

# Exhibit No. 17

# Surge Protection Branding Study

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Start of Block: Default Question Block

Ameren is considering introducing some new products and services, which are designed to protect customers and their home while still providing safe reliable energy. We would like to invite you to take a brief survey to share your thoughts on some of these new services and products.

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Q1 Is your primary residence in...?

- Illinois (1)
- Missouri (2)
- Some other state (3)

*Skip To: End of Survey If Is your primary residence in...? = Illinois*

*Skip To: End of Survey If Is your primary residence in...? = Some other state*

End of Block: Default Question Block

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Start of Block: Block 2

Q2 Which of the following utilities in Missouri do you get your electricity from?

- Ameren Missouri (1)
- Empire District Electric Co. (4)
- Evergy Missouri West (2)
- Evergy Metro, Inc. (3)
- Municipal systems, such as Kirkwood Electric (5)
- Cooperatives or Co-Ops (6)

*Skip To: End of Survey If Which of the following utilities in Missouri do you get your electricity from? = Empire District Electric Co.*

*Skip To: End of Survey If Which of the following utilities in Missouri do you get your electricity from? = Evergy Missouri West*

*Skip To: End of Survey If Which of the following utilities in Missouri do you get your electricity from? = Evergy Metro, Inc.*

*Skip To: End of Survey If Which of the following utilities in Missouri do you get your electricity from? = Municipal systems, such as Kirkwood Electric*

*Skip To: End of Survey If Which of the following utilities in Missouri do you get your electricity from? = Cooperatives or Co-Ops*

**End of Block: Block 2**

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**Start of Block: Block 1**

Q3 Who is primarily responsible for paying the Ameren Missouri bill for your household?

- I pay the electric bill (1)
- I share responsibility with someone else for paying the electric bill (2)
- Someone else pays the electric bill for my household (3)

*Skip To: End of Survey If Who is primarily responsible for paying the Ameren Missouri bill for your household? = Someone else pays the electric bill for my household*

**End of Block: Block 1**

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**Start of Block: Block 3**

Q4 Do you currently own or rent?

- Own (1)
- Rent (2)
- Other (3)

*Skip To: End of Survey If Do you currently own or rent? = Other*

End of Block: Block 3

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Start of Block: Block 4

Q5 Have you ever experienced an electrical surge in your home?

- Yes (1)
- No (3)
- Not sure (4)

End of Block: Block 4

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Start of Block: Block 5

*Display This Question:*

*If Have you ever experienced an electrical surge in your home? = Yes*

Q6 Did the electrical surge damage electrical equipment, such as a refrigerator, AC unit, stereo equipment, TV, dishwasher, computer, etc?

- Yes (1)
- No (2)
- Not sure (3)

End of Block: Block 5

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Start of Block: Block 6

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

owned and 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 and motor driven appliances. With the Surge Protection Device, if any damage were to occur, Ameren Missouri would replace or repair the electronic devices in your home damaged from surges.

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Q7 What is your initial reaction to the Surge Protection Program?

- I am not at all interested (1)
- I am not too interested (2)
- I am somewhat interested (3)
- I am very interested (4)
- I am extremely interested (5)

End of Block: Block 6

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Start of Block: Block 7

Ameren Missouri is considering offering the Surge Protection Program to customers on a monthly subscription basis. Ameren Missouri would not charge a separate installation fee for the device. The Surge Protection Device will protect home appliances and electronics from surges that enter the home through the meter. By enrolling in the program customers would have coverage for appliances and equipment, including, but not limited to: air conditioner, washer & dryer, oven/range, dishwasher, refrigerator, television, computer, DVD player, game consoles and desktop printers. Knowing this...

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Q8 At what monthly price would you consider the product to be **so expensive** that you would not consider spending it? (Too expensive) You can put any price from \$0.0 to \$99.99 but you need to click on the dollar and cents slider to register your response.

0 10 20 30 40 50 59 69 79 89 99



Dollars ()	
Cents ()	

End of Block: Block 7

Start of Block: Block 8

Q9 In the previous question, you said  $\$ \{Q8/ChoiceNumericEntryValue/4\} . \{Q8/ChoiceNumericEntryValue/14\}$  was too expensive. At what monthly price would you consider the product to be priced **so low** that you would feel the quality couldn't be very good? (Too cheap) You can put any price from \$0.0 to \$99.99 but you need to click on the dollar and cents slider to register your response.

0 10 20 30 40 50 59 69 79 89 99



Dollars ()	
Cents ()	

End of Block: Block 8

Start of Block: Block 9

Q10 In the previous questions, you said  $\$ \{Q8/ChoiceNumericEntryValue/4\} . \{Q8/ChoiceNumericEntryValue/14\}$  was too expensive and  $\$ \{Q9/ChoiceNumericEntryValue/4\} . \{Q9/ChoiceNumericEntryValue/5\}$  was too cheap. At what monthly price would you consider the product **starting to get expensive**, so that it is not out of the question, but you would have to give some thought to it? (Expensive/High Side) You can put any price from \$0.0 to \$99.99 but you need to click on the dollar and cents slider to register your response.

0 10 20 30 40 50 59 69 79 89 99

Dollars ()	
Cents ()	

End of Block: Block 9

Start of Block: Block 10

Q11 Previously, you



said  $\$Q8/ChoiceNumericEntryValue/4$ .  $\$Q8/ChoiceNumericEntryValue/14$  was too expensive,

$\$Q9/ChoiceNumericEntryValue/4$ .  $\$Q9/ChoiceNumericEntryValue/5$  was too cheap, and

$\$Q10/ChoiceNumericEntryValue/18$ .  $\$Q10/ChoiceNumericEntryValue/19$  was starting to get expensive. At what monthly price would you consider the product to be **a bargain**—a great find

for the money? (Cheap/Good Value) You can put any price from \$0.0 to \$99.99 but you need to click on the dollar and cents slider to register your response.

0 10 20 30 40 50 59 69 79 89 99

Dollars ()	
Cents ()	

End of Block: Block 10

Start of Block: Block 11

Next, we would like to get your opinion on the name of the protection program Ameren Missouri is considering.



Q12\_1 Given what you know of the program, how **appealing** is the name **Whole Home Surge Protection**?

- Not at all appealing (1)
  - Not too appealing (2)
  - Appealing (3)
  - Very appealing (4)
- 



Q12\_2 Given what you know of the program, how **appealing** is the name **Home Surge Protection**?

- Not at all appealing (1)
  - Not too appealing (2)
  - Appealing (3)
  - Very appealing (4)
- 



Q12\_3 Given what you know of the program, how **appealing** is the name **Whole Home Surge Coverage**?

- Not at all appealing (1)
  - Not too appealing (2)
  - Appealing (3)
  - Very appealing (4)
- 





Q12\_4 Given what you know of the program, how **appealing** is the name **Surge Protection Plan**?

- Not at all appealing (1)
  - Not too appealing (2)
  - Appealing (3)
  - Very appealing (4)
- 



Q12\_5 Given what you know of the program, how **appealing** is the name **Surge Safeguard**?

- Not at all appealing (1)
- Not too appealing (2)
- Appealing (3)
- Very appealing (4)

End of Block: Block 11

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Start of Block: Block 12



Q13 In addition to the name you evaluated, Ameren Missouri is considering four other names. Of the five names, which one appeals to you the most?

- Whole Home Surge Protection (1)
- Home Surge Protection (2)
- Whole Home Surge Coverage (3)
- Surge Protection Plan (4)
- Surge Safeguard (5)

End of Block: Block 12

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Start of Block: Block 13

Q14 Why did you choose **#{Q13/ChoiceGroup/SelectedChoices}** over the other four names?  
Please be specific.

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End of Block: Block 13

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Start of Block: Block 14

Q15 If the name of the protection program was called **#{Q13/ChoiceGroup/SelectedChoices}**, how interested would you be to want to learn more about the program?

- Not interested (1)
- Somewhat interested (2)
- Very interested (3)

End of Block: Block 14

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Start of Block: Block 15

*Display This Question:*

*If Do you currently own or rent? = Own*

Q16 Do you or a spouse or partner living in your household currently own an Electric Vehicle (EV), or are you planning to purchase an EV in the next 12 months?

- Yes, currently own (1)
- Yes, plan on purchasing (2)
- No, do not own nor plan on purchasing (3)

End of Block: Block 15

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Start of Block: Block 16

*Display This Question:*

*If Do you or a spouse or partner living in your household currently own an Electric Vehicle (EV), or...  
= Yes, currently own*

*Or Do you or a spouse or partner living in your household currently own an Electric Vehicle (EV), or...  
= Yes, plan on purchasing*

Q17 How interested would you be in an **EV charger** at your residence? Ameren Missouri would sell, install and make necessary upgrades at the home for the EV charger station.

- Not interested (1)
- Somewhat interested (2)
- Very interested (3)
- Interested but would depend on the price (4)
- Not sure. I would need more information (5)

End of Block: Block 16

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Start of Block: Block 17

*Display This Question:*

*If Do you currently own or rent? = Own*

Q18 As a homeowner you are responsible for keeping trees and vegetation on your property from affecting the power lines that lie between the electric pole and your home. Knowing this, how interested would you be in Ameren Missouri providing **tree maintenance**? This service would include preventative tree trimming and if a tree-related power outage affects the service

line, Ameren Missouri will clean up the debris and restore power as obligated. The homeowner would pay a monthly fee for this service.

- Not interested (1)
- Somewhat interested (2)
- Very interested (3)
- Interested but would depend on the price (4)
- Not sure. I would need more information (5)

End of Block: Block 17

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Start of Block: Block 18

*Display This Question:*

*If Do you currently own or rent? = Own*

Q19 If the price for the tree maintenance service was \$9.99 a month, would this change your interest?

- Decreases my interest (1)
- Does not change my interest (2)
- Increases my interest (3)

End of Block: Block 18

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Start of Block: Block 19

*Display This Question:*

*If Do you currently own or rent? = Own*

Q20 How interested would you be in having a **back-up generator** at your residence? Ameren Missouri would own, install and maintain the back-up generator at the customer's residence and the homeowner would pay a monthly fee for this service.

- Not interested (1)
- Somewhat interested (2)
- Very interested (3)
- Interested but would depend on the price (4)
- Not sure. I would need more information (5)

End of Block: Block 19

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Start of Block: Block 22

We just have a few more questions to ask for analysis purposes.

End of Block: Block 22

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Start of Block: Block 20

Q21 What is your gender?

- Male (1)
  - Female (2)
  - Prefer not to answer (3)
-

Q22 Which of the following describes your age?

- 18-22 (1)
  - 23-38 (2)
  - 39-54 (3)
  - 55-73 (4)
  - 74 or older (5)
  - Prefer not to answer (6)
- 

Q23 Which of the following categories best describes your total household income before taxes?

- Less than \$25,000 (1)
  - \$25,000 - \$34,999 (2)
  - \$35,000 - \$49,999 (3)
  - \$50,000 - \$74,999 (4)
  - \$75,000 - \$99,999 (5)
  - \$100,000 - \$124,999 (6)
  - \$125,000 - \$149,999 (7)
  - \$150,000 or more (8)
  - Prefer not to answer (9)
-

Q24 Are you of Hispanic or Latino origin?

- Yes (1)
  - No (2)
  - Prefer not to answer (3)
- 

Q25 Which of the following best describes your race?

- Black / African-American (1)
  - Asian (including South Asian, such as Pakistani or Indian) (2)
  - White / Caucasian (3)
  - Indigenous Peoples (i.e. Native American, Pacific Islander, Aboriginal, Aleutian) (4)
  - Other (5) \_\_\_\_\_
  - Prefer not to answer (6)
- 

Q26 Would you describe the area in which you live as urban, suburban or rural?

- Urban (1)
  - Suburban (2)
  - Rural (3)
  - Not sure (4)
- 

Q27 In what county in Missouri do you live?

▼ Adair (1) ... Wright (115)

End of Block: Block 20

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Start of Block: Block 21

We thank you for your time spent taking this survey. Your response has been recorded.

End of Block: Block 21

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# Surge Protection Products Research

Prepared by Ameren Missouri  
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

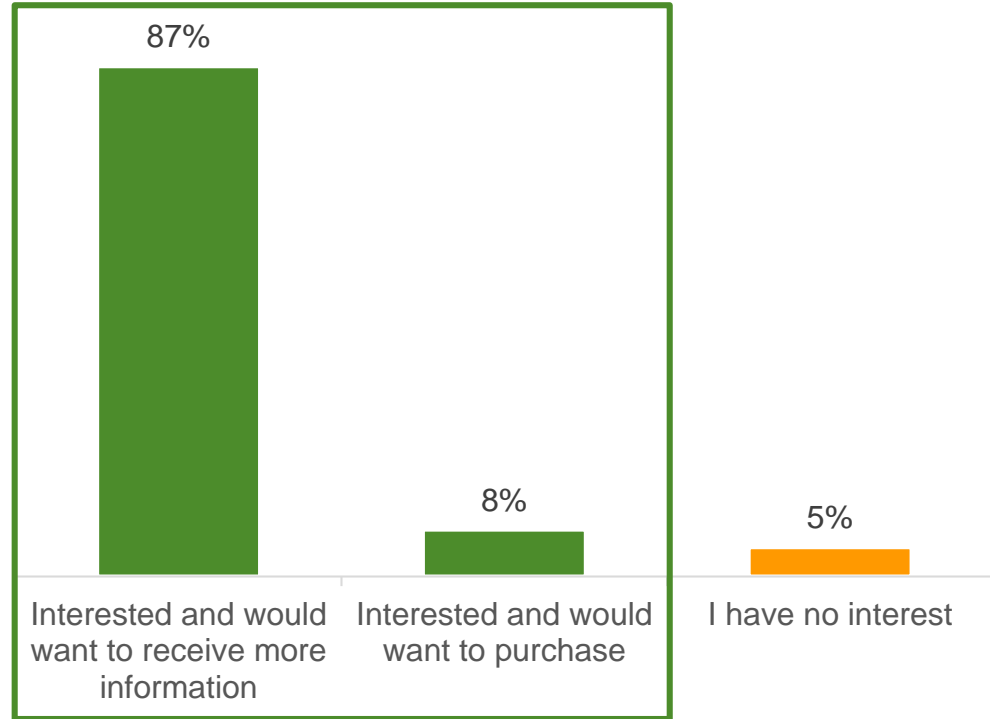
- 95% of customers showed interest in the initial surge protection product concept.
- However, overall interest fell to 73% when the \$180 price was introduced.
  - Three in ten customers were extremely/very interested.
- Providing a price estimate for the device helps customers determine their level 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

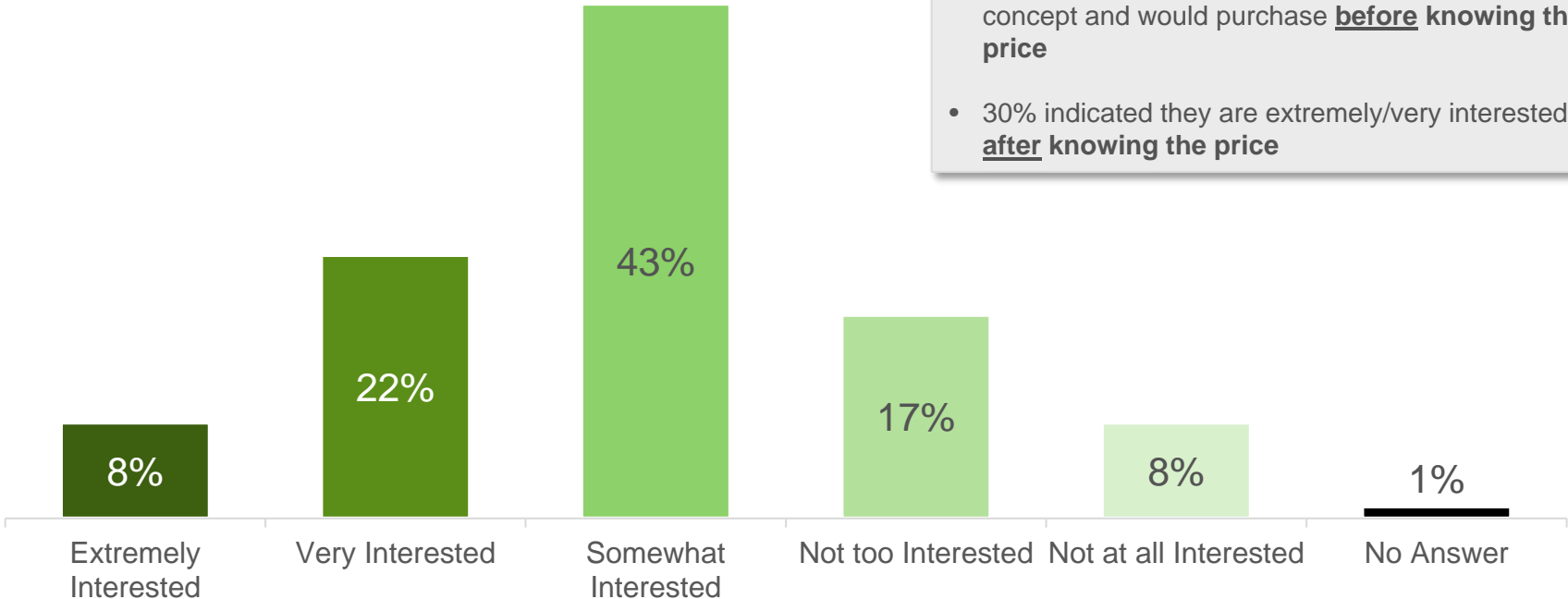


BASE: (n=801)

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



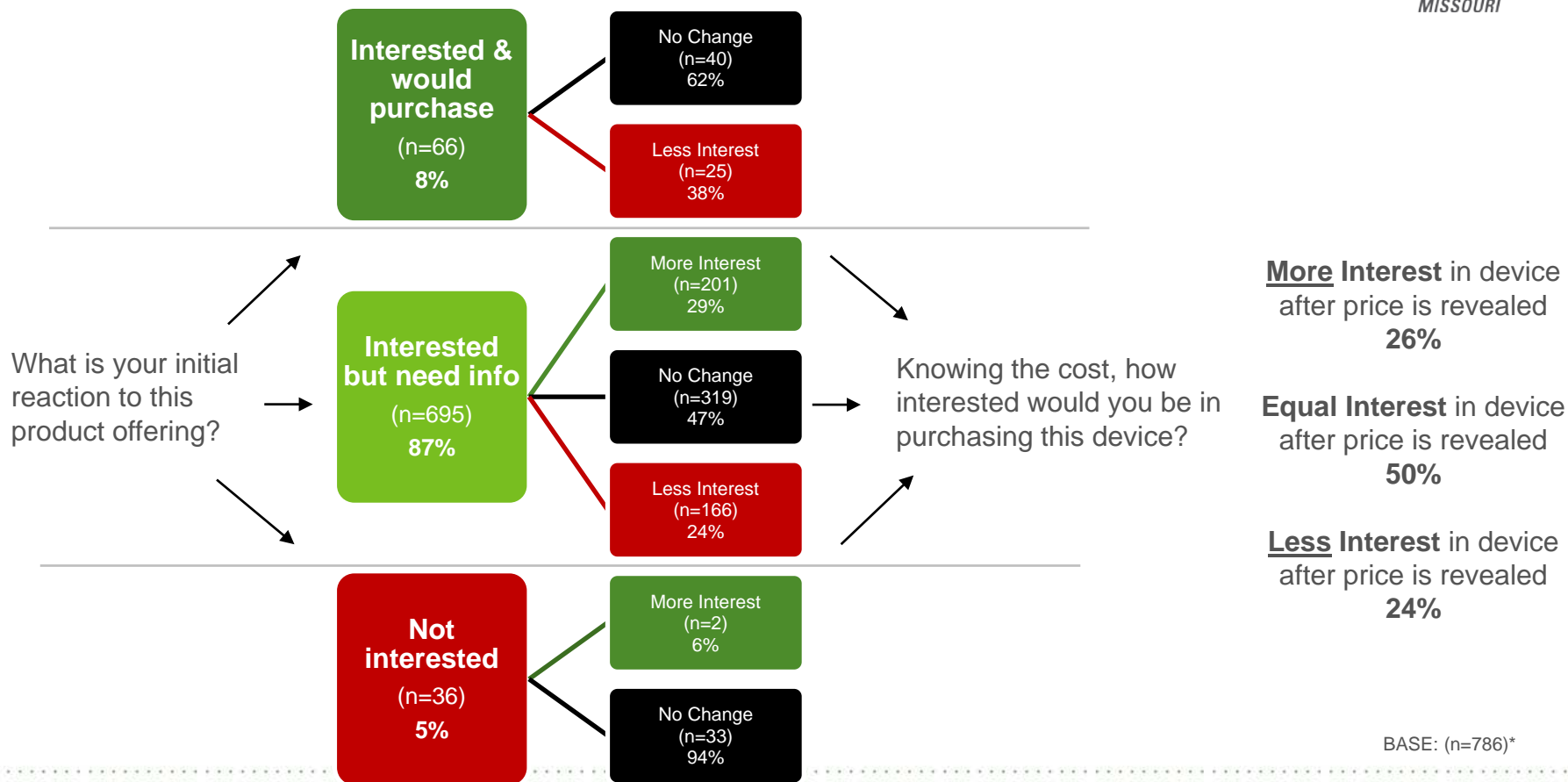
- 30% Extremely/Very Interested
- 43% Somewhat Interested



- 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

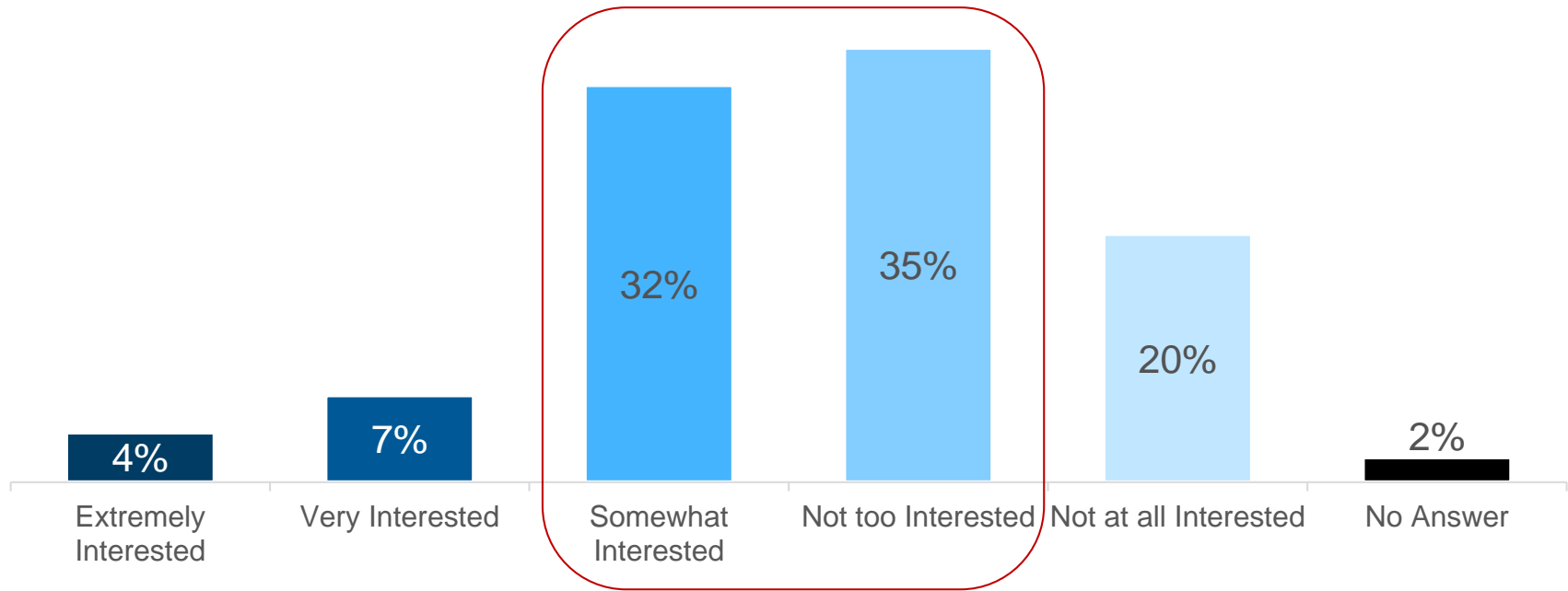
- Too expensive/too much
- Live on fixed/limited income
- Live in an apartment
- Have surge protection already
- Don't need/haven't needed this to date



# 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

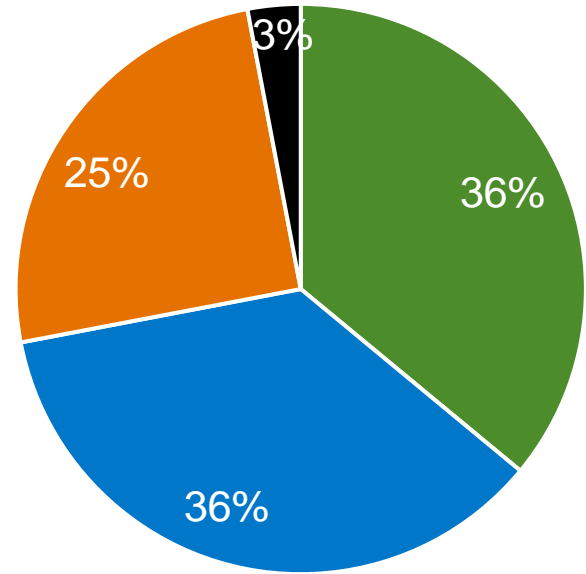
## Themes among those not too/at all interested in Surge Protection Insurance

- \$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



## 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?

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### 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?

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### 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?



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**

<b>Prepared By: Jared Schneider</b>
<b>Title: Product Development Analyst</b>
<b>Date: 10/23/2020</b>

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.



# Surge Protection Program Branding & Pricing Study

Prepared by Ameren Missouri  
Customer Engagement & Research  
April 2020

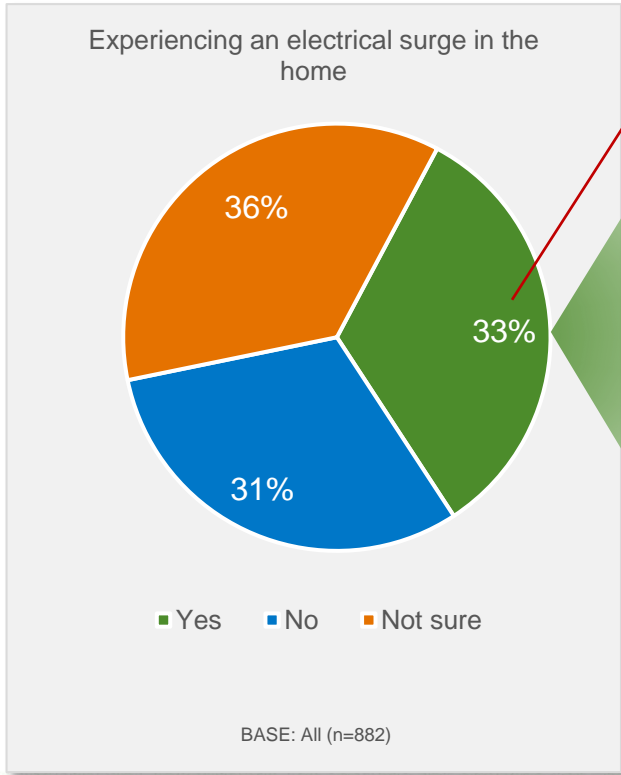
# Executive Summary



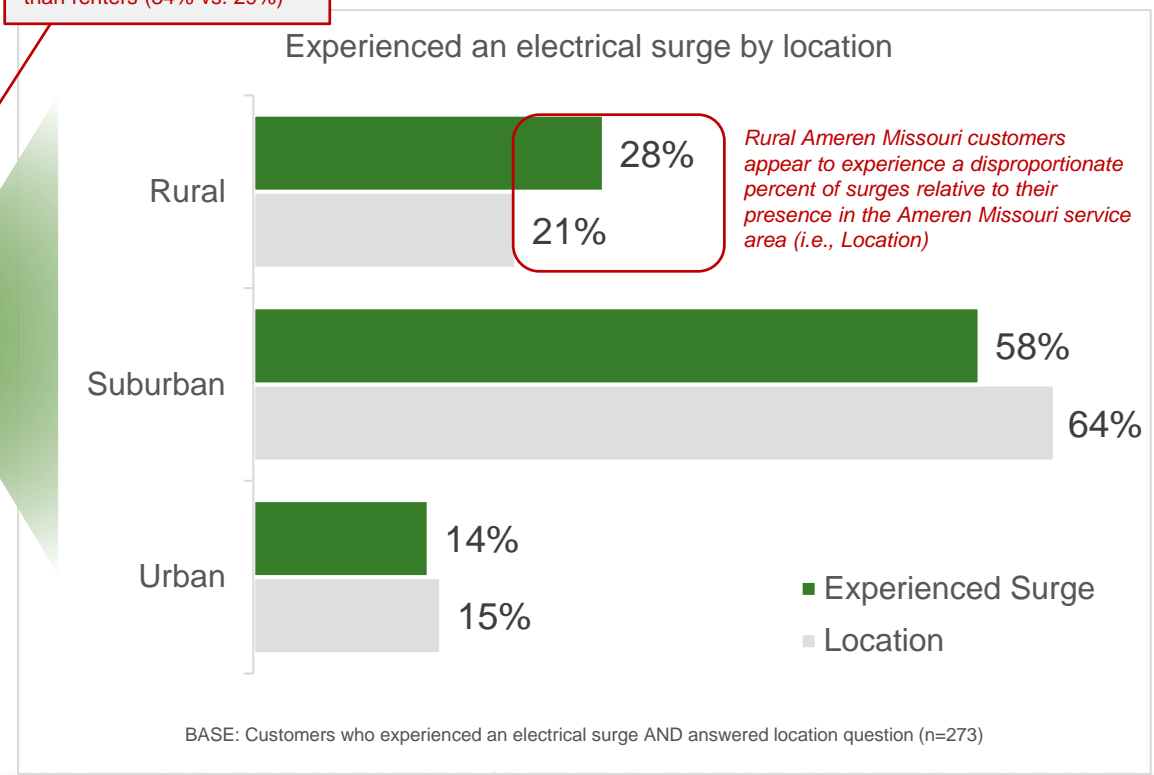
- Nearly all (91%) customers are at least somewhat interested in the surge protection program. More than half (54%) are very/extremely interested.
- The optimal price point customers are willing to pay for surge protection is \$5.02 a month. The range is between \$3.20 - \$10.01.
- Customers considered all names appealing, though *Whole Home Surge Protection* was the most appealing.
- Customer interest in the additional concepts was mixed.
  - Customers who own or plan to buy an EV are interested in a charger at their residence, though the percentage who fall into this category is only 7% of homeowners.
  - A majority (57%) of homeowners are not interested in the tree maintenance concept. After the \$9.99 price was revealed, interest decreased further.
  - About one-in-three (36%) homeowners are interested in the back-up generator.



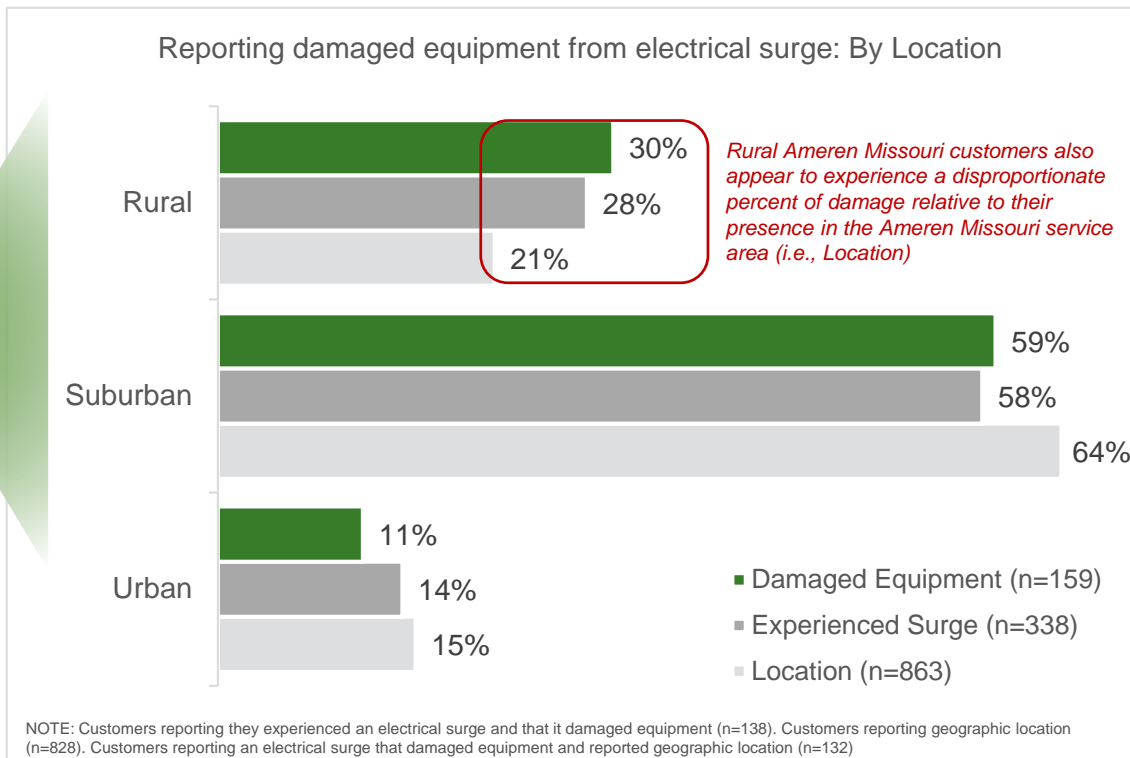
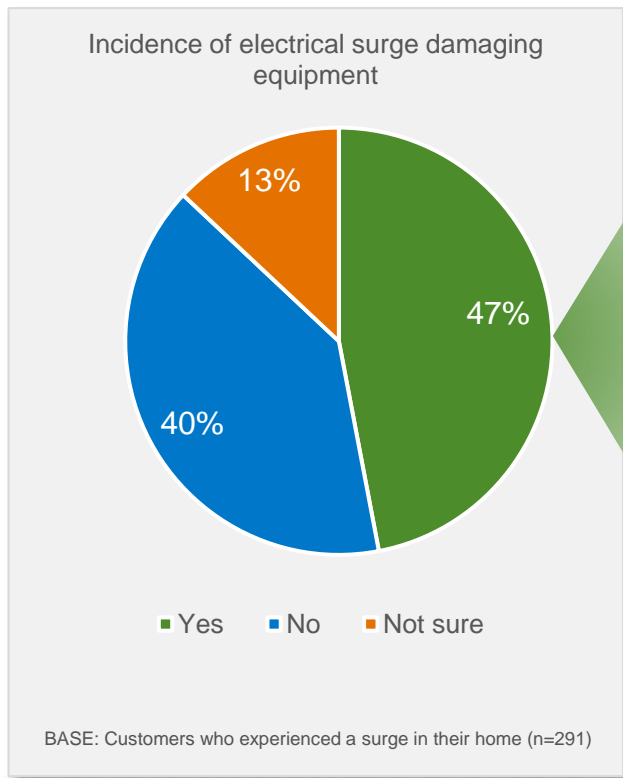
# One-in-three have experienced an electrical surge in their home



Home owners experience surges at a slightly higher rate than renters (34% vs. 29%)



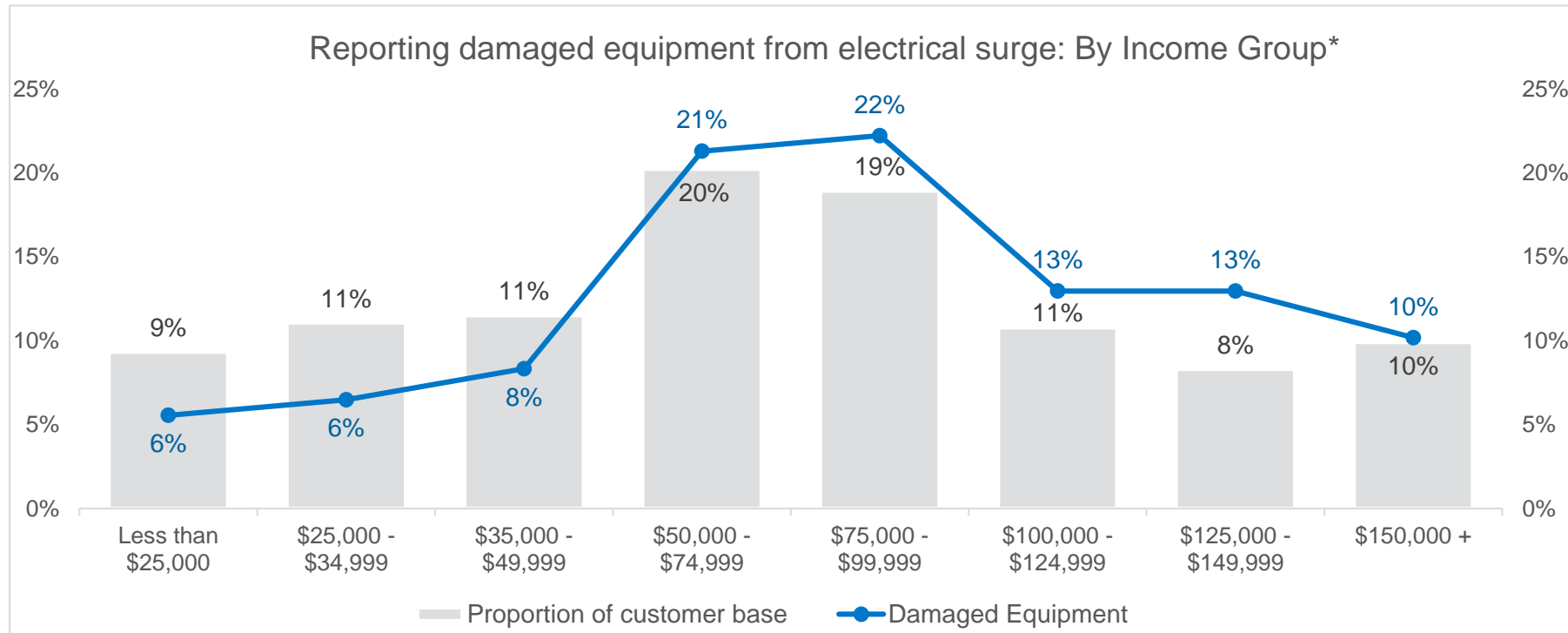
# Of those who experienced an electrical surge, almost half report it damaged electrical equipment



# Higher income groups are disproportionately more likely to report damaged electrical equipment



NOTE: Customers reporting they experienced an electrical surge and that it damaged equipment (n=132). Customers reporting an electrical surge that damaged equipment and reported household income (n=108)



\* Includes all who answered this question, including those who later abandoned the survey

# More than 9 out of 10 Ameren Missouri customers are at least somewhat interested in the surge protection program



## More than half are very/extremely interested

### Program Description

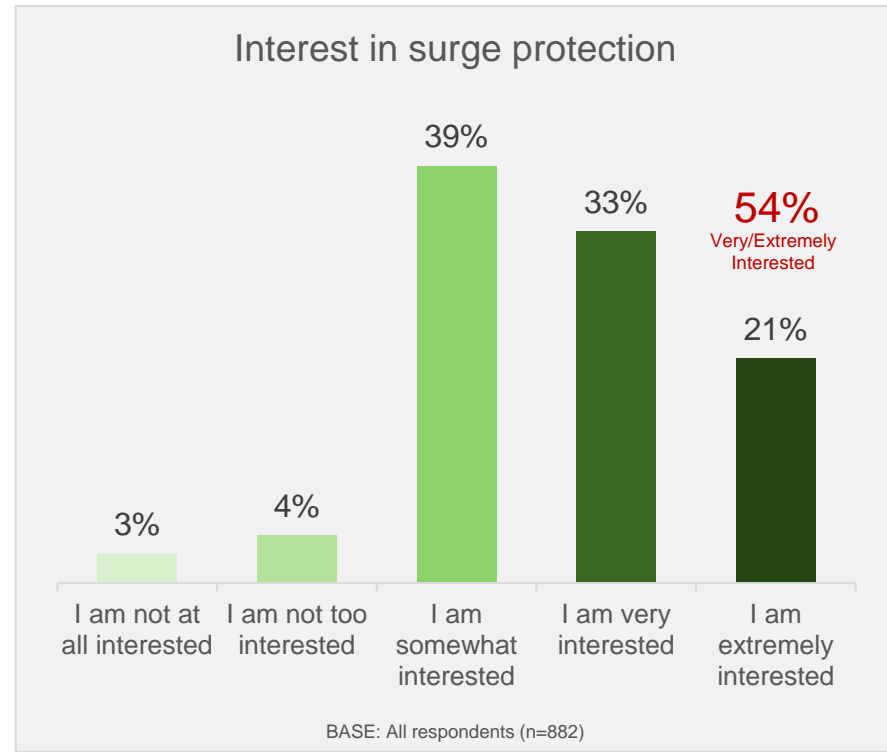
Ameren Missouri is considering offering surge protection.

This protection would require a collar device be placed behind your current meter, which would be owned and installed by Ameren Missouri.

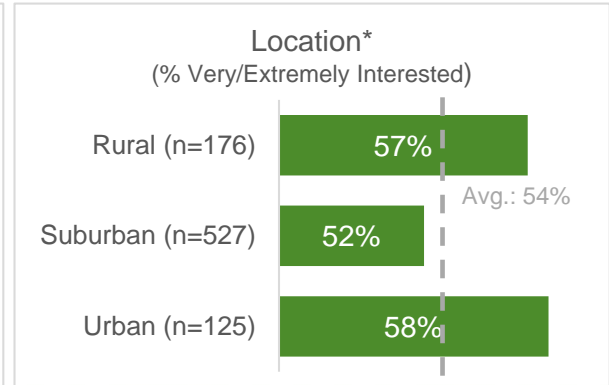
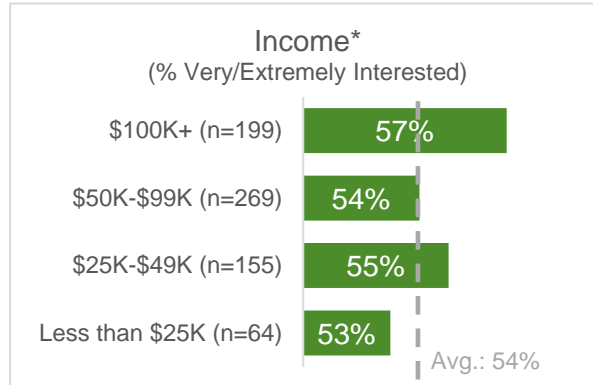
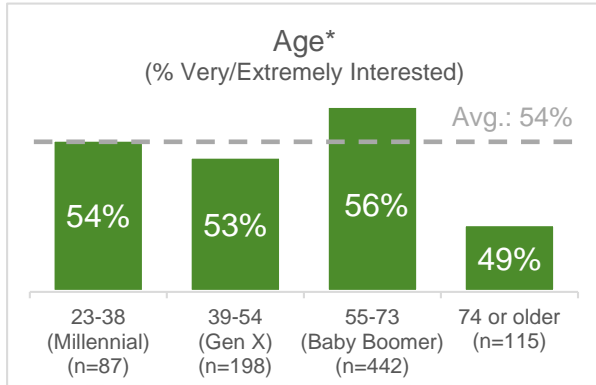
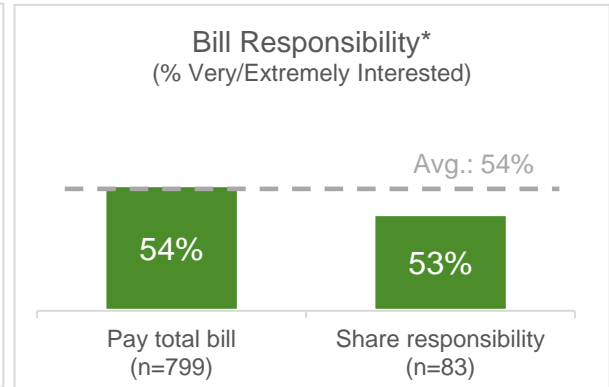
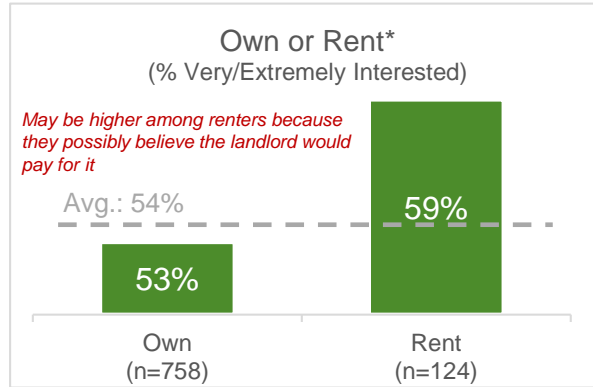
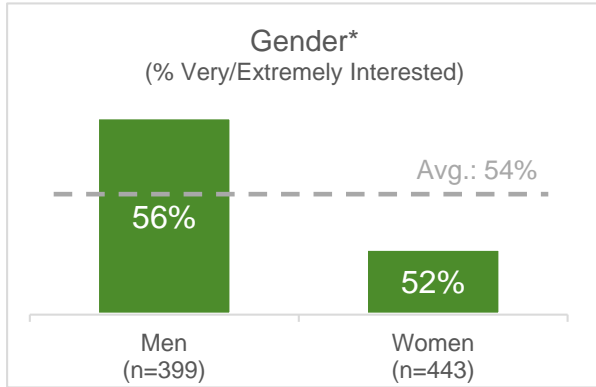
This would protect you from any incoming power surges attempting to enter your home through your electric meter. This could include, but is not limited to, lightning strikes, surge from a transformer, downed power lines, etc.

This device provides protection for your home's electrical circuits/fuse box and prevents damage to your electric and motor driven appliances.

With the Surge Protection Device, if any damage were to occur, Ameren Missouri would replace or repair the electronic devices in your home damaged from surges.



# Interest is high among all groups, though some variation does exist



\* Percentages are based on customers who answered these demographic questions



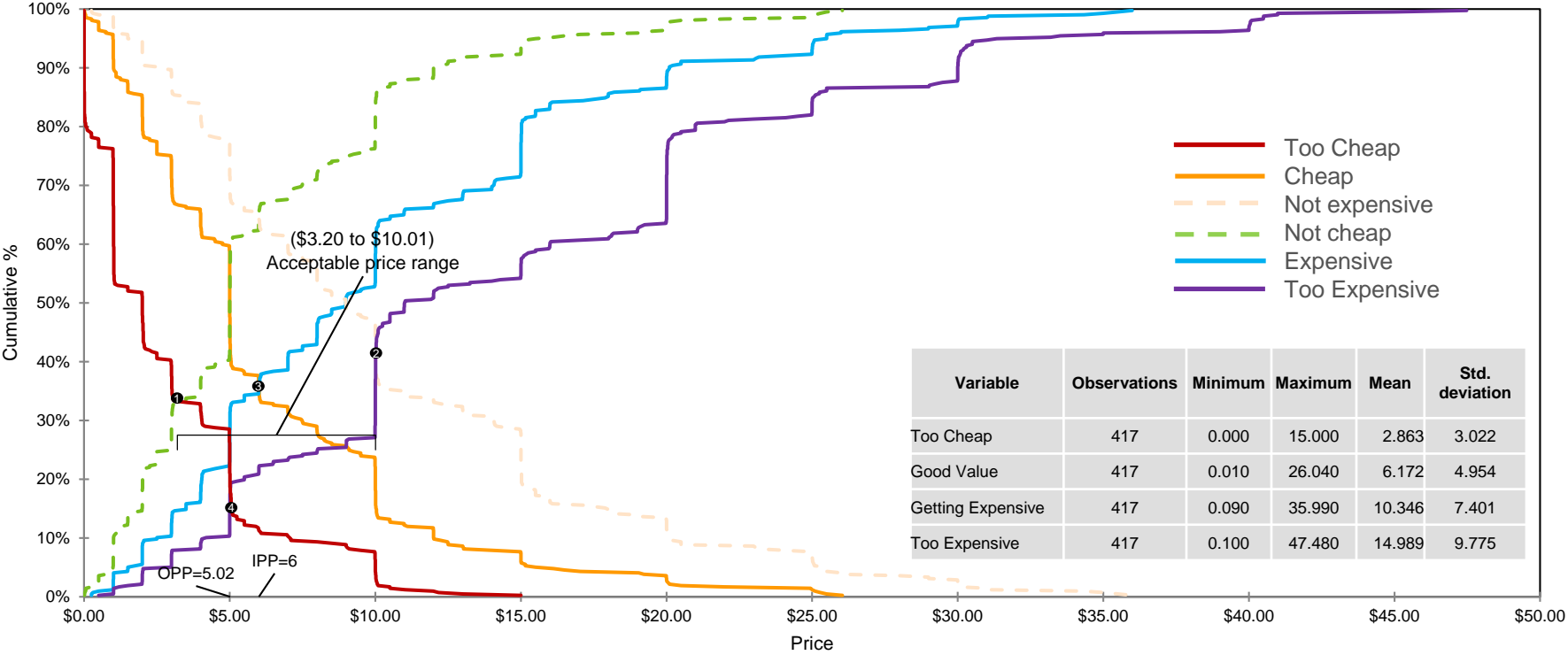
# Terminology and pricing results (See next slide)

## Van Westendorp Price Sensitivity Meter

- ① **Point of marginal cheapness (PMC) - \$3.20**
    - Price point where more sales would be lost due to questionable quality than would be gained from bargain hunters.
  - ② **Point of marginal expensiveness (PME) - \$10.01**
    - Price point above which cost is a serious concern, where it is felt that the product is too expensive for the value derived from it.
  - ③ **Optimal price point (OPP) - \$5.02**
    - At this price point, the percentage of customers that feel the product is too expensive is the same as those who feel it is so low that the quality is questionable.
  - ④ **Indifference price point (IPP) - \$6.00**
    - Point at which the same percentage of customers feel that the product is getting too expensive as those who feel it is at a bargain price. This is the point at which most customers are indifferent to the price.
- Range of acceptable pricing (RAI) - \$3.20 to \$10.01**
- The difference between the point of marginal cheapness and the point of marginal expansion.

# Monthly price for surge protection

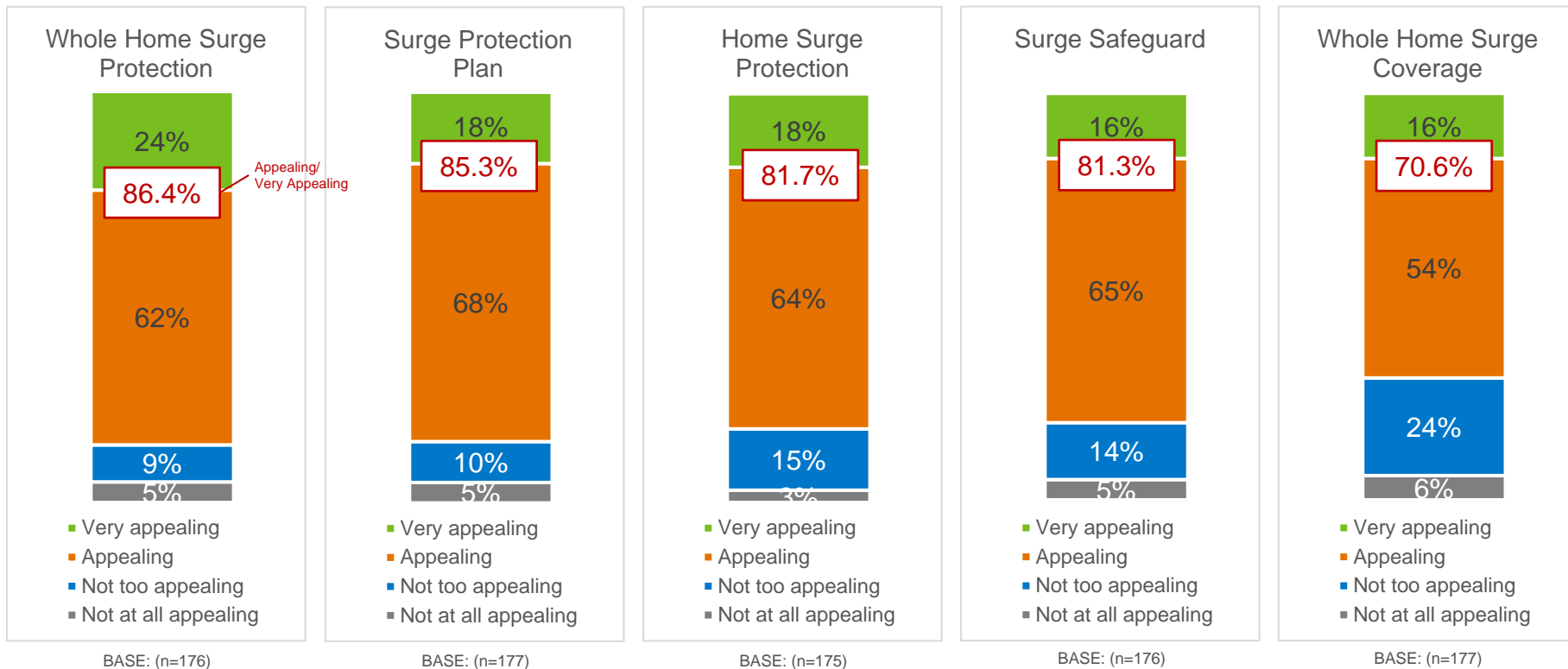
## Van Westendorp Price Sensitivity Meter



# Customers considered all names appealing, though *Whole Home Surge Protection* was the most appealing



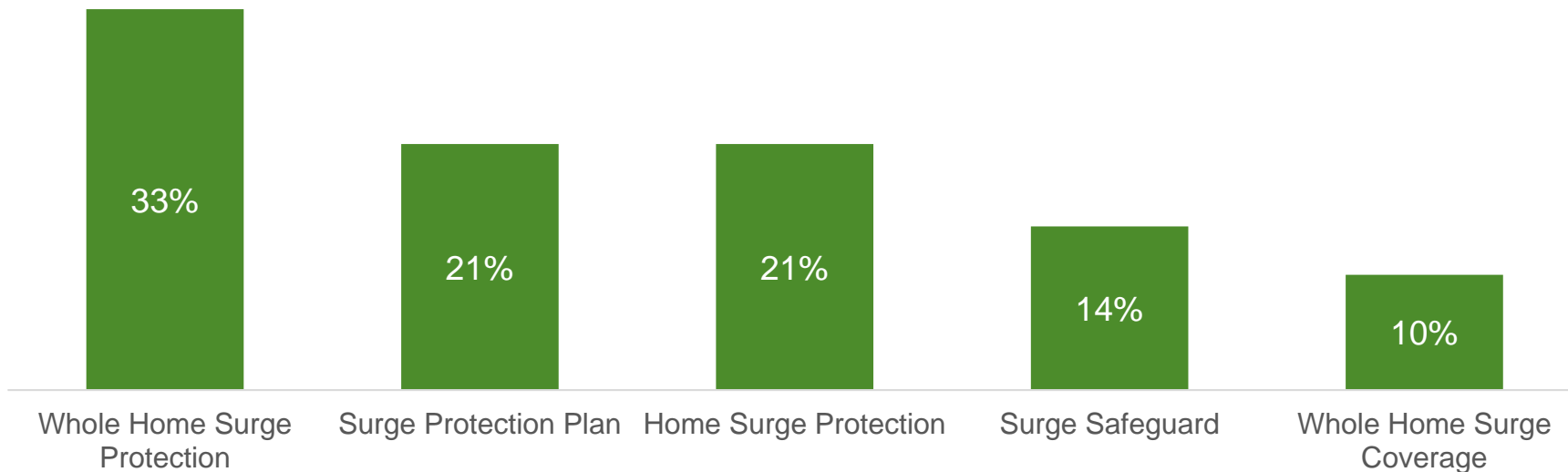
NOTE: Ameren Missouri customers were randomly assigned one of the five brand names to evaluate (monadic testing). In total, all 882 customers who completed the survey were included in the randomization of this question



# Customers reaffirmed *Whole Home Surge Protection* is the most appealing name of the program



Brand name preference for surge protection program



BASE: All respondents (n=882)

# Regardless which name customers initially evaluated, when asked to select the most appealing out of all five, customers were consistent in their choice

## Selection bias does not appear to be an issue overall

Some bias does appear to exist for customers who were first shown the **Whole Home Surge Protection** name, but not enough to unduly influence the overall results

Appeal of brand names based on what name customers evaluated in Q.12						
		Whole Home Surge Protection	Home Surge Protection	Whole Home Surge Coverage	Surge Protection Plan	Surge Safeguard
Q.13 Which of the five names appeals to you the most	% <i>Selecting as Most Appealing</i>	<b>33%</b>	<b>21%</b>	<b>10%</b>	<b>21%</b>	<b>14%</b>
	Whole Home Surge Protection	<b>44%</b>	35%	37%	34%	31%
	Home Surge Protection	20%	<b>21%</b>	20%	21%	25%
	Whole Home Surge Coverage	10%	13%	<b>9%</b>	9%	10%
	Surge Protection Plan	17%	25%	21%	<b>17%</b>	21%
	Surge Safeguard	11%	6%	14%	19%	<b>14%</b>

# Whole Home Surge Protection has the highest appeal among all groups, though variation exists among groups



\* Numbers and percentages are based on customers who answered these demographic questions (does not include those who responded "Prefer not to Answer")

Brand Names	Grand Total	Men	Women	Millennial	Gen X	Baby Boomer	Age 74+	<\$25K	\$25K-\$49K	\$50K-\$99K	\$100K+	Urban	Suburban	Rural
Number of Customers*	882	399	443	87	198	442	115	64	155	269	199	125	527	176
Whole Home Surge Protection	33%	38%	29%	29%	31%	34%	36%	38%	32%	28%	37%	32%	34%	35%
Home Surge Protection	21%	20%	22%	18%	20%	21%	25%	14%	24%	24%	23%	18%	21%	22%
Surge Protection Plan	21%	17%	27%	18%	24%	23%	16%	20%	24%	23%	20%	24%	20%	23%
Surge Safeguard	14%	14%	14%	25%	15%	12%	15%	20%	12%	16%	13%	13%	15%	11%
Whole Home Surge Coverage	10%	12%	8%	9%	10%	10%	9%	8%	8%	10%	8%	13%	10%	9%

The appeal of these names increases with age, perhaps because of the use of the word 'Protection'

# Customers think the names describe the program



NOTE: Total of all responses can exceed 100% because multiple responses were allowed

See next slide for other coded responses	Total %	Whole Home Surge Protection (n=291)	Home Surge Protection (n=188)	Whole Home Surge Coverage (n=88)	Surge Protection Plan (n=188)	Surge Safeguard (n=125)
Accurate description. Describes what it does.	29%	28%	29%	24%	37%	25%
Clear, concise name. Easy to remember. Simple, direct, to the point	20%	3%	33%	5%	29%	38%
Name implies it covers everything. Protects entire home. Comprehensive	14%	27%	9%	15%	6%	4%
Best name to describe of service	10%	14%	9%	9%	5%	6%
Like "Whole Home". "Whole Home" implies it covers everything/protects entire home.	7%	16%	1%	15%	0%	0%
Appealing, catchy. More appealing than other names	6%	3%	8%	1%	5%	13%
"Protection" is protecting. Providing protection for everything	4%	7%	5%	1%	2%	0%
Sounds like insurance/insurance plan. "Coverage" implies insurance*	3%	3%	1%	14%	1%	1%
Easy/easiest to understand	3%	1%	4%	6%	3%	2%
Best name of them all.	3%	1%	3%	1%	6%	3%
Just like it	2%	1%	3%	5%	1%	2%
Word "Plan" sounds like an ongoing, paying service. You're paying and getting something in return*	2%	0%	0%	1%	8%	0%
Implies safe/safety, secure	2%	1%	1%	1%	1%	5%

# Coded responses (cont.)

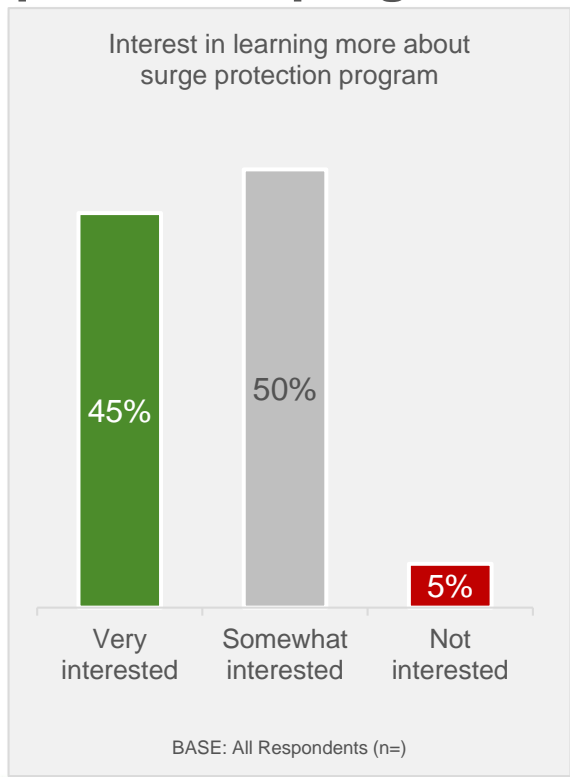


NOTE: Total of all responses can exceed 100% because multiple responses were allowed

	Total %	Whole Home Surge Protection (n=291)	Home Surge Protection (n=188)	Whole Home Surge Coverage (n=88)	Surge Protection Plan (n=188)	Surge Safeguard (n=125)
Generic: Like the word "Protection"	1%	1%	1%	-	2%	-
Like "Coverage". "Coverage" implies completely taken care of/covered. Better than "Protection"	1%	-	-	8%	-	-
Don't like the word "Whole"	1%	-	4%	-	-	-
Like "Home". Home is better than House	1%	-	3%	-	-	-
Alliteration	1%	-	-	-	1%	3%
Generic: Like the word "Whole"	<1%	1%	-	2%	-	-
Sounds comforting, personal	<1%	<1%	1%	-	1%	1%
Sounds professional, official	<1%	-	-	-	2%	1%
"Home" implies whole house, full protection	<1%	-	2%	-	-	-
Like "Safeguard", word "safe"	<1%	-	-	-	-	2%
Generic: Like the words "Protection Plan"	<1%	-	-	-	1%	-
Provides piece of mind, reliability	<1%	1%	-	-	-	-
Other	4%	4%	2%	4%	4%	7%
Just because. Don't know	5%	3%	9%	4%	3%	10%



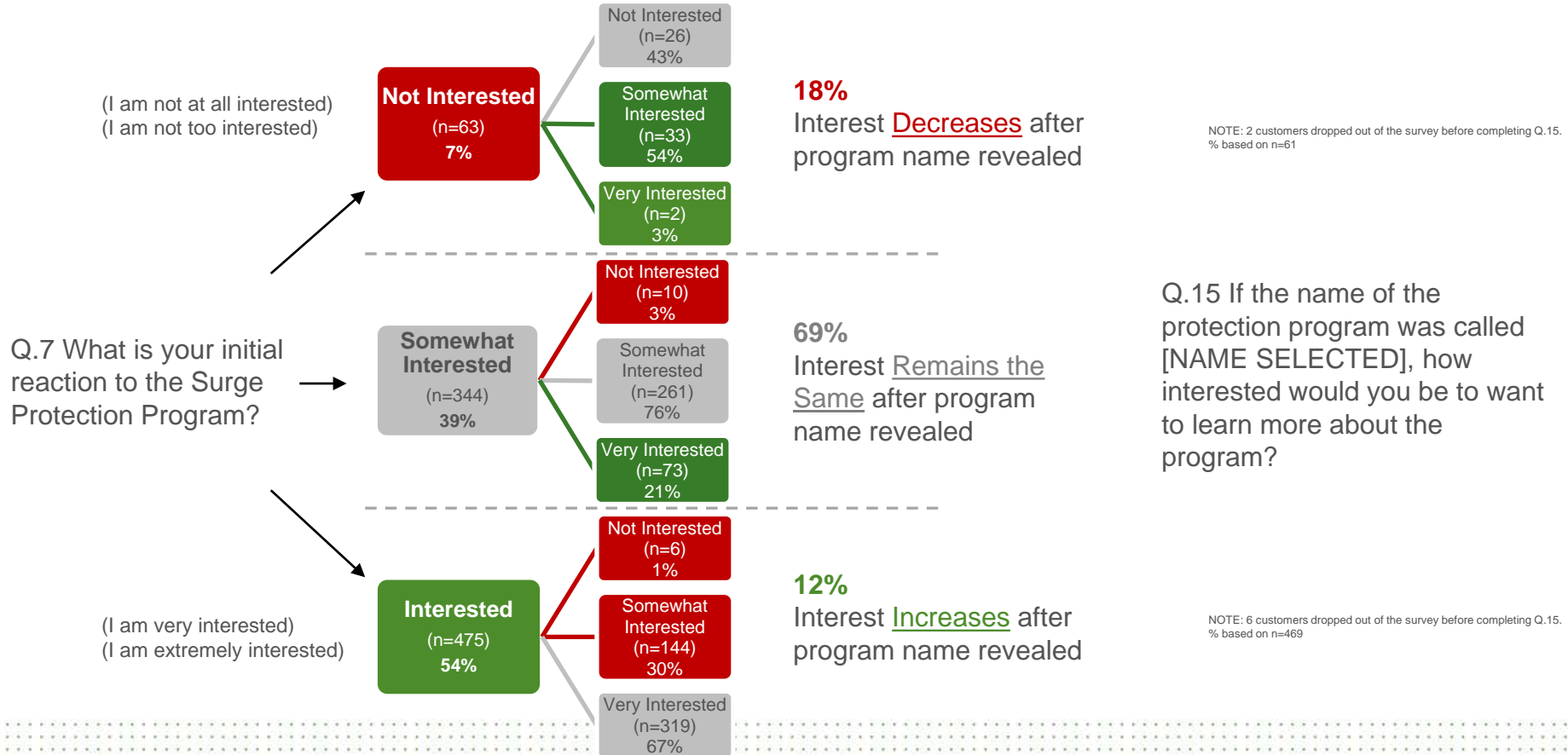
# More than 9 out of 10 Ameren Missouri customers are at least somewhat interested in learning more about the surge protection program



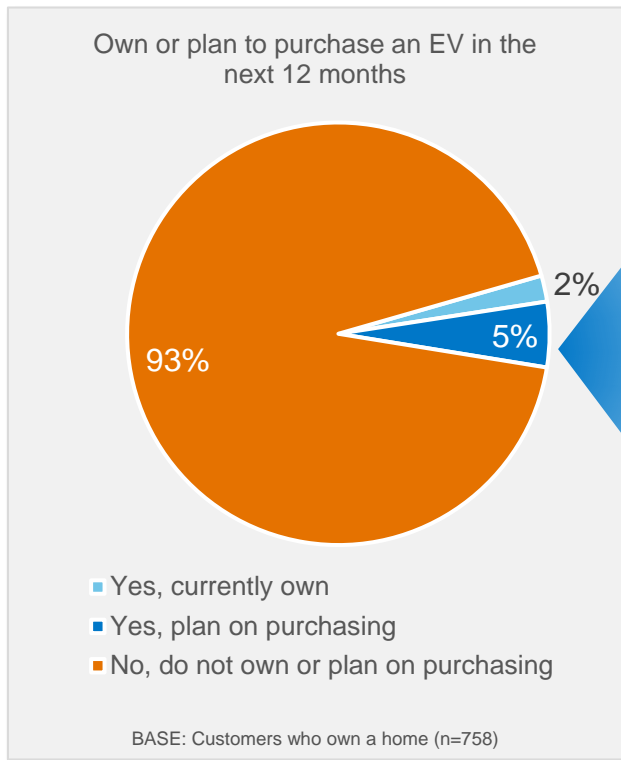
Interest based on name customers selected as most appealing	Q.13	Q.15 How interested are you in learning more about the program?		
	% selecting as most appealing	Very Interested	Somewhat Interested	Not Interested
Whole Home Surge Protection	33%	56%	42%	2%
Home Surge Protection	21%	40%	53%	7%
Surge Protection Plan	21%	38%	58%	4%
Surge Safeguard	14%	38%	58%	5%
Whole Home Surge Coverage	10%	47%	44%	9%

Although **Home Surge Protection** and **Surge Protection Plan** garnered the same percentage of customers saying the names are appealing (21.4%), a higher percentage of customers say they are not interested in learning more about the program if it were named **Home Surge Protection**

# Initial interest in the concept is fairly high at 54%, but decreases somewhat based on the potential names of the program

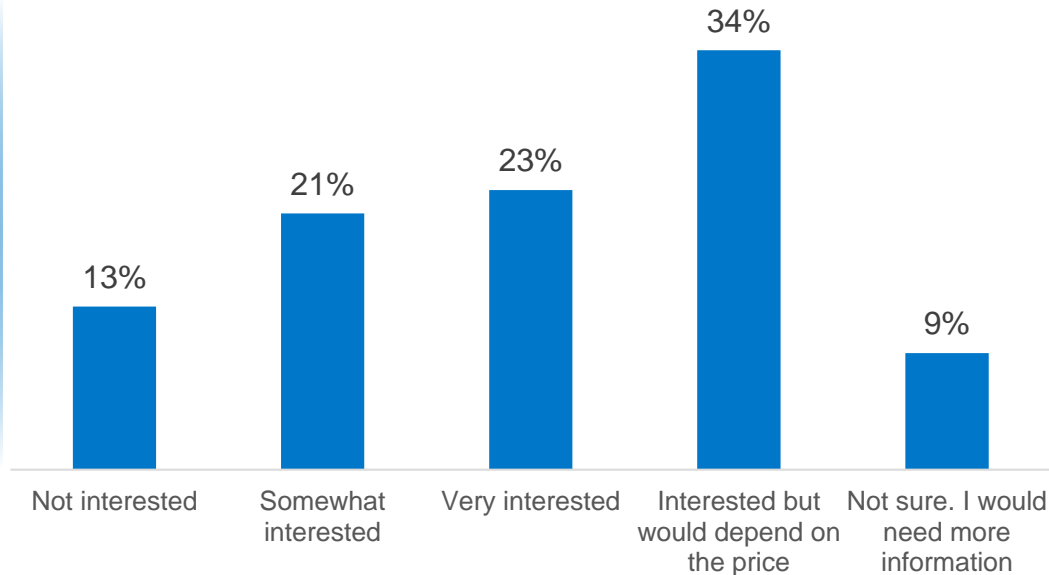


# Customers who own or plan to buy an EV are interested in a charger at their residence



Q.16 Do you or a spouse/partner living in your household currently own an Electric Vehicle, or are you planning to purchase an EV in the next 12 months?

## Interest in installing an EV charger in the home



BASE: Customers who own or plan to buy an EV (n=53)

Q.17 How interested would you be in an EV charger at your residence? Ameren Missouri would sell, install and make necessary upgrades at the home for the EV charger station.

# A majority of customers are not interested in the tree maintenance concept



## Tree Maintenance Concept

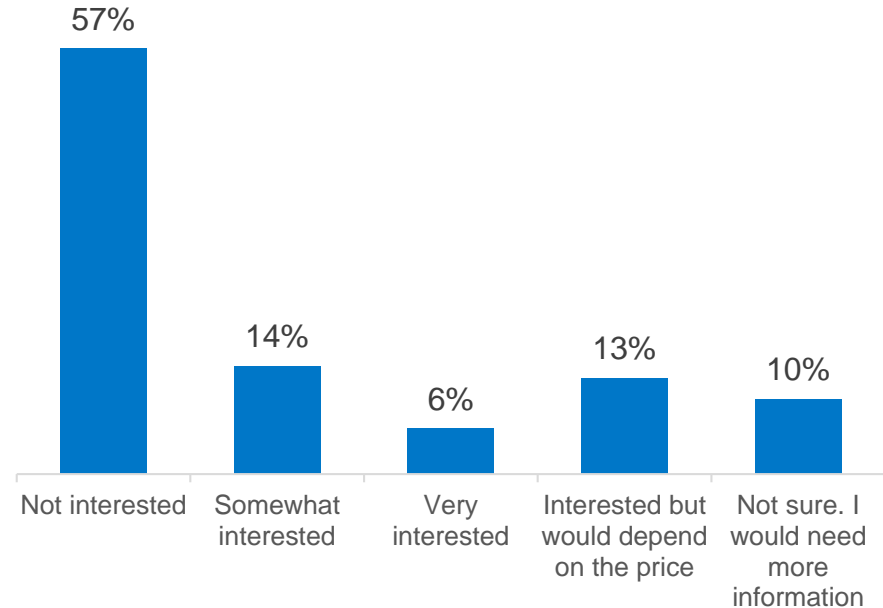
As a homeowner you are responsible for keeping trees and vegetation on your property from affecting the power lines, between the electric pole and your home.

Knowing this, how interested would you be in Ameren Missouri providing **tree maintenance**?

This service would include preventative tree trimming and if a tree-related power outage affects the service line, Ameren Missouri will clean up the debris and restore power as obligated.

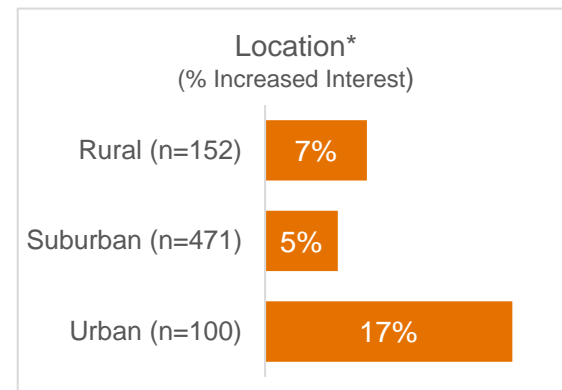
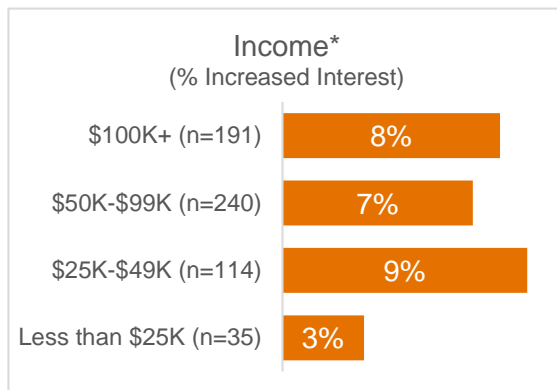
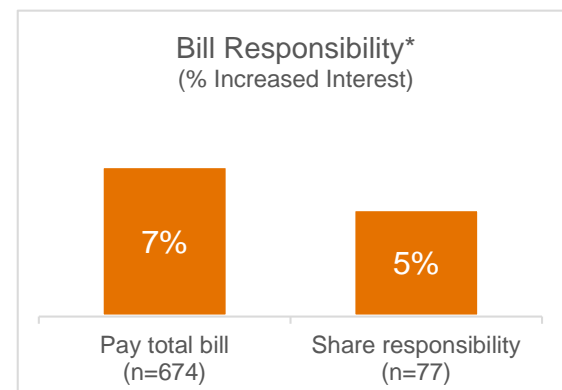
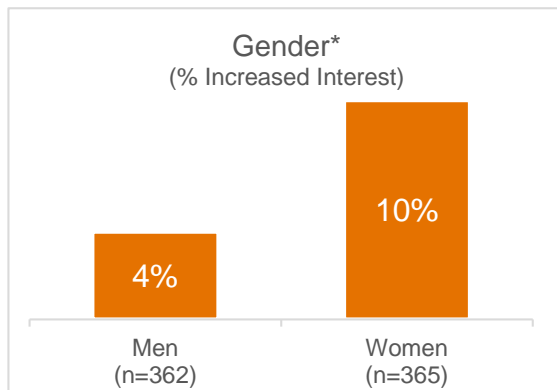
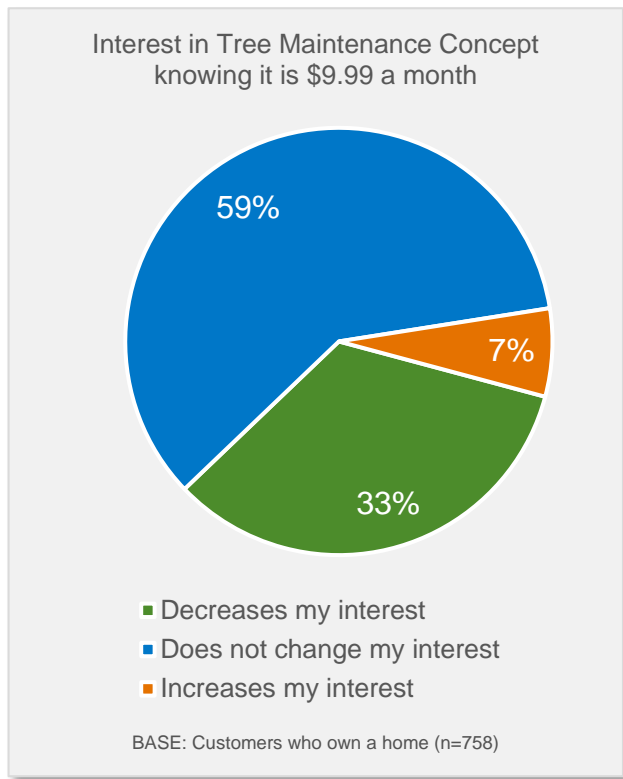
The homeowner would pay a monthly fee for this service.

Interest in tree maintenance concept



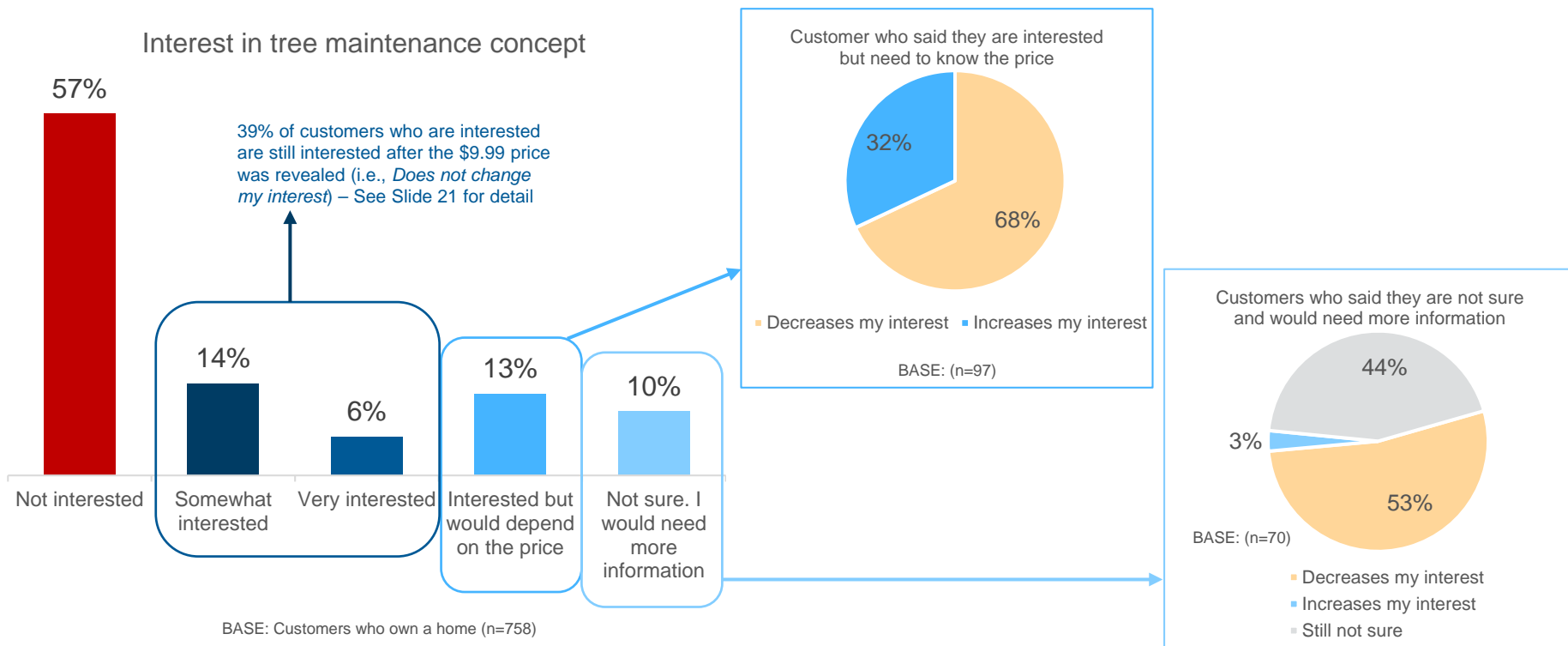
BASE: Customers who own a home (n=758)

# Revealing the price did not increase interest much, but variations in interest exists among demographic groups



\* Percentages are based on customers who answered these demographic questions

# A majority of customers who need additional information were not interested after the price was revealed



Q.18 How interested would you be in Ameren Missouri providing tree maintenance?

Q.19 If the price for the tree maintenance service was \$9.99 a month, would this change your interest?

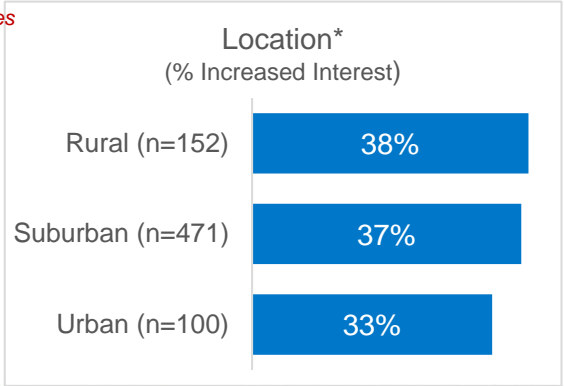
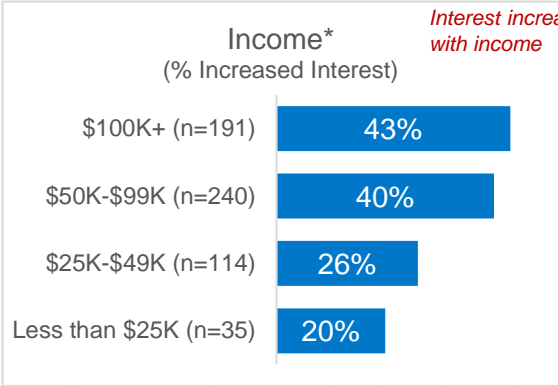
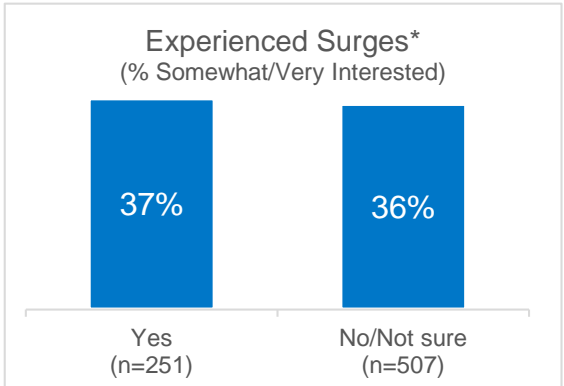
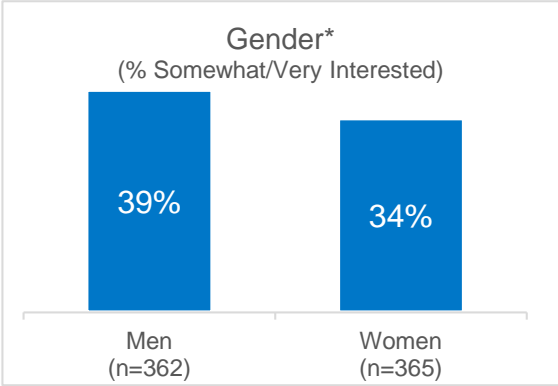
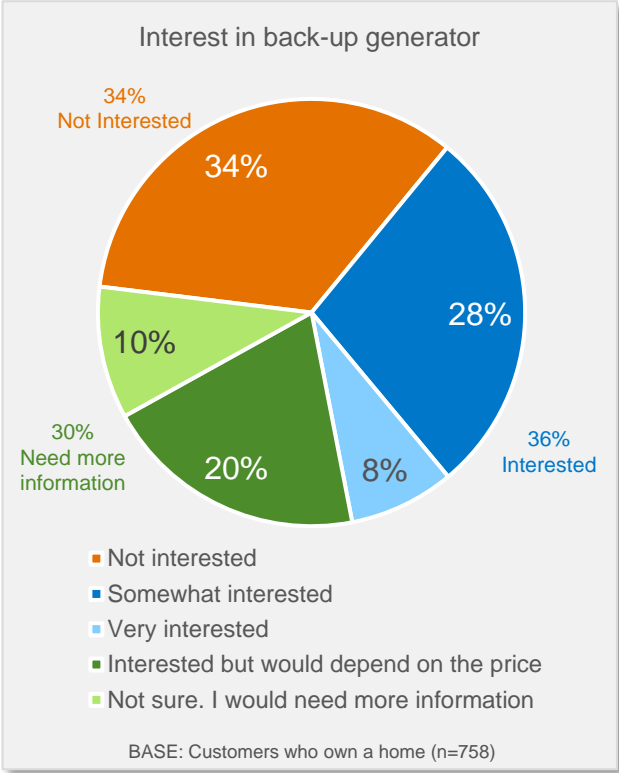
# Breakdown of interest after price is revealed

Q.18 How interested would you be in Ameren Missouri providing tree maintenance?	Q.19 If the price for the tree maintenance service was \$9.99 a month, would this change your interest?	(n=)	(%)
Not interested (n=429) 57%	Decreases my interest	100	23%
	Does not change my interest	319	74%
	Increases my interest	10	2%
Somewhat interested (n=109) 14%	Decreases my interest	<b>56</b>	51%
	Does not change my interest	<b>41</b>	38%
	Increases my interest	12	11%
Very interested (n=46) 6%	Decreases my interest	<b>20</b>	43%
	Does not change my interest	<b>19</b>	41%
	Increases my interest	7	15%
Interested but would depend on the price (n=97) 13%	Decreases my interest	<b>40</b>	41%
	Does not change my interest	38	39%
	Increases my interest	19	20%
Not sure. I would need more information (n=70) 9%	Decreases my interest	<b>37</b>	53%
	Does not change my interest	31	54%
	Increases my interest	2	3%

- 39.5% of customers who are interested or unsure, lost interest after the price was revealed.
- 38.7% of customers who are interested are still interested after the \$9.99 price was revealed.

BASE: Customers who own a home (n=758)\*

# More than one-third (36%) homeowners are interested in having a back-up generator at their residence



\* Percentages are based on customers who answered these demographic questions





# Appendix:

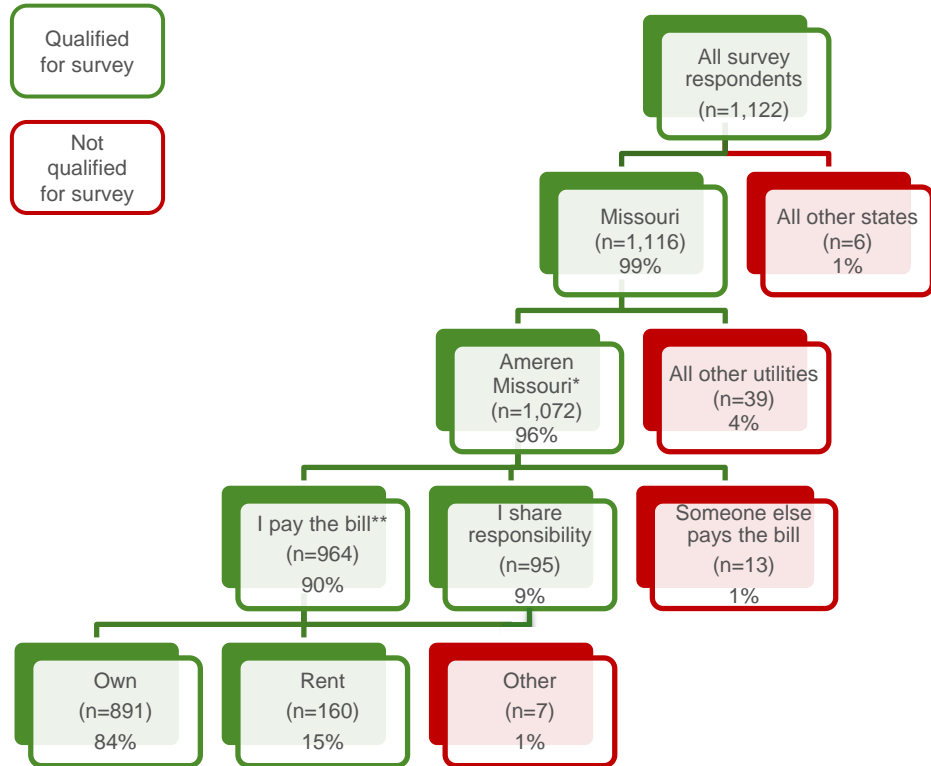
## Methodology & Respondent Data

# Survey Methodology



- Online survey deployed to Ameren Missouri's Your Voice Panel, which consists of approximately 4,200 customers.
- Survey fielded April 6 through April 13, 2020.
- 1,122 customers replied to the email invitation for the survey.
- After disqualification during screener questions and abandon surveys, 882\* Ameren Missouri customers completed the survey (see slide 25).
- Used Van Westendorp Price Sensitivity Meter (i.e., research technique) to determine price range customers are willing to pay for the Surge Protection Program on a monthly basis (see slide 26-28).

# Ameren Missouri Your Voice Panel screener questions



Q.1 What state do you currently live in?

Q.2 Which one of the following utilities do you get your electricity from?

Q.3 Who is primarily responsible for paying the Ameren Missouri bill for your household?

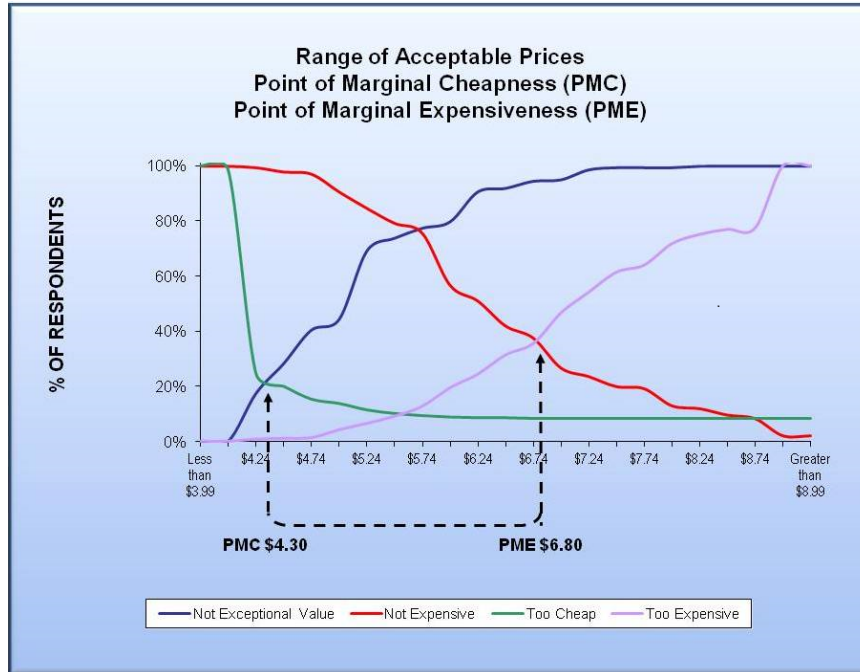
Q.4 Do you currently own or rent?

\* 1,072 does not include the 5 Missouri residents who abandoned the survey after completing Q.1.

\*\* 1 customer abandoned the survey after answering Q.3

# Van Westendorp Price Sensitivity Meter

## Example of pricing results



- The Price Sensitivity Meter is a market research technique for determining consumer price preferences.
- Use of four questions to determine the price range consumers are willing to pay for a product or service.
- The four questions reveal the Point of Marginal Cheapness (PMC) and the Point of Marginal Expensiveness (PME).
  1. At what monthly price would you consider the product to be **so expensive** that you would not consider spending it? (Too expensive)
  2. At what monthly price would you consider the product to be priced **so low** that you would feel the quality couldn't be very good? (Too cheap)
  3. At what monthly price would you consider the product **starting to get expensive**, so that it is not out of the question, but you would have to give some thought to it? (Expensive/High Side)
  4. At what monthly price would you consider the product to be a **bargain**—a great find for the money? (Cheap/Good Value)

# Pricing Questions and Methodology

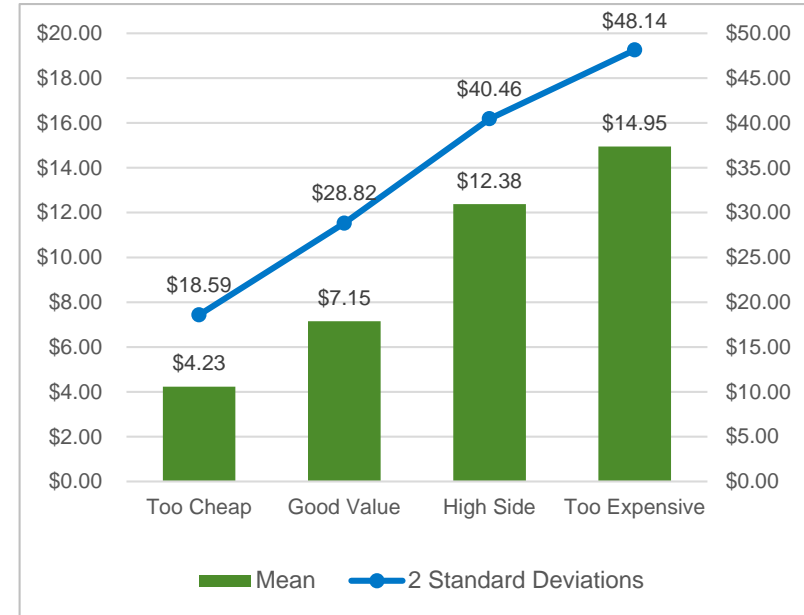
## Van Westendorp Price Sensitivity Meter

- Customers were asked how much they would be willing to pay on a monthly basis to participate in the surge protection program. A monthly price was calculated via the customers response to four different price questions.
- The prices customers provided in questions 8 though 11 for the 882 completed surveys were used to determine the mean and standard deviation.
  - Q.8 At what monthly price would you consider the product to be so **expensive** that you would not consider spending it? (Too expensive).
  - Q.9 At what monthly price would you consider the product to be priced **so low** that you would feel the quality couldn't be very good? (Too cheap).
  - Q.10 At what monthly price would you consider the product **starting to get expensive**, so that it is not out of the question, but you would have to give some thought to it? (Starting to get expensive).
  - Q.11 At what monthly price would you consider the product to be a **bargain**—a great find for the money? (Good value).
- Customers could put in a price ranging from \$0.00 to \$99.99 for each of the four questions.
- 520 unique prices were given, ranging from \$0.00 to \$99.99.
- After cleaning, we were left with 324 unique price points ranging from \$0.00 to \$47.48 (see next slide).

# Pricing Questions and Methodology (cont.)

## Van Westendorp Price Sensitivity Meter

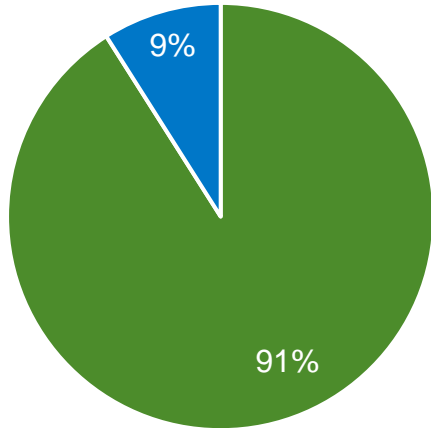
- Any prices that fell outside two standard deviations beyond the mean were excluded.
- Additionally, customers had to provide prices in a pattern that indicated they understood the questions. For example, if a customer provided a price for 'Too Cheap' that exceeded the price they provided for 'Good Value', that customer's prices were excluded.
- In all, we ended up with 417 sets of prices that were used to determine the pricing model.



# Respondent Data

Q.3 Who is primarily responsible for paying the Ameren Missouri bill for your household?

### Pays Bill

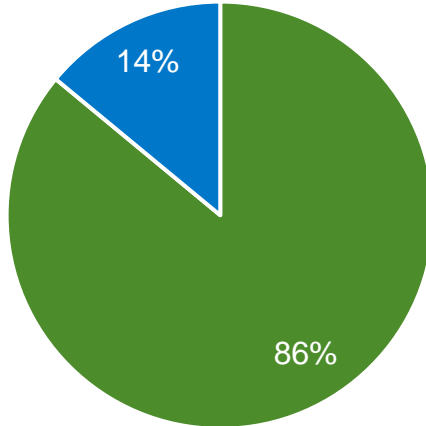


- I pay the electric bill
- I share responsibility for paying the bill

BASE: All respondents (n=882)

Q.4 Do you currently own or rent?

### Living Situation

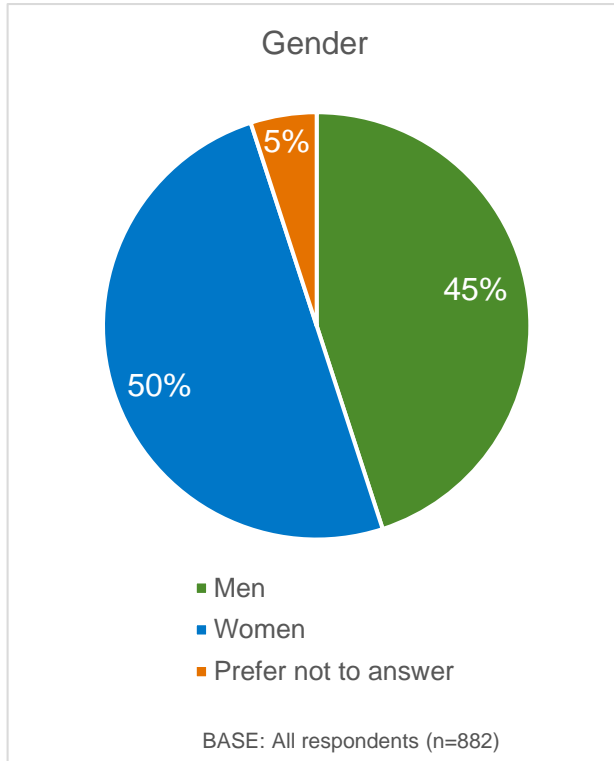


- Own
- Rent

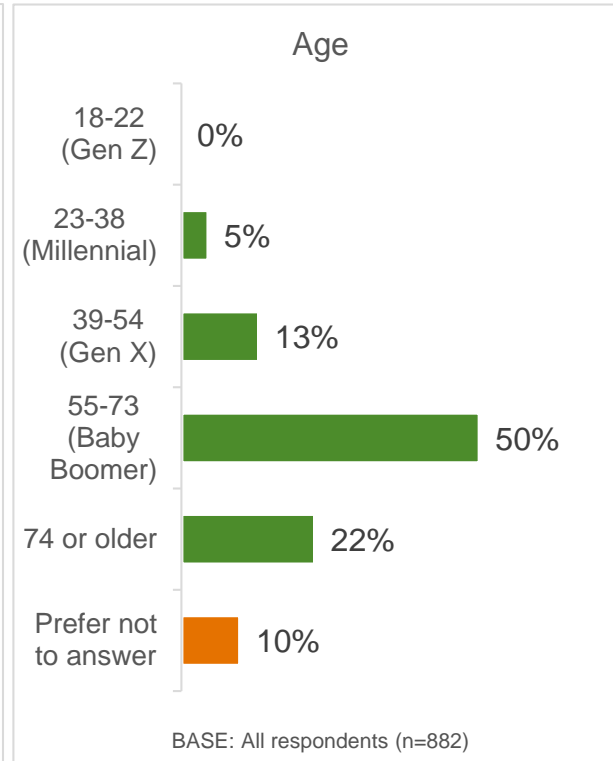
BASE: All respondents (n=882)

# Respondent Data

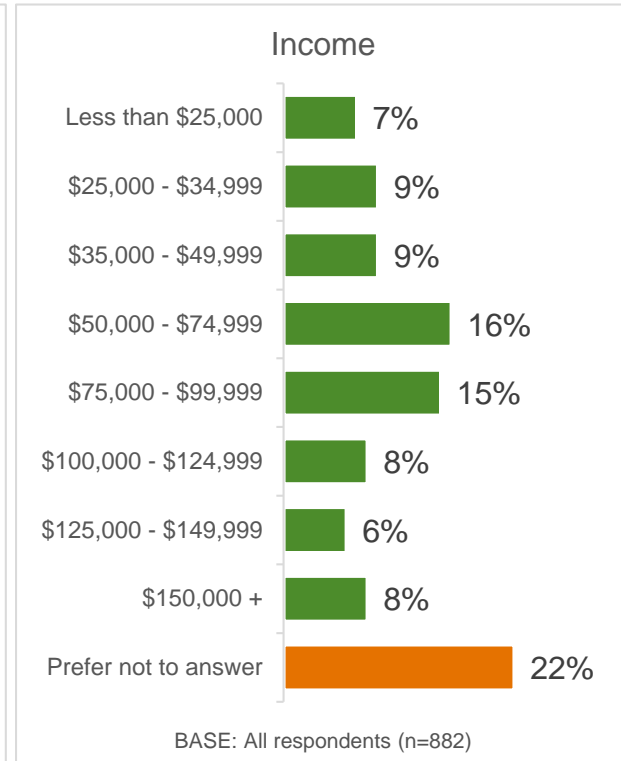
Q.21 What is your gender?



Q.22 Which of the following categories describes your age?



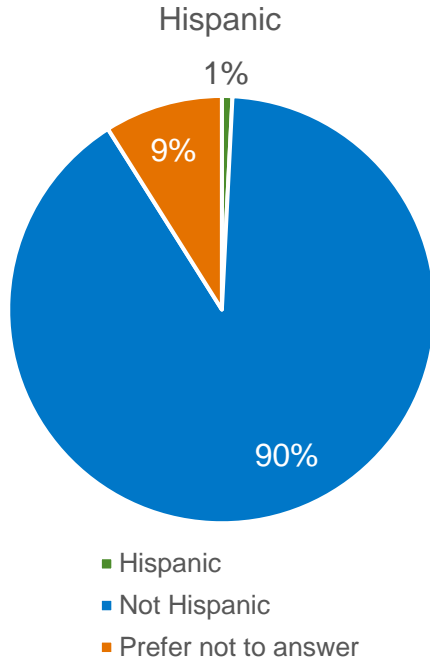
Q.23 Which of the following categories best describes your total household income before taxes?





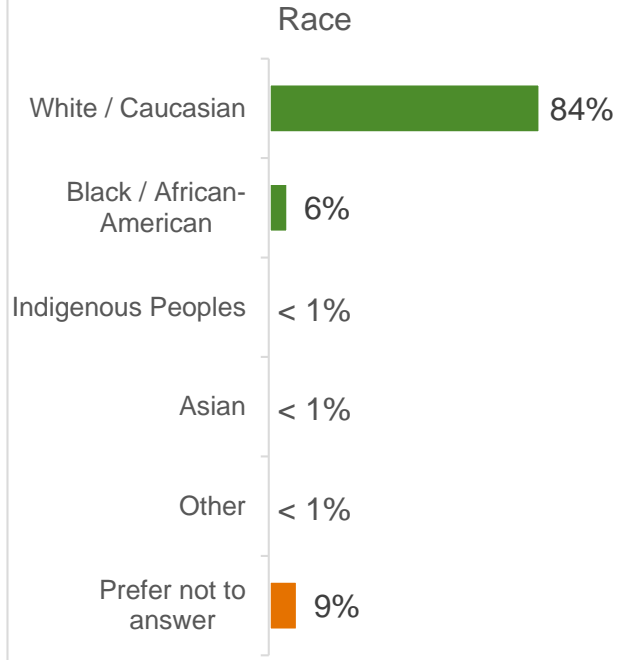
# Respondent Data

Q.24 Are you of Hispanic or Latino origin?



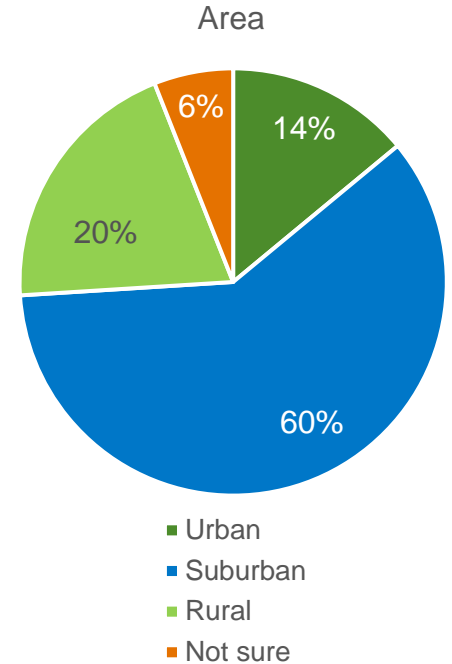
BASE: All respondents (n=882)

Q.25 Which of the following best describes your race?



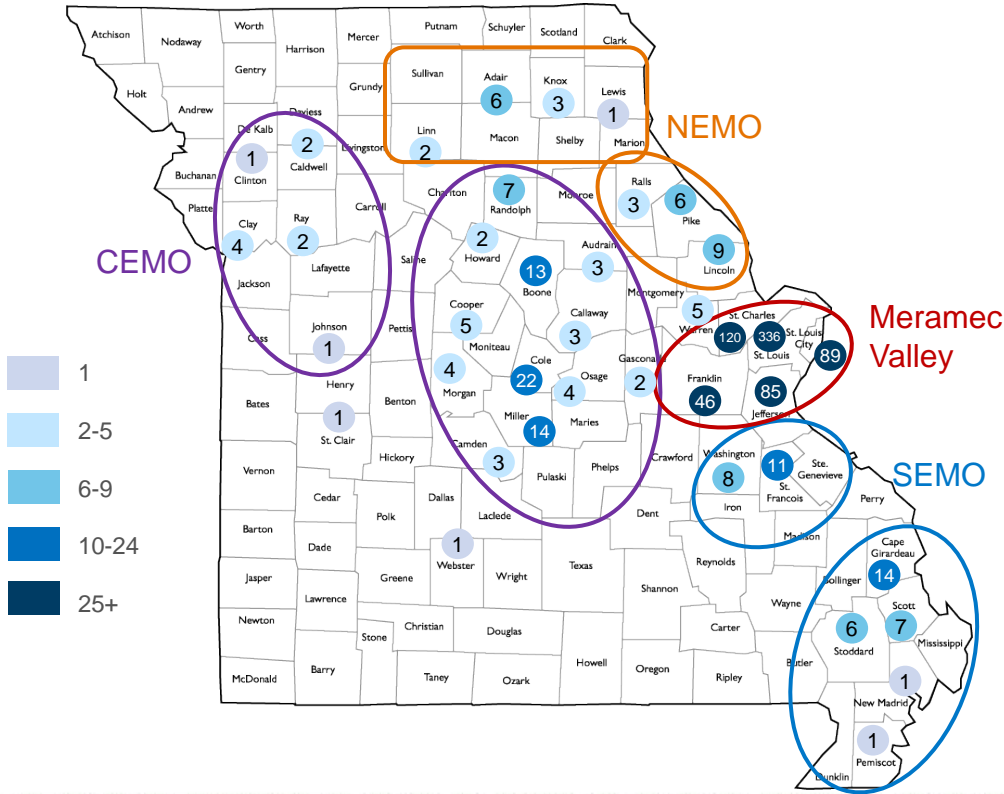
BASE: All respondents (n=882)

Q.26 Would you describe the area in which you live as urban, suburban or rural?



BASE: All respondents (n=882)

# Respondent Data



CEMO	#	SEMO	#
Clinton	1	New Madrid	1
Johnson	1	Pemiscot	1
St. Clair	1	Stoddard	6
Webster	1	Scott	7
Caldwell	2	Washington	8
Gasconade	2	St. Francois	11
Howard	2	Cape Girardeau	14
Ray	2		
Callaway	3	<b>Meramec Valley</b>	<b>#</b>
Camden	3	Franklin	46
Clay	4	Jefferson	85
Morgan	4	St. Louis City	89
Osage	4	St. Charles	120
Cooper	5	St. Louis	336
Randolph	7		
Boone	13	<b>Multiple Divisions</b>	<b>#</b>
Miller	14	Audrain	3
Cole	22	Warren	5
<b>NEMO</b>	<b>#</b>		
Lewis	1		
Linn	2		
Knox	3		
Ralls	3		
Adair	6		
Pike	6		
Lincoln	9		

