

AEP CATI Residential and Commercial Reputational Survey

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FINAL
08/11/2017

Total Quotas: 50 residential customers/OPCO/month
50 commercial customers/OPCO/month

CATI Quotas: 30 residential surveys/OPCO/month
40 commercial customers/OPCO/month

Introduction

[Residential Intro]

This is **[phone rep's name]** calling from The MSR Group, a national market research company. We are calling on behalf of **[Operating Company]**.

I want to assure you this is not a sales call and we will not at any time try to sell you anything as a result of this call. We are only interested in your opinions of **[Operating Company]**.

S1. Are you one of the primary decision-makers about how energy is used in your home/business?

1.....Yes **[Skip to S2]**

2.....No

[Ask to speak to individual responsible in household. If no one is decision maker, ask for the person who pays the electric bill.]

[If person available, continue]

[Business Intro]

Hello, this is _____ with The MSR Group, calling on behalf of **[Operating Company]**. I assure you we are NOT selling anything. We are conducting a very short opinion survey among **[Operating Company]**'s business customers and would like to speak with the person in your company who is responsible for electricity supply decisions or who is the highest-level person in the organization that deals with the local electric utility.

S1. Would that be you?

1.....Yes **[Continue]**

2.....No **[Ask for name and number of that person, then ask to speak with them. Repeat introduction if available, ask for callback time if not available.]**

[Intro for All]

We would like to take a few minutes of your time to ask you some questions about the service you receive from **[Operating Company]**. This call may be monitored and recorded for quality-assurance purposes but your answers will remain confidential and reported only in the aggregate unless you choose to allow us to share your feedback with **[Operating Company]**.

[Cell Phone Question for all]

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S2. Did I reach you on a cell phone?

- 1.....Yes
- 2.....No **[Skip S3 and read intro]**

S3. Are you driving a vehicle or using any equipment or machinery that requires your attention?

- 1.....Yes **[Read Interviewer note below and record best callback time]**
- 2.....No **[Continue]**

[INTERVIEWER NOTE: Due to safety reasons we will need to call you back. Thank you for your time today.]

[Texas Only for Residential and Business]

Before we get started, I want to clarify the role of AEP Texas in delivering your electricity.

Due to deregulation of the electric markets in Texas, the electric industry in the State of Texas is divided into several business types. One business type is the Retail Electric Provider or REP. This is the company from whom you purchase your electricity and to whom you pay your bill. This is not AEP Texas' role. AEP Texas is the "Wires" company. AEP Texas reads the electric meters and owns and maintains the power lines that deliver the electricity to your home.

In this survey, we will be focused only on AEP Texas. Is that distinction clear?

- 1 Yes **[Continue]**
- 2 No/Unsure **[Repeat explanation if needed]**

Overall Satisfaction

Q1. Based on your overall experience with **[Operating Company]**'s service, how satisfied are you with having them as your electric company? Would you say...

- 1..... Very Satisfied
- 2..... Somewhat Satisfied
- 3..... Neither Satisfied or Dissatisfied
- 4..... Somewhat Dissatisfied
- 5..... Very Dissatisfied
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

[INTERVIEWER NOTE: If customer provides more than one word, ask them what ONE single word they would choose. Repeat request until customer says they Don't Know, or Refuses]

Q2. When you think of **[Operating Company]**'s customer service, what is the first word that comes to mind? **[ACCEPT ONLY ONE WORD]** _____

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Q3. And when thinking about the service you receive from [**Operating Company**], please tell me which one of the following statements is the most important to you as a customer? Is it...

[Read codes 1-5, Accept 1 mention, Rotate 1-5]

- 1..... The cost of electricity
- 2..... Keeping power outages to a minimum
- 3..... Quickly restoring power when outages occur
- 4..... Having options in paying your monthly bills
- 5..... Customer service and getting any questions and issues addressed in a timely manner
- 12.....Don't Know/Not Applicable [Don't Read]
- 13.....Refused [Don't Read]

Q4. Overall in terms of what you expect from an energy utility, has [**Operating Company**] exceeded, met or fallen short of your expectations?

- 1..... Exceeded
- 2..... Met
- 3..... Fallen Short
- 12.....Don't Know/Not Applicable [Don't Read]
- 13.....Refused [Don't Read]

Q18. In the last few months, have you heard of the term "Boundless Energy," associated with [**Operating Company**]?

- 1..... Yes
- 2..... No [Skip to Q5]
- 12.....Don't Know/Not Applicable [Don't Read]

Q18a. Thinking about "Boundless Energy" and [**Operating Company**], what kind of impression does this give you of [**Operating Company**]...

- 1..... Very Favorable
- 2..... Favorable
- 3..... Neither Favorable nor Unfavorable
- 4..... Unfavorable
- 5..... Very Unfavorable
- 12.....Don't Know/Not Applicable [Don't Read]
- 13.....Refused [Don't Read]

Relationship Attributes

Q5. Next, I am interested in learning how [**Operating Company**] performs on some specific things. For each item I read, I would like you to tell me how [**Operating Company**]'s performance meets your expectations. Please tell me if they do an Excellent, Good, Just Okay, Poor or Terrible job. The first one is...

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[Rotate a-p & s][Read scale in a and repeat as necessary]

a. The value **[Operating Company]** provides compared to your other utility services (gas, telephone, internet). Is it...

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

b. **[Operating Company]**'s performance providing you electricity without interruption.

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

c. Their ability to restore electric service when power outages occur.

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

d. The ability of **[Operating Company]** to effectively resolve customer questions and concerns.

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

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[Programming Note: Do NOT ask e, f and g if AEP TX]

e. Making bills easy to understand

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible

12.....Don't Know/Not Applicable

[Don't Read]

13.....Refused

[Don't Read]

f. Providing accurate bills

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible

12.....Don't Know/Not Applicable

[Don't Read]

13.....Refused

[Don't Read]

g. Providing electricity at reasonable rates

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible

12.....Don't Know/Not Applicable

[Don't Read]

13.....Refused

[Don't Read]

h. **[Operating Company]**'s involvement in the community including donations, sponsorships and employee volunteer efforts.

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible

12.....Don't Know/Not Applicable

[Don't Read]

13.....Refused

[Don't Read]

i. **[Operating Company]**'s environmental record and policies

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible

12.....Don't Know/Not Applicable

[Don't Read]

13.....Refused

[Don't Read]

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j. Responding to questions and inquiries promptly.

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

k. Being easy to do business with.

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

l. Doing things right the first time

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

n. Being a trusted energy advisor

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

o. Providing information on how to control your energy costs

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

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p. Having programs to help customers use energy efficiently

1..... Excellent

2..... Good

3..... Just Okay

4..... Poor or

5..... Terrible

12.....Don't Know/Not Applicable

[Don't Read]

13.....Refused

[Don't Read]

s. Having courteous and knowledgeable employees

1..... Excellent

2..... Good

3..... Just Okay

4..... Poor or

5..... Terrible

12.....Don't Know/Not Applicable

[Don't Read]

13.....Refused

[Don't Read]

[Ask q and r for business customers only.]

q. Providing a supportive utility relationship to my company.

1..... Excellent

2..... Good

3..... Just Okay

4..... Poor or

5..... Terrible

12.....Don't Know/Not Applicable

[Don't Read]

13.....Refused

[Don't Read]

[Do not ask for AEP Texas]

r. Providing electricity at lower rates than the national and regional market price.

1..... Excellent

2..... Good

3..... Just Okay

4..... Poor or

5..... Terrible

12.....Don't Know/Not Applicable

[Don't Read]

13.....Refused

[Don't Read]

t. Trying to assure that electricity is used safely by customers.

1..... Excellent

2..... Good

3..... Just Okay

4..... Poor or

5..... Terrible

12.....Don't Know/Not Applicable

[Don't Read]

13.....Refused

[Don't Read]

Reliability Expectations

Q6c. How has **[Operating Company]** performed regarding your expectations of them delivering reliable electric service? Has their performance been...

- 1..... Excellent
- 2..... Good
- 3..... Just Okay
- 4..... Poor or
- 5..... Terrible
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

Q6a. Now, thinking about your expectations related to having reliable electric service, how have your expectations changed over the past five years? Have they...

- 1..... Increased significantly
- 2..... Increased somewhat
- 3..... Stayed about the same
- 4..... Decreased somewhat
- 5..... Decreased significantly
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

Q6b. Still thinking about your expectations related to having reliable electric service, how do you think your expectations will change over the next five years? Will they...

- 1..... Increase significantly
- 2..... Increase somewhat
- 3..... Stay about the same
- 4..... Decrease somewhat
- 5..... Decrease significantly
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

Alerts

Q7. Are you aware of **[Operating Company]**'s outage, billing and payment alerts via email or text message?

- 1.....Yes
- 2.....No **[Skip to Q19]**

[If AEP Texas]

Q7. Are you aware of **AEP Texas'** outage alerts via email or text message?

- 1.....Yes
- 2.....No **[Skip to Q19]**

Q8. Have you enrolled to receive any of these alerts?

- 1.....Yes
- 2.....No **[Skip to Q19]**

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Q9. Have you received an outage, billing or payment alert?

- 1.....Yes
- 2.....No [**Skip to Q19**]

[If AEP Texas]

Q9. Have you received an outage alert?

- 1.....Yes
- 2.....No [**Skip to Q19**]

[If AEP Texas, skip to Q11]

Q10. Which alerts have you received?

- 1..... Outage alert [Ask Q11 and then skip to Q19]
- 2..... Billing and payment alert [Skip Q11 and continue]
- 3..... Both outage and billing and payment alerts [Continue]
- 12.....Don't Know/Not Applicable [Don't Read][Skip to Q19]
- 13.....Refused [Don't Read][Skip to Q19]

Q11. How satisfied are you with the outage alert service?

- 1..... Very Satisfied
- 2..... Somewhat Satisfied
- 3..... Neither Satisfied or Dissatisfied
- 4..... Somewhat Dissatisfied
- 5..... Very Dissatisfied
- 12.....Don't Know/Not Applicable [Don't Read]
- 13.....Refused [Don't Read]

[Do not ask for AEP Texas]

Q11a. How satisfied are you with the billing and payment alert service?

- 1..... Very Satisfied
- 2..... Somewhat Satisfied
- 3..... Neither Satisfied or Dissatisfied
- 4..... Somewhat Dissatisfied
- 5..... Very Dissatisfied
- 12.....Don't Know/Not Applicable [Don't Read]
- 13.....Refused [Don't Read]

Q19. Do you currently use any mobile apps provided by other utilities?

- 1..... Yes
- 2..... No

Q20. If [**Operating Company**] made a mobile app available, how likely would you be to use it?

- 1..... Definitely Likely
- 2..... Very Likely
- 3..... Likely
- 4..... Slightly Unlikely
- 5..... Not at all Likely
- 12.....Don't Know/Not Applicable [Don't Read]
- 13.....Refused [Don't Read]

Advertising Awareness

Q12. Now I'm going to ask you several questions about advertising in your local market. In the past three months, do you remember hearing or seeing any advertising for **[Operating Company]**?

- 1.....Yes
- 2..... No **[Skip to Q13]**

Q12a. What one main message did you hear? **[Precode, Do Not Read][First response only]**

- 1..... **[Operating Company]** is trustworthy
- 2..... **[Operating Company]** is reliable
- 3..... **[Operating Company]** provides customers good value
- 4..... **[Operating Company]** acts as a partner with its customers
- 5..... **[Operating Company]** employees give back/are active in the community/do good
- 6..... **[Operating Company]**'s power is in its people
- 7..... **[Operating Company]** people are helpful
- 8..... **[Operating Company]** people are friendly
- 9..... **[Operating Company]** people dedicated/hard working
- 10..... Other _____
- 12..... Don't Know
- 13..... Refused

[If Q12a=12-13, skip to Q12c]

Q12b. What other messages, if any, do you recall? **[Precode, Do Not Read][Exclude Q12a reply]**

- 1..... **[Operating Company]** is trustworthy
- 2..... **[Operating Company]** is reliable
- 3..... **[Operating Company]** provides customers good value
- 4..... **[Operating Company]** acts as a partner with its customers
- 5..... **[Operating Company]** employees give back/are active in the community/do good
- 6..... **[Operating Company]**'s power is in its people
- 7..... **[Operating Company]** people are helpful
- 8..... **[Operating Company]** people are friendly
- 9..... **[Operating Company]** people dedicated/hard working
- 10..... Other _____
- 12..... Don't Know
- 13..... Refused

Q12c. Where did you see or hear that advertising? **[Don't Read][Accept multiple responses]**

- 1..... Television
- 2..... Newspaper
- 3..... Billboard
- 4..... Radio
- 5..... Mailing
- 6..... Internet (Other than **[Operating Company]** website or social media sites)
- 7..... **[Operating Company]** Website
- 8..... Social Media
- 9..... Other **[Specify]:** _____
- 12..... Don't Know
- 13..... Refused

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[If Q12=1, ask Q12d]

Q12d. Which of these following messages do you recall being part of that advertising? **[Rotate & Read List]**

	<u>Yes</u>	<u>No</u>	<u>DK</u>
Q12d1. [Operating Company] 's people make it strong	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q12d2. [Operating Company] 's people volunteer in the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q12d3. Our community is better because of [Operating Company]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Q12d4. [Operating Company] 's true power comes from its people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Future Needs

13. How important is it to you that energy provided to you in the future makes greater use of solar power generation?

- 1..... Very Important
- 2..... Somewhat Important
- 3..... Neither Important or Unimportant **[Skip to Q14]**
- 4..... Somewhat Unimportant **[Skip to Q14]**
- 5..... Very Unimportant **[Skip to Q14]**
- 12.....Don't Know/Not Applicable **[Skip to Q14] [Don't Read]**
- 13.....Refused **[Skip to Q14] [Don't Read]**

13a. Given that solar energy may be more expensive, how much more would you be willing to pay to have more of your own future energy needs met by solar energy? Would you pay between...

- 1..... 1 to 5% more
- 2..... 6 to 10% more
- 3..... 11 to 15% more
- 4..... Over 15% more
- 5..... or would you be unwilling to pay more for solar.
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

14. How important is it to you that energy provided to you in the future makes greater use of wind power generation?

- 1..... Very Important
- 2..... Somewhat Important
- 3..... Neither Important or Unimportant **[Skip to Q15]**
- 4..... Somewhat Unimportant **[Skip to Q15]**
- 5..... Very Unimportant **[Skip to Q15]**
- 12.....Don't Know/Not Applicable **[Skip to Q15] [Don't Read]**
- 13.....Refused **[Skip to Q15] [Don't Read]**

14a. Given that wind energy may be more expensive, how much more would you be willing to pay to have more of your future energy needs met by wind energy? Would you pay between...

- 1..... 1 to 5% more
- 2..... 6 to 10% more
- 3..... 11 to 15% more
- 4..... Over 15% more
- 5..... or would you be unwilling to pay more for wind.
- 12.....Don't Know/Not Applicable **[Don't Read]**
- 13.....Refused **[Don't Read]**

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15. Some customers today meet their own energy needs with solar or wind. How likely are you to produce some of your future energy using solar or wind?

- 1..... Very Likely
- 2..... Somewhat Likely
- 3..... Neither Likely or Unlikely
- 4..... Somewhat Unlikely
- 5..... Very Unlikely
- 12.....Don't Know/Not Applicable
- 13.....Refused

[Don't Read]

[Don't Read]

Action Alert Driver

[IF ANSWER TO Q1=4 OR 5, ASK Q16]

Q16a. Earlier you said that you were dissatisfied with your [Operating Company]' service. Why do you say that? [RECORD VERBATIM]

[ASK ALL]

Q16b. [Company] is committed to improving its performance. Sometimes they need additional information about your experience to take appropriate actions. If needed, can someone contact you to better understand your experience? [READ LIST]

- 1..... Yes, I want to be contacted
- 2..... No, or
- 3..... Yes, it is alright for someone to follow up if necessary

NAME16. May I please have your name and either phone number of email address, so someone from [Company] can contact you to discuss your concerns?

First and Last Name: _____

PHONE16: Phone Number: _____

EMAIL16: Email Address: _____

TIME16: What is the best time to have someone contact you?

Magic Moment Driver

[If Very Satisfied OVERALL (Q1) and Q5 series = ALL ATTRIBUTES RATED Excellent, ASK Q17]

Q17. Finally, thinking of all companies and organizations that you have done business with over the past year, how would you compare the quality of service you received from [Operating Company]? Please use a scale of 0 to 100, where 0 means "Absolutely the Worst," 50 means "About the Same" and 100 means "Absolutely the Best." You may use any number in between.

0.....50.....100 101
Absolutely About Absolutely DK/REF
The Worst the Same the Best

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[IF Q17=100, ASK Q17a]

Q17a. Why do you say the service you received from [Operating Company] is absolutely the best? [RECORD VERBATIM]

[Residential respondents continue; Commercial respondents skip to D4]

Residential Demographics

D1. Finally, I have some questions for classification purposes only. Your responses to all questions are used in aggregate form only, and the information is confidential. Do you own or rent your home?

- 1..... Own
- 2..... Rent
- 12.....Don't Know
- 13..... Refused

D2. I'm going to read a list of ages, please stop me when I reach yours. Are you between...

[Read List]

- 1..... 18-24
- 2..... 25-34
- 3..... 35-44
- 4..... 45-54
- 5..... 55-64
- 6..... 65 or over
- 7..... Refused

D3. I am going to read a list of income categories. Please stop me when I reach the category that best describes your total household income last year before taxes. Remember, this information is used for statistical purposes only. [First ask if respondent's total household income is above or below \$50,000 then read responses beginning in the appropriate range.]

- 1..... Under \$10,000
- 2..... \$10,000 to under \$30,000
- 3..... \$30,000 to under \$50,000
- 4..... \$50,000 to under \$75,000
- 5..... \$75,000 to under \$100,000
- 6..... \$100,000 to under \$150,000
- 7..... \$150,000 or more
- 12..... Don't Know [Don't Read]
- 13..... Refused [Don't Read]

Residential and Commercial Demographics

D4. To the best of your knowledge, which best describes the approximate average electric bill for your home/business? Please consider both summer and winter bills. Is it...

[Use this range for residential customers]

- 1..... Under \$50 monthly
- 2..... \$50 to under \$100 monthly
- 3..... \$100 to under \$150 monthly
- 4..... \$150 to under \$200 monthly
- 5..... \$200 to under \$250 monthly
- 6..... \$250 or more monthly
- 12.....Don't Know **[Don't Read]**
- 13.....Refused **[Don't Read]**

D4a. **[Use this range for commercial customers]**

- 1..... Under \$100 monthly
- 2..... \$100 to under \$250 monthly
- 3..... \$250 to under \$500 monthly
- 4..... \$500 to under \$1,000 monthly
- 5..... \$1,000 or more monthly
- 12.....Don't Know **[Don't Read]**
- 13.....Refused **[Don't Read]**

D5. Do you personally know any **[Operating Company]** employees?

- 1..... Yes
- 2..... No
- 12.....Don't Know **[Don't Read]**
- 13.....Refused **[Don't Read]**

D6. Do we have your permission to share your individual responses with **[Operating Company]**?

- 1..... Yes
- 2..... No
- 12.....Don't Know **[Don't Read]**

D7. Gender **[Observation]**

- 1..... Male
- 2..... Female

That concludes the survey. Thank you very much for your time.