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December 30, 2014

By Email for Electronic Filing
Honorable Kathleen H. Burgess
Secretary
State of New York Public
Service Commission
Three Empire State Plaza
Albany, NY 12223-1350

**RE: Case 13-E-0030 et. al., Report on Results of Customer Preference
Survey**

Dear Secretary Burgess:

In accordance with the New York State Public Service Commission's February 21, 2014 *Order Approving Electric, Gas and Steam Rate Plans In Accord with Joint Proposal* ("Order") in Case No. 13-E-0030 et. al., Consolidated Edison Company of New York, Inc. (the "Company") conducted a Customer Preference Survey ("Survey"), which was designed in consultation with Department of Public Service Staff and interested parties.

As also required by the Order, the Company hereby submits (i) a report summarizing the results of the survey and (ii) a list of action steps that can be taken to incorporate the findings of the Survey into the Company's customer service strategy.

These action steps are currently under consideration by the Company.

Please contact me if you have any questions about this report.

Very truly yours,

/s/

Kerri Kirschbaum
Senior Attorney

c: Active Parties List Case 13-E-0030 (by email)

2014 Con Edison Customer Preference Findings

Introduction

Con Edison constantly focuses on providing excellent service to its customers. To help it continue to offer the service customers most want and need, Con Edison asked CRA, Inc. to support its efforts to garner feedback from customers across its service area. The research effort was designed to address the following primary objectives:

- Assess overall customer opinions of Con Edison’s service
- Explore customers’ use of technology
- Determine customers’ preferred methods for interacting with Con Edison to address service needs
- Evaluate customers’ information needs and willingness to share various types of contact information
- Examine customers’ energy usage patterns and preferences
- Elicit customers’ feelings about the future of energy

This report summarizes the overall findings and includes a demographic section that outlines the statistically significant differences that emerged between key demographic groups.

Methodology

- To enhance the ability to reach a wide range of customers, CRA gathered data using both telephone and on-line surveys.
- We received a total of 1,546 survey responses; 404 via telephone data collection and 1,142 via on-line survey.
- The margin of error for the overall findings is ± 2 percent at the 95 percent confidence level. Because they are based on smaller response sizes, findings by demographic groups have higher margins of error.
- To ensure robust response from key demographic groups, CRA drew a stratified random sample that weighted “Concern” customers, low-income customers, and those who speak Spanish more heavily. The demographic section of the report presents the number of respondents for each group.

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Executive Summary

Key findings include:

- Overall Perceptions of Con Edison’s Service.** Respondents offered an average rating of 3.92 on a 5-point scale for their overall satisfaction with the way Con Edison helps them manage their energy service; this approaches a best-practice level of 4.00. Further, respondents offered relatively high importance ratings for a variety of service-related commitments, rating “bills are accurate when issued” highest at 4.46 on a 5-point scale, and offering the lowest importance rating of 4.11 for “non-emergency service work is completed on time.”

Respondents were also offered the opportunity to share any other priorities they have. Not surprisingly, the most prominent theme that emerged from the open-ended comments related to lower costs. Other themes included: praise for Con Edison’s service, concerns about meters and meter reading, comments about customer service, and a need to improve Con Edison’s website.

- Technology Usage and Preferences.** Most respondents indicate that they have access to technology, with 83 percent saying they have regular access to a computer and the internet and 71 percent saying they have smart phones. Further 78 percent of those with regular access to computers and the internet conduct business on their computers and 52 percent of those with smart phones use them to conduct business, with paying bills and shopping the most commonly-mentioned activities. However, 30 percent say they have concerns about paying bills using computers or smart phones, particularly security and privacy. Further, comments reveal that many customers are more comfortable paying bills on their computers than on their smart phones.

Customers most prefer to receive printed bills in the mail, with 61 percent preferring this method and 39 percent preferring to receive bills via an electronic method. However, customers are most likely to pay bills electronically, with 56 percent choosing one of the electronic methods, 25 percent saying they pay by mail and 15 percent of those who responded to the item saying they pay bills in person. Preferred methods for paying bills generally mirror this pattern.

Respondents indicated that they prefer to make service requests over the telephone, talking to a representative, with 63 percent choosing this option and 32 percent saying they prefer an electronic, self-service option. Further, 88 percent prefer to report service problems by speaking to a Con Edison representative over the telephone, while 57 percent chose electronic, self-service options (customers able to choose more than one option).

Telephone is also the most preferred method for Con Edison to follow up with customers about service problems, with 76 percent of customers choosing this method, although 36 percent prefer a text message for this

type of communication. Customers are generally likely to prefer text messages and the telephone for Con Edison to notify them of any issues, such as storms, that could affect their service.

- **Informational needs.** Survey respondents report that they most prefer to receive information about saving energy or lowering bills via email or on-line, with 64 percent choosing email and 41 percent choosing some type of on-line access. Further 30 percent prefer to get this information over the telephone. Very few respondents want to receive this type of information via any type of social media.

Customers are most interested in information about saving energy, with 77 percent saying they would like to receive this information from Con Edison. More than 60 percent are interested in information about rebates and incentives for energy efficiency and in information on time-of-day pricing. 41 percent are interested in information about solar energy and other renewable sources.

- **Energy Usage.** Nearly 90 percent of respondents report that they have air conditioning, with 83 percent saying they have window or wall units and 16 percent saying they have central air conditioning. Further, 62 percent are interested in receiving information on more energy efficient air conditioning.

Interest in smart thermostats is moderate, with just over half of respondents saying they are very or somewhat interested. Further, 64 percent would *not* allow Con Edison to control their heating and cooling, even if they could override Con Edison's control. Additionally, 61 percent would still not allow Con Edison to control their heating and cooling for a credit. When asked how much of a monthly credit they would want in return for allowing Con Edison to control their thermostats, responses were quite varied, ranging from 5 dollars or 5 percent up to substantial proportions of the bill, as high as 50 percent or more.

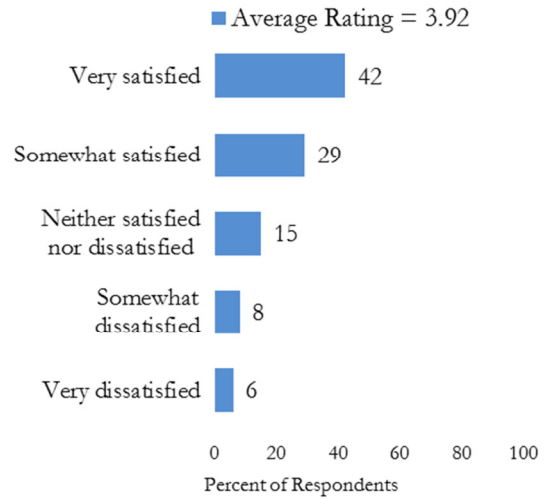
While relatively few respondents are aware of Con Edison's time-of-use rate, and fewer participate in it, they are quite interested in receiving information about it, with 81 percent requesting this information. Further, 71 percent said they'd be interested in switching to this rate, and 60 percent saying they would be willing to use appliances at night.

- **The Future of Energy.** When asked to rate what is important to them about the future of energy, customers offered the highest importance ratings for lower bills (4.62) and rapid restoration following an outage (4.58). Reliable energy service and managing total energy bills also emerged as important for customers. However, being able to purchase electricity from someone other than Con Edison is relatively unimportant, with a rating of 2.90. Customers rated the importance of renewable energy sources at 3.61 and 18 percent are willing to pay more for this.

Overall Perceptions of Con Edison’s Service

The survey first sought to assess customers’ overall perceptions related to Con Edison’s customer service by asking respondents: *Overall, how satisfied are you with the way Con Edison helps you manage your energy service, including activities such as paying bills, reporting problems, and getting answers to your questions?*

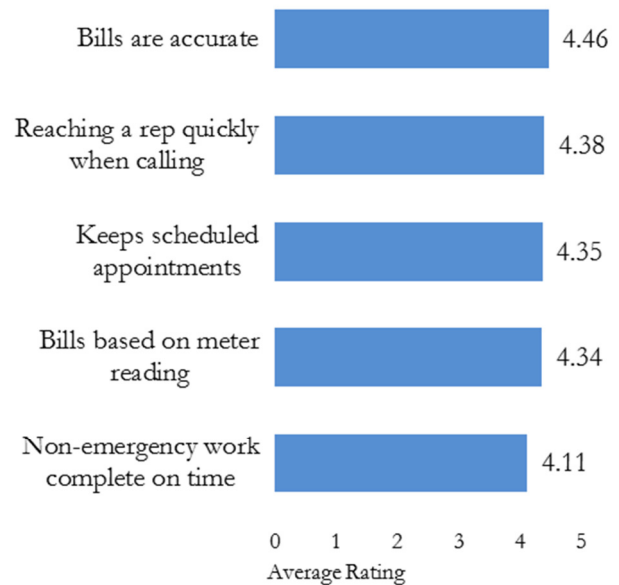
As shown, 71 percent of customers say they are either very or somewhat satisfied with the way Con Edison helps them manage their energy service. Further 15 percent offer neutral perceptions and only 14 percent say they are dissatisfied. The resulting average rating of 3.92 approaches what we’d consider to be a best-practice level of 4.00.



A follow-up item asked customers: *Please tell us how important each of the following are to you using a 5-point scale where 1 means “not at all important” and 5 means “very important.”* Respondents rated the following service-related commitments:

- Con Edison keeps scheduled appointments
- Bills are accurate when issued
- Non-emergency service work, such as installation of a new meter, is completed on time
- Being able to reach a representative quickly when calling Con Edison
- Receiving bills based on an actual meter reading

As shown, customers believe all elements of service listed are quite important, with the highest rating of 4.46 for the accuracy of billing. The lowest importance rating of 4.11 – still reflecting a high level of importance – was offered for completing non-emergency work on time.



Is there anything else that is important for Con Edison to do in order to make you satisfied with your interactions with them?

Customers were also given the opportunity to share any other service priorities they have. This section presents the prominent themes that emerged from the comments (those mentioned by a substantial number of those who commented), along with typical comments. Please note that comments may reflect more than one theme.

- Affordable service and different programs for people with disabilities. It is difficult to have air conditioning in the summer because of the rates being so high. The programs that are available, the standards are too high, and most customers are not eligible in time of need.
- Lower rates for people over 70 years of age with disabilities.
- I would like ideas to conserve gas and electric use. I would like to see what time of day my usage is highest. What additional technology is available to conserve and monitor usage? Does Con Ed offer cheaper gas or electric? Cheaper packages or discounts?
- Lower the delivery charges; most of the time these charges are more expensive than my electricity usage.
- Con Edison representatives have been very responsive to my need to cut back on my bills. They have taught me how to save on my bills. This is extremely important to me. Since January I have saved a lot on my Con Edison bills. Thank you.
- I don't have any complaints. When I've had a problem, they always resolved it. Usually there is a wait, but it always gets done.
- Thank you for good customer service. When I call the representative resolves my issue every time. Very polite. Very nice. Thank you for the customer service.
- Con Edison has been my company for 20 years, and I have no problems. They are always willing to help.
- Con Edison turned out to be the one thing we didn't have to worry about when we moved; a real help.
- I have been having a tough time keeping up with my bills. I can't express how much I appreciate that Con Edison will work with me and I don't have to worry about the stress and embarrassment of having my service shut off.
- When they make me an appointment to read the meter, they should come. They never show up and ring the doorbell. They should send you the actual reading.
- Please come inside and read my meter and stop sending estimated bills.
- Schedule meter readings at night when working people are home.
- My Con Edison bills do not seem to reflect my usage. I would like someone to come to my home to evaluate the accuracy of my meter. My request for this service has been denied.
- I would like to purchase a self-read meter rather than waiting for it to be installed on Con Edison's schedule. My meter is in a locked basement and it is difficult to get accurate readings regularly.
- If you can get in touch with somebody quicker, and not talk to a machine. When you call with a problem, it takes a long time to get in touch with somebody. Sometimes you want to talk to a person, and they tell you to push this button and that button. It gets confusing sometimes.
- Listening and responding to the issue at hand rather than assuming the person calling is incorrect.
- Responsive, professional, polite service is a must. Establish a bill paying service that works

*Roughly **35 percent** of those who commented spoke of the desire for lower energy costs, with some requesting programs or rates for those with special needs*

*Nearly **20 percent** of those who commented praised Con Edison's service*

*More than **15 percent** of these respondents offered comments about meters and meter reading*

*More than **10 percent** of these respondents would like Con Edison to ensure they offer excellent customer service, saying they need to be able to easily access professional representatives*

through my bank, so I could get bills electronically. Fix my apartment number, after years of me telling you what the correct address is. These are good to start with!

- Build trust with customers. I do not feel that Con Edison has my best interest in mind and it feels like a fight/hassle every time I see information or want to make a change or inquiry.
- 1. Friendly, helpful phone support; especially after waiting on hold for 20 minutes.
2. Communicating clearly when I have been paying my bill to the wrong account number.
- Build a better website for online payment. Don't be so cheap and use another company for credit cards that charges a fee.
- Make a more up-to-date looking website. You're an energy provider; it doesn't have to be TOO snazzy. But something that doesn't look like it's from 2004.
- Better website; being able to view past statements and pay online.
- Being able to pay bills online easier. I can't even use a Visa and your bill pay service is ridiculously outdated and hard to use.
- Please upgrade the online bill paying process. It is confusing, hard to use, and has often generated cryptic errors when trying to pay my bill, resulting in several double payments, or even the occasional success message, followed by no actual transaction, after which I have to pay late fees! It would also be hugely convenient if you allowed paying for the bill with credit card, and the payment didn't have the expensive transaction fees it currently does. I'd be happy to sign up for auto-pay if I could do it with my credit card.

*Nearly **10 percent** of these respondents spoke of the need to improve Con Edison's website*

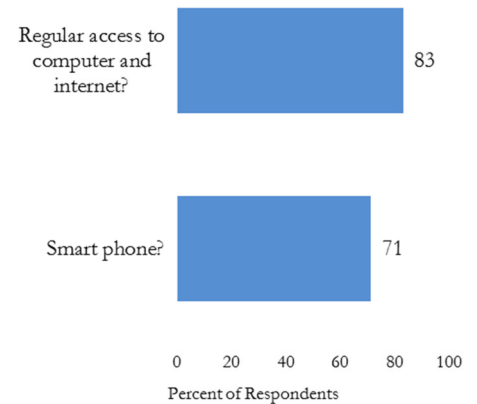
The following issues, while not prominent themes, were mentioned by roughly five percent of those who commented:

- Ensuring clear, accurate communication with customers, particularly around outage information, saving energy, and billing
- Expanding payment options by allowing customers to pay with credit cards and not imposing fees for some payment methods

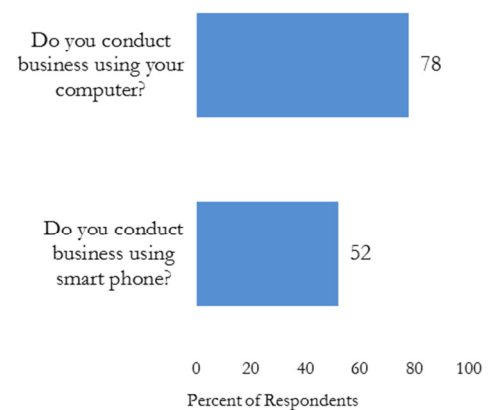
Technology Usage and Preferences

The survey included several items to help Con Edison better understand the access customers have to technology and how they use it.

Do you have regular access to a computer and the Internet? / Do you have a smart phone? As shown, most respondents have access to technology, with 83 percent saying they have regular access to a computer and the internet and 71 percent reporting that they have a smart phone.



Do you conduct personal business using your computer / smart phone now? For example: paying bills, placing orders, etc. Respondents are highly likely to conduct business on their computers, with 78 percent of those with regular access to computers and the internet responding affirmatively. Further, more than half of those with smart phones conduct business on them.



If yes, what do you do on your computer / smart phone? The most often-mentioned actions reported by those who offered comments are listed below. As shown, respondents are more likely to pay bills and shop on their computers than on their smart phones.

Computers:

- Roughly **65 percent** say they pay bills
- More than **35 percent** say they shop on-line

Smart phones:

- More than **50 percent** say they pay bills
- More than **25 percent** say they shop on their smart phones

Do you have any concerns about using your computer or phone to pay your bills? While respondents are very likely to pay bills using computers or smart phones, roughly **30 percent** indicate that they do have concerns about this. This section presents the prominent concerns that emerged from the comments (those mentioned by a substantial number of those who commented), along with typical comments. Please note that comments may reflect more than one theme.

- In the last year several companies have changed my account number or asked me to change my password because they were hacked. What is Con Edison doing to prevent hacking?
- My concern is these scammers hacking into the system and getting personal information.
- I am very cautious about the companies I do business with because I had my identity stolen.
- My information being compromised, getting into the wrong hands.
- There is always the concern of identity theft, stolen login information, and password data, and the increased possibility of phishing. Even doing everything possible to prevent these things from happening, recent events with major retailers and banks show they can still occur.

*Roughly **70 percent** of those who commented shared concerns about security and the safety of their information*

- I don't like my information out on the internet. A lot of people don't like it, and I don't want my information out in the public.
- I just don't put my personal information on the internet.
- Personal or contact information being passed to third parties.
- I don't want to be tracked in any way.
- Personal information could be exposed.

- Cell connections are not safely encrypted.
- I am generally satisfied using the computer for financials, but am not at all trusting of storing data and other information on the smartphone. This is mainly due to the possibility of losing the phone.
- I try to avoid financial transactions on my phone unless I know I'm using a secure WiFi network, and in those places I usually have a computer. I enjoy typing on actual keyboards, having more control over cursors and looking at larger screens for important business.
- I would not pay bills using my phone. I feel the security of my account is not good enough to warrant using that method.
- I always use my personal computer at home. I don't use my phone because it is a little more difficult (screen size), eats up my megabytes (internet), and there is no way I could get an immediate printout of my transfers and receipts.

*More than **10 percent** of those who commented spoke about privacy issues*

*Nearly **10 percent** of these respondents offered comments indicating that they are less likely to do business on their smart phone than on their computers*

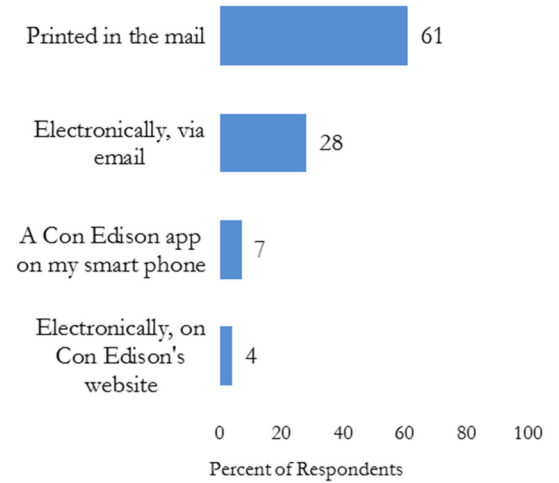
The following issues, while not prominent themes, were mentioned by roughly five percent of those who commented:

- A lack of comfort with on-line payments, with some saying they prefer checks because they are “old-fashioned”
- Concerns about accuracy and ensuring payments are credited
- A lack of clarity or confidence in their ability to pay on-line

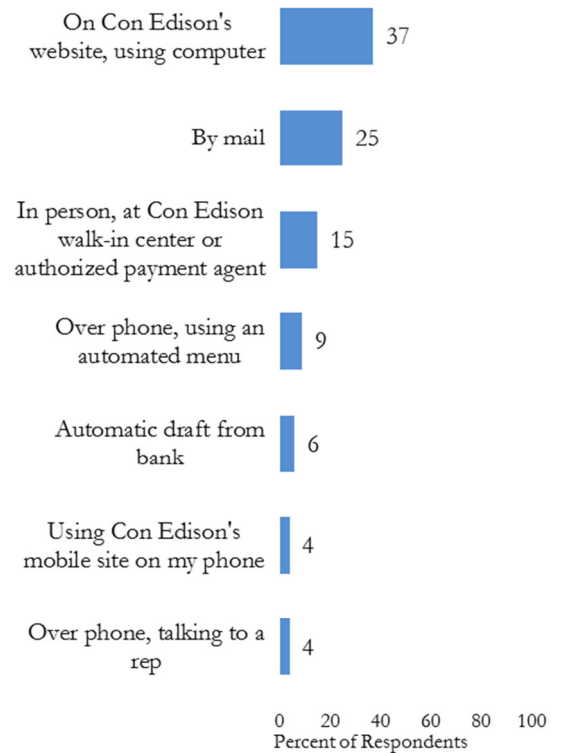
Interactions with Con Edison

The survey included several items to explore how customers prefer to interact with Con Edison.

Receiving and Paying Bills. First, the survey asked respondents: *If you had a choice, how would you prefer to receive your bill?* The graph presents the potential options along with the percentage of respondents who chose each option. Most customers, 61 percent, prefer to receive a printed bill in the mail. Additionally, 28 percent would like Con Edison to email their bills. Few respondents are interested in receiving their bills on smart phone apps or on Con Edison’s website.

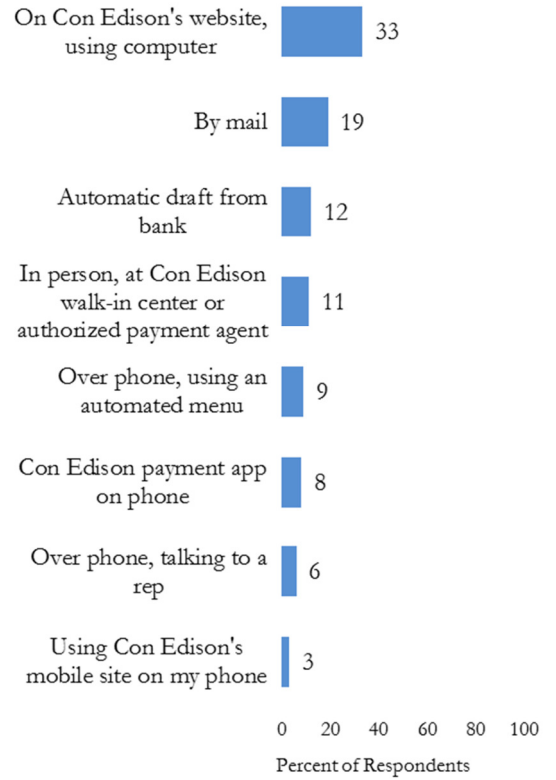


How do you currently pay your bill? The graph presents the potential options along with the percentage of respondents who chose each option. Customers who responded to this item are most likely to say they pay their bills on Con Edison’s website, with 37 percent choosing this option. Further 25 percent pay by mail and 15 percent say they pay their bills in person. Relatively few customers chose other options. However, we should note that a number of respondents volunteered that they currently pay via an automatic draft from their banks. Because this was not an option listed in the survey, the 6 percent who volunteered this option may under-represent the actual number.



How would you prefer to pay your bill? The graph presents the potential options along with the percentage of respondents who chose each option. As shown, the responses generally mirror the current pattern of payments. The only exception is the higher percentage that chose automatic drafts from their banks.

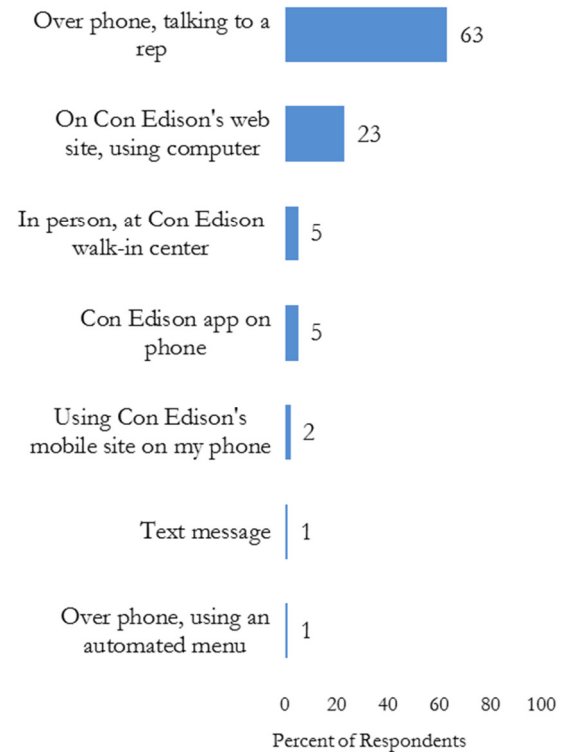
Respondents were given the opportunity to specify other methods. Other payment methods mentioned by respondents include paying through their bank’s website, Pay Pal, being able to pay via Bank of America bill pay, and automatic credit card payments.



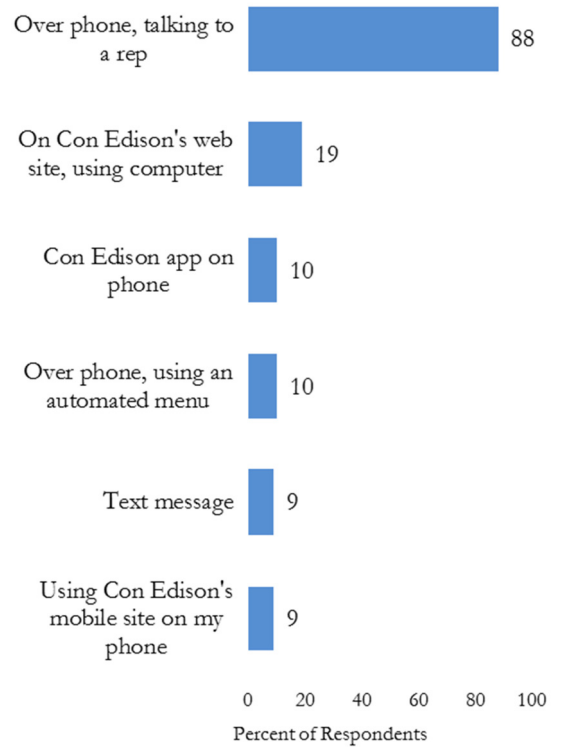
Service Requests. Respondents were also asked: *If you want to start service, stop service, change your service address, or make other changes to your service, how would you prefer to make the request?* The graph presents the potential options along with the percentage of respondents who chose each option. As shown, 63 percent prefer to make service requests over the telephone, talking to a Con Edison representative. Further, 23 percent like to use Con Edison’s website to make these requests. Few respondents report interest in other methods.

Respondents were given the opportunity to specify other methods for making service requests. Other methods listed by respondents include:

- Mail
- Email
- A “live chat” capability on Con Edison’s website



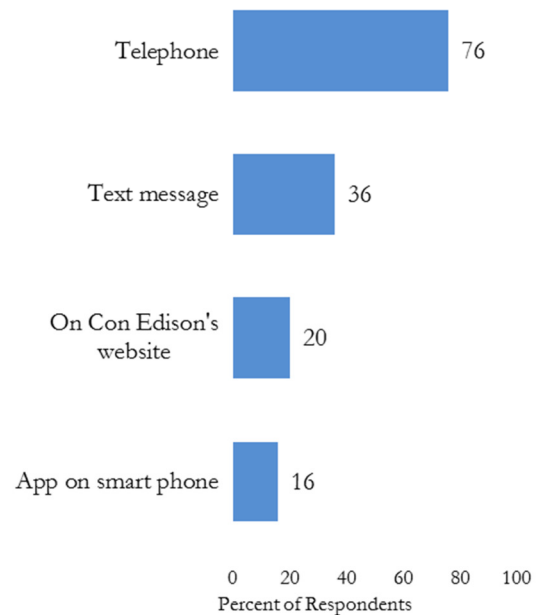
Service Problems. The survey asked: *If you were to experience a problem with your utility service, how would you prefer to report it to Con Edison?* The graph presents the potential options along with the percentage of respondents who chose each option. (Respondents were able to choose multiple options for this item.) The large majority of respondents, 88 percent, say they prefer to report service problems over the telephone, talking with a Con Edison representative. Nearly 20 percent prefer to report problems on Con Edison’s website. Relatively few respondents chose the other reporting options.



Respondents were given the opportunity to specify other methods. Other methods for reporting service problems listed by respondents include:

- In person at a walk-in center
- Using a “live chat” option on Con Edison’s website
- Email
- Calling 911

The survey also asked respondents: *If you have to report a service problem or you lose your service during an outage, how do you prefer Con Edison to follow up with you if necessary and provide other information related to the service problem to you?* The graph presents the potential options along with the percentage of respondents who chose each option. (Respondents were able to choose multiple options for this item.) Most respondents, 76 percent, would like Con Edison to follow up with them via telephone. Additionally, 36 percent prefer text messages, 20 percent prefer to access information about their outages on Con Edison’s website, and 16 percent would like this information to be available on an app on their smart phones.



Respondents were given the opportunity to specify other methods. Other follow-up methods listed by respondents include:

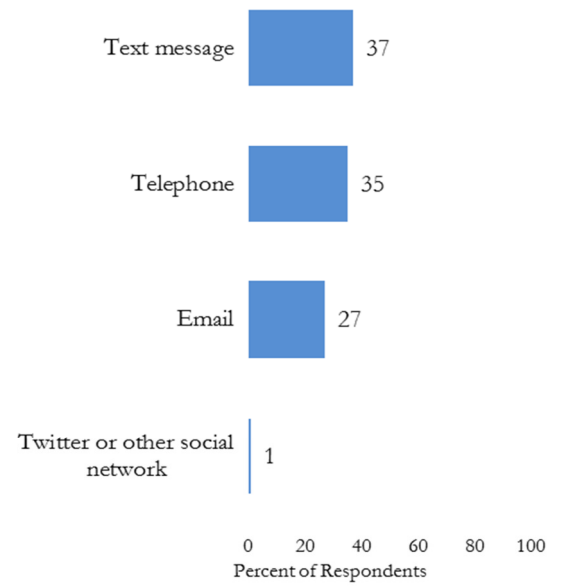
- Email
- In person
- Using a “live chat” option on Con Edison’s website
- Mail
- Finally, several respondents said they do not want to be contacted

The survey then asked: *What is your preferred way of being notified, by Con Edison, of outages, approaching storms, or other natural disasters, which may affect your utility service?* The graph presents the potential options along with the percentage of respondents who chose each option.

Customers are equally likely to prefer to receive this type of information via text messages or the telephone. Email is preferred by 27 percent of respondents. Few prefer to get information about potential problems via social media.

Respondents were given the opportunity to specify other methods. Other notification methods listed by respondents include:

- Media such as radio or television
- A smart phone app
- Finally, several respondents said they do not want to be contacted

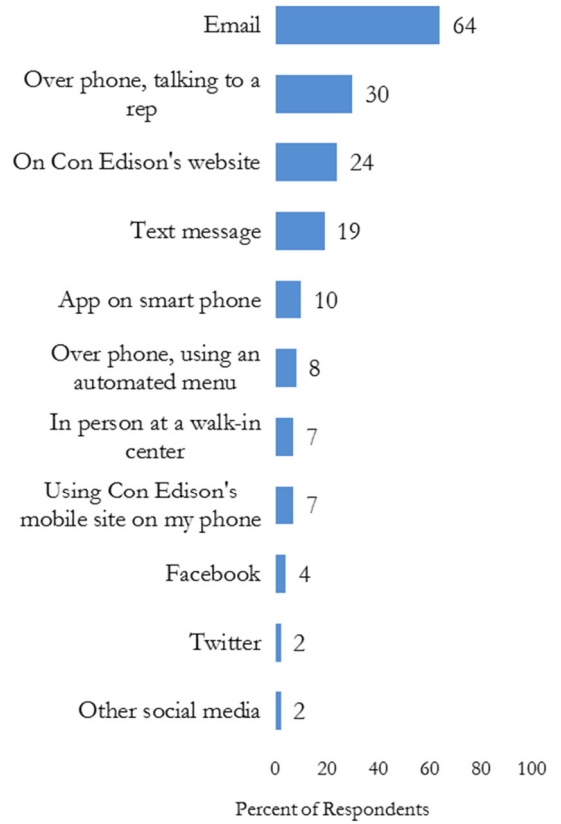


Informational Needs

The survey included several items to explore preferences related to information about energy usage, bill management, and other service issues.

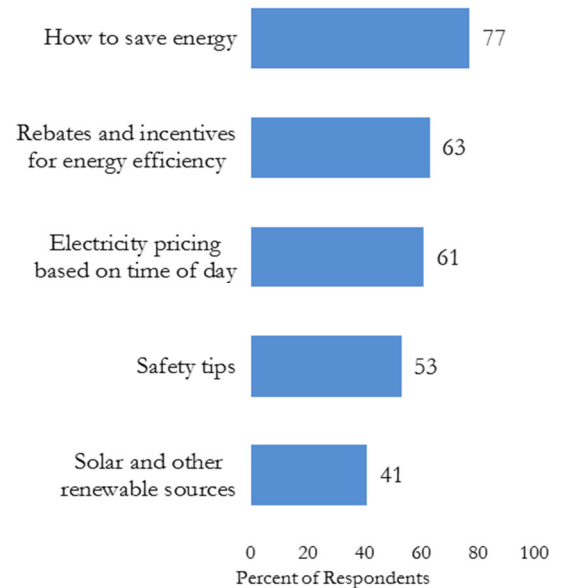
Energy-saving Tips. The survey asked: *How do you prefer receiving information from Con Edison about how to save energy or lower your bill?* The graph presents the potential options along with the percentage of respondents who chose each option. (Respondents were able to choose multiple options for this item.) As shown, most customers, 64 percent, prefer to receive this information via email. Additionally, 30 percent would like to receive this information from a Con Edison representative over the telephone and 24 percent prefer to access energy-saving information on Con Edison’s website. Nearly 20 percent prefer text messages. Few respondents are interested in receiving energy-saving information via social media such as Facebook or Twitter.

Respondents were given the opportunity to specify other methods. Most customers who offered other sources of energy-saving information asked for printed information to be mailed to them. A few said they do not want to receive this type of information from Con Edison.

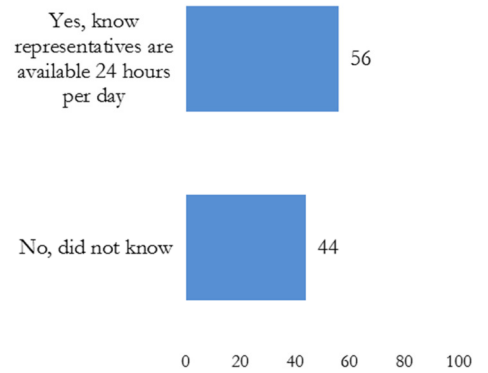


What information are you interested in receiving from Con Edison? The graph presents the potential options along with the percentage of respondents who chose each option. (Respondents were able to choose multiple options for this item.) As shown, customers are most interested in receiving information about how to save energy, with 77 percent reporting interest. More than 60 percent of respondents are interested in information about rebates and incentives for energy efficiency and about time-of-day electricity pricing. While safety tips and information about renewable sources of energy lag behind, the level of interest in these types of information is robust.

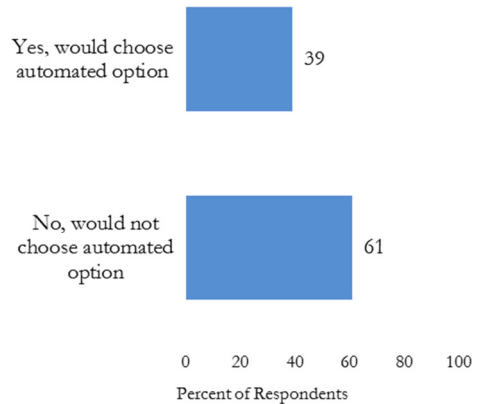
While respondents were given the opportunity to list other types of desired information, very few commented and offered no substantive information desires.



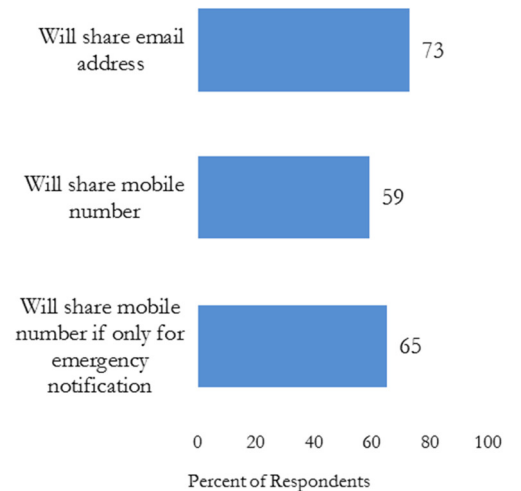
The survey asked: *Did you know that Con Edison has live representatives available 24 hours a day to speak with you?* As shown, 56 percent of respondents say they do know this.



A follow-up question asked: *If you were holding on the telephone for a live representative, and were offered the option to complete your call by another method, such as using an automated telephone system, on the Con Edison website, via a mobile app, or other means, would you choose that option?* As shown, 39 percent are willing to use an automated option to complete their calls. More than 60 percent of customers would prefer to continue to wait for a representative.



Sharing Contact Information. To better understand how customers are willing to be contacted by Con Edison, the survey asked respondents: *Are you willing to share your mobile phone number / email address with Con Edison that will be used when the Company needs to contact you to provide you with information about service restoration or other matters?* [Please note: we did not ask on-line respondents about sharing their email addresses since we used email to send the survey invitations.] As shown, 73 percent of telephone respondents are to share their email address and 59 percent of all respondents are willing to share their mobile numbers. Further, the survey asked those who said they are not willing to share their mobile number: *Would your response differ if this form of contact was solely used for emergency notification?* As shown, 65 percent of those who said they were not willing to share their mobile numbers would be willing to share them if the number was used only for emergency notifications.



Follow-up items asked respondents willing to share their contact information: *What is the easiest way for you to provide your mobile number / email address to Con Edison?*

A number of respondents offered their contact information in response to this item. Methods mentioned by the remaining respondents are listed below.

Sharing mobile numbers:

- Nearly **30 percent** would share on the telephone with a Con Edison representative
- Roughly **25 percent** would share on Con Edison's website
- More than **20 percent** said they would share in response to an email request from Con Edison
- More than **10 percent** say Con Edison already has their mobile number
- Nearly **10 percent** said they would share via text message
- More than **5 percent** would share in response to a printed request sent in the mail or as a bill insert

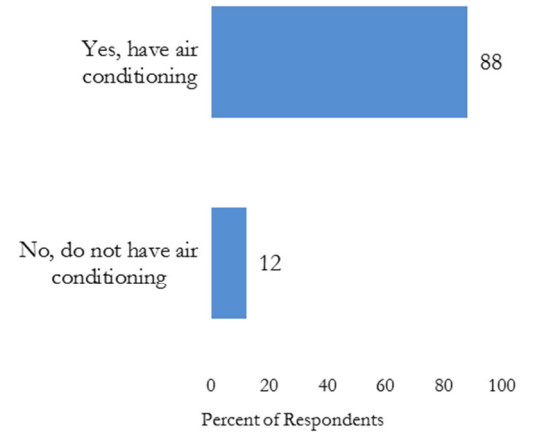
Sharing email addresses (telephone respondents only):

- Nearly **50 percent** would share on the telephone with a Con Edison representative
- Roughly **25 percent** would share on Con Edison's website
- More than **15 percent** would share in response to a printed request sent in the mail or as a bill insert
- Roughly **10 percent** say Con Edison already has their email address
- More than **5 percent** said they would share via text message

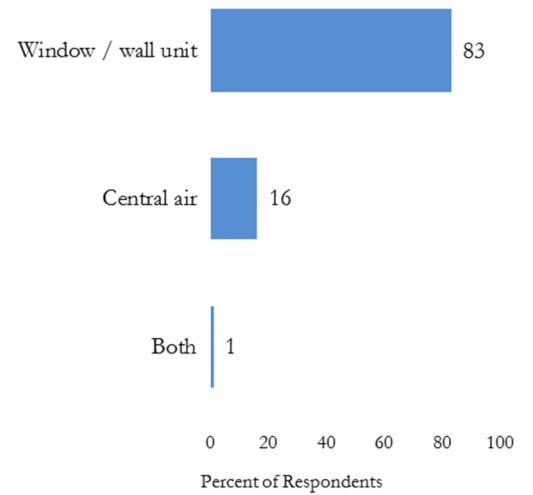
Energy Usage

The survey included several items to better understand customers' energy usage patterns.

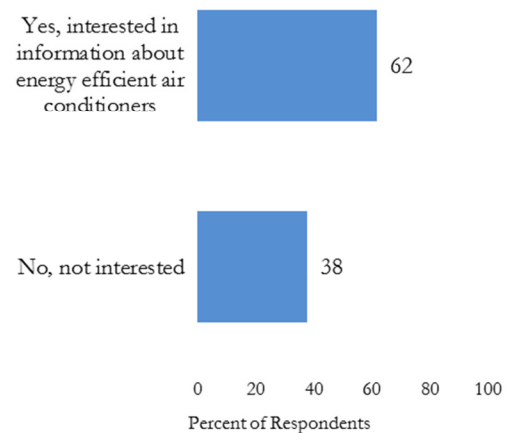
Air conditioning. The survey asked respondents: *Do you have air conditioning in your house currently?* Nearly 90 percent indicated that their homes are currently air-conditioned.



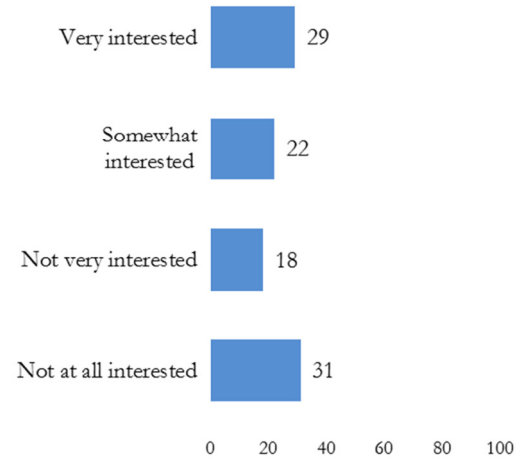
A follow-up item asked those with air conditioning: *Is it central air conditioning or a window unit?* As shown, the large majority, 83 percent, of those who have air conditioning have window units or wall units.



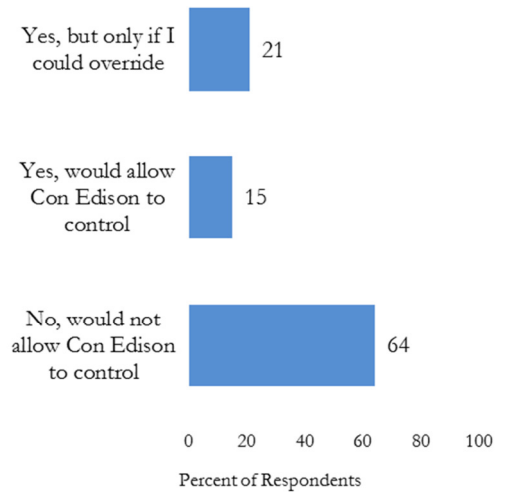
Are you interested in getting information on more energy efficient air conditioning? As shown, 62 percent of respondents said that they would like Con Edison to send them information on more energy efficient air conditioning.



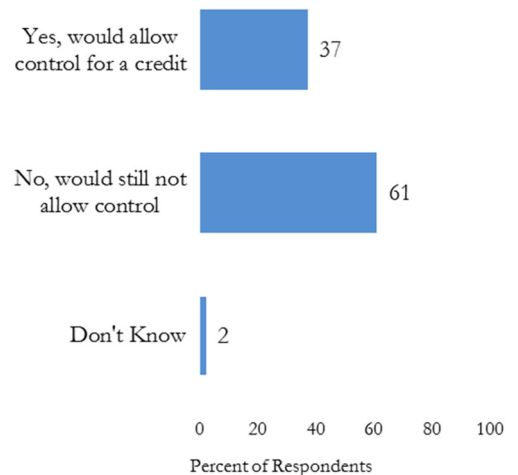
Smart thermostats. Adjusting the settings on thermostats, during periods of high demand helps to save energy and helps with electric load. The survey asked respondents: *Are you interested in having a smart thermostat installed that allows you to control your home's heating and cooling remotely?* As shown, interest is moderate, with just over half of respondents saying they are very or somewhat interested. However, 31 percent of customers have no interest in this energy-saving option.



A follow-up item asked respondents: *Would you allow Con Edison to control your home's heating and cooling remotely via a smart thermostat?* The graph presents the potential options along with the percentage of respondents who chose each option. As shown, most customers, 64 percent, would not allow Con Edison that control. However, 15 percent say they are comfortable allowing Con Edison to control the temperature in their homes, but an additional 21 percent would be comfortable with that if they could override Con Edison's control.



The survey asked: *If you could receive a credit on your bill, would you allow Con Edison to control your home's heating and cooling remotely via a smart thermostat?* As shown, 37 percent of respondents said they would. However, 61 percent still say they would not cede control for a credit, meaning that a credit changed very few minds.



A follow-up item asked those who would allow Con Edison to control their thermostats for a credit *how much of a monthly credit they would want.* Responses varied widely, with some offering dollar amounts, some offering specific percentages, and others offering more general comments. The pattern of responses is outlined below:

- Roughly 30 percent of those who offered meaningful comments spoke in terms of a percentage of their bill, with requested credits ranging from 5 to 50 percent: roughly 5 percent of these respondents would want at least a 5 percent credit, roughly 15 percent want at least a 10 percent credit, roughly 10 percent want a minimum of 15 percent, 25 percent want a 20 percent credit, 15 percent want at least a 25

percent credit, roughly **10 percent** want a minimum of a 30 percent credit, and **15 percent** want a 50 percent credit.

- Roughly **one-third** of those who offered meaningful comments asked for specific dollar amounts, with requested monthly credits ranging from \$5 to \$200: roughly **5 percent** of these respondents would want a \$5 credit, nearly **15 percent** want at least a \$10 credit, roughly **5 percent** want a minimum of \$15, roughly **15 percent** want a \$20 monthly credit, roughly **10 percent** want a \$25 credit, roughly **15 percent** want a minimum of a \$30 credit, nearly **10 percent** want a \$40 monthly credit, and nearly **50 percent** want between \$50 and \$100 per month. Finally, two respondents said they would need at least a \$200 credit
- More than **15 percent** aren't sure or say they need more information.
- Nearly **15 percent** want as much as possible, or a credit of their entire bill.
- Nearly **10 percent** said they would take what was offered as long as it was fair.

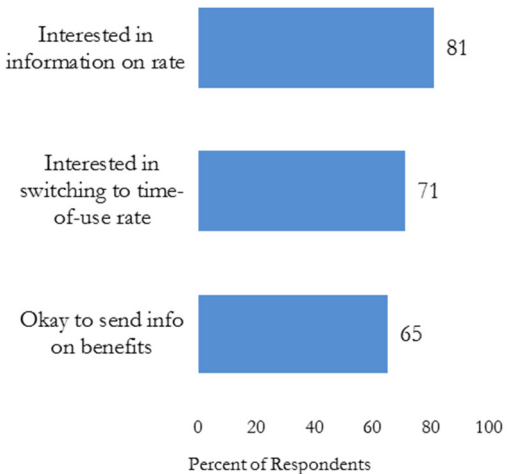
Time-of-use rate. The survey asked customers: *Do you know that Con Edison offers a special rate with lower prices at night?* and *If you responded "yes," are you currently on a time-of-use rate plan?* As shown, 14 percent of respondents who offered responses are aware of Con Edison's special rate with lower prices at night. Further, 7 percent of those aware of the rate say they are currently on a time-of-use rate. [Based on the actual numbers enrolled in the program, it is likely that this level reflects some lack of understanding.]



Follow-up questions asked:

- *Would you like Con Edison to send information on this rate?*
- *Would you be interested in switching to a special rate with lower prices at night?*
- *If not willing to switch, would it be okay for Con Edison to send you some information that explains the benefits of this rate?*

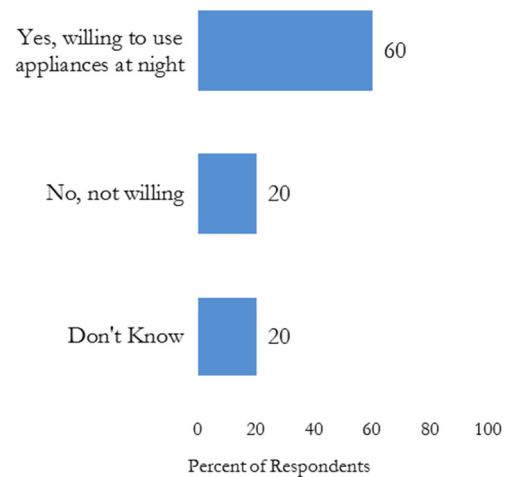
As shown, 81 percent of those who are not currently using the time-of-use rate said they are interested in information on the rate, and 71 percent said they would be interested in switching to the special rate with lower prices at night, revealing a robust level of interest in this type of rate. Further, the survey asked the 29 percent who said they would not be interested in switching if it would be okay to send information about the benefits of the rate, and 65 percent said yes.



The survey also asked those who are not interested in the rate to explain why they are not interested. The following prominent themes emerged:

- More than **40 percent** say they are okay with the way things are now and do not wish to change
- Nearly **20 percent** say they need to use electricity during the day and do not want to restrict their usage
- Roughly **15 percent** offered concerns about the rate, saying that they are concerned about higher rates during the day or hidden fees
- Roughly **10 percent** offered comments that indicate lack of understanding, saying they don't use electricity at night or thinking the rate is related to air conditioning usage.
- Nearly **10 percent** say they live in multi-unit buildings where the landlord controls the temperature or have other reasons they could not take advantage of the rate.

The final item exploring customer usage patterns asked respondents: *To reduce your energy costs would you be willing to do your laundry and use other appliances at night?* As shown, 60 percent of respondents are willing to manage their energy usage and shift some usage to nighttime hours in order to save money.



Do you have any other feedback you'd like to share related to your service from Con Edison?

The survey also offered respondents the opportunity to share any other feedback they have about their service from Con Edison. This section presents the prominent concerns that emerged from the comments (those mentioned by a substantial number of those who commented), along with typical comments. Please note that comments may reflect more than one theme.

- I am satisfied with the service Con Edison provides; my only concern is that rates continually increase.
- I'm paying for more than I'm actually consuming; the fixed charges are excessive in relation to my consumption. They should be in proportion to the consumption or not an exaggerated percentage.
- Have reduced delivery charges for disabled and senior citizens.
- I am often frustrated with my bill, as I don't think the charges are fair. For example, I was on vacation for two-and-a-half weeks, but my electricity charges were the same as the previous month because it was based on "average" use, rather than on what I actually used. Very aggravating.

*More than **25 percent** of those who commented said they simply want to lower their bills or get assistance with them*

- More incentives for items to reduce electric and gas usage. For example, if you reduce your usage over a quarter from the previous year, give a rebate or incentive.
- I am truly a satisfied customer of Con Edison and hope to continue to be a customer when I move with six months. Then I can be able to enjoy the incentives you offer.
- One reason it's good, I think, is that your representatives are trained to help people. I've just come off a month's struggle with Verizon, where nobody follows through or takes responsibility (not the people--the system makes it impossible). I'm sure it's more expensive to employ more people, but your system works!
- We were very pleased with how they handled it when the storm hit New York. We were in the blackout area, and they sent us information. We were pleased with that.
- Just that the customer service is excellent. They are very understating and they help you out if you have any questions. Very helpful.
- We have had no problems and so far like having Con Edison.
- I am interested in a lower rate at night provided my rate during daytime does not rise as a result.
- Both my husband and I work from home via computer so it would be hard for us to reduce a good portion of our use during the day.
- At what time of night does the special rate start?
- I am not sure what I am eligible for since I live in a large apartment complex and laundry services are done in the basement of the building.
- I rent in a high rise. Most of your features would need the cooperation of my building management. In principle they are good ideas. I would love to have a better thermostat for my wall unit AC, as well as suggestions for how to maintain and improve its efficiency.
- All I can say is that they should give you more information.
- On occasion, when the service is out, I don't get any information from Con Edison. No call, nothing. It just comes back on.
- I have a somewhat poor view of Con Edison. I think the prices are out of line and there are several items in this survey that I was completely unaware of. Why? Poor communication; no informative ads.
- It would be nice to be notified when Con Edison is going to dig up the street because sometimes the electricity goes out when they do. If they are doing anything in the neighborhood that would impact me and the electricity, they could leave a message on my phone, and if I have a question, I would like a call-back number and an informed person to speak with.
- It sounds like you offer a lot of services but aren't getting credit for them. Make use of the website (it needs a refresh) and those subway ads to "sell" your extra services.
- I feel I am paying too much for electricity right now. Your meter readers don't even bother to come out anymore on meter reading days.
- I am not able to descend the basement stairs to read my meter. Is there a way to have a meter extension installed in my apartment or adjacent stairwell?
- Con Edison does not read my meter. I have repeatedly complained that a meter reader does not come to my house. I have to call in my building readings every month and it takes a long time to get a live person on the phone.
- I just want to emphasize that the meter reader needs to ring the doorbell, so I know they're there. Ring the doorbell always.
- Con Edison should invest in Smart Meters, I would love to be able to sign into the Con Edison website and see my current usage and bill down to 15-minute increments.

*Nearly **20 percent** of these respondents offered praise for Con Edison's service*

*More than **15 percent** of these customers offered comments or asked questions related to the time-of-use rate, with many questioning whether they can take advantage of the rate when they live in an apartment building*

*Nearly **10 percent** of those who commented spoke of concerns related to communication*

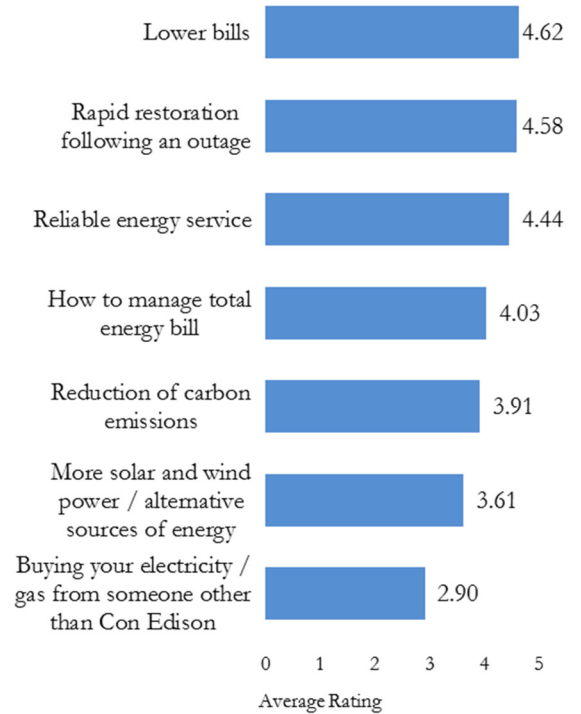
*Nearly **10 percent** of those who commented shared issues about meters and meter reading*

- Please work on shorter wait time when I call you. It has been a long wait every time I called you this past year.
- The only thing that gets on my nerves is when I call to see what’s happening, and I get an automated machine.
- I see no use for a Con Edison app on my smartphone. There might be that one person that uses it. Build a better online website and have a live chat option. Calling in is a pain; there is always a hold. At least have a call-back option.
- I’d like the kiosk to be available on the weekends too. The lobby should be open early for payment using the kiosk.
- Hire more customer service representatives. It should not take 10 to 15 minutes to talk to a live person.

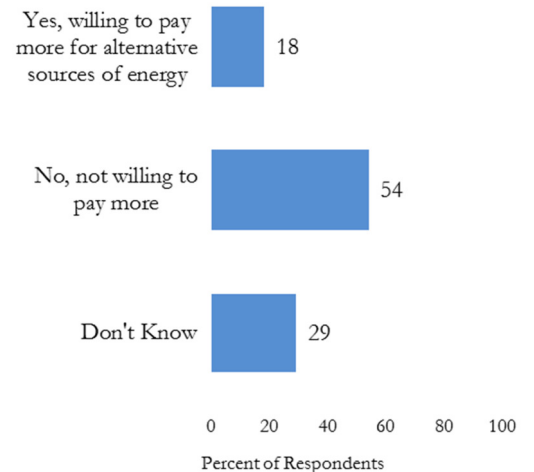
Nearly **10 percent** of those who commented offered concerns about customer service

The Future of Energy

The final section of the survey sought customer opinions and priorities related to the future of energy and energy services. First, respondents were asked: *Please tell us how important each of the following are to you. Please use a 5-point scale where 1 means “not at all important” and 5 means “very important.”* The graph presents the list of topics along with the average rating respondents offered for each. As shown, respondents report that lowering their bills, ensuring rapid restoration following outages, and having reliable energy service are highly important to them. Learning more about managing total energy bills total energy bills, reducing carbon emissions, and having more solar and wind power along with other alternative sources of energy are all moderately important to respondents. Of less importance is being able to buy electricity and gas from someone other than Con Edison.



A follow-up question asked: *If solar, wind power, and other alternative energy sources are important to you, are you willing to pay more money for this?* As shown, 18 percent of respondents say they are willing to pay more to have alternative sources of energy available to them.



Is there anything else important to you about the future of your energy service?

To surface any other energy-related priorities, the survey offered respondents the opportunity to share anything else that is important to them. The research team performed qualitative content analysis to summarize these responses. Respondents generally used this opportunity to reiterate the priorities listed. Below, we present the most prominent themes along with typical comments that reflect each theme.

- The bill has gone up as of late. They increased the price of kilowatts; why has it gone up?
- As long as it works and the cost isn't outrageous.
- Saving on my bills and saving energy. Nothing else but saving.
- Lower rates or payment plan accommodations for seniors.
- Continued reasonable rates. Communication when rates are expected to change so I can plan. Maybe a discount for using the level payment plan? It feels like a loan in the winter.

- I would like to reduce my bills, by conserving energy and consuming as efficiently as possible. I'm willing to pay for a renewable energy source. In fact, all the energy that I currently consume is wind.
- I'd like to know how energy is generated in the area. Whether it is through oil, gas, or coal. What are the steps to reduce carbon emissions?
- I know it's already been said, but I'll say it again: making renewable energy easier.
- Just making sure that we are keeping our "footprint" on the earth as small as possible.
- Commitment to use renewable sources of energy.

- I am concerned about the gas piping under the city. They need to fix things. They are leaking methane gas. The pipes are crumbling. The lines are overhead, and the poles are leaning. Trees and storms knock the lines down. Put them underground or replace the poles and trim the trees.
- Every time we have a storm, we take our flashlights out. We expect to have a power outage.
- Con Edison needs to find new ways to reduce damage and outage from storms without removing trees. For example, develop break-away connectors for utility poles so that when a tree falls on the wires, the wires are released from the pole without snapping themselves and/or the poles. Also, how about burying more of the main lines, but leave overhead connections to individual homes in order to reduce costs. There's got to be a better way.
- I believe that the reliability is the paramount consideration and more so than the amount I am paying for it.
- If they have any problems, they can fix them right away.

*Roughly **50 percent** of respondents who commented repeated their desire for lower bills*

*More than **20 percent** of respondents who commented spoke of renewable, alternative sources of energy*

*Nearly **20 percent** of respondents spoke of reliability and rapid restoration of power in the event of an outage*

Demographic Breakouts

To provide a deeper understanding of customer perceptions, the research team compares findings for a number of demographic variables. There are two main categories of demographic variables: 1) demographics included in customers’ Con Edison account information, including borough as well as our defined areas of focus, including concern customers, a social services indicator, and language; and 2) self-reported demographics of home ownership, type of dwelling, age, and income. Because we used two different data collection methods, we also examine differences between those who responded on-line and those who completed telephone surveys.

This section of the report presents the number of respondents in each demographic group along with the key differences identified by comparative analyses between groups.

Borough. The pattern of respondents by borough is shown in the table. Comparative analyses revealed the following statistically significant differences between groups:

Borough	# of Respondents	% of Respondents
Bronx	265	17%
Brooklyn	354	23%
Manhattan	339	22%
Queens	300	19%
Staten Island	108	7%
Westchester	180	12%

- Respondents from Staten Island offer higher overall ratings than do those in Manhattan for their satisfaction with the way Con Edison helps them manage their energy service.
- Bronx respondents tend to offer lower importance ratings for the various aspects of service assessed.
- Bronx respondents are generally less likely than others to have smart phones and to conduct personal business using computers or smart phones.
- Bronx respondents are more likely than those in Brooklyn and Manhattan to prefer to receive a printed bill in the mail, while those in Brooklyn and Manhattan are more likely than Bronx respondents to prefer to receive bills via email. Further, Bronx respondents are more likely to pay bills in person, while Manhattan and Queens respondents are more likely than others to pay on Con Edison’s website. Preferred methods mirror this pattern.
- Brooklyn and Manhattan respondents are less likely than others to want to make service requests over the phone, talking to a representative, and more likely to want to make requests on Con Edison’s website.
- Bronx respondents are more likely than Staten Island respondents to be interested in receiving safety tips and information on how to save energy.
- Bronx respondents are more likely than Westchester and Manhattan respondents to say they would choose an automated option rather than waiting on hold for a representative. Manhattan respondents are also more likely than others to want to report problems on Con Edison’s website. Further, Manhattan respondents are less likely than others to want Con Edison to follow up on problems and notify them of outages via telephone, and more likely to want Con Edison messages via text message.

- Bronx respondents are more likely than others to want to receive safety tips, while Manhattan respondents are more likely than others to want information about time-of-use rates and renewable energy.
- Bronx respondents are more likely to know that Con Edison representatives are available 24 hours per day and to be willing to use an automated option rather than holding for a representative.
- Bronx respondents are less likely than those in other boroughs to have air conditioning. Further, Staten Island and Westchester respondents are more likely than those in other boroughs to have central air conditioning.
- Bronx respondents are more likely than those in other boroughs to say they would let Con Edison control their heating and cooling.
- Manhattan respondents are more likely than others to be willing to pay more for alternative sources of energy.

Concern. The pattern of Concern respondents is shown in the table. Comparative analyses revealed the following statistically significant differences between groups:

Concern	# of Respondents	% of Respondents
Yes	172	11%
None / Unknown	1,374	89%

- Concern customers are less likely than other customers to have smart phones and conduct business using smart phones. They are more likely to have concerns about using computers or smart phones to pay their bills.
- Concern customers are more likely than other customers to want to receive printed bills in the mail and less likely to want Con Edison to follow up about problems on smart phones.
- Concern customers are more likely than other customers to want Con Edison to notify them about outages via telephone and less likely to prefer text messages for this notification.
- Concern customers are also more likely than other customers to prefer receiving energy-saving information over the telephone, and less likely to want to receive it via email.

Social Services Indicator. The pattern of respondents by Social Services Indicator is shown in the table.

Comparative analyses revealed the following statistically significant differences between groups:

Social Services Indicator	# of Respondents	% of Respondents
Low-income	358	23%
Not Low-income	1,188	77%

- Low-income customers are, overall, more satisfied with the way Con Edison helps them manage their energy service than are other customers.
- Low-income respondents offer lower importance ratings than do other customers for keeping scheduled appointments and issuing accurate bills.
- Low-income customers are less likely than others to have smart phones and to conduct business using computers or smart phones. However, they are also less likely to have concerns about using computers or smart phones to pay bills.
- Low-income customers are more likely to want to receive printed bills and less likely to want to receive bills via email. Further, low-income customers

are more likely to pay their bills in person and less likely to pay by mail or on Con Edison’s website.

- Low-income customers are more likely to want Con Edison to follow up on problems via telephone and less likely to want follow-up via text message. Low-income customers are also more likely to want to be notified about issues which may affect their service via telephone, while other customers are more likely to prefer follow-up via email or text message.
- Low-income customers are more likely to want to receive energy-saving information over the phone, talking to a representative, and less likely to want to receive it via a smart phone app, text message, or any social media.
- Low-income customers are more interested in receiving information about rebates and incentives for energy incentives and less interested in receiving information about how to save energy than are other customers.
- Low-income customers are more likely to say they would choose an automated option rather than waiting on hold for a live representative.
- Low-income customers are less likely to have air conditioning, and less likely to have central air conditioning as opposed to window units.
- Low-income customers are more likely to be willing to have Con Edison control their heating and cooling and to want information on the time-of-use rate.
- Low-income customers offer a higher importance rating for learning more about how to manage their total energy bills.

Language. The pattern of respondents by language spoken is shown in the table. Comparative analyses revealed the following statistically significant differences between groups:

Language	# of Respondents	% of Respondents
English	1,229	79%
Spanish	317	21%

- Spanish-speaking customers are, overall, more satisfied with the way Con Edison helps them manage their energy service than are English-speaking customers.
- English-speaking customers offer higher importance ratings for all aspects of Con Edison service, including keeping scheduled appointments, issuing accurate bills, completing non-emergency work on time, being able to reach a representative quickly, and basing bills on actual meter readings.
- English-speaking customers are more likely than Spanish-speaking customers to have regular access to a computer and the internet and to do business with their computers, and are more likely to have concerns about paying bills using computers or phones.
- English-speaking customers are more likely than Spanish-speaking customers to want to receive their bills via email, while Spanish-speaking customers are more likely to prefer a printed bill in the mail. Further, Spanish-speaking customers are more likely to pay their bills in person, while English-speaking customers are more likely than Spanish-speaking customers to pay by mail or on Con Edison’s website. Preferred methods mirror this.
- Spanish-speaking customers are more likely to want to make service requests over the telephone, talking to a representative, while English-

speaking customers are more likely to prefer the Con Edison website. Further, Spanish-speaking customers are more likely to want Con Edison to follow up on problems via telephone, while English-speaking customers are more likely than Spanish-speaking customers to prefer text messages.

- Spanish-speaking customers are more likely than English-speaking customers to prefer to receive energy-saving information over the telephone, talking to a representative, or via text message, while English-speaking customers are more likely than Spanish-speaking customers to prefer to receive this information via email.
- Spanish-speaking customers are more interested than English-speaking customers in receiving safety tips and information on how to save energy, while English-speaking customers are more likely to want to receive information on rebates and incentives for energy efficiency.
- Spanish-speaking customers are more likely than English-speaking customers to say they would choose an automated method to complete their calls rather than staying on hold.
- Spanish-speaking customers are more likely to be willing to share their mobile numbers with Con Edison.
- English-speaking customers with air conditioners are more likely to have central air conditioners, while Spanish-speaking customers are more likely to have window or wall units and to be interested in getting information on more energy efficient air conditioning.
- Spanish speaking customers are more likely than English-speaking customers to be willing to allow Con Edison to control their heating and cooling.
- Spanish-speaking customers are more likely to be interested in receiving information on the time-of-use rate and to be interested in switching to this rate.
- English-speaking customers offer higher importance ratings than Spanish-speaking customers for being able to buy their energy from someone other than Con Edison, reduction of carbon emissions, reliable energy service, and rapid restoration of service.

Home ownership. The pattern of home ownership is shown in the table. Comparative analyses revealed the following statistically significant differences between groups:

- Those who own their homes are more likely than those who rent to have regular access to a computer and the internet and to do business with their computers. Those who rent are more likely than owners to do business on their smart phones.
- Those who own their homes are more likely than those who rent to pay their bills via mail, while those who rent are more likely than those who own to pay in person. Preferences mirror current methods.
- Those who own are more likely than those who rent to prefer receiving energy-saving information over the phone, talking to a representative.

Home Ownership	# of Respondents	% of Respondents
Own	476	31%
Rent	789	51%
Don't Know / Refused	281	18%

- Those who own are more likely than those who rent to be interested in receiving information on how to save energy, while those who rent are more likely to be interested in information on rebates and incentives for energy efficiency.
- Those who rent are more likely than owners to say they would choose an automated option rather than waiting on hold for a live representative.
- Those who rent are more willing to share their mobile numbers.
- Those who own are more likely to have air conditioning and to have central air conditioning, while those who rent are more interested in receiving information on energy-efficient air conditioning.
- Those who rent are more willing to have Con Edison control their heating and cooling remotely.
- Those who own are more likely to say they are on a time-of-use rate, while those who rent are more interested in receiving information on the rate.
- Those who own their homes offer higher importance ratings for rapid restoration following an outage.

Dwelling Type. The pattern of respondents reporting each dwelling type is shown in the table. Comparative analyses revealed the following statistically significant differences between groups:

- Those who live in condos are more likely than those living in multiple family houses or apartment buildings to conduct business using their computers. Those in co-ops are less likely than those living in multiple-family houses or apartment buildings to conduct business using smart phones. Those in co-ops are more likely than those who live in condos to say they have concerns about using their computers or phones to pay bills.
- Those who live in apartment buildings are less likely than all others to pay bills by mail.
- Those who live in condos are less likely than those who live in other types of housing to want to make service requests over the telephone, talking to a representative, and somewhat more likely than others to want to make changes using an app on their smart phones.
- Those who live in condos or co-ops are more likely than others to want to report problems on Con Edison’s website. Those who live in condos and co-ops are less likely than those who live in other types of housing to want Con Edison to follow up on problems via the telephone. They are also less likely to want to receive energy-saving information over the telephone, talking to a representative, and more likely than others to want to access this information on Con Edison’s website.
- Those who live in condos or single family homes are more likely than those who live in other types of housing to have central air conditioning.
- Those who live in co-ops are more likely than those who live in multiple-family houses to be willing to pay more for alternative sources of energy.

Dwelling Type	# of Respondents	% of Respondents
Single Family House	277	18%
Multiple Family House	248	16%
Apartment Building	592	38%
Condo	63	4%
Co-op	90	6%
Don't Know / Refused	276	18%

Age. The pattern of respondents by age group is shown in the table. Comparative analyses revealed the following statistically significant differences between groups:

- Older customers are, overall, more satisfied with the way Con Edison helps them manage their energy service than are younger customers.
- As we might expect, younger customers are more likely than older customers to have regular access to a computer and the internet, to have smart phones, and to conduct personal business using their computers or smart phones, while older customers are more likely to have concerns about paying bills using these methods.
- Older customers are more likely to want to receive printed bills in the mail and younger customers are more likely to prefer to receive bills electronically via email. Further, older customer are more likely to pay their bills via mail, while younger customers are more likely to pay on Con Edison’s website, and both groups most prefer their current methods.
- Older customers are more likely to prefer to make service requests, report problems, be notified by Con Edison of issues that may affect service, and receive energy-saving information over the telephone (and mail for energy-saving information), while younger customers are more likely than older customers to prefer electronic methods such as Con Edison’s website, smart phone apps, and text messages.
- Older respondents are more likely than younger respondents to be interested in receiving safety tips.
- Older respondents are less likely than younger respondents to be willing to complete their calls via an automated method when holding for a representative.
- Younger customers are more likely than older customers to be interested in smart thermostats, to say they would allow Con Edison to control their heating and cooling if they could receive a credit, and to be interested in switching to a time-of-use rate and willing to use appliances at night.

Age	# of Respondents	% of Respondents
18-25	38	2%
26-35	217	14%
36-45	239	15%
46-55	244	16%
56-65	241	16%
Over 65	270	17%
Don't Know / Refused	297	19%

Self-Reported Income. The pattern of respondents by self-reported income level is shown in the table.

Comparative analyses revealed the following statistically significant differences between groups:

- Lower-income customers are, overall, more satisfied with the way Con Edison helps them manage their energy service than are higher-income customers.
- Higher-income customers offer higher importance ratings than do lower-income customers for keeping scheduled appointments, issuing accurate bills, being able to reach a representative quickly when calling Con Edison, and receiving bills based on an actual meter reading.

Self-Reported Income	# of Respondents	% of Respondents
Less than \$20,000	251	16%
\$20-49,999	261	17%
\$50-74,999	169	11%
\$75-99,999	109	7%
\$100,000 or more	210	14%
Don't Know / Refused	546	35%

- As we might expect, higher-income customers are more likely than lower-income customers to have regular access to a computer and the internet, to have smart phones, and to conduct personal business using their computers or smart phones.
- Lower-income customers are more likely to want to receive printed bills in the mail and higher-income customers are more likely to prefer to receive bills electronically via email. Low-income customers are also more likely to pay bills in person than are higher-income customers, while higher-income customers are more likely to pay on Con Edison’s website. Preferred methods mirror this pattern.
- Lower-income customers are more likely to prefer to make service requests, report and receive follow-up on problems, be notified by Con Edison of issues that may affect service, and receive energy-saving information over the telephone, while higher-income customers are more likely to prefer interacting via Con Edison’s website, email, or text message.
- Lower-income customers are more interested than higher-income customers to be interested in receiving safety tips and information on how to save energy, while higher-income customers are more likely to want to receive information on rebates and incentives for energy efficiency.
- Higher-income customers are less likely than lower-income customers to say they would choose an automated option rather than waiting on hold for a live representative, and are more likely to have air conditioning and to have central air conditioning rather than window units. However, they are less likely to be interested in receiving information on energy-efficient air conditioning.
- Lower-income customers are more likely than higher-income customers to be willing to allow Con Edison to control their heating and cooling and to want information on the time-of-use rate.
- In terms of the future of energy, lower-income customers are less likely than higher-income customers to find more renewable energy sources important. Further, higher-income customers are more likely to be willing to pay more for alternative sources of energy.

Data Collection Method. The number of respondents by data collection method is shown in the table. Comparative analyses revealed the following statistically significant differences between groups:

Data Collection Method	# of Respondents	% of Respondents
Telephone	404	26%
On-line	1,142	74%

- As we might expect, those who completed the survey on-line are more likely to have regular access to a computer and the internet and to have a smart phone and to conduct personal business using these methods.
- Customers who completed the survey by phone are more likely to want to receive printed bills in the mail, while those who completed the survey on-line are more likely to prefer email. Phone respondents are more likely to pay their bills by mail or in person, while on-line respondents are more likely to pay on the Con Edison website. Preferences mirror this pattern.

- Phone respondents are more likely to prefer to make service requests, report problems, be notified by Con Edison of issues that may affect service, and receive energy-saving information over the telephone, while on-line respondents are more likely to prefer interacting via Con Edison's website or email.
- Phone respondents are more interested than on-line respondents to be interested in receiving safety tips and information on renewable energy sources.
- Phone respondents are more likely than on-line respondents to say they would choose an automated option rather than waiting on hold for a live representative.
- On-line customers are more likely to be interested in receiving information on energy-efficient air conditioning, to be interested in smart thermostats, and to be willing to allow Con Edison to control their heating and cooling.

Customer Preference Survey Action Steps

The Company has identified the following actions that can be taken to incorporate the findings regarding customer preferences into its customer service strategy.

1. Interactions with Con Edison

The study found that customers use technology and self-service applications to do their business and indicated that there is a potential for expanding customers' use of self-service and technology. Steps planned to support this customer preference are:

- Continued enhancement of existing and initiation of new self-service applications
- Improve customer awareness of self-service options
- Continue to gather customer email addresses and mobile phone numbers
 - Maximize opportunities for getting this information from customers

2. Energy Usage

The survey found that customers are interested in learning more about energy efficiency, time of use rates and renewable energy. To better deliver this information to customers the Company will enhance platforms for providing customers with this information including:

- Deployment of technology that provides usage information and actual meter readings
- Website enhancement
- More education on energy efficiency and TOU rates

3. Customer Insights

The survey indicated that customer preferences will continue to evolve and that it is important that the Company continue to gain customer insights on ways they wish to interact with the Company and types of information they want to receive from us. Based on this, we will continue to gain customer insights through:

- Traditional sources such as surveys and focus groups
- The new Customer Advisory Community launching in January, which is a private online forum that our customers have been recruited into in order to participate in research-related activities, such as online focus groups and surveys.
- Social media