

AEP Customer Survey – Bill Design

Survey invitations sent to a stratified (all AEP operating companies except AEP Texas) random sampling of active AEP residential customers with email addresses.

Only one email invitation was sent.

Survey selected only respondents familiar with their household's monthly electric bills.

Survey administration, analysis and reporting performed by AEP Performance Management group.

Summary of Key Findings

Summary results provided at the AEP system level. Results can be broken out by Operating Company:

210 surveys	AEP Ohio
213 surveys	Appalachian Power
280 surveys	Indiana Michigan Power
219 surveys	Kentucky Power
203 surveys	Public Service Company of Oklahoma
<u>331 surveys</u>	<u>Southwestern Electric Power Company</u>
1,456 surveys	AEP Total

How do you typically receive your monthly electric bills from [AEP OPERATING COMPANY NAME]?

58%	E-bills
41%	Paper bills
1%	Not Sure, Don't Know

How do you typically pay your monthly electric bills?

27%	Online – personal bank account
23%	Online – utility company website
23%	Automatic deduction from personal bank account
15%	Mail in a check
6%	Call in payment over the telephone
5%	At an authorized payment center
2%	Other

As an ebill customer that receives their electric bills by email, how frequently do you log into your [AEP OPERATING COMPANY NAME] account and view your electric bill? ONLY ASKED TO EBILL CUSTOMERS

63%	Almost every month
15%	Only when the bill is unusually high or low
11%	Every few months
6%	Never
4%	Once or twice a year

Thinking about the [BILL TYPE] that you receive from [AEP OPERATING COMPANY NAME], overall how satisfied are you with the look and design of those monthly bills?

- 30% Very satisfied
- 45% Satisfied
- 20% Neither Satisfied nor Dissatisfied
- 4% Dissatisfied
- 1% Very Dissatisfied

Thinking about the design and content of your current [AEP OPERATING COMPANY NAME] bill, how would you change or improve the bill?

- 33% Limit the bill to just one page
- 25% Use graphs or illustrations to explain my charges
- 13% Use a larger type/font size
- 13% Use multiple colors
- 12% Other
- 3% Make the bill larger

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

- 7% None – do not review it
- 52% Up to 5 minutes
- 29% 5 to less than 10 minutes
- 7% 10 to less than 20 minutes
- 1% 20 to less than 30 minutes
- 1% 30 minutes or more
- 2% Don't Know

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

Means based on a five point satisfaction scale: very dissatisfied (1) to very satisfied (5)

- 4.09 Ease of finding my amount due
- 4.02 Ease of finding the due date
- 3.79 Providing contact information if I have questions
- 3.74 Being easy to read
- 3.67 Ease in understanding my usage history
- 3.66 Being clean and uncluttered
- 3.63 Being easy to understand
- 3.47 Understanding of billing charges

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. MEAN RANKING SHOWN, LOWER IS MORE IMPORTANT

- 3.53 Billing period
- 4.06 Detailed charges by type
- 4.19 Monthly usage history
- 4.62 Previous bill amount
- 5.12 Previous amount paid
- 5.83 Amount due before shut-off
- 6.04 Previous date paid
- 6.05 Next meter read date
- 6.58 Budget versus non-budget amount
- 6.80 Shut-off date if not paid

Which of the following types of bill messages are important to you as a(n) [AEP OPERATING COMPANY NAME] customer? These are helpful messages that appear in a dedicated space on the bill. Please select all that you think are important.

- 23% Electric usage information
- 20% Account specific messages
- 16% New program offerings
- 16% Energy efficiency messages
- 14% Budget billing options
- 1% Other

If given the choice for your monthly [AEP OPERATING COMPANY NAME], which ONE format would you most prefer?

- 39% The current bill format
- 17% A new, shorter summary bill in front of the current bill
- 16% Not Sure, Don't Know
- 15% A new shorter summary bill only
- 14% A different looking bill but with all the current information

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

- 40% Monthly
- 23% A few times a year
- 21% Every other month or so
- 7% Never
- 6% Not Sure, Don't Know
- 2% Once a year


Thinking about your other utility bills, such as water and natural gas, how do [AEP OPERATING COMPANY NAME]'s 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...

- 7% Much Better
- 17% Better
- 58% About the Same
- 7% Worse
- 1% Much Worse
- 10% Don't Know

Preferences: Design Elements of Current Bill versus Proposed New Bill

Of these two which do you like better? [RANDOMIZED PRESENTATION ORDER]

New: 96%

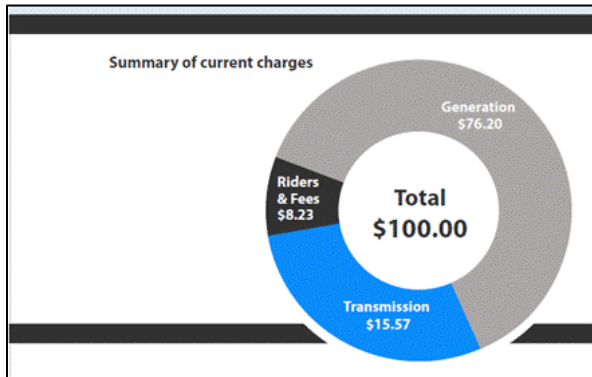
 Account #123-456-789-1-5 Person McPerson 111 False Name Ave. Anywhere, USA 12345	Amount due \$100.00 by 05/01/15 Service from 03/19/15 - 04/19/15 Last billing cycle you paid: \$92.24
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Current: 4%

Current AEP Charges:	
Tariff 015 - Residential Service - 07/04/10	
Rate Billing	\$ 100.00
Current Electric Charges Due	\$ 100.00

Which of the two bill designs below do you like better? [RANDOMIZED PRESENTATION ORDER]

New: 77%



Current: 23%

Current AEP Charges:	
Tariff 015 - Residential Service - 07/04/10	
Rate Billing	\$ 100.00
Current Electric Charges Due	\$ 100.00

Of these two which do you like better? [RANDOMIZED PRESENTATION ORDER]

New: 63%

AEP AMERICAN ELECTRIC POWER

Account #123-456-789-1-5

Person McPerson
111 False Name Ave.
Anytown, USA 12345

Amount due \$100.00
by 05/01/15

Service from 03/19/15 - 04/19/15 Last billing cycle you paid \$92.24

Summary of current charges

Methods of payment:

- 1-800-611-0964
- PO Box 24404
Canton, OH 44701-4404
- www.aepohio.com

Contact us:
1-800-672-2231 Customer Operations Center
www.aepohio.com

Usage history

Account #123-456-789-1-5

Amount due by 5/01/15: \$100.00

Payment amount:

Current: 37%

AEP AMERICAN ELECTRIC POWER

Account Number 123-456-789-1-5
CY 05

\$100.00
Total Amount Due

Pay by May 1, add \$1.00 After This Date

Send Inquiries To:
PO BOX 24404
CANTON, OH 44701-4404
8-66-5206429

03000000 01 07 0400

PERSON MCPERSON
111 False Name Ave.
ANYTOWN, USA 12345

Make check payable and send to:
AMERICAN ELECTRIC POWER
PO BOX 24406
CANTON OH 44701-4413

00001960000020127010000000000200162046134041305011900009

Please tear on dotted line. Return top portion with your payment.

Service address:
MARK H FOX
LYNN CP #32 E 1
CLINT, CANTON, OH
3026 597

Account Number	Total Amount Due	Due Date
123-456-789-1-5	\$100.00	May 1, 2015
Meter Number	Cycle-Route	Bill Date
123456789	05-07	April 26, 2015

For billing, outage or service inquiries, call 1-800-852-4942 or Pay by phone, 1-800-611-0964

While your power supply is very reliable, electricity voltage disturbances can happen. Surge protectors can absorb some of these various disturbances and help to protect your sensitive home electronics for possible damage; however, customers are responsible for providing suitable protectors, devices on all equipment to protect against loss, injury or damage. Talk to a professional to determine which type of protective device best meets your needs.

Flip the Switch and turn off your paper bill! You will gain the benefit of receiving an email when your bill is ready to be viewed and the security of leaving it safely anytime, anywhere.

Visit AEPOhio.com

Rate Tariff: Residential Service 015

Account Number	Total Amount Due	Due Date
123-456-789-1-5	\$100.00	May 1, 2015
Meter Number	Cycle-Route	Bill Date
123456789	05-07	April 26, 2015

Previous Charges

Total Amount Due at Last Billing	\$ 121.38
Payment 06/23/10 - Thank You	-121.38
Previous Balance Due	\$ 0.00

Current AEP Charges:

Tariff 015 - Residential Service - 07/04/10	
Rate Billing	\$ 100.00
Current Electric Charges Due	\$-100.00
Total Amount Due	\$ 100.00
Due May 1, Add \$ 1.00 After This Date	

Meter Number	Service Period	Meter Reading Details				
From	To	Previous	Code	Current	Code	
123456789	03/19	04/19	36257	Estimate	37485	Actual

13 Month Usage History Total kWh for past 12 months is 1,550

Month	Total kWh	Days	kWh Per Day	Cost Per Day	Avg Temp
Current Month	106	26	3.96	\$6.36	85°
Previous Month	111	26	3.96	\$6.47	79°
One Year Ago	187	29	3.85	\$6.41	82°