Ameren Missouri's

Response to OPC Data Request

ET-2021-0082

The Application of Union Electric Company d/b/a Ameren Missouri to provide a surge protection program to customers

Data Request No.:  OPC 1102

On page 5, lines 1-5 of Mr. Schneider’s direct testimony, he discusses Ameren Missouri’s online residential panel of approximately 4,180 customers that are surveyed various questions 1 – 2 times per month. Please provide a copy of each and every question sent to the panel of customers regarding the interest of a surge protection program, the responses to each of the questions, the date of each survey, and the results of the surveys. Please explain how Ameren Missouri selected the members of the online residential panel, including the selection criteria used and why it chose each criterion.

**RESPONSE**

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| **Prepared By: Jared Schneider** |
| **Title: Product Development Analyst** |
| **Date: 10/23/2020** |

Please see the attached documents in response to your request.

There were 2 surveys garnering interest around the surge program. The first survey regarding an early surge concept was issued to the panel between December 13 – 30, 2019. The second survey was conducted from April 6 – 13, 2020.

The selection criteria for inviting customers to join the Ameren Missouri online residential customer panel is strictly based on targeting customers for whom we have a valid email address and who opted-in to receive email communications from Ameren Missouri. We targeted these customers since the panel environment is online and therefore all of our communications are via email. There are no other selection criteria used.