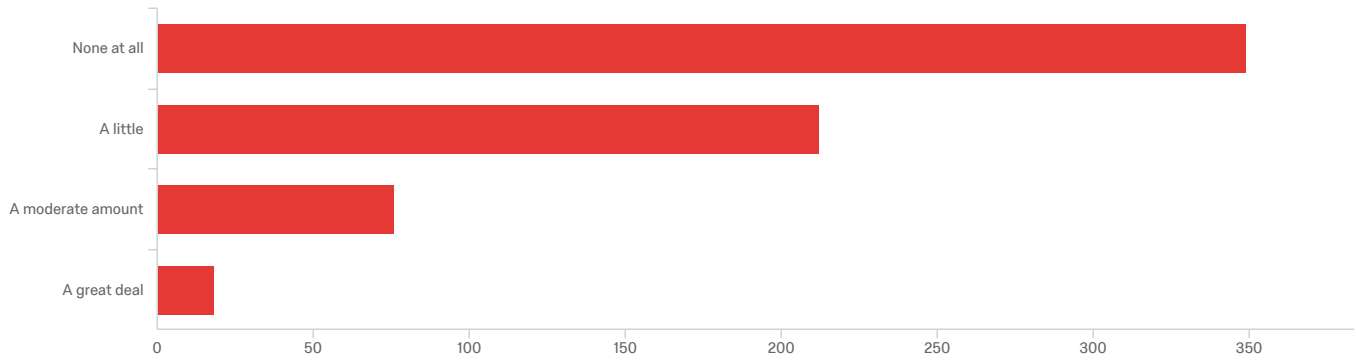


Default Report

Senate Bill 564 Messaging

June 25, 2018 2:56 PM MDT

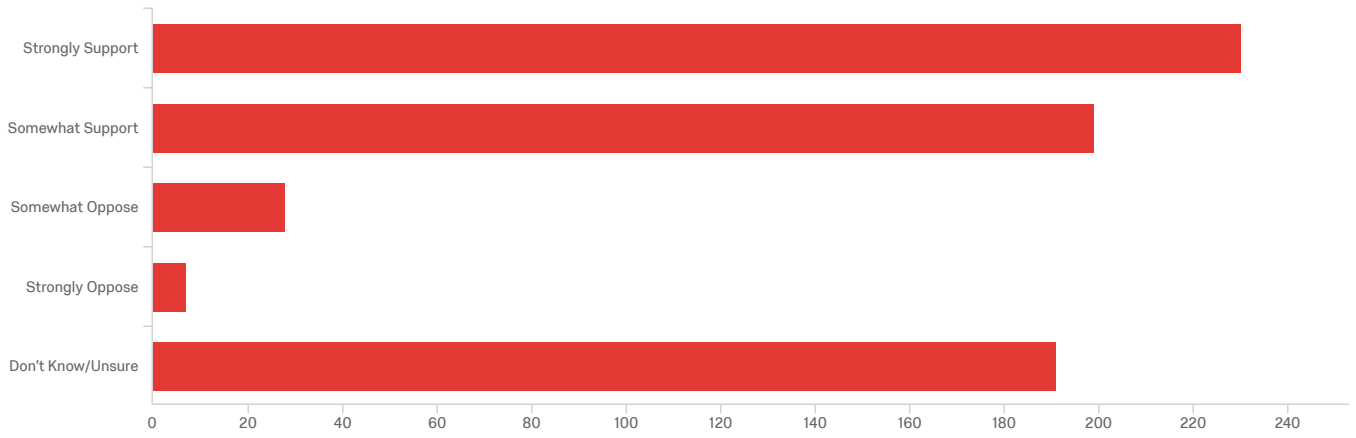
Q3 - Prior to this survey, how much have you heard about this new legislation?



#	Field	Choice Count
1	A great deal	2.75% 18
2	A moderate amount	11.60% 76
3	A little	32.37% 212
4	None at all	53.28% 349
		655

Showing Rows: 1 - 5 Of 5

Q4 - To what extent do you support the recently passed legislation to update Missouri's energy policies?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	To what extent do you support the recently passed legislation to update Missouri's energy policies?	1.00	5.00	2.59	1.65	2.72	655

#	Field	Choice Count
1	Strongly Support	35.11% 230
2	Somewhat Support	30.38% 199
3	Somewhat Oppose	4.27% 28
4	Strongly Oppose	1.07% 7
5	Don't Know/Unsure	29.16% 191
		655

Showing Rows: 1 - 6 Of 6

Q5 - Below are some statements describing the benefits of this plan. Please indicate how

important each one is to you.

#	Field	Extremely important		Very important		Moderately important		Slightly important		Not at all important		Total
1	Adopting modern energy legislation was a win for Ameren Missouri customers and includes a rate cut, a rate freeze and rate caps.	45.34%	297	34.20%	224	15.42%	101	2.60%	17	2.44%	16	655
2	The plan has value for customers and keeps bills more stable and affordable with an immediate rate cut, rate freeze, and rate cap.	48.40%	317	33.28%	218	12.82%	84	3.21%	21	2.29%	15	655
3	Customers will see a permanent rate cut of \$5.00 per month on average, which translates to a reduction of \$60 per year.	49.92%	327	27.18%	178	15.73%	103	3.21%	21	3.97%	26	655
4	Based on Ameren Missouri's electric rate reduction, customers will save \$60 a year on average.	49.47%	324	28.24%	185	14.50%	95	4.58%	30	3.21%	21	655
5	Customers will receive a permanent 5% rate cut on their bill.	57.10%	374	25.04%	164	12.82%	84	2.75%	18	2.29%	15	655
6	The plan includes spending \$1 billion to modernize the energy grid with smart technologies throughout the state of Missouri.	39.08%	256	40.76%	267	15.57%	102	2.90%	19	1.68%	11	655
7	The plan builds on the commitments made to provide a smart and secure energy grid, along with stable rates for customers.	43.82%	287	39.54%	259	12.37%	81	2.75%	18	1.53%	10	655
8	The plan supports renewable clean energy by offering \$28 million in solar rebates and \$14 million in Ameren Missouri owned solar.	37.56%	246	33.89%	222	18.78%	123	6.26%	41	3.51%	23	655
9	The plan will drive business growth in Missouri through economic development incentives.	35.57%	233	40.15%	263	17.56%	115	4.12%	27	2.60%	17	655
10	Local communities will see an economic benefit through additional tax revenue.	30.53%	200	40.00%	262	20.46%	134	5.34%	35	3.66%	24	655
11	The grid projects included in the plan will create thousands of jobs in Missouri.	45.04%	295	37.71%	247	12.21%	80	3.05%	20	1.98%	13	655
12	The plan has investments in local communities around our state that will create more than 3,000 jobs to help spur economic development.	41.53%	272	40.31%	264	12.98%	85	3.51%	23	1.68%	11	655
13	The plan includes value for Customers, Investments in local Communities, and a more Competitive Missouri.	32.98%	216	40.46%	265	19.54%	128	5.50%	36	1.53%	10	655

14	Investments in the smart grid also mean we can prevent power outages, restore power more quickly after an outage occurs, and protect the energy grid against physical and cyber-attacks.	61.22%	401	28.40%	186	7.33%	48	2.44%	16	0.61%	4	655
15	With smarter energy infrastructure and more renewable energy, Missouri is more competitive with other states in attracting industries and talent that will grow our local economy.	40.92%	268	37.71%	247	16.79%	110	2.90%	19	1.68%	11	655

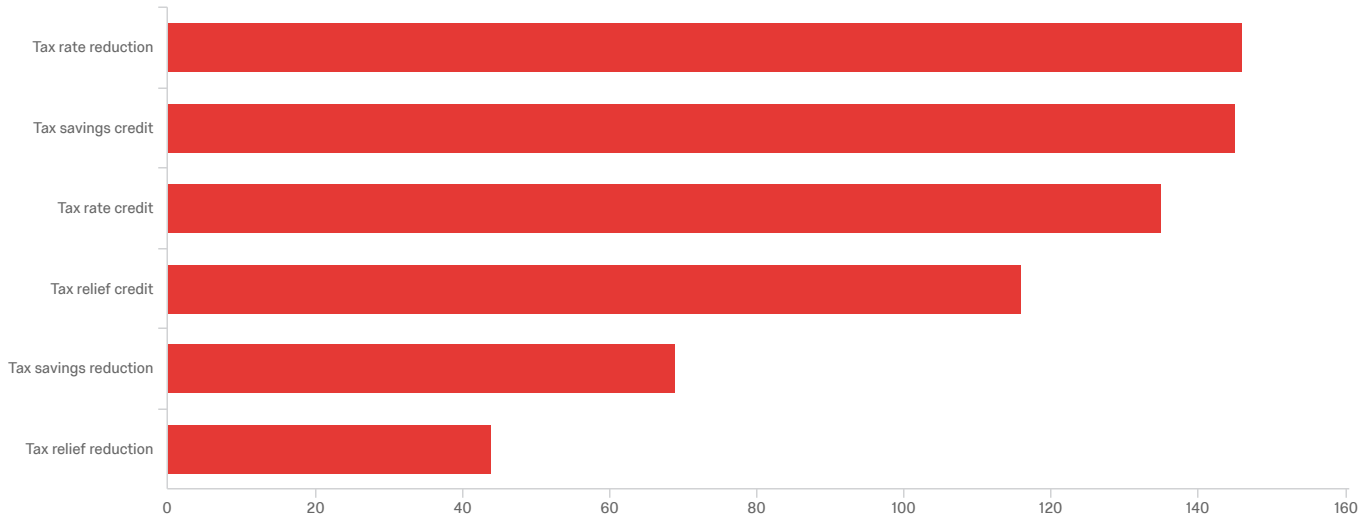
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Q6 - Please let us know how well you feel each of the following names fit with the plan to modernize the energy grid.

#	Field	5 = Great Fit		4		3		2		1 = Poor Fit		Total
1	Powering Missouri Forward Plan	33.59%	220	28.24%	185	23.05%	151	8.70%	57	6.41%	42	655
2	Bright Future Plan	27.33%	179	24.73%	162	24.89%	163	12.37%	81	10.69%	70	655
3	Modern Energy for Missouri Plan	30.53%	200	35.27%	231	20.76%	136	8.85%	58	4.58%	30	655
4	Smart Energy Plan	32.67%	214	32.52%	213	24.12%	158	7.18%	47	3.51%	23	655
5	Smart Energy and Rate Stabilization Plan	32.52%	213	28.55%	187	21.37%	140	10.99%	72	6.56%	43	655
6	Smart Energy Rate Cap Plan	21.07%	138	23.51%	154	29.92%	196	16.49%	108	9.01%	59	655
7	Rate Cap Energy Future Plan	18.47%	121	18.02%	118	27.94%	183	19.54%	128	16.03%	105	655

Showing Rows: 1 - 7 Of 7

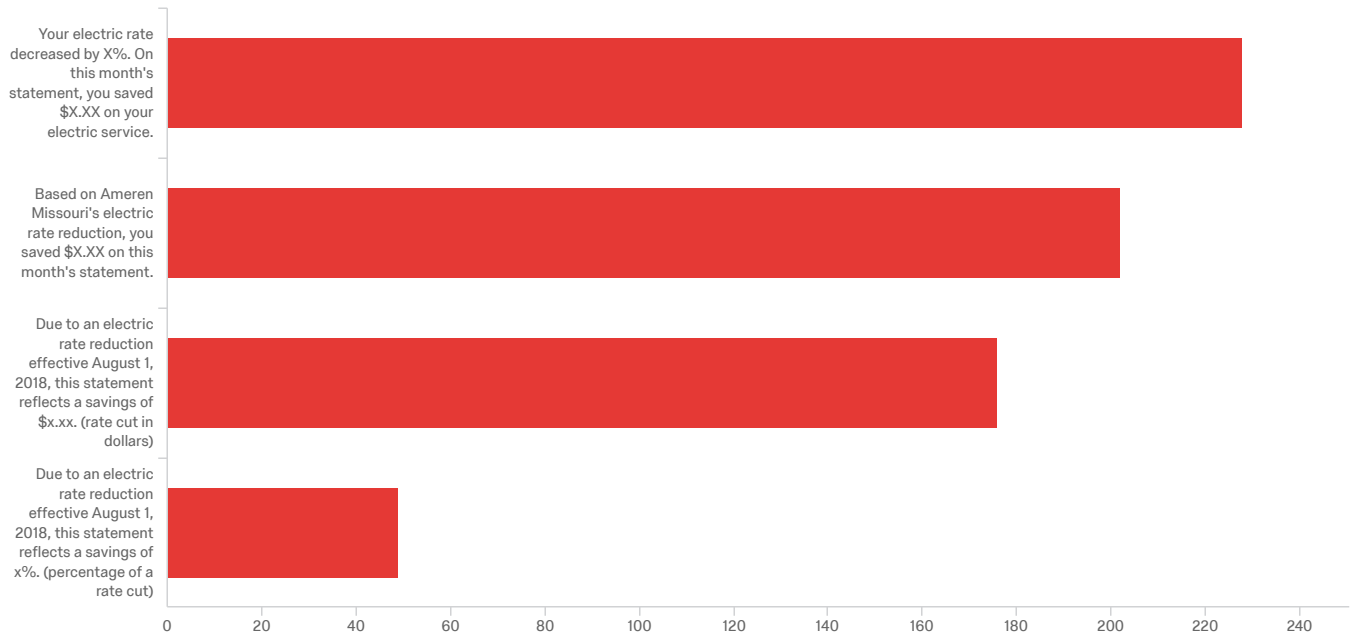
Q11 - Ameren Missouri would like to add a descriptor on your monthly bill identifying a credit customers will receive as a result of the rate cut in this new legislation. Which of the following choices would make the most sense for you to see on your monthly Ameren Missouri bill?



#	Field	Choice Count
6	Tax savings reduction	10.53% 69
5	Tax savings credit	22.14% 145
2	Tax relief reduction	6.72% 44
1	Tax relief credit	17.71% 116
4	Tax rate reduction	22.29% 146
3	Tax rate credit	20.61% 135
		655

Showing Rows: 1 - 7 Of 7

Q9 - In addition, Ameren Missouri will communicate this credit to customers through messages on the monthly bill statement. Which of the following messages best communicate a credit?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	In addition, Ameren Missouri will communicate this credit to customers through messages on the monthly bill statement. Which of the following messages best communicate a credit?	1.00	4.00	2.93	0.95	0.91	655

#	Field	Choice Count
1	Due to an electric rate reduction effective August 1, 2018, this statement reflects a savings of x%. (percentage of a rate cut)	7.48% 49
2	Due to an electric rate reduction effective August 1, 2018, this statement reflects a savings of \$x.xx. (rate cut in dollars)	26.87% 176
3	Based on Ameren Missouri's electric rate reduction, you saved \$X.XX on this month's statement.	30.84% 202
4	Your electric rate decreased by X%. On this month's statement, you saved \$X.XX on your electric service.	34.81% 228

Showing Rows: 1 - 5 Of 5

End of Report