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Bill Redesign

AEP sought to better understand customer perceptions of a revised bill design. This research focuses on answering the following questions:

- What are customers’ opinions of the revised bill design? Would their opinion of their OPCO change if this design became the new bill statement?
- What are customers’ preferences for different components of the bill such as:
  - How should the Usage History chart be labeled? Which page should the chart be on?
  - How should the Meter Detail be shown, as a chart or as a table? Which page should it be on?
  - Which charges should be shown in the Bill Summary circle graph?
- Is there anything that customers feel is missing from the revised bill statement?
- What are customers’ opinions of the revised disconnect notice? Is there anything that customers feel is missing from the disconnect notice?

AEP Insight Panel

The goal of the AEP Insight Panel is to provide a platform for rapid, rich qualitative and quantitative feedback.

There are currently 5,634 customers across all seven OPCOs participating in the AEP Insight Panel. The chart at the right details the Panel further.
SUMMARY

73% of Standard Bill customers are satisfied with the revised bill
78% of Budget Bill customers are satisfied with the revised bill

The Amount Due is the most important bill feature to customers, followed by the Bill Due Date

Satisfaction with Bills
Top-2 Box

- Current Bill (n=1365) - 76.4%
- Standard Bill (n=968) - 72.7%
- Budget Bill (n=397) - 77.5%

Standard and Budget Bill customers are interested in having an explanation of the charges and fees included on the bill

Customers suggest adding information to the Disconnect Notice about where to seek assistance with paying the bill
Standard Bill customers prefer the December 9, 2015 date format.

Standard Bill customers prefer this section be titled “A Note from [OPCO]”.

Standard Bill customers prefer to see usage labeled with “kWh” and shown over every month.

In the Bill Summary circle graph, customers want to see the Customer Charge, Surcharges & Fees and Taxes & Fees.

Standard Bill customers prefer to see the Usage History table and Meter Details on the first page of the bill.

Standard Bill customers found it easiest to calculate payment with a Neighbor to Neighbor gift with this option.
Budget Bill customers prefer the December 9, 2015 date format.

Budget Bill customers prefer this section be titled “Budget Bill Notes”.

Budget Bill customers prefer to see usage labeled with “kWh” and shown over every month.

In the Bill Summary, customers want to see the Customer Charge, Surcharges & Fees and Taxes & Fees.

Budget Bill customers prefer to see the Usage History table and Meter Details on the first page of the bill.

Budget Bill customers found it easiest to calculate payment with a Neighbor to Neighbor gift with this option.
Detailed Findings:

Standard Bill Evaluation
Almost three-fourths of Standard Bill customers are very satisfied with the revised bill statement.

Revised Bill Satisfaction
Standard Bill Customers | Top-2 Box & Mean

<table>
<thead>
<tr>
<th>Company</th>
<th>Satisfaction Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEP Total</td>
<td>3.90</td>
<td>72.7%</td>
</tr>
<tr>
<td>AEP Ohio</td>
<td>3.87</td>
<td>73.4%</td>
</tr>
<tr>
<td>APCO</td>
<td>3.94</td>
<td>73.9%</td>
</tr>
<tr>
<td>IN-MI Power</td>
<td>3.79</td>
<td>67.9%</td>
</tr>
<tr>
<td>KY Power</td>
<td>60.9%</td>
<td>3.75</td>
</tr>
<tr>
<td>PSO</td>
<td>78.6%</td>
<td>71.3%</td>
</tr>
<tr>
<td>SWEPCO</td>
<td>3.95</td>
<td></td>
</tr>
</tbody>
</table>

N8. How satisfied are you with the potential new bill statement from [OPCO]?

Please use a scale of 1 to 5, where 1 means “Not At All Satisfied” and 5 means “Extremely Satisfied.”
The revised bill statement would improve most Standard Bill customers’ opinions of their OPCO and would only negatively impact the opinions of a few customers.
OPINION OF BILL

- Standard Bill customers agree that the revised bill provides relevant and detailed information

Paperless bill customers are more likely to agree that the bill provides detailed information.

Opinion of Residential Bill
Standard Bill Customers | Top-2 Box & Mean

<table>
<thead>
<tr>
<th></th>
<th>It provides relevant information.</th>
<th>It provides detailed information.</th>
<th>The text color on the right page of the bill is easy to read.</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEP Total (n=968)</td>
<td>4.16</td>
<td>4.08</td>
<td>4.02</td>
</tr>
<tr>
<td>AEP Ohio (n=335) (A)</td>
<td>4.10</td>
<td>4.11</td>
<td>4.00</td>
</tr>
<tr>
<td>APCO (n=237) (B)</td>
<td>84.7%</td>
<td>83.0%</td>
<td>77.3%</td>
</tr>
<tr>
<td>IN-MI Power (n=135) (C)</td>
<td>81.8%</td>
<td>81.2%</td>
<td>78.2%</td>
</tr>
<tr>
<td>KY Power (n=34) (D)</td>
<td>4.00</td>
<td>4.03</td>
<td>4.05</td>
</tr>
<tr>
<td>PSO (n=114) (E)</td>
<td>3.94</td>
<td>3.94</td>
<td>3.94</td>
</tr>
<tr>
<td>SWEPCO (n=113) (F)</td>
<td>4.31</td>
<td>4.31</td>
<td>4.31</td>
</tr>
</tbody>
</table>

N1. Using a scale from 1 to 5, where 1 is “Strongly Disagree” and 5 is “Strongly Agree,” how much do you agree with the following statements below about the bill you just saw?
Only a few Standard Bill customers find the revised bill confusing.
Over two-fifths of Standard Bill customers prefer the section title “A Note from [OPCO]”
• Over three-quarters of Standard Bill customers prefer to see the Usage History chart labeled with the number and “kWh” label.

### Usage History Label Preference

<table>
<thead>
<tr>
<th></th>
<th>Standard Bill Customers</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEP Total</td>
<td></td>
<td>78.2%</td>
</tr>
<tr>
<td>(n=968)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AEP Ohio</td>
<td></td>
<td>77.5%</td>
</tr>
<tr>
<td>(n=335) (A)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>APCO</td>
<td></td>
<td>80.1%</td>
</tr>
<tr>
<td>(n=237) (B)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IN-MI Power</td>
<td></td>
<td>82.4%</td>
</tr>
<tr>
<td>(n=135) (C)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KY Power</td>
<td></td>
<td>81.4%</td>
</tr>
<tr>
<td>(n=34) (D)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PSO</td>
<td></td>
<td>72.1%</td>
</tr>
<tr>
<td>(n=114) (E)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SWEPSCO</td>
<td></td>
<td>76.7%</td>
</tr>
<tr>
<td>(n=113) (F)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Number and “kWh” label**

Usage history:

**Number only**

Usage history:
Nearly two-thirds of Standard Bill customers prefer to see the label over every month when viewing the Usage History chart.

- KY Power customers are more likely to prefer seeing the label over every month.

Usage History Chart Label Preference

<table>
<thead>
<tr>
<th>Label Preference</th>
<th>Standard Bill Customers</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEP Total (n=968)</td>
<td>Blue: 5.2% Orange: 33.4%</td>
<td>61.4%</td>
</tr>
<tr>
<td>AEP Ohio (n=335) (A)</td>
<td>Blue: 5.8% Orange: 31.2%</td>
<td>63.0%</td>
</tr>
<tr>
<td>APCO (n=237) (B)</td>
<td>Blue: 5.1% Orange: 35.2%</td>
<td>59.7%</td>
</tr>
<tr>
<td>IN-ML Power (n=135) (C)</td>
<td>Blue: 4.9% Orange: 36.4%</td>
<td>58.8%</td>
</tr>
<tr>
<td>KY Power (n=34) (D)</td>
<td>Blue: 5.8% Orange: 18.6%</td>
<td>75.6%</td>
</tr>
<tr>
<td>PSO (n=114) (E)</td>
<td>Blue: 3.9% Orange: 33.1%</td>
<td>63.0%</td>
</tr>
<tr>
<td>SWEPSCO (n=113) (F)</td>
<td>Blue: 5.4% Orange: 37.2%</td>
<td>57.4%</td>
</tr>
</tbody>
</table>

Paper bill customers are more likely to prefer seeing the usage over every month.
Over three-quarters of Standard Bill customers prefer to see the Meter Detail table on the first page of the bill, below the Usage History chart.
N6a. Where would you prefer to see the Usage Detail table on the bill statement?

- Over two-thirds of Standard Bill customers prefer to see the Usage Detail table on the first page of the bill below the Usage History chart.
Standard Bill customers want to see the Customer Charge, Taxes & Fees and Surcharges & Fees in the Bill Summary circle graph.

- AEP Ohio customers are less likely to want to see the Customer Charge or Taxes & Fees in the Bill Summary circle graph.
• Less than a quarter of Standard Bill customers want to see the Transmission charge in the Bill Summary circle graph
  o AEP Ohio customers are more likely to want to see the Distribution, Generation, and Transmission charges in the Bill Summary circle graph

Bill Summary Circle Graph Charges Cont.
Standard Bill Customers | Frequency

N7. The Bill Summary circle graph shows a breakdown of your charges. Please select the charges that you would most like to see in the graph. You may select up to 5 items.
OTHER FEATURES DESIRED ON BILL STATEMENT

- One-sixth of Standard Bill customers are interested in an explanation of the charges and taxes included on the bill.

Other Features Desired on Bill Statement

Standard Bill Customers, Excludes “Don’t know/Unsure”, “N/A / None” and “Nothing” | Frequency
AEP Total (n=186)

- 21.4%: A glossary of charge definitions rather than just the name and amount. Most of the time I do not understand what the charge represents.
- 15.0%: I’d like to see detailed information about peak and off-peak usage, associated charges, etc.
- 9.0%: I would like to know how electricity is priced (generation, distribution, delivery, markup, etc.).
- 7.7%: I would like to be able to compare my usage with that of my neighbors.
- 7.3%: Key/legend/labels for circle graph
- 5.4%: Explanation of charges/taxes
- 5.1%: Detailed kWh usage
- 4.3%: History of past charges/billing information
- 4.1%: General about bill
- 4.0%: How electricity is priced
- 3.0%: Energy saving tips
- 2.0%: Negative about rate/price/cost

N9. After looking at the potential new [OPCO] bill statement, is there anything that you feel is missing from the bill statement that you would want added?
“Always leave the numbers to contact AEP on the bill.”

“I think that overall the new bill looks more visually appealing and customers will be able to identify the information regarding their bill much more efficiently.”

“Put the phone numbers, web addresses and email addresses in larger type so they stand out from the other information.”

“Late fees if not paid by due date and indicate if Auto Payment is set up.”

“Provide the average daily temperature for each month. This allows for a better comparison.”

“Clearly state how much I’m paying per kWh. Explain the justification of the price per kWh and what it costs what it does.”

“Do not like the circle graph” 3.8%

“Contact information/Emergency number easier to see” 3.0%

“It is too confusing” 3.4%

“Billing options” 2.3%

“General positive” 2.0%

“Cost per kWh” 1.4%

“Past due information” 1.4%

“AVERAGE temperature” 1.7%

“Other” 17.3%

N9. After looking at the potential new [OPCO] bill statement, is there anything that you feel is missing from the bill statement that you would want included?
Detailed Findings:
Budget Bill Evaluation
Over three-quarters of Budget Bill customers are very satisfied with the revised statement.

Paperless bill customers are more likely to be satisfied with the revised statement.

Revised Budget Bill Satisfaction
Budget Bill Customers | Top-2 Box & Mean

- AEP Total (n=397): 77.5% (4.00)
- AEP Ohio (n=132) (A): 73.5% (4.05)
- APCO (n=88) (B): 78.5% (3.97)
- IN-MI Power (n=52) (C): 76.2% (4.00)
- KY Power (n=17*) (D): 82.3% (4.19)
- PSO (n=57) (E): 87.0% (4.07)
- SWEPCO (n=52) (F): 75.0%

*Caution: Low Base size

B8. How satisfied are you with the potential new bill statement from [OPCO]? Please use a scale of 1 to 5, where 1 means “Not At All Satisfied” and 5 means “Extremely Satisfied.”
The revised bill would improve most Budget Bill customers’ opinions of their OPCO and would only negatively impact the opinions of a few customers.
• Budget Bill customers agree that the revised bill provides detailed and relevant information

**Opinion of Residential Budget Bill**

**Budget Bill Customers | Top-2 Box & Mean**

- **AEP Total** (n=397)
  - It provides detailed information: 85.1%
  - It provides relevant information: 83.6%
- **AEP Ohio** (n=132) (A)
  - It provides detailed information: 82.4%
  - It provides relevant information: 80.7%
- **APCO** (n=88) (B)
  - It provides detailed information: 86.2%
  - It provides relevant information: 80.0%
- **IN-MI Power** (n=52) (C)
  - It provides detailed information: 88.9%
  - It provides relevant information: 82.5%
- **KY Power** (n=17*) (D)
  - It provides detailed information: 88.6%
  - It provides relevant information: 84.8%
- **PSO** (n=57) (E)
  - It provides detailed information: 89.6%
  - It provides relevant information: 80.5%
- **SWEPCO** (n=52) (F)
  - It provides detailed information: 91.7%
  - It provides relevant information: 86.7%

*Caution: Low Base size

B1. Using a scale from 1 to 5, where 1 is “Strongly Disagree” and 5 is “Strongly Agree,” how much do you agree with the following statements below about the bill you just saw?

Paperless bill customers are **more likely** to agree that the bill provides detailed information.
OPINION OF BUDGET BILL CONT.

- Few Budget Bill customers found the bill confusing.

Paperless bill customers are more likely to agree that the bill is easy to understand and has a look and feel that they like.

Opinion of Residential Budget Bill Cont.
Budget Bill Customers | Top-2 Box & Mean

<table>
<thead>
<tr>
<th>Company</th>
<th>Easy to Read</th>
<th>Look &amp; Feel</th>
<th>Easy to Understand</th>
<th>Confusing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEP Total (n=397)</td>
<td>74.2%</td>
<td>74.1%</td>
<td>71.9%</td>
<td></td>
</tr>
<tr>
<td>AEP Ohio (n=132) (A)</td>
<td>70.6%</td>
<td>67.7%</td>
<td>67.7%</td>
<td>11.4%</td>
</tr>
<tr>
<td>APCO (n=88) (B)</td>
<td>70.8%</td>
<td>61.5%</td>
<td>7.7%</td>
<td></td>
</tr>
<tr>
<td>IN-MI Power (n=52) (C)</td>
<td>74.6%</td>
<td>77.8%</td>
<td>11.1%</td>
<td>8.9%</td>
</tr>
<tr>
<td>KY Power (n=17*) (D)</td>
<td>76.0%</td>
<td>81.0%</td>
<td>4.0%</td>
<td>11.0%</td>
</tr>
<tr>
<td>PSO (n=57) (E)</td>
<td>81.8%</td>
<td>80.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SWEPCO (n=52) (F)</td>
<td>80.0%</td>
<td>76.7%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

B1. Using a scale from 1 to 5, where 1 is “Strongly Disagree” and 5 is “Strongly Agree,” how much do you agree with the following statements below about the bill you just saw?

Paper bill customers are more likely to agree that the bill is confusing.
FINDING THE AMOUNT DUE

- Over three-fourths of Budget Bill customers identified the correct budget amount due of $59.78 on the bill
  - Incorrect responses included $34.53 (the amount due if not on budget bill) and $49.00 (the current budget amount)
Over four-fifths of Budget Bill customers thought that it was easy to find the budget amount due on the bill.

Ease of Finding Budget Amount Due

B2b. In your opinion, how difficult or easy was it to find the budget amount due on this bill? Please use a scale of 1 to 5, where 1 means “Extremely Difficult to Find” and 5 means “Extremely Easy to Find.”

*Caution: Low Base size*
Nearly half of Budget Bill customers identified that they are coming out behind compared to what was budgeted.
Over half of Budget Bill customers prefer the section title “Budget Bill Notes”.

### Information Section Title Preference

Budget Bill Customers, Excludes “Don’t know/ Unsure” and “N/A / None” | Frequency

<table>
<thead>
<tr>
<th>Section</th>
<th>Budget Bill Notes</th>
<th>Important Information</th>
<th>A Note from [OPCO]</th>
<th>Notes</th>
<th>Message</th>
<th>Urgent Messages</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEP Total (n=393)</td>
<td>59.8%</td>
<td>16.7%</td>
<td>7.2%</td>
<td>4.3%</td>
<td>2.7%</td>
<td>7.0%</td>
<td></td>
</tr>
<tr>
<td>AEP Ohio (n=130) (A)</td>
<td>55.2%</td>
<td>16.4%</td>
<td>7.5%</td>
<td>3.0%</td>
<td>0.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>APCO (n=88) (B)</td>
<td>69.2%</td>
<td>13.9%</td>
<td>7.5%</td>
<td>4.6%</td>
<td>4.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IN-MI Power (n=51) (C)</td>
<td>59.7%</td>
<td>11.3%</td>
<td>3.2%</td>
<td>5.5%</td>
<td>14.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KY Power (n=17*) (D)</td>
<td>60.8%</td>
<td>17.7%</td>
<td>1.3%</td>
<td>5.1%</td>
<td>3.8%</td>
<td>6.3%</td>
<td></td>
</tr>
<tr>
<td>PSO (n=56) (E)</td>
<td>60.5%</td>
<td>19.7%</td>
<td>5.3%</td>
<td>4.0%</td>
<td>2.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SWEPCO (n=51) (F)</td>
<td>54.2%</td>
<td>23.7%</td>
<td>8.5%</td>
<td>5.1%</td>
<td>6.6%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Caution: Low Base size

B3. Now looking at the highlighted section of the bill below, what would you prefer this section be titled?
Over three-quarters of Budget Bill customers prefer to see the Usage History chart label with the number and kWh.

<table>
<thead>
<tr>
<th>Utility</th>
<th>Number only</th>
<th>Number and “kwh” label</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEP Total (n=397)</td>
<td>23.8%</td>
<td>76.2%</td>
</tr>
<tr>
<td>AEP Ohio (n=132) (A)</td>
<td>25.0%</td>
<td>75.0%</td>
</tr>
<tr>
<td>APCO (n=88) (B)</td>
<td>18.5%</td>
<td>81.5%</td>
</tr>
<tr>
<td>IN-MI Power (n=52) (C)</td>
<td>20.6%</td>
<td>79.4%</td>
</tr>
<tr>
<td>KY Power (n=17*) (D)</td>
<td>25.3%</td>
<td>74.7%</td>
</tr>
<tr>
<td>PSO (n=57) (E)</td>
<td>26.0%</td>
<td>74.0%</td>
</tr>
<tr>
<td>SWEPICO (n=52) (F)</td>
<td>30.0%</td>
<td>70.0%</td>
</tr>
</tbody>
</table>

*Caution: Low Base size*
Nearly two-thirds of Budget Bill customers prefer to see the label over every month on the Usage History chart.

Usage Label Preference
Budget Bill Customers | Frequency

- **AEP Total** (n=397)
  - 7.4% (61.0%)
  - 31.6%

- **AEP Ohio** (n=132) (A)
  - 7.4%
  - 29.4%

- **APCO** (n=88) (B)
  - 7.7%
  - 32.3%

- **IN-MI Power** (n=52) (C)
  - 9.5%
  - 31.8%

- **KY Power** (n=17*) (D)
  - 3.8%
  - 30.4%

- **PSO** (n=57) (E)
  - 3.9%
  - 29.9%

- **SWEPCO** (n=52) (F)
  - 10.0%
  - 38.3%

*Caution: Low Base size*
Over two-thirds of Budget Bill customers prefer to see the Meter Detail table on the first page of the bill, below the Usage History chart.
Almost two-thirds of Budget Bill customers prefer to see the Usage Detail table on the first page of the bill, below the Usage History chart.

### Usage Detail Page Preference

<table>
<thead>
<tr>
<th>Customer</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEP Total (n=397)</td>
<td>61.0%</td>
</tr>
<tr>
<td>AEP Ohio (n=132)</td>
<td>60.3%</td>
</tr>
<tr>
<td>APCO (n=88)</td>
<td>60.0%</td>
</tr>
<tr>
<td>IN-MI Power (n=52)</td>
<td>61.9%</td>
</tr>
<tr>
<td>KY Power (n=17)</td>
<td>72.2%</td>
</tr>
<tr>
<td>PSO (n=57)</td>
<td>62.3%</td>
</tr>
<tr>
<td>SWEPCO (n=52)</td>
<td>58.3%</td>
</tr>
</tbody>
</table>

*Caution: Low Base size*

Paper bill customers are more likely to prefer the Usage Detail table on the first page.
CIRCLE GRAPH BREAKDOWN

- Budget Bill customers want to see the Customer Charge, Surcharges & Fees and Taxes & Fees in the Bill Summary circle graph.

Paper bill customers are more likely to want to see Distribution in the Bill Summary graph.

Bill Summary Circle Graph Charges
Budget Bill Customers | Frequency

*Caution: Low Base size
CIRCLE GRAPH BREAKDOWN CONT.

- Budget Bill customers are least interested in the Generation charge being included in the Bill Summary circle graph
  - AEP Ohio customers are more likely to want the Transmission charge included in the Bill Summary circle graph

---

Bill Summary Circle Graph Charges Cont.
Budget Bill Customers | Frequency

Paper bill customers are more likely to want to see Transmission in the Bill Summary graph

*Caution: Low Base size*
SUGGESTIONS FOR BILL

• Almost one-sixth of Budget Bill customers found the bill confusing
• Budget Bill customers are interested in more historical usage data and an explanation of charge and fees being included on the bill statement

Other Features Desired on Bill Statement
Budget Bill Customers, Excludes “Don’t know/Unsure”, “N/A / None” and “Nothing” | Frequency
AEP Total (n=95)

- 17.2%: Bill is confusing
- 15.8%: More historical data
- 14.7%: Explanation of charges/fees
- 10.3%: Circle graph is confusing
- 10.9%: General positive
- 9.9%: Do not like circle graph
- 7.6%: General negative
- 5.9%: Bill has too much information
- 2.3%: Other

“A rolling, accumulated budget balance on the front page.”
“I wish the history would be 18 months, not 12-13 months.”
“I would like something more direct as to whether I am under or over budget.”
“It is more modern looking but it will require a new way of understanding the balance. I found the older bill easier in that regard.”

B9. After looking at the potential new [OPCO] bill statement, is there anything that you feel is missing from the bill statement that you would want included?
Detailed Findings:

Other Bill Preferences
• The Amount Due is the most important bill statement feature for customers

Paperless bill customers are more likely to think that the Amount Due is the most important bill statement feature

Importance of Bill Statement Features
Total Respondents | Frequency of “Most Important”

AEP Total (n=1365)

- Amount Due: 71.6%
- Bill Due Date: 17.4%
- Usage History: 4.5%
- Contact Information: 1.8%
- Meter Details: 1.5%
- Price compared to other suppliers: 1.4%
- Line Item Charges: 1.0%

AEP Ohio (n=466) (A)

- Amount Due: 74.3%
- Bill Due Date: 14.5%
- Usage History: 5.4%
- Contact Information: 2.1%
- Meter Details: 1.5%
- Price compared to other suppliers: 0.4%
- Line Item Charges: 1.2%

APCO (n=325) (B)

- Amount Due: 70.1%
- Bill Due Date: 19.5%
- Usage History: 5.0%
- Contact Information: 2.9%
- Meter Details: 1.2%
- Price compared to other suppliers: 0.8%
- Line Item Charges: 0.4%

IN-MI Power (n=187) (C)

- Amount Due: 71.1%
- Bill Due Date: 21.1%
- Usage History: 5.0%
- Contact Information: 1.3%
- Meter Details: 2.6%
- Price compared to other suppliers: 1.8%
- Line Item Charges: 0.9%

KY Power (n=50) (D)

- Amount Due: 72.3%
- Bill Due Date: 14.0%
- Usage History: 3.8%
- Contact Information: 2.1%
- Meter Details: 1.7%
- Price compared to other suppliers: 3.8%
- Line Item Charges: 0.9%

PSO (n=172) (E)

- Amount Due: 70.6%
- Bill Due Date: 16.9%
- Usage History: 5.2%
- Contact Information: 2.1%
- Meter Details: 1.3%
- Price compared to other suppliers: 1.3%
- Line Item Charges: 0.9%

SWEPCO (n=165) (F)

- Amount Due: 68.8%
- Bill Due Date: 19.1%
- Usage History: 3.7%
- Contact Information: 3.2%
- Meter Details: 2.7%
- Price compared to other suppliers: 2.1%
- Line Item Charges: 2.1%

06. When looking at your [OPCO] bill statement, which features are most important to you? Please rank your most important bill statement features with 1 being the “Most Important” and 3 being the “Least Important.”
Almost two-thirds of customers think that the ideal length of a bill is one (1) page front and back.

Paperless bill customers are more likely to think that one page is the ideal bill length.

Paper bill customers are more likely to think that two pages is the ideal bill length.

O2. In your opinion, what is the ideal length of a bill from [OPCO]? One page is front and back.
 DATE PREFERENCE

- Over two-thirds of customers prefer the “December 9, 2015” date format on the bill.
Nearly two-thirds of customers prefer to see the Usage Detail in a table format.

Usage Detail Chart Preference
Total Respondents | Frequency

- AEP Total (n=1365): 35.8% (64.2%)
- AEP Ohio (n=466) (A): 32.8% (67.2%)
- APCO (n=325) (B): 40.7% (59.3%)
- IN-MI Power (n=187) (C): 36.0% (64.0%)
- KY Power (n=50) (D): 27.7% (72.3%)
- PSO (n=172) (E): 42.4% (57.6%)
- SWEPCO (n=165) (F): 30.2% (69.8%)

Table format

<table>
<thead>
<tr>
<th>Month</th>
<th>Total KWH</th>
<th>Days</th>
<th>KWH Per Day</th>
<th>Cost Per Day</th>
<th>Average Temp</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current</td>
<td>550</td>
<td>29</td>
<td>19</td>
<td>$2.32</td>
<td>50°F</td>
</tr>
<tr>
<td>Previous</td>
<td>528</td>
<td>28</td>
<td>19</td>
<td>$2.32</td>
<td>58°F</td>
</tr>
<tr>
<td>One Year Ago</td>
<td>521</td>
<td>29</td>
<td>18</td>
<td>$2.12</td>
<td>40°F</td>
</tr>
</tbody>
</table>

Your Average Monthly Usage: 572 KWH

Charts and graphs

Usage History: -7%
Avg. Daily Cost: -6%
Avg. Temperature: -6%
Over half of customers think that Version B shows the easiest way to calculate the payment amount if they made a voluntary “Neighbor to Neighbor” gift.

**Neighbor to Neighbor Gift Calculation Preference**

<table>
<thead>
<tr>
<th>Region</th>
<th>Version A</th>
<th>Version B</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEP Total (n=1365)</td>
<td>43.3%</td>
<td>56.7%</td>
</tr>
<tr>
<td>AEP Ohio (n=466) (A)</td>
<td>42.7%</td>
<td>57.3%</td>
</tr>
<tr>
<td>APCO (n=325) (B)</td>
<td>37.8%</td>
<td>62.2%</td>
</tr>
<tr>
<td>IN-MI Power (n=187) (C)</td>
<td>42.5%</td>
<td>57.5%</td>
</tr>
<tr>
<td>KY Power (n=50) (D)</td>
<td>39.2%</td>
<td>60.9%</td>
</tr>
<tr>
<td>PSO (n=172) (E)</td>
<td>51.5%</td>
<td>48.5%</td>
</tr>
<tr>
<td>SWEPSCO (n=165) (F)</td>
<td>49.2%</td>
<td>50.8%</td>
</tr>
</tbody>
</table>

**Paper bill customers are more likely to think that Version B is the easiest way to calculate the payment amount.**

04. Now looking at the two images below, which image shows the easiest way to calculate the payment amount if you made a voluntary “Neighbor to Neighbor” gift?
Detailed Findings:

Disconnect Notice Evaluation
• Customers agree with all of the statements about the disconnect notice

Opinions of Disconnect Notice
Total Respondents | Top-2 Box & Mean

<table>
<thead>
<tr>
<th></th>
<th>Paperless bill customers are more likely to agree with all statements about the disconnect notice</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEP Total (n=1365)</td>
<td>90.8% 90.5% 87.0%</td>
</tr>
<tr>
<td>AEP Ohio (n=466) (A)</td>
<td>91.7% 91.3% 88.8%</td>
</tr>
<tr>
<td>APCO (n=325) (B)</td>
<td>90.5% 90.5% 87.1%</td>
</tr>
<tr>
<td>IN-MI Power (n=187) (C)</td>
<td>86.0% 86.0% 82.5%</td>
</tr>
<tr>
<td>KY Power (n=50) (D)</td>
<td>91.9% 90.6% 85.5%</td>
</tr>
<tr>
<td>PSO (n=172) (E)</td>
<td>90.5% 90.5% 86.2%</td>
</tr>
<tr>
<td>SWEPCO (n=165) (F)</td>
<td>94.2% 93.7% 88.4%</td>
</tr>
</tbody>
</table>

- It is easy to find the amount needed to pay to avoid disconnection.
- It is easy to find when the account is scheduled for disconnection.
- It provides detailed information about the charges for reconnection.

D1. Using a scale from 1 to 5, where 1 is “Strongly Disagree” and 5 is “Strongly Agree”, do you agree with the following statements below about the disconnect notice you just saw?
Over one-third of customers prefer the section be titled “Urgent Messages”.
SUGGESTIONS FOR DISCONNECT NOTICE

- Over one-quarter of customers think that the “To avoid disconnection section” needs to be emphasized more
- Customers would like the contact information for assistance and payment options included on the disconnect notice

Other Features Desired on Disconnect Notice

Excludes “Don’t know/Unsure”, “N/A / None” and “Nothing” | Frequency
AEP Total (n=133)

- 25.5%: Bold/ emphasize "To avoid disconnection" section
- 24.7%: Information for assistance/ payment options
- 10.7%: It is too confusing
- 5.7%: Explanation of different charges
- 5.2%: The word receipt is misspelled
- 4.4%: Clearly state total balance owed
- 4.3%: General negative about disconnect notice
- 4.1%: Clearly state amount due to avoid disconnection
- 2.8%: Too much information
- 2.6%: General positive
- 15.5%: Other

“Information about where to seek assistance with paying the bill and/ or information about contacting AEP to resolve payment issues.”

“It is not absolutely clear the amount he/she would have to pay to reconnect service.”

“Until the person goes to the payment voucher, they cannot be sure what the amount is to be paid to prevent disconnection. This should be labeled up front on the disconnect notice.”

*Caution: Low Base size
Appendix A:
Bill Statement Satisfaction &
Paperless Billing Usage
SATISFACTION WITH CURRENT BILL

- Over three-quarters of customers are very satisfied with their current bill statement
  - KY Power customers are less likely to be satisfied with their current bill statement

**Current Bill Satisfaction**

<table>
<thead>
<tr>
<th>Company</th>
<th>Total Respondents</th>
<th>Top-2 Box &amp; Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEP Total</td>
<td>1365</td>
<td>4.05</td>
</tr>
<tr>
<td>AEP Ohio (A)</td>
<td>466</td>
<td>3.94D</td>
</tr>
<tr>
<td>APCO (B)</td>
<td>325 (C)</td>
<td>73.4%D</td>
</tr>
<tr>
<td>IN-MI Power (C)</td>
<td>187</td>
<td>78.8%D</td>
</tr>
<tr>
<td>KY Power (D)</td>
<td>50</td>
<td>4.01D</td>
</tr>
<tr>
<td>PSO (E)</td>
<td>172</td>
<td>58.7%</td>
</tr>
<tr>
<td>SWEPCO (F)</td>
<td>165</td>
<td>81.0%D</td>
</tr>
</tbody>
</table>

S2. Overall, how satisfied are you with your current bill statement from [OPCO]? Please use a scale of 1 to 5, where 1 means “Not At All Satisfied” and 5 means “Extremely Satisfied.”
The majority of customers receive a paperless bill via email.
Among paperless bill customers, over two-thirds log into their account to view their bill once a month or more

- KY Power customers log into their account most frequently

**Frequency of Logging Into Account to View Bill**

Paperless Bill Customers | Frequency
Appendix B: Methodology & Analysis
### Methodology

1,365 interviews were conducted among residential customers from Wednesday, February 8th – Friday, February 17th, 2017 using an online survey, which took an average of just under 14 minutes to complete.

All interviews were conducted among residential customers who are currently active members of the American Electric Power (AEP) Insight Panel, excluding AEP Texas customers.

### Analysis

Throughout the study respondents were allowed to provide a “Don’t Know/ Not Sure” response for certain questions. These responses are excluded from the base size and noted throughout the report.

Low base sizes (n < 30) are noted throughout the report with an asterisk (*), and caution should be used when interpreting data on these slides.

All significance testing was conducted at the 95% confidence level. Significant differences are indicated throughout the report in call-out boxes. The subgroups analyzed in this report include:

- **Bill Type** (shown in green boxes)

All six AEP OPCOs were weighted to reflect their proportion of the AEP system total, excluding AEP Texas.

<table>
<thead>
<tr>
<th></th>
<th>Respondents</th>
<th>Percentage</th>
<th>Weighted Respondents</th>
<th>Weighted Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AEP Ohio</td>
<td>n=241</td>
<td>17.7%</td>
<td>n=466</td>
<td>34.2%</td>
</tr>
<tr>
<td>APCO</td>
<td>n=241</td>
<td>17.7%</td>
<td>n=325</td>
<td>23.8%</td>
</tr>
<tr>
<td>IN-MI Power</td>
<td>n=228</td>
<td>16.7%</td>
<td>n=187</td>
<td>13.7%</td>
</tr>
<tr>
<td>KY Power</td>
<td>n=235</td>
<td>17.2%</td>
<td>n=50</td>
<td>3.7%</td>
</tr>
<tr>
<td>PSO</td>
<td>n=231</td>
<td>16.9%</td>
<td>n=172</td>
<td>12.6%</td>
</tr>
<tr>
<td>SWEPCO</td>
<td>n=189</td>
<td>13.8%</td>
<td>n=165</td>
<td>12.1%</td>
</tr>
</tbody>
</table>