

SURGE PROTECTION DEVICE

Ameren Missouri is considering offering surge protection. This protection would require the following collar device (see image below) be placed behind your current meter, which would be installed by Ameren Missouri. This would protect you from any incoming power surges attempting to enter your home through your electric meter. This could include, but is not limited to, lightning strikes, surge from a transformer, downed power lines, etc. This device provides protection for your home's electrical circuits/fuse box and prevents damage to your electric appliances (i.e. Furnace, refrigerator, stove, washer/dryer, etc).



What is your initial reaction to this product concept?

- I would be interested and would want to receive more information
- I would be interested and would want to purchase this protection
- I have no interest in this product offering

This surge protection device would cost approximately \$180 for the device and installation. Knowing the cost, how interested would you be in purchasing meter based surge protection?

- Extremely interested
- Very interested
- Somewhat interested
- Not too interested
- Not at all interested

Why do you say that?

SURGE PROTECTION INSURANCE

Ameren Missouri is also considering offering optional surge protection insurance. This optional insurance would not require the purchase or use of the meter based surge protector. This insurance policy would replace or repair the electronic devices in your home damaged from surges. This is an extra layer of defense against surprises. It provides up to \$10000 in reimbursement for repairs or replacement of covered electronics, per year. Covered electronics include televisions, computers, tablets, home theater systems, game consoles, etc. The cost for this insurance would start at \$5.95/month and be limited to \$750 per damaged item.

How interested would you be in purchasing surge protection insurance?

- Extremely interested
- Very interested
- Somewhat interested
- Not too interested
- Not at all interested

Why do you say that?

BUNDLING SURGE PROTECTION DEVICE AND INSURANCE

Finally, Ameren Missouri could offer up a bundle including both the surge protection device

If the surge protection device and the optional surge protection insurance policy were bundled and offered at a discounted price of \$5.95 per month (surge collar is free with bundle) in exchange for a 5 year service contract would that increase your level of interest in exploring this product?

- I would be more interested in a bundled solution
- I would be less interested then buying either product with separate pricing
- I have no interest in this product offering

Why do you say that?