat	54%	52%	57%	50%	76%	50%	58%	71%	63%
			BDI		ABCDLMO		BDI	ABCDLMO	ABDL
Replacing or cleaning furnace / air conditioning filters	67%	62%	73%	65%	92%	72%	81%	81%	92%
	B		ABD	B	ABCDLMN	B	ABCDL	ABCDL	ABCDLMN
Reducing air conditioning temperature settings on the thermostat	73%	69%	80%	68%	93%	76%	88%	86%	93%
	Bd		ABD	B	ABCDLmN	Bd	ABCDL	ABcDL	ABCDLmN
Unplugging appliances when not in use	60%	61%	58%	62%	57%	62%	57%	64%	50%
	BO	O	bo	BO		BO		BO	
Installing and using energy saving power strips	48%	46%	49%	49%	45%	49%	50%	43%	39%
	BO	o	BO	BO		BO	BO		
None of these	5%	7%	4%	5%	0%	6%	2%	4%	2%
	KMO	CdKMnO	Ko	KmO		KMO		K	
Mean number of actions taken	302%	289%	317%	295%	363%	309%	334%	343%	337%
	B		ABD	B	ABCDLmNO	B	ABDI	ABCDL	ABcDL
Standard deviation number of actions taken	1.4	1.5	1.3	1.3	1.0	1.4	1.2	1.3	1.1
Median number of actions taken	3.0	3.0	3.0	3.0	4.0	3.0	3.0	4.0	3.0

Q3.2b - B) Which do you think you realistically could implement or do more of in the future? Check all that apply.	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
TOTAL ANSWERING	2102	600	168	484	392	665	480
Installing and using a programmable thermostat	44%	-	43%	46%	57%	36%	38%
	EIJ		E	EIJ	AEFIJ	E	E
Replacing or cleaning furnace / air conditioning filters	47%	-	45%	46%	49%	47%	46%
	E		E	E	E	E	E
Reducing air conditioning temperature settings on the thermostat	37%	-	33%	38%	44%	39%	40%
	E		E	E	AEF	E	E
Unplugging appliances when not in use	57%	-	57%	56%	41%	54%	60%
	EGH		EGH	EH	E	EgH	EGHi
Installing and using energy saving power strips	56%	-	47%	56%	62%	50%	56%
	EFI		E	Ef	AEFIJ	E	EfI
None of these	11%	-	11%	14%	9%	15%	11%
	E		E	Eh	E	AEgHJ	E
Mean number of actions that could be taken	2.4	0.0	2.3	2.4	2.5	2.3	2.4
	Ei		E	E	Ef	E	E
Standard deviation number of actions that could be taken	1.6	0.0	1.5	1.7	1.5	1.7	1.6
Median number of actions that could be taken	2.0	0.0	2.0	2.0	2.0	2.0	2.0

Q3.2b - B) Which do you think you realistically could implement or do more of in the future? Check all that apply.	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
TOTAL ANSWERING	2102	956	891	255	212	202	207	200	200
Installing and using a programmable thermostat	44%	47%	41%	49%	47%	43%	41%	42%	44%
	B			BCm	B				
Replacing or cleaning furnace / air conditioning filters	47%	49%	45%	49%	49%	48%	44%	39%	42%
	BN	N		BNo	BN	bn			
Reducing air conditioning temperature settings on the thermostat	37%	38%	35%	41%	49%	42%	44%	41%	37%
	B			Bc	ABCdnO	B	ABC	B	
Unplugging appliances when not in use	57%	58%	57%	56%	59%	52%	61%	59%	63%
	B		B	B	B		Bl	B	BL
Installing and using energy saving power strips	56%	57%	56%	55%	66%	54%	55%	62%	56%
	B		B	B	ABCDLMO	b	b	B	B
None of these	11%	11%	12%	8%	8%	11%	12%	11%	5%
	dO	O	DKO			O	O	O	
Mean number of actions that could be taken	2.4	2.5	2.3	2.5	2.7	2.4	2.5	2.4	2.4
	B	c	B	BC	ABCIno	B	B	B	B
Standard deviation number of actions that could be taken	1.6	1.6	1.6	1.5	1.7	1.6	1.6	1.6	1.5
Median number of actions that could be taken	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0

Q3.3 - Which of the following rate plans do you think would work the best for you? Choose One:	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	-	168	484	392	665	480
Flat Rate Plan (no tiers)	37%	-	30%	42%	44%	19%	30%
	fj		I	FIJ	AFIJ		I
Two-tier Plan	20%	-	18%	16%	23%	11%	15%
	IJ		I	i	IJ		I
Three-tier Plan	20%	-	26%	19%	12%	49%	35%
	H		H	h		AFGHJ	AFGH
No Preference	23%	-	26%	23%	21%	21%	20%

Q3.3 - Which of the following rate plans do you think would work the best for you? Choose One:	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	1649	891	255	212	202	207	200	200
Flat Rate Plan (no tiers)	37%	35%	38%	37%	29%	31%	35%	24%	32%
	bKIN	KN	bKINo	KN			N		n
Two-tier Plan	20%	23%	17%	20%	23%	20%	21%	19%	23%
		C							
Three-tier Plan	20%	17%	23%	24%	29%	28%	27%	36%	30%
					A	A	a	ABCDIm	A
No Preference	23%	25%	21%	19%	19%	22%	17%	22%	17%
	mO	DkMO							

Q3.4a - Which of these do you currently have in your household? Check all that apply.	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
Clothes Washer	79%	81%	67%	67%	65%	98%	91%
	FGH	FGH				AEFGHJ	AEFGH
Pool Pump	11%	10%	5%	4%	6%	44%	18%
	FGH	G			g	AEFGHJ	AEFGH
Air Conditioner	65%	66%	58%	63%	65%	77%	69%
	G	G	g		G	AEFGHJ	FG
Electric Stove	36%	35%	40%	36%	32%	27%	34%
	I	I	hI	I	i		I
Electric Oven	48%	49%	43%	42%	54%	62%	56%
					aF	AEFGHj	AeFg
Electric Heater	35%	36%	42%	32%	43%	31%	31%
	ij		IJ		AIJ		
Television(s)	97%	95%	96%	96%	95%	99%	97%
	e					AEHj	
Computer(s)	97%	98%	92%	96%	92%	100%	99%
	FH	FH		h		AFHj	AFH
Video Game Console(s)	44%	34%	29%	48%	69%	41%	42%
	EF			Efi	AEFGIJ	F	eF
None of these	0%	0%	1%	-	-	-	0%

Q3.4a - Which of these do you currently have in your household? Check all that apply.	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Clothes Washer	79%	78%	80%	77%	93%	72%	88%	94%	92%
	L		L		ABCDLm		ABCDL	ABCDLM	ABCDL
Pool Pump	11%	10%	14%	11%	15%	14%	16%	10%	35%
					n		adN		ABCDKLMN
Air Conditioner	65%	54%	78%	58%	97%	76%	96%	84%	100%
	BD		ABD		ABCDLN	ABD	ABCDLN	ABcDL	ABCDKLMN
Electric Stove	36%	50%	20%	39%	52%	21%	26%	85%	73%
	CLM	ACDLM		CLM	ACDLM			ABCDKLMC	ABCDKLM
Electric Oven	48%	61%	34%	51%	70%	36%	40%	86%	78%
	CLM	ACDLM		CLM	ABCDLM			ABCDKLMO	ABCDKLM
Electric Heater	35%	40%	30%	39%	41%	31%	28%	42%	47%
	CM	CLM		CIM	CLM			aCLM	ABCDLM
Television(s)	97%	97%	97%	96%	99%	96%	98%	99%	99%
					ABCDL			Bd	Bd
Computer(s)	97%	97%	96%	96%	96%	98%	97%	98%	98%
Video Game Console(s)	44%	43%	45%	47%	31%	32%	57%	42%	32%
	KLO	KLO	KLO	bKLO			ABCDKLNO	KIO	
None of these	0%	-	0%	0%	-	1%	-	1%	-

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Q3.4ba - A) In the past, have you shifted operation of this end use away from peak demand periods? Check all that apply. BASE: Those with each type of appliance/electronic devise	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
Clothes Washer	65%	-	68%	64%	62%	66%	75%
	E		E	E	E	E	AEgHI
Pool Pump	58%	-	33%	46%	52%	68%	74%
	E		E	E	E	AEF	AEFh
Air Conditioner	57%	-	52%	54%	57%	54%	68%
	E		E	E	E	E	AEFHI
Electric Stove	37%	-	42%	42%	43%	35%	55%
	E		E	E	E	E	AEfgHI
Electric Oven	43%	-	33%	40%	42%	42%	54%
	EFG		E	E	EG	EG	AEFGHI
Electric Heater	46%	-	44%	49%	45%	42%	62%
	E		E	E	E	E	AEFHI
Television(s)	29%	-	28%	28%	44%	30%	33%
	E		E	E	AEFIJ	E	E
Computer(s)	28%	-	30%	27%	42%	22%	28%
	EI		EI	E	AEFIJ	E	EI
Video Game Console(s)	35%	-	25%	40%	45%	32%	32%
	E		Ef	AEFIJ	E	E	E
None of these	24%	-	29%	24%	16%	18%	16%
	EHIJ		EHIJ	EHIJ	E	E	E
Mean number of electronics where use was shifted	2.2	0.0	1.9	2.0	2.5	2.5	2.7
	Ef		E	E	AEFG	AEFG	AEFGhi
Standard deviation of electronics where use was shifted	1.9	0.0	1.9	1.8	1.9	2.0	2.0
Median number of electronics where use was shifted	2.0	0.0	1.0	2.0	2.0	2.0	2.0

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Clothes Washer	65%	63%	68%	67%	72%	74%	73%	91%	74%
	B		B	B	aB	AB	aB	ABCDKLMC	AB
Pool Pump	58%	56%	59%	60%	63%	46%	82%	47%	88%
							ABCDKLN		ABCDKLN
Air Conditioner	57%	51%	61%	60%	55%	52%	58%	60%	55%
	B		BI	B			b	B	
Electric Stove	37%	36%	38%	39%	42%	42%	62%	49%	51%
							ABCDKLn	ABcd	ABCD
Electric Oven	43%	42%	47%	42%	48%	47%	59%	51%	56%
			b		b		ABcD	aBd	ABD
Electric Heater	46%	42%	48%	56%	41%	49%	57%	62%	55%
				ABK			Bk	ABCK	BK
Television(s)	29%	25%	34%	30%	27%	26%	35%	29%	23%
	bo		BkLO	bo			BkLO		
Computer(s)	28%	25%	30%	29%	21%	28%	28%	24%	22%
	Bko		BKO	BKO			k		
Video Game Console(s)	35%	28%	42%	40%	33%	34%	39%	37%	25%
	o		BO	BO			bo		
None of these	24%	30%	18%	19%	17%	22%	14%	7%	16%
	bCDKMNO	ACDKLMNC	N	N	N	MN	N		N
Mean number of electronics where use was shifted	2.2	2.0	2.3	2.3	2.6	2.0	2.7	3.2	3.1
	b		BI	BI	ABCDL		ABCDL	ABCDKLM	ABCDKLm
Standard deviation of electronics where use was shifted	1.9	2.0	1.8	1.9	2.0	1.8	2.0	2.1	2.2
Median number of electronics where use was shifted	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	3.0

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Q3.4bb - B) In the future, can you shift operation of this end use away from peak demand periods? Check all that apply. BASE: Those with each type of appliance/electronic devise	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
Clothes Washer	51%	-	46%	57%	47%	53%	58%
	E		E	EfH	E	Eh	AEFH
Pool Pump	47%	-	33%	66%	52%	47%	56%
	E		E	E	E	E	E
Air Conditioner	41%	-	39%	41%	49%	39%	51%
	E		E	E	AefI	E	AefI
Electric Stove	42%	-	40%	45%	42%	36%	47%
	E		E	E	E	E	EI
Electric Oven	45%	-	47%	51%	52%	38%	46%
	EI		E	EI	EI	E	EI
Electric Heater	46%	-	43%	57%	56%	35%	39%
	EI		E	aEfIJ	AefIJ	E	E
Television(s)	48%	-	50%	49%	57%	37%	43%
	Eij		EI	EI	AeIJ	E	EI
Computer(s)	48%	-	49%	49%	53%	34%	42%
	Eij		EI	EI	aEIJ	E	EI
Video Game Console(s)	51%	-	54%	57%	56%	37%	44%
	EI		EI	EIJ	EIJ	E	E
None of these	22%	-	24%	22%	15%	22%	17%
	EgHJ		EgHJ	EH	E	EgHJ	E
Mean number of electronics where use can be shifted	2.4	0.0	2.2	2.4	2.7	2.3	2.5
	E		E	E	AefI	E	EfI
Standard deviation of electronics where use can be shifted	2.0	0.0	2.0	2.0	2.0	2.1	2.0
Median number of electronics where use can be shifted	2.0	0.0	2.0	2.0	2.0	2.0	2.0

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Clothes Washer	51%	51%	51%	53%	53%	52%	47%	44%	43%
	BnO	o	bno	BNO	bno	o			
Pool Pump	47%	44%	48%	53%	63%	43%	50%	47%	46%
				B					
Air Conditioner	41%	42%	39%	49%	45%	50%	45%	49%	36%
				aBCO	bo	ABCO	bo	aBCO	
Electric Stove	42%	38%	50%	50%	41%	44%	43%	45%	35%
	B		BO	BO				Bo	
Electric Oven	45%	42%	51%	46%	45%	45%	39%	44%	35%
	BO		BmO	BO	o			o	
Electric Heater	46%	48%	43%	46%	44%	48%	52%	46%	33%
	bo	O		O		o	bo	o	
Television(s)	48%	44%	51%	51%	51%	43%	50%	49%	38%
	BO		BLO	BIO	BIO		BO	BO	
Computer(s)	48%	42%	54%	47%	48%	41%	49%	53%	41%
	Blo		ABdLO	B	B		Blo	BLO	
Video Game Console(s)	51%	50%	51%	51%	56%	48%	50%	47%	54%
	B		B	b	B			b	
None of these	22%	25%	20%	17%	15%	24%	14%	15%	19%
	DKMN	cDKMNo	m			dKMN			
Mean number of electronics where use can be shifted	2.4	2.4	2.4	2.5	2.9	2.2	2.6	3.0	2.5
	B		B	BL	ABCDL		BL	ABCDLMO	BI
Standard deviation of electronics where use can be shifted	2.0	2.1	1.9	2.0	2.2	1.9	1.9	2.3	2.0
Median number of electronics where use can be shifted	2.0	2.0	2.0	2.0	3.0	2.0	2.0	3.0	2.0

Q3.5 - Which of the following services charges you a monthly service fee? Electricity	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102		168	484	392	665	480
Yes	38%	-	32%	40%	68%	58%	30%
	fJ			fJ	AFGUJ	AFJ	
No	16%	-	19%	19%	10%	13%	15%
	H		Hi	Hi		h	H
Not Sure	46%	-	49%	41%	22%	28%	55%
	HI		HI	HI		H	AGHI

Q3.5 - Which of the following services charges you a monthly service fee? Electricity	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Yes	38%	39%	37%	41%	29%	31%	49%	55%	46%
	KL	KL	K	KL			AbCdKL	ABCDKLo	ACKL
No	16%	16%	17%	12%	17%	17%	11%	14%	9%
	dmO	O	DmO		O	dmO			
Not Sure	46%	46%	47%	47%	55%	52%	40%	32%	45%
	N	N	N	N	ABcdMNO	BMN	n		N

Q3.5 - Which of the following services charges you a monthly service fee? Natural Gas	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	1729		133	379	359	558	418
Yes	35%	-	26%	43%	61%	38%	30%
	FJ			aFJ	AFGUJ	FJ	
No	13%	-	17%	14%	13%	15%	10%
			j			J	
Not Sure	52%	-	57%	43%	26%	47%	60%
	Hi		HI	H		H	AHI

Q3.5 - Which of the following services charges you a monthly service fee? Natural Gas	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	1729	756	758	214	171	170	182	143	105
Yes	35%	37%	34%	34%	25%	33%	39%	52%	37%
	K	K	K	K		k	K	ABCDKLmC	K
No	13%	13%	13%	12%	14%	11%	13%	12%	14%
Not Sure	52%	51%	53%	54%	61%	56%	48%	36%	49%
	N	N	N	N	ABcmNO	N	N		n

Q3.6 - Does a demand charge apply to your current electric bill?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	-	168	484	392	665	480
Yes	13%	-	4%	12%	27%	14%	13%
	F			F	AFGU	F	F
No	27%	-	35%	26%	27%	41%	28%
			Ahj			AHJ	
Not sure	60%	-	61%	62%	46%	45%	59%
	HI		HI	HI			HI

Q3.6 - Does a demand charge apply to your current electric bill?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Yes	13%	12%	13%	13%	7%	7%	17%	26%	19%
	KL	KL	KL	KL			KL	ABCDKLMO	abcKL
No	27%	28%	27%	26%	29%	22%	26%	24%	28%
	I	I	I						
Not sure	60%	60%	60%	61%	64%	71%	57%	50%	54%
	bN	N	N	bN	BNO	ABCDMNO			

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 Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
Saves Money : Provides opportunity to change my energy use behavior to lower my bill.	66% E	56%	62%	67% E	66% E	65% E	70% aEf
Stable : Will not cause bill to change a lot from month to month, or from season to season (winter / summer).	31% IJ	33% IJ	28% I	34% IJ	31% IJ	13% I	24% I
Simple : Does not require a lot of my effort and time to understand how my energy use behavior will affect my bill.	30% IJ	36% HIJ	32% IJ	30% ij	26% j	24% j	23% j
Works for Me : Fits my habits and lifestyle.	29% e	25% AEFH	26% Eh	33% Eh	27% Eh	34% Eh	33% Eh
Predictable : I know what bill amount should be each month.	28% GHI	40% AFGHIJ	30% GHI	28% HI	18% j	18% j	25% gHI
Green : Helps protect our air and environment.	26% Aj	26% AEFGHJ	29% j	22% j	32% j	43% j	27% j
Fair : Seems like a fair way to be charged for energy.	26% ae	24% AEg	30% j	26% j	31% j	33% j	29% j
Understandable : In language I can understand.	24% EHJ	18% j	19% j	22% j	19% j	23% j	19% j
Reflects Cost of Electricity : Encourages me to use less electricity during peak periods when it costs the most.	22% AE	21% AEFGH	26% AEFGH	22% AEFGH	30% AEFGH	37% AEFGH	37% AEFGH
Worry-Free : I don't need to pay attention to when during the day or month I use energy.	18% IJ	23% IJ	17% I	16% i	19% IJ	11% I	14% I

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Saves Money : Provides opportunity to change my energy use behavior to lower my bill.	66%	66%	64%	68%	66%	66%	65%	71% bc	67%
Stable : Will not cause bill to change a lot from month to month, or from season to season (winter / summer).	31% nO	32% knO	30% o	30% o	25%	28%	35% BKNO	25%	23%
Simple : Does not require a lot of my effort and time to understand how my energy use behavior will affect my bill.	30%	30%	29%	32%	29%	28%	29%	29%	32%
Works for Me : Fits my habits and lifestyle.	29%	27%	30%	33% bL	41% ABCdLMN	24%	27%	29%	43% ABCDLMN
Predictable : I know what bill amount should be each month.	28% D	29% D	30% D	20% D	24%	25%	28% D	29% D	31% D
Green : Helps protect our air and environment.	26% O	28% O	25% O	26% O	24%	35% ACDKmNO	27%	22%	20%
Fair : Seems like a fair way to be charged for energy.	26% O	24% O	27% O	26% O	23% O	28% O	31% knO	24% O	15%
Understandable : In language I can understand.	24%	24%	24%	26% Bkmo	20%	21%	20%	21%	20%
Reflects Cost of Electricity : Encourages me to use less electricity during peak periods when it costs the most.	22%	22%	22%	23%	30% ACdlm	23%	22%	33% ACDLM	31% ACdlM
Worry-Free : I don't need to pay attention to when during the day or month I use energy.	18%	19%	18%	16%	18%	22% d	17%	20%	19%

Q4_Fixed1 - Please carefully look at all three rate plans and pick the rate plan that you prefer the most.	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
Flat Rate, \$0.24/kWh, Monthly Service Fee = \$10, Demand Charge = \$5	14% fGI	12% G	9%	11%	17% eFGIJ	10%	12% G
3-Price TOU Rate, kWh = wide spread, Monthly Service Fee = \$0, Demand Charge = \$2	30% g	25%	26%	25%	27%	46% AEFGH	41% AEFGH
3-Tier Rate, kWh = all high, Monthly Service Fee = \$0, Demand Charge = \$0	56% IJ	63% IJ	65% AhIJ	64% AhIJ	56% IJ	44%	47%

Q4_Fixed1 - Please carefully look at all three rate plans and pick the rate plan that you prefer the most.	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Flat Rate, \$0.24/kWh, Monthly Service Fee = \$10, Demand Charge = \$5	14% k	16% CDKNO	11%	11%	9%	12%	13%	11%	11%
3-Price TOU Rate, kWh = wide spread, Monthly Service Fee = \$0, Demand Charge = \$2	30%	30%	30%	29%	28%	28%	33%	49% ABCDKLM	41% ACDKL
3-Tier Rate, kWh = all high, Monthly Service Fee = \$0, Demand Charge = \$0	56% BNO	53% N	58% BNO	60% BNO	62% aBmNO	59% BNO	54% N	41%	49%

Residential Rate OIR Customer Survey Research

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 Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
TOTAL	100%	100%	100%	100%	100%	100%	100%
=====							
Would definitely switch	9%	6%	9%	11%	23%	15%	13%
Would consider switching	60%	65%	53%	52%	AEFIJ	AEF	AE
No interest in switching	10%	9%	14%	17%	9%	16%	6%
Not sure	20%	20%	24%	20%	9%	25%	23%
Fixed 1: Flat Rate, \$0.24/kWh, Monthly Service Fee = \$10, Demand Charge = \$5	100%	100%	100%	100%	100%	100%	100%
Would definitely switch	12%	9%	27%	14%	24%	16%	19%
Would consider switching	57%	56%	53%	46%	ae	34%	54%
No interest in switching	15%	13%	13%	35%	10%	16%	7%
Not sure	16%	22%	7%	5%	4%	34%	19%
Fixed 2: 3-Price TOU Rate, kWh = wide spread, Monthly Service Fee = \$0, Demand Charge = \$2	100%	100%	100%	100%	100%	100%	100%
Would definitely switch	10%	7%	-	9%	20%	20%	18%
Would consider switching	65%	63%	75%	55%	63%	50%	61%
No interest in switching	11%	10%	7%	16%	6%	12%	6%
Not sure	15%	19%	18%	19%	11%	18%	15%
Fixed 3: 3-Tier Rate, kWh = all high, Monthly Service Fee = \$0, Demand Charge = \$0	100%	100%	100%	100%	100%	100%	100%
Would definitely switch	8%	5%	10%	10%	24%	9%	7%
Would consider switching	59%	68%	44%	52%	AEFIJ	42%	56%
No interest in switching	9%	8%	17%	14%	10%	20%	6%
Not sure	24%	20%	28%	24%	9%	29%	32%

Residential Rate OIR Customer Survey Research

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%
====									
Would definitely switch	9%	8%	9%	15%	5%	10%	14%	11%	8%
Would consider switching	60%	61%	61%	59%	64%	56%	61%	65%	58%
No interest in switching	10%	10%	10%	10%	8%	10%	7%	8%	14%
Not sure	20%	21%	20%	17%	22%	24%	17%	17%	21%
Fixed 1: Flat Rate, \$0.24/kWh, Monthly Service Fee = \$10, Demand Charge = \$5	100%	100%	100%	100%	100%	100%	100%	100%	100%
Would definitely switch	12%	9%	10%	35%	-	4%	11%	14%	10%
Would consider switching	57%	52%	69%	41%	90%	44%	74%	52%	48%
No interest in switching	15%	18%	13%	9%	5%	32%	11%	10%	33%
Not sure	16%	21%	8%	15%	5%	20%	4%	24%	10%
Fixed 2: 3-Price TOU Rate, kWh = wide spread, Monthly Service Fee = \$0, Demand Charge = \$2	100%	100%	100%	100%	100%	100%	100%	100%	100%
Would definitely switch	10%	7%	11%	16%	12%	14%	17%	11%	9%
Would consider switching	65%	67%	63%	64%	63%	54%	62%	67%	61%
No interest in switching	11%	12%	9%	9%	8%	5%	7%	8%	11%
Not sure	15%	14%	17%	11%	17%	26%	13%	13%	20%
Fixed 3: 3-Tier Rate, kWh = all high, Monthly Service Fee = \$0, Demand Charge = \$0	100%	100%	100%	100%	100%	100%	100%	100%	100%
Would definitely switch	8%	8%	8%	11%	3%	9%	14%	9%	7%
Would consider switching	59%	60%	58%	60%	61%	59%	58%	65%	57%
No interest in switching	9%	7%	11%	10%	9%	8%	5%	6%	12%
Not sure	24%	26%	23%	20%	27%	23%	23%	20%	24%

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 Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
...Stay the same. I am not willing to risk a higher bill for potential savings.	40%	42%	49%	49%	28%	30%	25%
...Decrease by 5%, but increase no more than 5%.	15%	12%	13%	16%	21%	11%	13%
...Decrease by 10%, but increase no more than 10%.	22%	28%	13%	19%	22%	20%	25%
...Decrease by 15%, but increase no more than 15%.	9%	6%	7%	4%	11%	12%	15%
...Decrease by 20%, but increase no more than 20%.	4%	6%	5%	3%	5%	9%	9%
...Decrease by 25%, but increase no more than 25%.	10%	6%	13%	8%	14%	17%	14%
	e		E		AE	AEGj	AE

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
...Stay the same. I am not willing to risk a higher bill for potential savings.	40%	38%	43%	34%	38%	35%	39%	30%	41%
...Decrease by 5%, but increase no more than 5%.	15%	14%	15%	19%	23%	12%	19%	17%	12%
...Decrease by 10%, but increase no more than 10%.	22%	25%	20%	20%	18%	24%	18%	28%	29%
...Decrease by 15%, but increase no more than 15%.	9%	9%	8%	10%	6%	10%	14%	16%	11%
...Decrease by 20%, but increase no more than 20%.	4%	4%	5%	6%	6%	7%	3%	3%	3%
...Decrease by 25%, but increase no more than 25%.	10%	10%	9%	10%	9%	12%	7%	8%	6%
	O	o		O		O			

Q5.1a - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? No TBYB Included	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
2 Tiered Rate:							
Would Try	49%	48%	38%	46%	61%	37%	51%
	FI	fl		I	AEFIJ		FI
Would NOT Try	51%	52%	62%	54%	39%	63%	49%
	H	H	AeGHJ	H		AEGHJ	H
3 Tiered Rate:							
Would Try	42%	37%	34%	42%	52%	44%	50%
	F				AEFI	eF	AEFI
Would NOT Try	58%	63%	66%	58%	48%	56%	50%
	HJ	HiJ	AgHJ	HJ		HJ	
Flat Rate:							
Would Try	53%	54%	40%	51%	63%	34%	46%
	FIJ	Fij	i	FI	AeFgIJ		I
Would NOT Try	47%	46%	60%	49%	38%	66%	54%
	H	h	AEH	H		AEfGHJ	AeH
Steep TOU Rate:							
Would Try	15%	8%	11%	14%	41%	25%	20%
	E				AEFGIJ	AEFGJ	AEFG
Would NOT Try	85%	92%	89%	86%	59%	75%	80%
	HIJ	AHIJ	HIJ	HIJ		H	Hi
Mild TOU Rate:							
Would Try	30%	17%	20%	34%	54%	34%	43%
	EF			EF	AEFGIJ	aEFg	AEFGI
Would NOT Try	70%	83%	80%	66%	46%	66%	57%
	HIJ	AHIJ	AHIJ	HJ		HJ	H

Q5.1a - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? No TBYB Included	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
2 Tiered Rate:									
Would Try	49%	49%	47%	54%	52%	50%	51%	52%	47%
				bc					
Would NOT Try	51%	51%	53%	46%	48%	50%	49%	49%	53%
			d						
3 Tiered Rate:									
Would Try	42%	41%	43%	45%	51%	47%	43%	53%	39%
					ABcO			ABCdmO	
Would NOT Try	58%	59%	57%	55%	49%	53%	57%	48%	61%
	KN	KN	kN	n			n		KN
Flat Rate:									
Would Try	53%	57%	47%	53%	52%	51%	54%	45%	44%
	cnO	CNO		nO	o		nO		
Would NOT Try	47%	43%	53%	47%	48%	49%	46%	55%	57%
			a					abdm	ABDKM
Steep TOU Rate:									
Would Try	15%	17%	14%	17%	10%	15%	10%	16%	12%
	KM	KMo		KMo		k		km	
Would NOT Try	85%	83%	86%	83%	90%	85%	90%	84%	89%
	B		B		ABDIn	b	ABDn		Bd
Mild TOU Rate:									
Would Try	30%	31%	29%	30%	25%	27%	23%	30%	28%
	M	M	m	M					
Would NOT Try	70%	69%	71%	70%	75%	73%	77%	71%	72%
	B		B		B	B	ABcD		b

Q5.1b - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? 12 Months TBYB Included 2 Tiered Rate	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
2 Tiered Rate:							
Would Try	72%	71%	59%	67%	69%	63%	79%
	FI	FI			Fi		AEFHI
Would NOT Try	28%	29%	41%	33%	31%	37%	21%
	J	J	AEGHJ	J	J	AEghJ	
3 Tiered Rate:							
Would Try	67%	63%	62%	65%	60%	71%	78%
	H					aEFH	AEFGHI
Would NOT Try	33%	37%	38%	35%	40%	29%	22%
	IJ	IJ	IJ	J	AIJ	J	
Flat Rate:							
Would Try	73%	76%	66%	67%	70%	59%	74%
	fi	FI		i	I		fi
Would NOT Try	27%	24%	34%	33%	30%	41%	26%
			aEj	aEj		AEHJ	
Steep TOU Rate:							
Would Try	35%	34%	30%	30%	49%	54%	50%
					AEFg	AEFG	AEFG
Would NOT Try	65%	66%	70%	70%	51%	46%	50%
	HIJ	HIJ	HIJ	HIJ			
Mild TOU Rate:							
Would Try	52%	41%	42%	51%	63%	62%	70%
	EF			e	AEFG	AEFg	AEFGHI
Would NOT Try	48%	59%	58%	49%	37%	38%	30%
	HIJ	AHIJ	AHIJ	HIJ	J	J	

Q5.1b - Would your willingness to try each of these rate plans change with 12 months of "Try Before You Buy"? 12 Months TBYB Included 2 Tiered Rate	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
2 Tiered Rate:									
Would Try	72%	73%	71%	75%	84%	79%	80%	77%	76%
				B	ABCDNO	ABC	ABC	B	b
Would NOT Try	28%	27%	29%	25%	16%	21%	20%	24%	24%
	KLM	KIM	KLM	K				K	K
3 Tiered Rate:									
Would Try	67%	67%	68%	66%	81%	76%	76%	79%	70%
					ABCDNO	ABCD	ABCD	ABCDNO	
Would NOT Try	33%	33%	32%	34%	19%	24%	24%	22%	31%
	KLMN	KLMN	KLMN	KLMN					KN
Flat Rate:									
Would Try	73%	75%	71%	72%	76%	81%	73%	68%	68%
		no			no	ABCDmNO			
Would NOT Try	27%	25%	29%	28%	24%	19%	27%	32%	32%
	L		L	L			I	kL	kL
Steep TOU Rate:									
Would Try	35%	36%	34%	35%	33%	48%	35%	38%	36%
						ACDKMnO			
Would NOT Try	65%	64%	66%	65%	67%	52%	65%	62%	65%
	BL	L	BL	BL	BL		BL	I	BL
Mild TOU Rate:									
Would Try	52%	54%	50%	50%	51%	59%	50%	52%	52%
						ACDKM			
Would NOT Try	48%	46%	50%	50%	49%	41%	50%	48%	48%
	BL		BL	BL	bl		BL		

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 Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
Look at the amount due and/or the due date	85%	87%	90%	90%	65%	86%	88%
Look at actual electricity or kWh use	66%	68%	67%	68%	51%	92%	77%
Read the details about how your bill is calculated	42%	46%	42%	49%	45%	64%	46%
Read notes or other messages that are on the bill	42%	47%	42%	43%	37%	50%	42%
Read any inserts that are included with the bill	31%	36%	32%	42%	33%	32%	28%
None of these - you don't look at the bill	3%	2%	1%	3%	1%	1%	4%
Not sure	4%	1%	4%	1%	6%	1%	1%

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Look at the amount due and/or the due date	85%	85%	86%	84%	92%	91%	91%	90%	90%
Look at actual electricity or kWh use	66%	64%	67%	67%	78%	70%	76%	83%	79%
Read the details about how your bill is calculated	42%	42%	41%	48%	43%	44%	45%	57%	48%
Read notes or other messages that are on the bill	42%	43%	41%	42%	50%	43%	54%	55%	55%
Read any inserts that are included with the bill	31%	31%	31%	28%	32%	33%	45%	44%	39%
None of these - you don't look at the bill	3%	3%	3%	3%	3%	2%	1%	2%	6%
Not sure	4%	4%	3%	3%	1%	1%	0%	2%	1%

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 Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
\$0 to \$49	24%	27%	48%	41%	22%	37%	13%
	J	J	AEGHIJ	AEHJ	J	AEHJ	
\$50 to \$99	27%	33%	24%	26%	27%	17%	30%
	I	fi	I	I	I	I	I
\$100 to \$149	16%	14%	14%	12%	18%	14%	19%
							j
\$150 to \$199	11%	11%	5%	7%	10%	8%	13%
	FI	f			F		FI
\$200 or more	21%	15%	7%	14%	23%	23%	26%
	EFG	F		F	EFG	EFG	AEFG
Unsure	0%	-	1%	1%	-	0%	-
	EGHJ			ehj		eghj	
Statistics Base	2094	600	167	481	392	662	480
Mean	138.3	110.9	84.8	105.6	210.9	131.0	150.2
	EFG	f			aEFGI	Fg	EFGi
Standard Deviation	166.9	141.8	115.1	144.1	726.5	227.7	125.5
Median	90.0	75.0	50.0	60.0	100.0	75.0	102.0

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
\$0 to \$49	24%	22%	26%	23%	13%	13%	2%	4%	3%
	KLMNO	KLMNO	KLMNO	KLMNO	MNO	MNO			
\$50 to \$99	27%	28%	26%	28%	33%	22%	18%	20%	11%
	MNO	MNO	MO	MNO	aCLMNO	O	O	O	
\$100 to \$149	16%	16%	15%	18%	23%	18%	20%	26%	20%
					ABC			ABCDL	
\$150 to \$199	11%	11%	11%	14%	12%	11%	17%	17%	18%
				b			ABCI	ABCI	ABCI
\$200 or more	21%	22%	21%	16%	18%	36%	43%	32%	49%
	D	d	d			ABCDK	ABCDKN	ABCDK	ABCDKLN
Unsure	0%	0%	0%	-	0%	-	-	2%	-
	DLMO		dimo					dimo	
Statistics Base	2094	952	887	255	211	202	207	197	200
Mean	138.3	148.8	131.9	121.7	128.3	186.1	206.7	548.9	206.7
	D	Dk				ABCDK	ABCDK		ABCDK
Standard Deviation	166.9	182.9	160.5	117.0	112.1	168.9	213.3	4749.6	135.9
Median	90.0	95.0	90.0	90.0	100.0	132.5	165.0	148.0	190.0

Q7.4 - What was your average monthly electricity bill/electricity and gas bill during last winter (November through April)?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
\$0 to \$49	24%	26%	47%	40%	25%	28%	11%
	J	J	AEGHIJ	AEHIJ	J	AJ	
\$50 to \$99	31%	33%	28%	36%	34%	22%	23%
	IJ	IJ		IJ	IJ		
\$100 to \$149	17%	18%	13%	9%	13%	18%	23%
	fH	h				fH	AFgHI
\$150 to \$199	10%	8%	6%	7%	10%	11%	14%
	F				f	F	AEfH
\$200 or more	17%	14%	6%	7%	18%	20%	28%
	FG	F			FG	eFG	AEFGHI
Unsure	1%	0%	1%	1%	0%	1%	1%
						h	eH
Statistics Base	2088	599	167	478	391	657	473
Mean	167.0	103.8	79.4	81.7	150.4	125.3	166.9
	EFG	F			EFG	eF	EFGI
Standard Deviation	1209.2	92.8	88.9	91.9	354.9	214.4	184.6
Median	85.0	85.0	50.0	55.0	80.0	90.0	120.0

Q7.4 - What was your average monthly electricity bill/electricity and gas bill during last winter (November through April)?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
\$0 to \$49	24%	16%	34%	17%	19%	16%	6%	3%	7%
	BDLMNO	MNO	ABDKLMNC	MNO	MNO	MNO	n		N
\$50 to \$99	31%	31%	31%	30%	41%	29%	35%	19%	37%
	N	N	N	N	ABCDLN	N	bN		BdIN
\$100 to \$149	17%	18%	15%	23%	18%	11%	26%	26%	25%
	L	L		ACL	I		ABCKL	ABCKL	AbCKL
\$150 to \$199	10%	11%	8%	14%	9%	13%	15%	15%	18%
				aCk		c	aCk	Ck	ABCK
\$200 or more	17%	24%	10%	16%	12%	29%	18%	37%	13%
	Cko	ACDKO		C		AbCDKMO	C	ABCDKIMO	
Unsure	1%	0%	1%	0%	1%	1%	0%	2%	1%
Statistics Base	2088	951	882	255	210	200	206	197	199
Mean	167.0	238.1	92.0	161.3	106.7	150.1	136.8	723.9	125.2
	CK	Ck		Cko	c	CKO	CK		Ck
Standard Deviation	1209.2	1755.4	92.1	648.4	107.4	131.2	151.9	7116.5	106.3
Median	85.0	100.0	65.0	100.0	80.0	100.0	100.0	150.0	100.0

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 Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
\$0 to \$9	13%	15%	18%	20%	7%	16%	10%
\$10 to \$19	23%	27%	36%	30%	18%	16%	22%
\$20 to \$29	22%	17%	21%	21%	22%	19%	20%
\$30 to \$39	11%	14%	9%	8%	12%	9%	13%
\$40 to \$49	8%	6%	2%	6%	9%	9%	7%
\$50 to \$74	9%	10%	7%	5%	11%	11%	12%
\$75 to \$99	3%	3%	1%	2%	8%	6%	5%
More than \$100	7%	4%	2%	4%	10%	7%	5%
Not sure	5%	4%	4%	4%	4%	8%	7%

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
\$0 to \$9	13%	12%	13%	14%	11%	12%	8%	10%	12%
\$10 to \$19	23%	21%	24%	25%	21%	14%	19%	27%	20%
\$20 to \$29	22%	24%	20%	20%	28%	15%	21%	20%	19%
\$30 to \$39	11%	10%	11%	13%	11%	11%	15%	13%	18%
\$40 to \$49	8%	7%	8%	6%	5%	10%	10%	7%	6%
\$50 to \$74	9%	9%	8%	9%	12%	14%	10%	7%	10%
\$75 to \$99	3%	2%	4%	3%	6%	8%	5%	4%	3%
More than \$100	7%	9%	7%	6%	1%	8%	8%	8%	3%
Not sure	5%	5%	5%	4%	5%	7%	3%	6%	12%

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 Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
Never	9%	7%	14%	9%	10%	17%	8%
NET: At least rarely	91%	93%	86%	91%	90%	83%	92%
Rarely (1-2 bills)	49%	51%	54%	53%	54%	40%	44%
Sometimes (3-4 bills)	35%	30%	24%	29%	27%	31%	35%
Often (more than 4 bills)	7%	12%	8%	9%	9%	11%	13%

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Never	9%	10%	7%	6%	5%	6%	5%	7%	18%
NET: At least rarely	91%	90%	93%	94%	95%	94%	95%	93%	83%
Rarely (1-2 bills)	49%	48%	50%	50%	55%	47%	42%	47%	47%
Sometimes (3-4 bills)	35%	36%	34%	36%	32%	37%	45%	35%	31%
Often (more than 4 bills)	7%	6%	9%	7%	8%	10%	8%	12%	5%

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 Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	1922	559	144	45	353	551	442
Called my electricity/electricity and gas utility company	18%	16%	18%	25%	42%	12%	11%
Checked my usage online	34%	33%	24%	35%	40%	42%	44%
Something else:	14%	19%	18%	14%	5%	24%	17%
I did not take action	36%	37%	38%	30%	17%	30%	34%
Can't recall	6%	4%	9%	6%	7%	5%	5%

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	1922	1725	826	240	202	190	197	186	165
Called my electricity/electricity and gas utility company	18%	19%	18%	17%	7%	14%	20%	11%	13%
Checked my usage online	34%	34%	33%	38%	33%	25%	34%	37%	37%
Something else:	14%	13%	14%	15%	12%	14%	16%	13%	10%
I did not take action	36%	36%	37%	34%	44%	42%	31%	37%	41%
Can't recall	6%	7%	6%	5%	9%	9%	10%	8%	7%

QD1 - What is the last year of school you completed?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
NET: Less than college	70%	70%	72%	85%	69%	16%	19%
	IJ	IJ	IJ	AEFHJ	IJ		
NET: High school or less	40%	40%	24%	48%	40%	8%	10%
	FIJ	FIJ	IJ	AeFHJ	FIJ		
Some high school or less	2%	0%	5%	4%	10%	0%	0%
	EIJ		aEIJ	EIJ	AEFGIJ		
High school graduate	38%	40%	19%	45%	30%	8%	10%
	FHIJ	FHIJ	IJ	aFHJ	FIJ		
Trade or technical school graduate	30%	30%	48%	37%	29%	8%	9%
	IJ	IJ	AEGHIJ	AeHIJ	IJ		
NET: College grad or more	30%	30%	28%	15%	28%	82%	78%
	G	G	g		g	AEFGH	AEFGH
Undergraduate college degree	19%	19%	21%	12%	25%	39%	42%
					Ag	AEFGH	AEFGH
Masters or doctorate degree	11%	11%	7%	3%	3%	42%	36%
	fGH	H				AEFGHj	AEFGH
Prefer not to answer	-	-	-	-	3%	3%	3%
					AEFG	AEFg	AEFG

QD1 - What is the last year of school you completed?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
NET: Less than college	70%	70%	70%	70%	30%	24%	36%	35%	40%
	BKLMNO	KLMNO	BKLMNO	BKLMNO			L	L	KL
NET: High school or less	40%	40%	40%	40%	20%	13%	21%	20%	24%
	BKLMNO	KLMNO	BKLMNO	BKLMNO	L		L	I	L
Some high school or less	2%	2%	2%	2%	-	0%	2%	2%	-
	KLO	KLO	KIO	KLO			KO	KO	
High school graduate	38%	38%	38%	38%	20%	12%	19%	18%	24%
	BKLMNO	KLMNO	BKLMNO	BKLMNO	L		I		L
Trade or technical school graduate	30%	30%	30%	30%	10%	11%	15%	15%	16%
	BKLMNO	KLMNO	bKLMNO	bKLMNO					k
NET: College grad or more	30%	30%	30%	30%	67%	73%	62%	65%	58%
					ABCDO	ABCDMnO	ABCD	ABCD	ABCD
Undergraduate college degree	19%	19%	19%	19%	45%	44%	37%	53%	34%
					ABCDmO	ABCDO	ABCD	ABCDIMO	ABCD
Masters or doctorate degree	11%	11%	11%	11%	23%	29%	26%	12%	24%
					ACDN	ABCDN	ABCDN		AbCDN
Prefer not to answer	-	-	-	-	2%	3%	1%	1%	3%
					AcD	AbCD			AbCD

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QD2 - What is your current employment status?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
NET: Employed	51%	50%	33%	40%	61%	63%	60%
Employed full-time	F 38%	F 40%	14%	22%	AEF 38%	AEF 54%	AEF 52%
Employed part-time	Fg 13%	Fg 10%	19%	F 18%	Fg 23%	AEFGH 9%	AEFGH 8%
NET: Not employed/student	IJ 47%	aEIJ 50%	63%	EIJ 58%	AEIJ 35%	35%	37%
Unemployed or between jobs	HIJ 10%	gHIJ 7%	AEGHIJ 11%	AHIJ 19%	14%	2%	4%
Homemaker or caregiver (non-professional)	IJ 5%	I 5%	IJ 6%	AEFIJ 9%	AEIJ 10%	1%	2%
Student	IJ 5%	Ij 4%	IJ 3%	aIJ 3%	AEFIJ 10%	-	1%
Retired	GIJ 28%	gij 34%	I 43%	I 27%	AEFGIJ 2%	32%	30%
Prefer not to answer	gH 2%	aGH 0%	AeGHIJ 4%	H 2%	3%	aGH 2%	GH 2%
	G		EG		EG	eG	eG

QD2 - What is your current employment status?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
NET: Employed	51%	49%	50%	60%	43%	63%	66%	49%	53%
Employed full-time	k 38%	k 35%	k 39%	ABCKNo 43%	33%	ABCKNO 51%	ABCKNO 55%	40%	k 42%
Employed part-time	abK 13%	14%	11%	17%	10%	ABCdKNo 12%	ABCDKNO 11%	9%	k 11%
NET: Not employed/student	n 47%	n 49%	48%	39%	56%	34%	33%	50%	46%
Unemployed or between jobs	DLM 10%	DLM 11%	DLM 10%	7%	ABcDLMO 5%	6%	8%	DLM 3%	LM 2%
Homemaker or caregiver (non-professional)	dKLNO 5%	dKLNO 5%	KINO 6%	5%	3%	nO 2%	NO 6%	4%	5%
Student	kL 5%	I 6%	kL 4%	3%	1%	2%	5%	5%	2%
Retired	KLO 28%	KLO 27%	Ko 29%	Ko 24%	47%	23%	14%	Ko 39%	Ko 38%
Prefer not to answer	M 2%	M 2%	dIM 1%	M 1%	1%	ABCdLMno 3%	M 1%	ABCdLM 1%	ABCdLM 2%
		d				dkn			

QD3 - Do you spend any part of your work day at home?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
NET: Work at home at lest sometimes	30%	32%	38%	30%	36%	56%	46%
Work at home all the time	10%	9%	14%	14%	9%	17%	13%
Work at home most of the time	6%	4%	11%	4%	10%	12%	10%
Work at home sometimes	15%	20%	13%	12%	16%	27%	24%
Do not work at home	70%	68%	63%	70%	64%	44%	54%
	fGHIJ	IJ	IJ	IJ	IJ		I

QD3 - Do you spend any part of your work day at home?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
NET: Work at home at lest sometimes	30%	28%	31%	34%	34%	36%	38%	39%	36%
Work at home all the time	10%	9%	11%	9%	11%	11%	9%	15%	13%
Work at home most of the time	6%	6%	5%	9%	10%	4%	10%	8%	7%
Work at home sometimes	15%	13%	16%	16%	13%	20%	19%	17%	17%
Do not work at home	70%	72%	69%	66%	66%	64%	62%	62%	65%
	BMN	dIMNo	Bn						

QD4 - What do you consider your ethnicity to be?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
White (but not Hispanic)	64%	74%	63%	58%	3%	79%	72%
NET: Non-white	34%	24%	38%	41%	96%	13%	19%
African-American	2%	3%	5%	4%	0%	1%	1%
Asian or Pacific Islander	11%	12%	-	6%	1%	6%	9%
Hispanic or Latin American	17%	6%	21%	26%	93%	3%	5%
Native American	1%	0%	-	2%	1%	1%	0%
Mixed race	2%	2%	12%	3%	1%	2%	2%
Something else, specify:	1%	1%	-	0%	1%	2%	1%
Prefer not to answer	2%	3%	-	1%	1%	8%	9%

QD4 - What do you consider your ethnicity to be?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
White (but not Hispanic)	64%	61%	65%	68%	77%	69%	71%	87%	86%
NET: Non-white	34%	37%	33%	30%	18%	25%	27%	12%	12%
African-American	2%	1%	3%	3%	3%	8%	3%	-	2%
Asian or Pacific Islander	11%	13%	10%	7%	8%	11%	4%	9%	3%
Hispanic or Latin American	17%	18%	16%	18%	2%	3%	15%	-	6%
Native American	1%	1%	1%	0%	-	-	1%	-	1%
Mixed race	2%	2%	2%	1%	2%	1%	3%	1%	1%
Something else, specify:	1%	1%	1%	1%	2%	1%	1%	2%	1%
Prefer not to answer	2%	2%	2%	2%	5%	6%	2%	2%	2%

QD5 - What languages do you speak in your home?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
English	93%	94%	98%	93%	63%	97%	95%
Spanish	16%	2%	13%	23%	94%	6%	5%
NET: Chinese	4%	4%	1%	2%	0%	2%	3%
Chinese - Mandarin	2%	1%	-	1%	-	2%	1%
Chinese - Cantonese	2%	3%	1%	1%	0%	1%	1%
Japanese	1%	0%	1%	1%	-	0%	1%
Korean	1%	0%	-	-	-	0%	0%
Filipino	1%	2%	1%	2%	0%	1%	1%
Hmong	0%	0%	1%	-	-	-	-
Vietnamese	1%	2%	1%	0%	-	0%	-
Something else, specify:	2%	8%	2%	1%	2%	3%	3%
Prefer not to answer	1%	1%	1%	-	-	2%	3%

QD5 - What languages do you speak in your home?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
English	93%	92%	94%	93%	97%	97%	99%	97%	99%
Spanish	16%	16%	15%	18%	3%	5%	12%	1%	5%
NET: Chinese	4%	5%	3%	1%	1%	1%	1%	8%	1%
Chinese - Mandarin	2%	3%	1%	1%	-	0%	1%	4%	-
Chinese - Cantonese	2%	2%	2%	0%	1%	0%	-	6%	1%
Japanese	1%	1%	1%	0%	1%	0%	-	1%	1%
Korean	1%	1%	1%	0%	-	1%	0%	-	-
Filipino	1%	2%	1%	1%	0%	3%	0%	1%	-
Hmong	0%	0%	-	-	-	-	-	-	-
Vietnamese	1%	1%	1%	1%	1%	-	-	1%	-
Something else, specify:	2%	2%	1%	2%	4%	3%	2%	6%	1%
Prefer not to answer	1%	1%	1%	0%	2%	1%	-	-	1%

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 Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
Yes	26%	30%	34%	39%	26%	21%	16%
	IJ	IJ	AhIJ	AeHIJ	ij	J	
No	69%	64%	58%	57%	66%	73%	77%
	F				f	aEFH	AEFH
Prefer not to answer	5%	6%	8%	4%	7%	6%	6%
					a		

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 Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Yes	26%	25%	29%	23%	20%	21%	25%	22%	26%
	kl		bDKLn						
No	69%	70%	66%	74%	74%	72%	71%	76%	69%
				aC	c			abC	
Prefer not to answer	5%	5%	5%	4%	6%	7%	4%	3%	5%
	n				n	dN			

QD7 - In which category would you classify the disability? BASE: Those that report a disability	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	548	179	57	12	103	141	79
Mobility	26%	38%	33%	43%	18%	26%	41%
		H	H	AHI			AHI
Hearing	14%	13%	14%	7%	11%	18%	19%
						h	
Vision	12%	4%	4%	11%	14%	6%	5%
	FJ			f	FJ		
Cognitive (learning or mental)	5%	12%	7%	7%	8%	11%	14%
		a				A	A
Psychological	11%	10%	14%	18%	12%	7%	10%
				l			
Chronic disease	34%	30%	32%	42%	17%	29%	37%
	H		h	Hi		H	H
Other (specify):	9%	10%	9%	10%	5%	10%	10%
Not sure / Prefer not to answer	21%	17%	19%	11%	41%	21%	14%
					AEFGIJ		

QD7 - In which category would you classify the disability? BASE: Those that report a disability	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	548	457	255	58	43	42	51	44	52
Mobility	26%	22%	30%	21%	28%	26%	22%	43%	38%
								ADIM	aDm
Hearing	14%	15%	14%	13%	21%	21%	12%	18%	25%
									abcdm
Vision	12%	13%	10%	13%	7%	10%	4%	18%	15%
	M	M	m	m				M	M
Cognitive (learning or mental)	5%	6%	3%	9%	12%	2%	10%	14%	6%
				l	l			cL	
Psychological	11%	9%	13%	8%	5%	7%	12%	5%	12%
	kn		KN						
Chronic disease	34%	42%	28%	27%	28%	36%	25%	23%	29%
		cDMN							
Other (specify):	9%	8%	11%	10%	12%	10%	8%	7%	12%
Not sure / Prefer not to answer	21%	18%	22%	28%	28%	31%	31%	23%	12%
	o		o	O	O	O	O		

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QH1 - Which of the following best describes the type of home you live in?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
NET: Single family	69%	70%	49%	51%	58%	99%	84%
Single family, detached (e.g., freestanding house)	FGH	FGH			FG	AEFGHJ	AEFGH
Single family attached such as town house or row house	62%	62%	41%	45%	52%	97%	78%
	FGH	FGH			FG	AEFGHJ	AEFGH
NET: Apartment or condo	7%	8%	8%	5%	7%	2%	6%
	I	I	I	I	I		I
Apartment or condo in multi-unit structure of 2-4 units	25%	23%	42%	37%	37%	1%	15%
	IJ	IJ	AEIJ	AEIJ	AEJ		I
Apartment or condo in multi-unit structure of 5 or more units	11%	8%	15%	14%	19%	1%	7%
	IJ	I	EIJ	eIJ	AEJ		I
Mobile home	14%	15%	27%	22%	18%	0%	8%
	IJ	IJ	AEHIJ	AIJ	aIJ		I
Not sure or prefer not to answer	5%	4%	9%	12%	3%	0%	1%
	HIJ	Ij	aEHIJ	AEHIJ	IJ		
	FI	AFGIJ	-	1%	2%	0%	1%
					FI		F

QH1 - Which of the following best describes the type of home you live in?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
NET: Single family	69%	68%	72%	62%	83%	59%	80%	87%	80%
Single family, detached (e.g., freestanding house)	DL	dL	DL		ABCDL		ABCDL	ABCDLmo	ABCDL
Single family attached such as town house or row house	62%	61%	65%	52%	79%	51%	71%	79%	73%
	DL	DL	DL		ABCDLm		ADL	ABCDLm	AbcDL
NET: Apartment or condo	7%	7%	6%	10%	4%	7%	9%	8%	7%
	k			BcK			k		
Apartment or condo in multi-unit structure of 2-4 units	25%	25%	22%	34%	15%	38%	19%	9%	18%
	bKMNO	KmNO	KN	ABCKMNO	n	ABCKMNO	N		N
Apartment or condo in multi-unit structure of 5 or more units	11%	11%	9%	14%	7%	9%	5%	2%	7%
	kMNo	kMNo	MN	aBCKIMNO	N	mN	n		N
Mobile home	14%	14%	13%	20%	8%	28%	14%	8%	11%
	KN	KN	KN	ABCKmNO		ABCDKMNC	KN		
Not sure or prefer not to answer	5%	5%	5%	2%	1%	1%	1%	2%	2%
	bDKLMNO	DKLMNO	bDKLMNO						
	M	M	M	M		km		M	

QH2 - Do you or does your family own or rent your home?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	664	480
Own	64%	70%	49%	45%	45%	100%	82%
Rent	FGH	aFGH				AEFGHJ	AEFGH
	36%	30%	51%	55%	55%	0%	18%
	eIJ	IJ	AEIJ	AEIJ	AEIJ		I

QH2 - Do you or does your family own or rent your home?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Own	64%	57%	70%	63%	79%	63%	65%	94%	78%
Rent	36%	43%	30%	37%	21%	37%	35%	6%	22%
	CKNO	ACKmNO	KNO	CKNO	N	cKNO	KNO		N

Residential Rate OIR Customer Survey Research

QH3 - Approximately in what year was your home built? Record the nearest decade if not known exactly. Record year:	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
Before 1950	9%	10%	13%	9%	9%	9%	8%
1950s	12%	14%	16%	13%	8%	9%	10%
1960s	13%	12%	16%	15%	11%	10%	10%
1970s	20%	22%	19%	21%	17%	14%	19%
1980s	18%	15%	18%	21%	20%	17%	20%
1990s	13%	12%	8%	11%	14%	16%	14%
2000s	15%	14%	9%	10%	21%	23%	19%
Statistics Base	2102	600	168	484	392	665	480
Mean	1974.2	1973.9	1968.2	1972.2	1977.3	1979.2	1977.7
Standard Deviation	23.0	21.0	25.0	21.5	22.7	24.8	21.2
Median	1977.0	1974.0	1970.0	1976.0	1980.0	1985.0	1980.0

QH3 - Approximately in what year was your home built? Record the nearest decade if not known exactly. Record year:	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
Before 1950	9%	11%	8%	7%	12%	23%	10%	8%	5%
1950s	12%	13%	13%	10%	11%	23%	17%	6%	9%
1960s	13%	12%	14%	11%	7%	11%	11%	12%	7%
1970s	20%	18%	20%	24%	17%	16%	18%	12%	20%
1980s	18%	17%	16%	25%	25%	14%	17%	22%	22%
1990s	13%	12%	14%	9%	12%	5%	10%	17%	18%
2000s	15%	15%	15%	14%	17%	6%	16%	26%	21%
Statistics Base	2102	956	891	255	212	202	207	200	200
Mean	1974.2	1972.2	1975.7	1976.1	1976.0	1962.8	1973.1	1979.1	1981.6
Standard Deviation	23.0	25.3	21.0	20.3	22.5	22.2	22.1	28.9	19.1
Median	1977.0	1976.0	1977.0	1978.0	1980.0	1960.0	1975.0	1986.0	1984.5

Residential Rate OIR Customer Survey Research

QH4 - Are you enrolled on any of these special electric rate plans?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	392	665	480
CARE or FERA (discount for low-income customers)	23%	24%	66%	100%	38%	2%	8%
Low-income Discount	IJ	IJ	AEHIJ	AEFIJ	AEIJ	-	I
Electric Vehicle rate plan	0%	0%	-	0%	2%	4%	1%
Time Of Use rate plan	3%	2%	-	1%	7%	17%	5%
Solar or Net Energy Metering (NEM) rate plan	2%	4%	1%	-	2%	88%	2%
Solar Rate	-	-	-	-	-	-	-
SmartRate Plan	2%	3%	2%	3%	1%	1%	30%
Balanced Payment Plan	6%	5%	5%	6%	4%	1%	9%
Automatic Payment Service	11%	9%	5%	7%	6%	11%	18%
None of these	40%	45%	20%	-	22%	5%	33%
Not sure	19%	16%	10%	-	26%	2%	13%

QH4 - Are you enrolled on any of these special electric rate plans?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	956	891	255	212	202	207	200	200
CARE or FERA (discount for low-income customers)	23%	24%	24%	18%	12%	7%	8%	-	-
Low-income Discount	DKLMNO	DKLMNO	DKLMNO	KLMNO	NO	NO	NO	1%	5%
Electric Vehicle rate plan	0%	0%	1%	0%	-	1%	0%	1%	-
Time Of Use rate plan	3%	3%	2%	3%	3%	1%	2%	51%	49%
Solar or Net Energy Metering (NEM) rate plan	2%	2%	2%	3%	1%	-	1%	-	-
Solar Rate	-	-	-	-	-	-	-	1%	2%
SmartRate Plan	2%	4%	-	-	-	-	-	-	-
Balanced Payment Plan	6%	7%	6%	3%	14%	-	5%	12%	21%
Automatic Payment Service	11%	11%	12%	11%	17%	12%	8%	16%	18%
None of these	40%	34%	45%	45%	51%	57%	65%	25%	22%
Not sure	19%	23%	14%	18%	9%	21%	12%	12%	8%

QH5 - Do you plan to add the following in the next 12 months?	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	2102	600	168	484	390	644	479
Electric Vehicle rate plan	2%	0%	-	1%	6%	7%	2%
Solar or Net Energy Metering (NEM) rate plan	2%	3%	2%	1%	AEFGJ 8%	AEFGJ 3%	F 2%
Not sure	28%	20%	20%	25%	AEFgJ 47%	25%	19%
No, I do not	69%	77%	79%	74%	AEFGJ 39%	fJ 65%	77%
	Hi	AHI	AHI	HI		H	AHI

QH5 - Do you plan to add the following in the next 12 months?	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	2102	1917	891	255	212	202	207	200	200
Electric Vehicle rate plan	2%	1%	2%	3%	1%	-	1%	3%	1%
Solar or Net Energy Metering (NEM) rate plan	2%	2%	2%	3%	1%	1%	1%	-	-
Not sure	28%	28%	28%	26%	22%	27%	28%	28%	16%
No, I do not	69%	69%	69%	68%	75%	71%	70%	70%	84%
					ABcd				ABCDKLMN

QH7 - We have one last thing to ask you. Would you please provide the account number from your latest electricitybill/electricity and gas bill? Doing so is optional, however, it will help us better understand your answer to this survey...	Core Total (A)	Core Unexposed (E)	KN Low Income (F)	CARE (Core) (G)	Spanish (H)	Solar (I)	High Engagement (J)
n=	1847	527	-	-	298	456	254
Yes, I will provide my account number	12%	10%	-	16%	10%	39%	37%
No, I prefer not to	88%	90%	-	84%	90%	61%	63%
	IJ	IJ		IJ	IJ		

QH7 - We have one last thing to ask you. Would you please provide the account number from your latest electricitybill/electricity and gas bill? Doing so is optional, however, it will help us better understand your answer to this survey...	Core Total (A)	PG&E Core (B)	SCE Core (C)	SDG&E Core (D)	SMUD (K)	LADWP (L)	Riverside (M)	Hydro One (N)	SRP/APS (O)
n=	1847	1820	891	-	-	-	-	-	-
Yes, I will provide my account number	12%	12%	12%	-	-	-	-	-	-
No, I prefer not to	88%	88%	88%	-	-	-	-	-	-
	B	B	B						

D. Questionnaire

Introduction

Thank you for agreeing to participate in this online survey about electric rate plan options. There is no right or wrong answer to any of the survey questions posed. We simply want your opinion. Your individual answers will remain confidential.

The utilities and state regulators are exploring possible changes to the way they charge their customers for electricity. Your responses will assist in determining what, if any, changes should be made.

This survey should take about 25 minutes to complete. Most participants will complete this survey in one sitting, but you can stop and resume from the same point at a later time by clicking on the link from the survey invitation.

If you need to stop and then return to the survey, please click on the link that brought you to this survey after you have close your browser. This will bring you to the question you last answered.

S2 Which of the following companies provides your household electricity? [ONE ONLY]

CALIFORNIA SAMPLES

Anaheim Public Utilities	
Imperial Irrigation District.....	
Los Angeles Department of Water & Power (LADWP).....	*
Pacific Gas & Electric Company (PG&E)	*
Pasadena Water & Power	
Riverside Public Utilities	*
Sacramento Municipal Utility District (SMUD)	*
Southern California Edison (SCE)	*
San Diego Gas & Electric Company (SDG&E)	*

ARIZONA SAMPLES

Arizona Public Services (APS)	*
Salt River Project (SRP)	*
San Carlos Irrigation.....	
Tucson Electric Power.....	
Unisource Energy Services	

ONTARIO CANADA SAMPLES

Hydro One.....	*
Some other company	

[NEED ONE OF THE “*” OPTIONS]

Section 0 – Screening

S1 In your household, which of the following activities are you involved in? [MULTIPLE RESPONSE OK] <use right term for electric / gas bill for PG&E and SDG&E participants, electric bill for all other participants throughout survey) >

Reviewing and/or paying the monthly electric bill.....	1	NEED
Calling your electric utility company when there is a problem	2	
Making decisions about programs, payments, and other options provided by your electric utility.....	3	NEED
None of the above	4	TERM

[NEED PUNCH 1 or 3]

S2 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.*

Agriculture	1	OK
Banking / insurance / financial services	2	OK
Business or professional services / consulting	3	OK
Construction / home improvement / contractor	4	OK
Education	5	OK
Entertainment.....	6	OK
City, County, State, or National government.....	7	OK
Healthcare.....	8	OK
High technology / computer programming	9	OK
Hospitality / food services	10	OK
Manufacturing.....	11	OK
Market research/Marketing/advertising.....	12	TERM
Retail.....	13	OK
Utilities such as electrical or gas power companies	14	TERM
Retired.....	15	OK
Unemployed	16	OK
None of these.....	17	OK

S3 Including you, how many people live in your household?

_____ (NUMBER BETWEEN 1 AND 20)

S4 About how many square feet is your home?

Under 1,000	1
1,000 to 1,499	2
1,500 to 1,999	3
2,000 to 2,499	4
2,500 to 2,999	5
3,000 to 3,499	6
3,500 or more.....	7
Not sure.....	8

S5	What is your age?	
	18-24	1
	25-34	2
	35-44	3
	45-54	4
	55-64	5
	65-74	6
	75 or older	7
	Prefer not to answer	9
S6	What is your annual household income before taxes? This information will help us better understand your answers. [NOTE: NEEDED TO DETERMINE ELIGIBILITY FOR CARE DISCOUNT QUESTIONS]	
	Less than \$15,000	1
	\$15,000 to just less than \$22,000	2
	\$22,000 to just less than \$30,000	3
	\$30,000 to just less than \$38,000	4
	\$38,000 to just less than \$46,000	5
	\$46,000 to just less than \$54,000	6
	\$54,000 to just less than \$62,000	7
	\$62,000 to just less than \$75,000	8
	\$75,000 to just less than \$100,000	9
	\$100,000 to just less than \$200,000	10
	\$200,000 or more	11
S7	Are you male or female?	
	Male	1
	Female	2
S8	What is your zip or postal code?	

Section 1 – Electric Utility Evaluations

1.1 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 [FROM S2: PG&E, SCE, SDG&E, Salt River Project, Arizona Public Service, Hydro One, ETC.] when it comes to ... ? [Randomize statements][1-10 SCALE, Not Sure]

- a. Availability of rate plans to suit your specific needs
- b. Charging a fair price for electricity services
- c. Communicating rate changes in a timely manner
- d. Educating you on the benefits of different rate plans
- e. Keeping my lights on / no power outages

1 Extremely Dissatisfied	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7.....	7
8.....	8
9.....	9
10 Extremely Satisfied.....	10
Not sure.....	99

1.2 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 [FROM S2: PG&E, SCE, SDG&E, Salt River Project, Arizona Public Service, Hydro One, ETC.].

1 Not At All Favorable.....	1
2.....	2
3.....	3
4.....	4
5.....	5
6.....	6
7.....	7
8.....	8
9.....	9
10 Extremely Favorable.....	10
Not sure.....	99

Section 2 - Rate Knowledge, Preferences, Behaviors

The next questions will help us understand what you currently know about the way you are charged for electricity use. It's okay if you are not that familiar with this subject. If you are not sure of an answer, just select the option "not sure."

- 2.1a Which of the following electric rate plans have you heard about before this interview?
Check all that apply. [ROTATE]

Flat rate, meaning you pay the same price for each unit of electricity regardless of when you use it or how much you have used during the month	1
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.....	2
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	3
Not sure.....	4

- 2.1b Which of the following best describes your electric rate plan for your home? *Check all that apply.* [ROTATE]

Flat rate, meaning you pay the same price for each unit of electricity regardless of when you use it or how much you have used during the month	1
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.....	2
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	3
Not sure.....	4

- 2.1c Which of the following rate plans would work best for you? [ROTATE]

Flat rate, meaning you pay the same price for each unit of electricity regardless of when you use it or how much you have used during the month	1
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.....	2
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	3
Not sure.....	4

<2.2 and 2.3 only for group that will not be exposed to the Section 3 rate education section>

2.2 Which of the following best describes your current attitude toward taking steps to lower your electric bill? [ROTATE]

- You have little interest in trying to reduce your electric bill 1
- You would like to do more to reduce your electric bill, but you are doubtful that further steps would be effective..... 2
- You would like to do more to reduce your electric bill, and you are interested in new ideas 3
- You have done a lot in your home to save electricity, and there is not much more that can be done..... 4
- Not sure..... 5

2.3 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.

- 1 Not At All Interested..... 1
- 2..... 2
- 3..... 3
- 4..... 4
- 5..... 5
- 6..... 6
- 7..... 7
- 8..... 8
- 9..... 9
- 10 Extremely Interested..... 10
- Not sure..... 99

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

\$_____ [Annual AMOUNT] \$0-\$1000

Section 3**Introduction to Electric Rate Plans**

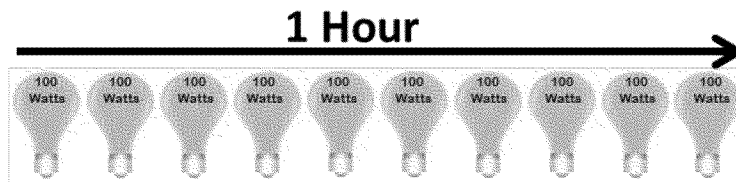
<SKIP SECTION 3 FOR GROUP THAT DOES NOT GET EXPOSED TO EDUCATIONAL INFORMATION ABOUT RATE PLAN STRUCTURES>

kWh / ENERGY USE BEHAVIOR

Currently, you buy and use electricity by the kilowatt-hour (kWh), just as you buy gasoline by the gallon, and cell phone service by the minute.

1 kWh = 1 Unit of Electricity

It takes one unit of electricity (one kWh) to burn ten 100-watt light bulbs for one hour. Conversely, in order to save one unit of electricity (one kWh) you would need to reduce your electricity use by an amount equivalent to burning ten 100-watt light bulbs for one hour.

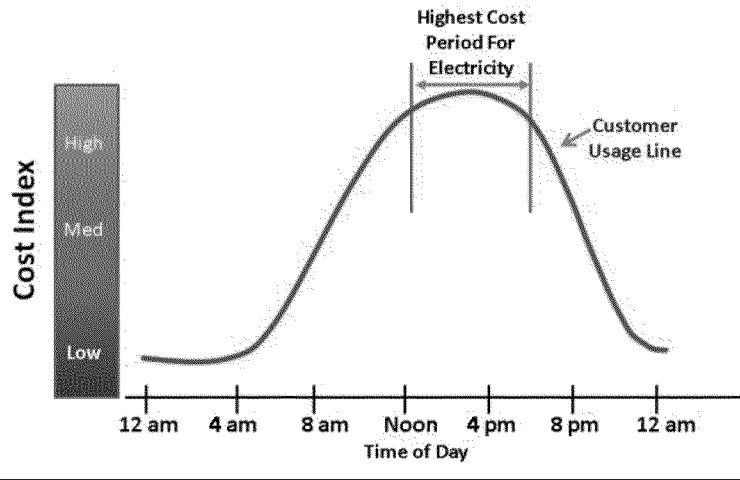
One Unit of Electricity = 1 kWh

10 x 100 watts = 1,000 watt hours = 1 kilowatt hour (kWh)

<For California participants only>

Note: 100 watt light bulbs are no longer sold in California. Using 60 watt light bulbs, you would need to turn off 17 light bulbs to save one kWh.

The Cost to Generate Electricity



- The cost of fuel used for power generation is a major component of the price of electricity.
- As total demand for electricity by all customers increases, utility companies must generate electricity using more costly resources.
- During the “peak” period of the day when the most electricity is being used by customers, the cost is significantly higher.
- And during exceptionally high demand days expensive and less environmentally friendly “peaker” plants need to be brought online.
- In addition, when the peak grows over time, new costly generation plants must be built.

Energy Use Behaviors

With all rate plans, if you *reduce* your electricity use overall, you can save money. Some rate plans also reflect the range in cost to generate electricity during the day, by saving you money when you *shift* your electricity use away from peak demand periods.

3.1a 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? RANDOMIZE

	Never	Sometimes	Often
Tried to save money on my bill by reducing my electricity use	1	2	3
Tried to save money on my bill by shifting my electricity use	1	2	3

<The next question should only show when the participant did not answer “Never”. If they answered Never once, than that activity should not show in the next question.>

3.1b How much savings have you noticed on your bill from reducing or shifting your electricity use to a different time period when you...? RANDOMIZE

	A Lot	A Little	None
Tried to save money on my bill by reducing my electricity use	1	2	3
Tried to save money on my bill by shifting my electricity use	1	2	3

How your charges vary by type of rate plan

This survey investigates three kinds of rate plans that charge for electricity in different ways:

- Flat Rate Plan
- Time-of-Use Rate Plan
- Tiered Rate Plan

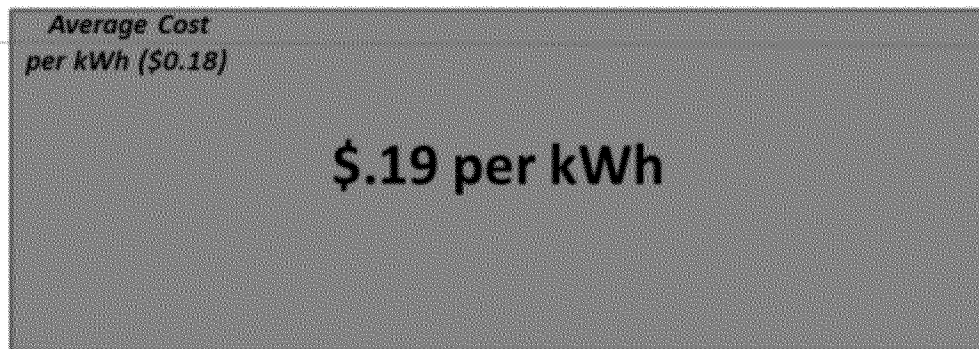
We're also investigating a couple different types of charges: Monthly Service Fees and Demand Charges. There will be a section for each of these.

<Randomize order of FLAT and Tiered>

Flat Rate Plan

- The price you pay for each unit of electricity (kWh) does not change no matter how much or when you use it during the billing period.
- You can save money by using less electricity (e.g., by installing energy efficient light bulbs and appliances, or turning off lights), but not by shifting your usage between different time periods of the day.
- You may pay a higher rate than average cost, but you are also less likely to have unexpected bill increases from month to month and season to season.

Day 1 —————→ **End of Billing Period**



Price per kWh is illustrative only.

Tiered Rate Plan

- A certain allowance of electricity is available at the beginning of each monthly billing period at a low rate.
- If you consume more than this allowance, you move into higher blocks of electricity called “tiers.”
- The price per unit (kWh) increases in each higher tier.
- The average price per unit (kWh) you pay during the monthly billing period, (along with what you can save on your bill by reducing your electricity usage) will depend on the total amount of electricity you have used, and the tier that you have reached by the end of the monthly billing period.
- You can save money on your bill by using less electricity over the monthly billing period (e.g., by installing energy efficient light bulbs and appliances, or turning off lights). This will reduce your overall usage and can also help you to avoid or delay going into higher priced “tiers”.
- Shifting your energy use to other time periods during the day would not affect your bill.
- Tiered rate plans incentivize people to use less electricity which can help the environment because it means less harmful emissions are released into the air.
- Tiered rate plans range from having 2 to 5 tiers and associated increasing prices per kWh.

Two-Tiered Rate Plan	Three-Tiered Rate Plan
<ul style="list-style-type: none"> • Lower price for an initial allowance of electricity. • Higher price for all additional electricity used. 	<ul style="list-style-type: none"> • Lowest price for an initial allowance in the first tier. • Price increases in the second and third tiers. • You can pay up to three different prices in any billing period.

Prices per kWh and tier timeframes are illustrative only. When during the billing period you would move into Tier 2 will depend on how much electricity you consume.

3.2 A) Which energy saving actions have you done in your household in the past 5 years?

B) Which do you think you realistically could implement or do more of in the future?
Check all that apply. RANDOMIZE. GRID FORMAT. SAME LIST FOR A AND B.

- Installing and using a programmable thermostat 1
- Replacing or cleaning furnace / air conditioning filters 2
- Reducing air conditioning temperature settings on the thermostat.. 3
- Unplugging appliances when not in use..... 4
- Installing and using energy saving power strips..... 5
- None of these 6

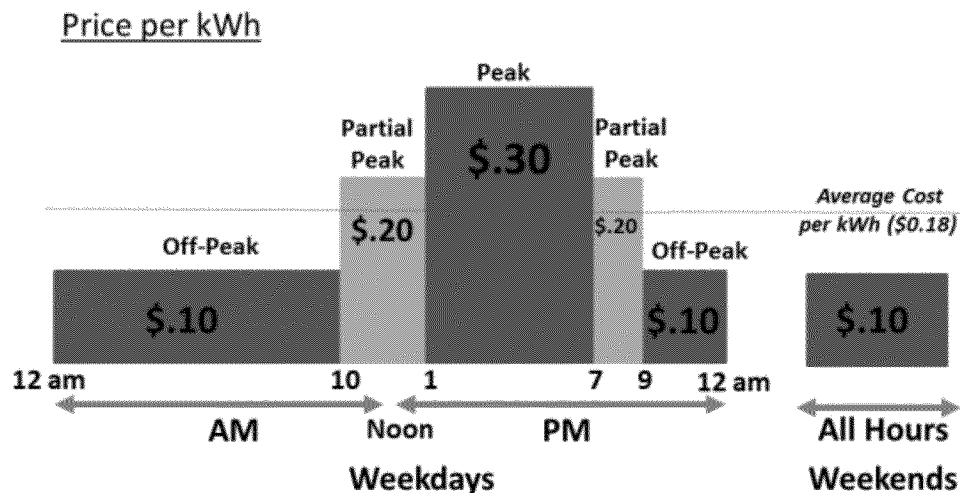
3.3 Which of the following rate plans do you think would work the best for you?

Choose One:

Flat Rate Plan (no tiers).....	1
Two-tier Plan	2
Three-tier Plan.....	3
No preference.....	4

Time-of-Use Rate Plan

- The price per unit of electricity (kWh) varies depending on the time of day.
- Prices are higher during periods when total system demand for electricity is the highest, typically in the afternoon and early evenings during the week.
- Prices per kWh are lower when people use less electricity, typically in the early mornings, nights and weekends.
- You may be able to save money on your bill by minimizing your energy use during peak times of day by using appliances only during off-peak times like early morning, late evening and weekends.
- Conversely, if you cannot shift or reduce your electricity usage during peak periods, you may have a higher bill.
- Because TOU rate plans charge higher prices during peak periods, people use less energy while the cost is high, which can help the environment and lower electricity prices for everybody because fewer new power plants need to be built.
- TOU rate plans typically have either two or three periods. The example below shows a three period TOU rate plan.



Prices per kWh are illustrative only.

3.4 1) Which of these do you currently have in your household? *Check all that apply.*

2A) In the past, have you shifted operation of this end use away from peak demand periods? *Check all that apply.*

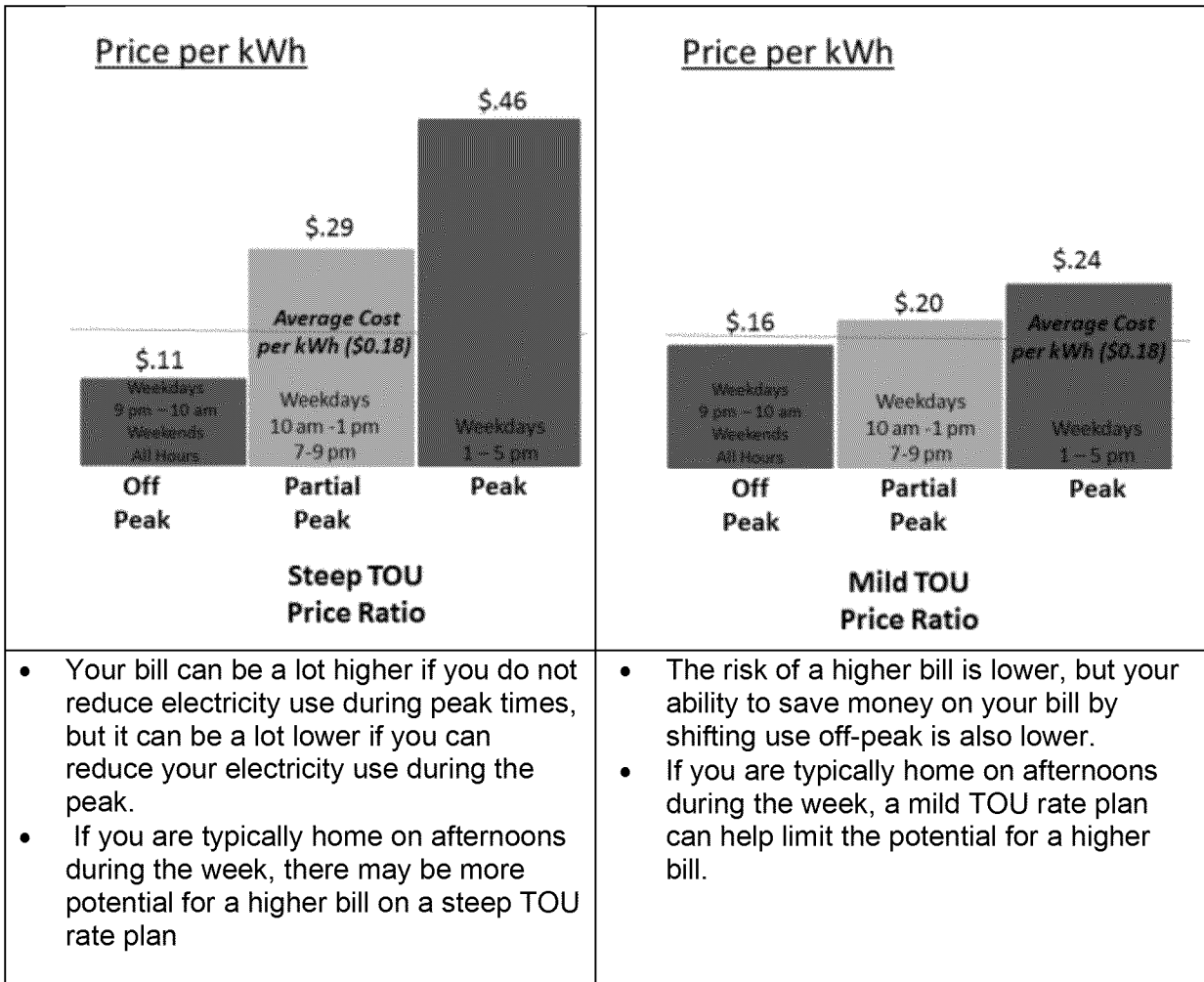
2B) In the future, can you shift operation of this end use away from peak demand periods. *Check all that apply.*

SAME LIST FOR A & B. GRID FORMAT.

Clothes Washer.....	1
Pool Pump.....	2
Air Conditioner.....	3
Electric Stove.....	4
Electric Oven.....	5
Electric Heater.....	6
Television(s).....	7
Computer(s).....	8
Video Game Consoles.....	9

Time-of-Use Rate Plan Pricing

A Time-Of-Use rate plan may be “steep” where the price difference between the periods is greater, or “mild” where the price difference between the periods is smaller.



Prices per kWh are illustrative only.

OTHER COMPONENTS OF RATE PLANS

Monthly Service Fees

- Typically based on the cost of providing certain services that all customers receive regardless of how much electricity they use, such as your connection to the grid, billing, customer service assistance, and communications.
- Other subscription-type services can have monthly fees, such cell phone plans, water service, etc.
- The price per kWh may be slightly lower than it would be on a rate structure without a monthly service fee.
- Can reduce your ability to save money by lowering or shifting your energy use, however, it can also help reduce your bills if you use a lot of energy.

How it Works

For example, with a \$5 monthly service fee, you would pay \$5 whether you use no electricity during the month or a lot of electricity. The \$5 monthly service fee would be combined with your electricity per unit (kWh) charges.

- If your kWh charges were \$95, with a \$5 monthly service fee, your total charges would be \$100.
- If your kWh charges were \$0, your total charges would be \$5.

3.5 Which of the following services charges you a monthly service fee?

- A. Electricity
- B. Natural Gas

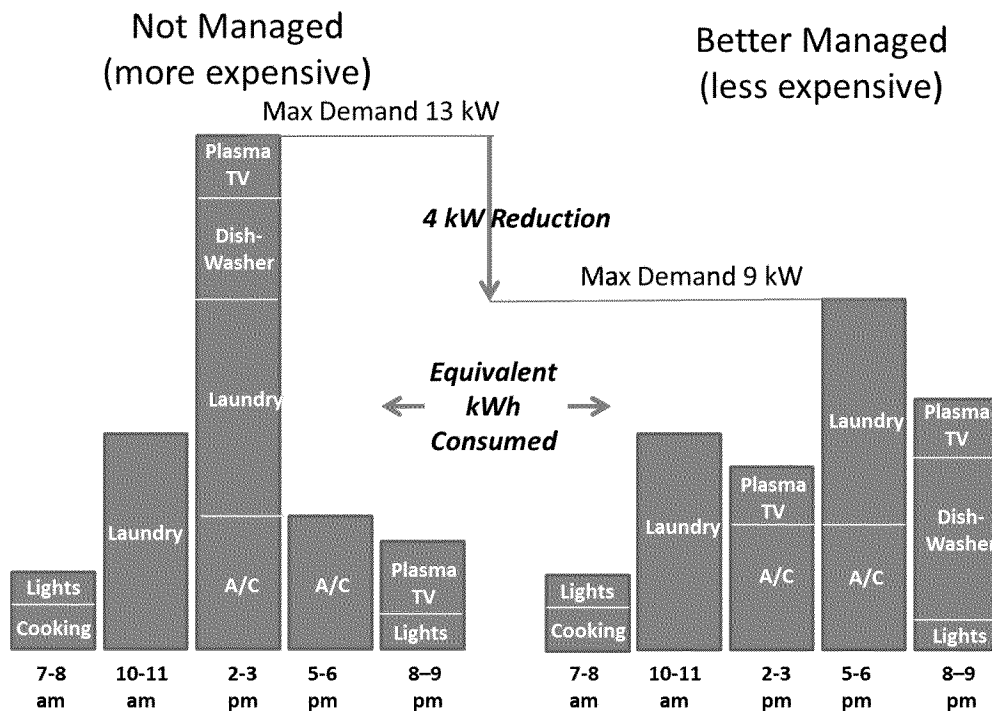
Yes	1
No	2
Not sure.....	3
Don't have	4

DEMAND CHARGE <Substitute correct terminology for Riverside customers “reliability charge” >

This is the last information section to read. Thank you for staying with us!

Electricity Demand – kilowatts (kW)

- Total demand for electricity by all customers can vary enormously according to time of day or time of year.
- For residential customers, kW demand is usually highest in the summer when air conditioners are running and in the winter when people come home and turn on their lights and use appliances and heaters.
- You can keep your demand low by spreading out your electricity (kWh) use as evenly as possible. For example, this chart shows how maximum demand can be lowered by spreading out activities such as laundry and dishwashing to other times of the day, while still using the same amount of electricity.



Actual, relative and temporal demand per end-use is illustrative and will vary based on appliance model, when you are home, and other factors.

Calculating Demand Charges

- Your maximum demand, or peak demand, will be the maximum kW used during any one hour period during the billing period when you run the most end-uses (appliances, lights, electronics, air conditioning, etc.) at the same time.
 - If you are able to spread out your demand evenly over the month and avoid high peaks, you will minimize your demand charge.
 - If you are unable to avoid high peaks, you will have a higher demand charge.
 - For example, if there is only one day during the billing period where you need to turn on your air conditioning, your demand charge will be based on your maximum demand during an hour when the air conditioning was running, which may be significantly higher than the maximum demand during any other hour during the billing period.

Examples of how your demand charge could be calculated:

Demand Charge \$/ kW	Max Demand	Billed Amount
\$2	10 kW	\$20
\$2	9 kW	\$18

3.6 Does a demand charge apply to your current electric bill?

Yes.....	1
No.....	2
Not sure.....	3

3.7 If you were comparing electric rate plans, what would be the most important factors you would consider in choosing the plan for your household?

Please choose the three most important factors from the following:

RANDOMIZE ALL

Understandable	In language I can understand.	1
Simple	Does not require a lot of effort to understand how my energy use behavior will affect my bill.	2
Stable	Will not cause my bill to change a lot from month to month, or from season to season (winter / summer).	3
Predictable	I know about how much my bill amount should be each month.	4
Worry-Free	I don't need to pay attention to when during the day or month I use energy.	5
Saves Money	Provides opportunity to save money on my bill by changing my energy use behavior.	6
Works for Me	Fits my habits and lifestyle.	7
Green	Helps protect our air and environment.	8
Fair	Seems like a fair way to be charged for energy.	9
Reflects Cost of Electricity	Encourages me to use less electricity during peak periods when it costs the most.	10

3.8. What does a fair way of being charged for energy mean to you?

OPEN ENDED QUESTION

Section 4

Choice Exercise Introduction

Now we're going to show you three different rate plans. These rate plan configurations are based on the material you've been reading about in our survey.

Note that these different rate plans are not rate increases, but merely different ways of billing you for electricity.

The rate plan configurations are going to be randomly generated. Some of the rate plan configurations will look similar to others you may have seen before, but they will all be different, even if they are only slight differences. Please pay attention to the differences between the rate plan configurations.

<<12 Random, 1 Holdout (the same for each participant)>>

Q4.1 – Q4.12

SHOW 1st RANDOMIZED CHOICE TASK.

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

SHOW 2nd RANDOMIZED CHOICE TASK.

Thank you! Here's another set of four rate plan configurations.

SHOW 3rd RANDOMIZED CHOICE TASK.

Now we're going to show you 10 more of these preference tasks.

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

REPEAT 11 Times

4.13

SHOW HOLDOUT CHOICE TASK

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

Please tell us why you chose this option. Please be as specific as possible.

4.14 If this electric rate plan were available today, how likely would you be to switch from your current electric rate plan?

- Would definitely switch 1
- Would consider switching 2
- No interest in switching 3
- Not sure 4

4.15 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.

Getting a lower bill by switching to a new rate plan may require you to change your energy use behavior. At the same time, if you do not change your energy use behavior, your bill might go up. Which combination of potential savings versus potential for a higher bill would you prefer if switching to a new rate plan?

If I switched to a new rate plan I would like the dollar amount of my bill to have the potential to: (SELECT ONE)

- Stay the same. I am not willing to risk a higher bill for potential savings 1
- Decrease by 5%, but increase no more than 5% 2
- Decrease by 10%, but increase no more than 10% 3
- Decrease by 15%, but increase no more than 15% 4
- Decrease by 20%, but increase no more than 20% 5
- Decrease by 25%, but increase no more than 25% 6

Section 5 – Try Before You Buy (TBYB)

“Try Before You Buy” (TBYB) allows you to try out a new rate plan. If you end up saving money, you get to keep the savings. If you end up owing more money than you would have spent on your previous plan, then you get to pay only what you would have been charged on your previous plan.

5.1 Would your willingness to try each of these rate plans change with 12 months of “Try Before You Buy”? (GRID FORMAT)

	No TBYB Included		12 Months TBYB Included	
	Would Try	Would NOT Try	Would Try	Would NOT Try
2-Tiered Rate				
3-Tiered Rate				
Flat Rate				
Steep TOU Rate				
Mild TOU Rate				

SECTION 6 DELETED DUE TO TIME CONSIDERATIONS

Section 7
BILL REVIEW HABITS AND BILL IMPACTS

7.2 When you review your monthly electric bill, which of the following do you typically do? Select all that apply.

- Look at the amount due and/or the due date 1
- Look at actual electricity or kWh use 2
- Read the details about how your bill is calculated..... 3
- Read notes or other messages that are on the bill..... 4
- Read any inserts that are included with the bill 5
- None of these – you don’t look at the bill 6
- Not sure..... 7

7.3 Thinking about the last year, what was your average monthly electric bill during last summer (May through October)?

____(RECORD NUMBER 0-9999)

7.4 What was your average monthly electric bill during last winter (November through April)?

____(RECORD NUMBER 0-9999)

7.5 When your electric bill is more than the average amount or what you were expecting, how much of an increase gets your attention?

I look at my electric bill more closely when it is higher by approximately this \$ amount:

\$0 to \$9	1
\$10 to \$19	2
\$20 to \$29	3
\$30 to \$39	4
\$40 to \$49	5
\$50 to \$74	6
\$75 to \$99	7
\$100 or more	8
Not sure	9

7.6 How often in the past 12 months have you received an electric bill that was higher than expected?

Never	1
Rarely (1-2 bills)	2
Sometimes (3-4 bills)	3
Often (more than 4 bills)	4

If Never, skip Question 7.7

7.7 Did you take action when you noticed a higher than expected bill?

Called my electric utility company	1
Checked my usage online	2
Something else (Specify: _____)	3
I did not take action	4
Don't recall	5

Section 8 – Demographics and Household Characteristics

The remaining questions ensure that we are representing the opinions of all households.

D1 What is the last year of school you completed?

Some high school or less	1
High school graduate	2
Trade or technical school graduate	3
Undergraduate college degree	4
Masters or doctorate degree	5
Prefer not to answer	9

D2	What is your current employment status?	
	Employed full-time	1
	Employed part-time	2
	Unemployed or between jobs	3
	Homemaker or caregiver (non-professional).....	4
	Student.....	5
	Retired.....	6
	Prefer not to answer	9
D3	Do you spend any part of your work day at home?	
	Work at home all the time	1
	Work at home most of the time.....	2
	Work at home sometimes.....	3
	Do not work at home	4
D4	What do you consider your ethnicity to be?	
	White (but not Hispanic),	1
	African-American,	2
	Asian or Pacific Islander,	3
	Hispanic or Latin American.....	4
	Native American,	5
	Mixed race.....	6
	Something else (SPECIFY: _____)	98
	Prefer not to answer	99
D5	What languages do you speak in your home?	
	English	1
	Spanish	2
	Chinese - Mandarin	3
	Chinese - Cantonese.....	4
	Japanese.....	5
	Korean.....	6
	Filipino.....	7
	Hmong.....	8
	Vietnamese	9
	Something else (SPECIFY: _____)	10
	Prefer not to answer	98
D6	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?	
	Yes	1
	No	2
	Prefer not to answer	3

D7	[IF D6=YES] In which category would you classify the disability?	
	Mobility	1
	Hearing.....	2
	Vision	3
	Cognitive (learning or mental).....	4
	Psychological	5
	Chronic disease.....	6
	Other (Specify: ____)	7
	Not sure/prefer not to answer	8
H1	Which of the following best describes the type of home you live in?	
	Single family, detached (e.g., freestanding house)	1
	Single family attached such as town house or row house	2
	Apartment or condo in multi-unit structure of 2–4 units	3
	Apartment or condo in multi-unit structure of 5 or more units.....	4
	Mobile home.....	5
	Not sure or prefer not to answer	8
H2	Do you or does your family own or rent your home?	
	Own.....	1
	Rent	2
H3	Approximately in what year was your home built? Record the nearest decade if not known exactly.	
	_____ Record year (1800-2013)	
H4	Are you enrolled on any of these special electric rate plans?	
	CARE or FERA (discount for low-income customers) (CA).....	1
	Low-income Discount (Non-CA)	2
	Electric Vehicle rate plan	3
	Time Of Use rate plan	4
	Solar or Net Energy Metering (NEM) rate plan (CA)	5
	Solar Rate (non-CA).....	6
	SmartRate Plan (PG&E ONLY)	7
	Balanced Payment Plan	8
	Automatic Payment Service.....	9
	None of these	10
	Not sure.....	11
	[IF NOT CHECKED IN H4]	
H5	Do you plan to add the following in the next 12 months?	
	Plug-in Electric Vehicle	1
	Solar Electricity.....	2
	Not sure.....	3
	No, I do not.....	4
H6	DELETED	

H7 OPTIONAL <Only include this question for SCE & PG&E customers>

We have one last thing to ask you. Would you please provide the account number from your latest electric bill? Doing so is optional, however, it will help us better understand your answer to this survey. Your confidentiality will be maintained, and no sales call will result.

- Yes, I will provide my account number 1
- No, I prefer not to. 2

If yes:

Please enter your account number here: _____

H8 OPTIONAL

What was your general impression of this survey?

FOR CUSTOMER IOU CUSTOMER LISTS:

Those are all the questions we have for you. [We are looking for specific types of people to participate in this survey.]

Your answers have been submitted.

Thank you for your time and help with this very important survey!

You may now close your browser.