

# Surge Protection Products Research

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Customer Engagement & Research  
December 2019



# Methodology

- The primary goal of the survey was to assess customer interest in surge protection options.
- The survey was fielded using Ameren Missouri's Your Voice residential customer panel.
- The survey was fielded between December 13 - 30, 2019.
- An email invitation to take the survey was sent to 3,951 panel members.
- A total of 801 (20% response rate) customers completed the survey.

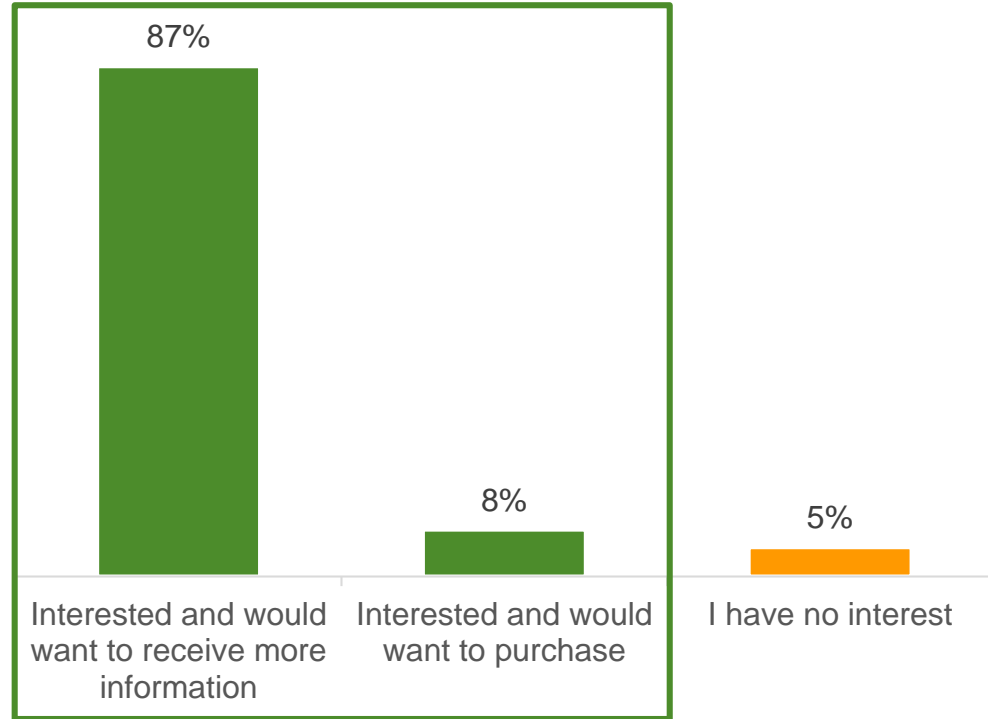
# Summary of Findings

- 95% of customers showed interest in the initial surge protection product concept.
- However, overall interest fell to 73% when the \$180 price was introduced.
  - Three in ten customers were extremely/very interested.
- Providing a price estimate for the device helps customers determine their level of interest.
  - 26% of customers are more interested in the device after the price was revealed (compared to their initial interest)
  - 24% of customers are less interested in the device after the price was revealed
  - 50% did not change their interest/lack of interest after the price was revealed
- Interest in surge protection insurance is muted, especially when compared to purchasing the device.
  - Customers are more interested in purchasing the surge protection device rather than making reoccurring payments for surge protection insurance (73% vs. 43%)

## Summary of Findings (cont.)

- An equal amount (36%) of customers shared interest in either bundling the surge protection device and insurance or purchasing these products individually.
- Overall, about 20% to 25% of customers report having no interest in a surge protection device and/or insurance, either separately or bundled.

# 95% are interested in the Surge Protection product concept

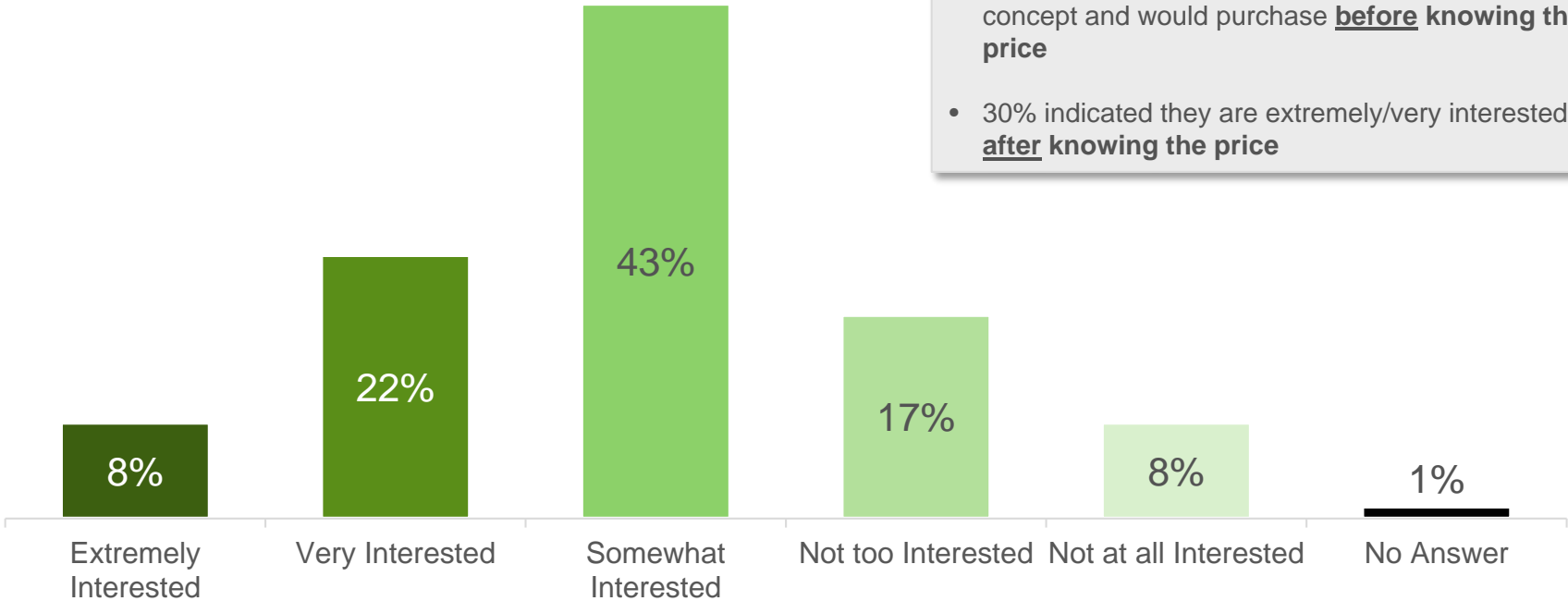


BASE: (n=801)

# 73% indicated interest in purchasing the device, knowing the price of \$180



- 30% Extremely/Very Interested
- 43% Somewhat Interested

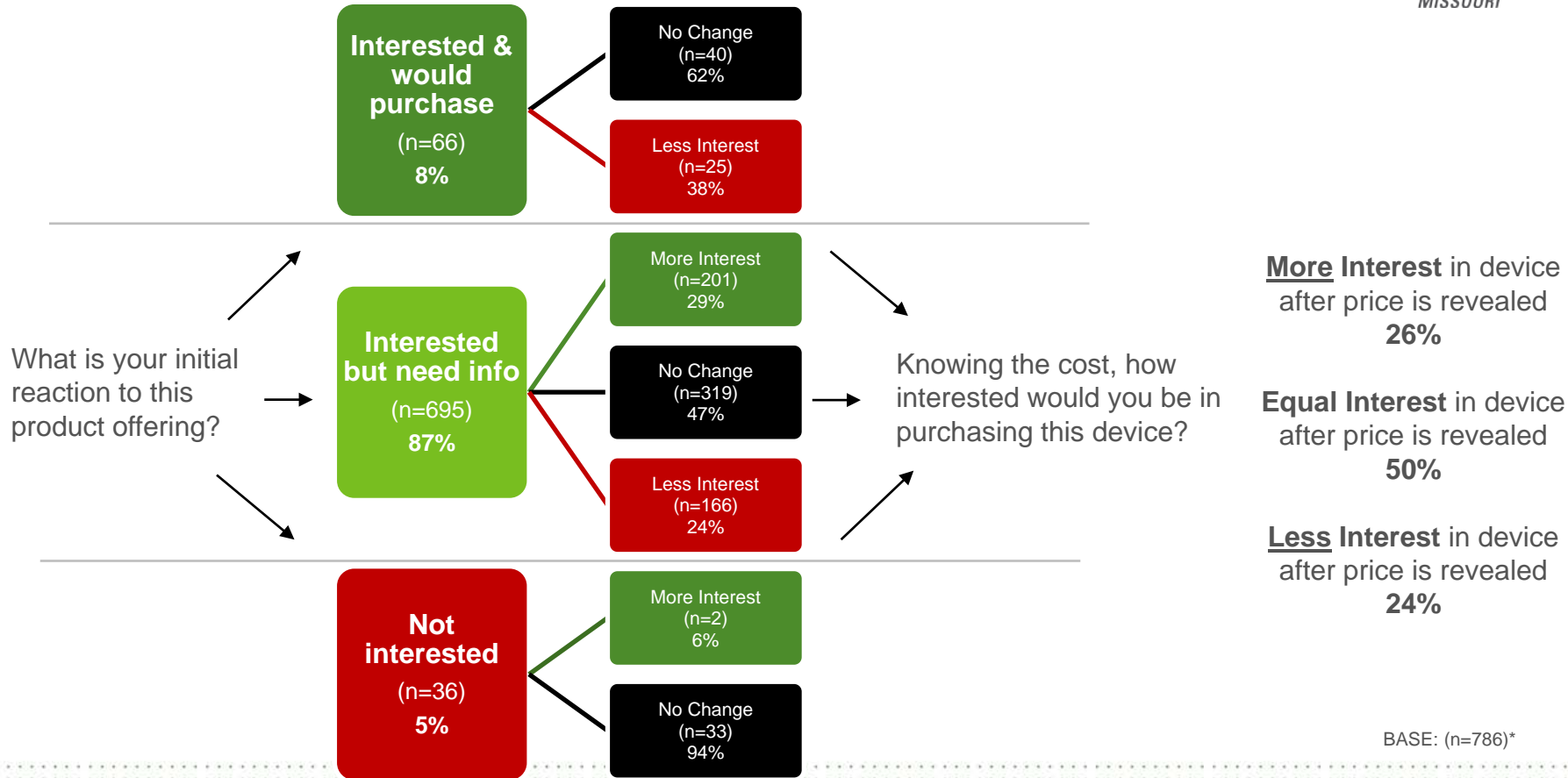


• 8% indicated they are interested in the product concept and would purchase **before** knowing the price

• 30% indicated they are extremely/very interested **after** knowing the price

BASE: (n=801)

# Interest in Surge Protection before and after knowing the cost



\* Does not include customers who did not answer this question

# Reasons for being interested/not interested in purchasing a surge protection device



## Themes among those extremely/very interested in Surge Protection

- Reasonably priced/good price
- Whole house protection is important
- Want to protect my appliances/electronics
- This is less expensive than replacing appliances

## Themes among those not too/at all interested in Surge Protection

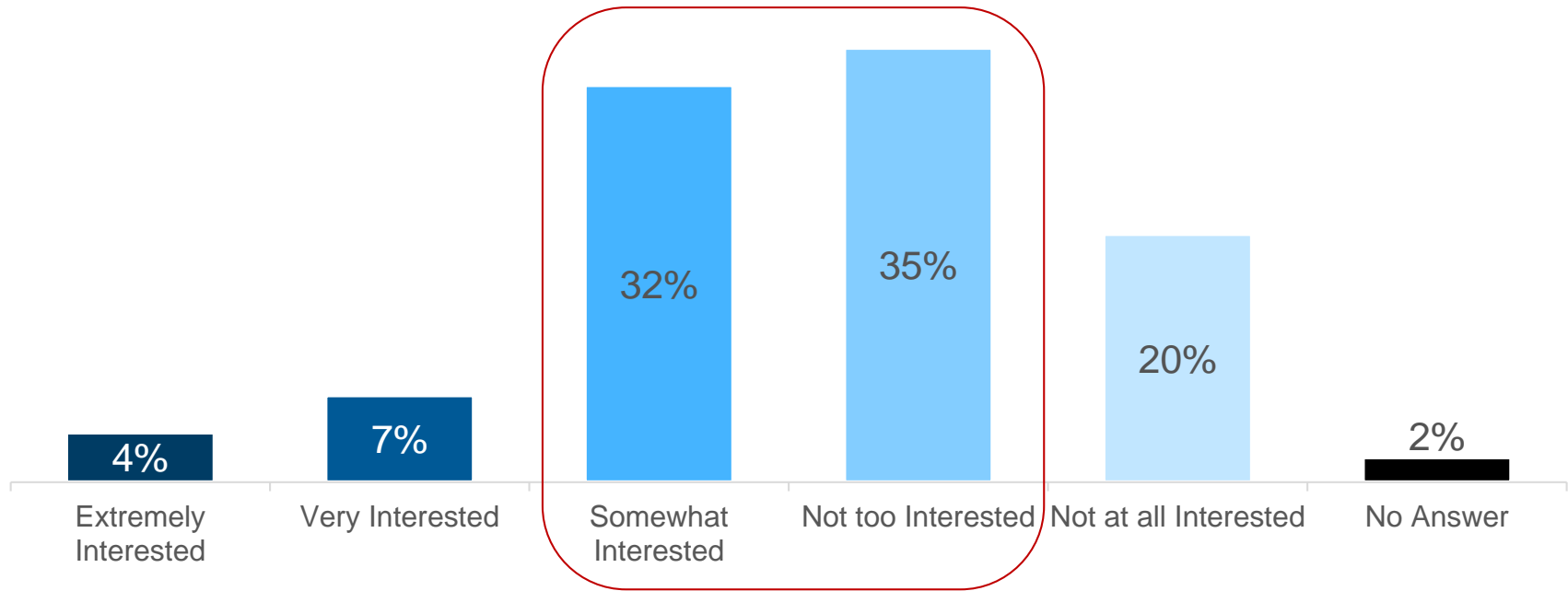
- Too expensive/too much
- Live on fixed/limited income
- Live in an apartment
- Have surge protection already
- Don't need/haven't needed this to date



# Customers enthusiasm is soft toward the protection insurance



## Insurance Purchase Interest



BASE: (n=801)

# Fewer customers are interested in purchasing insurance than the surge protection device



		How interested would you be in purchasing <u>surge protection insurance</u> ?							
		Extremely Interested	Very Interested	Somewhat Interested	Not too Interested	Not at all Interested	No Answer	TOTAL (#)	TOTAL (%)
Knowing the cost, how interested would you be in purchasing this device?	Extremely Interested	11	10	19	16	9		65	8%
	Very Interested	8	25	62	62	18	1	176	22%
	Somewhat Interested	10	19	139	129	46	1	344	43%
	Not too Interested	2	4	27	59	39	5	136	17%
	Not at all Interested			6	11	47	1	65	8%
	No Answer						11	11	1%
	<b>TOTAL (#)</b>	31	58	253	277	159	19	797	100%
	<b>TOTAL (%)</b>	4%	7%	32%	35%	20%	2%		

20% No interest in either

7% High interest in both

36% Equal interest in device & insurance

11% More interest in insurance

53% More interest in device

# Reasons for being interested/not interested in purchasing surge protection insurance



## Themes among those extremely/very interested in Surge Protection Insurance

- Reasonably priced/good price
- Want to protect my appliances/electronics
- Cheaper than replacing appliances
- Past experience with power surges
- This works for those who are renting

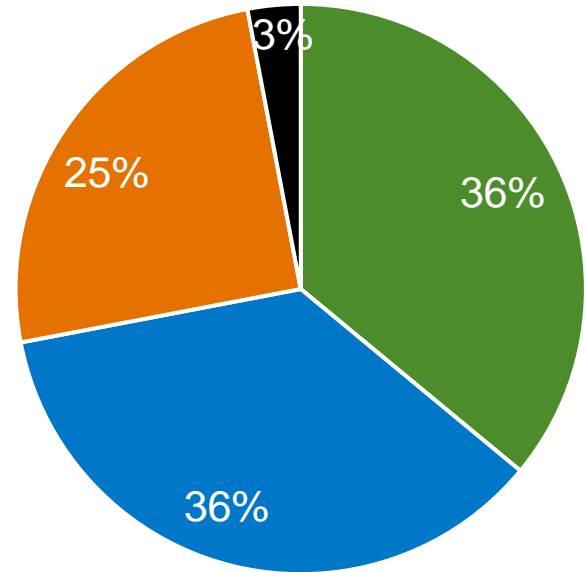
## Themes among those not too/at all interested in Surge Protection Insurance

- \$750 coverage per item is too low
- Have home owners insurance which covers our home
- Will just use surge protectors/like the surge protection device instead
- Don't want the hassle of making a claim

# There was equal interest in purchasing the surge protection products individually or as a bundled solution (36% respectively).

- Meanwhile, one-fourth has no interest in any of these product offerings

- I would be interested in purchasing this bundled solution
- I would be more interested in purchasing one or both of these individually
- I have no interest in any of these product offerings
- No answer



# Reasons for interest in purchasing individually vs bundled



## Themes among those interested in purchasing individually

- Don't need the insurance
- Don't want a recurring payment/ongoing charges

## Themes among those interested in purchasing the bundled solution

- Complete protection
- Low cost
- Better value to buy as a bundle

