

MONTHLY ELECTRIC BILL SURVEY

Hello: AEP is considering making some changes to its monthly bills. As a valued AEP customer we would like to get your feedback about our monthly electric bills. You have been randomly selected to participate in our survey about your electric bill. As only a limited number of AEP residential customers have been selected this is a unique opportunity to make your opinions known. It should take less than ten minutes to complete. Your participation in this study is completely voluntary. All survey responses will be strictly confidential and data from this research will be reported only in the aggregate level. If you have questions at any time about this survey you may contact Brad Berson of AEP's Performance Management Group at bsberson@aep.com. Thank you very much for your time and support. Please begin now by clicking on the "Next" button below.

Are you the individual in your household most familiar with the monthly electric bills?

1. Yes
2. No

Is the person most familiar with your household's monthly electric bills currently available to answer some questions about those monthly electric bills?

1. Yes
2. No
3. Not Sure, Don't Know

We ask that only the person most familiar with your household's monthly electric bills answer some questions about those bills. Please ask that person to complete the rest of this questionnaire. When that person is ready please select the "Continue" option below .If that person is not available at this time please select the "Not Now" option below.

1. Continue
2. Not Now

Which AEP company is your electric company?

1. AEP Ohio
2. Appalachian Power
3. Indiana Michigan Power
4. Kentucky Power
5. Public Service Co. of Oklahoma
6. Southwestern Electric Power Co.
7. Not Sure, Don't Know

How do you typically receive your monthly electric bills from \${custom1 }?

1. paper bills by mail
2. electronic bills by email (e-bills)
3. Not Sure, Don't Know

How do you typically pay your monthly electric bills?

1. Mail in a check
2. Call in my payment over the phone
3. Online using my personal bank account
4. Online using the electric company's website
5. In person at an authorized payment center
6. Automatic deduction from my personal bank account
7. Other _____

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As an ebill customer that receives their electric bills by email, how frequently do you log into your \${custom1} account and view your electric bill?

1. Never
2. Only when it seems unusually high or low
3. Once or twice a year
4. Every few months
5. Almost every month

Thinking about the \${custom2} that you receive from \${custom1}, overall how satisfied are you with the look and design of those monthly bills?

1. Very Satisfied
2. Satisfied
3. Neither Satisfied nor Dissatisfied
4. Dissatisfied
5. Very Dissatisfied
6. Not Sure, Don't Know

Why are you less than satisfied with the appearance of the \${custom2} that you receive from \${custom1}? Please do not comment on the cost but rather the look and appearance of those monthly bills.

Thinking about the design and content of your current \${custom1} bill, how would you change or improve the bill? Please select all that apply.

1. Make the bill larger
2. Use multiple colors
3. Use graphs or illustrations to explain my charges
4. Limit the bill to just one page
5. Use a larger type/font size
6. Other _____

How much time do you typically spend reviewing your electric bill each month?

1. None
2. Up to 5 Minutes
3. 5 to Less than 10 Minutes
4. 10 to Less than 20 Minutes
5. 20 to Less than 30 Minutes
6. 30 Minutes or More
7. Not Sure, Don't Know

Thinking about your electric bills please indicate your level of satisfaction with each of the following:

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	Very Dissatisfied	Not Satisfied	Neutral	Satisfied	Very Satisfied
Being easy to read	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understanding of billing charges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease in understanding my usage history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of finding my amount due	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of finding the due date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing contact information if I have questions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Being clean and uncluttered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are you currently on an average monthly payment plan or budget billing plan where you pay a level flat rate every month for one year?

1. Yes
2. No
3. Not Sure, Don't Know

Please rank the following components that could be included in a typical monthly electric bill. Please rank them in order of importance from 1 (most important) to 10 (least important). Please rank all items shown.

- Monthly usage history _____
- Previous bill amount _____
- Billing period _____
- Detailed charges by type _____
- Amount due before shut off _____
- Shut off date if not paid _____
- Budget versus non-budget amount _____
- Previous amount paid _____
- Previous date paid _____
- Next meter read date _____

In addition to the items above and basic information such as account number and mailing address, what other types of information are important for you to see on your monthly electric bills?

Which of the following types of bill messages are important to you as a(n) \${custom1} customer? These are helpful messages that appear in a dedicated space on the bill. Please select all that you think are important.

1. Account specific messages

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2. Energy efficiency messages
3. Electric usage information
4. New program offerings
5. Electric safety messages
6. Budget billing options
7. Other _____

If you were given the choice for your monthly \${custom1} bills, which one format would you most prefer?

1. A new shorter summary bill only
2. A new shorter summary bill in front of the current bill
3. A different looking bill but with all the current information
4. The current format bill
5. Not Sure, Don't Know

If you only received the short summary bill as your regular bill but could go online to see the full, expanded bill, how often might you do that?

1. Never
2. Once a Year
3. A Few Times a Year
4. Every Other Month or So
5. Monthly
6. Not Sure, Don't Know

Thinking about your other utility bills, such as water and natural gas, how do \${custom1}'s monthly electric bills compare? Please do NOT base your comparison on cost but rather things such as overall appearance, amount of information provided, ease of reading your bills, and other things important to you. Are they...

1. Much Better
2. Better
3. About the Same
4. Worse
5. Much Worse
6. Don't Know, Not Applicable

Other than the size (amount) of the bill, why do you think that \${custom1}'s monthly bills are worse than your other utility bills (such as water and natural gas bills)?

For the next set of questions you will be asked to select from two different ways of displaying information on your monthly electric bill. Please indicate which one of each pair of options you most prefer.

Of these two which do you like better?

1. NEW
2. OLD

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Why did you pick that one?

Of these two which do you like better?

1. NEW
2. OLD

Why did you pick that one?

Which of the two bill designs below do you like better?

1. OLD
2. NEW

Why did you pick that one?

Please provide any additional comments or suggestions about how `{custom1}` could improve the appearance and effectiveness of their monthly bills?

Unfortunately we need the person in your household most familiar with your monthly electric bills to answer this questionnaire.

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We thank you for your time and feedback. Please click below to exit this survey.