**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
- 331 surveys Southwestern Electric Power Company
- 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%

Current: 4%

```
AEP AMERICAN ELECTRIC POWER
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
```

```
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%

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

New: 63%      Current: 37%