

Customer Energy and Transparency Survey:

Executive Summary

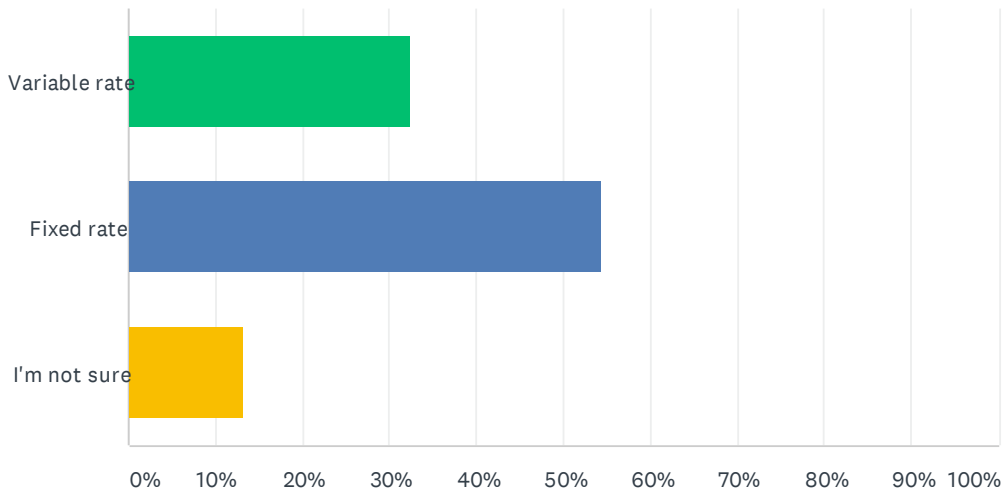
Octopus Energy surveyed 410 individuals throughout the state of Texas who had control of their household utilities.

Key Findings

About 32 percent of respondents are on a variable rate energy plan; about 14 percent of respondents said they didn't know what kind of energy plan they currently have. Only 40 percent of respondents stated that their energy provider would alert them of a rate change every time their rate changed. Approximately 82 percent of respondents agree that they would like to be better informed before a rate change on their electricity bill. About 32 percent stated that they would switch to an energy provider who provides clear and easy-to-read notifications that indicate a rate change. Almost 80 percent of respondents stated that having an energy provider give transparent and proactive pricing updates was important to them. About 88 percent of respondents stated that their energy provider's reputation was somewhat important to them.

Q1 Are you on a variable rate (month-to-month pricing) or fixed rate (one price for your full contract) plan?

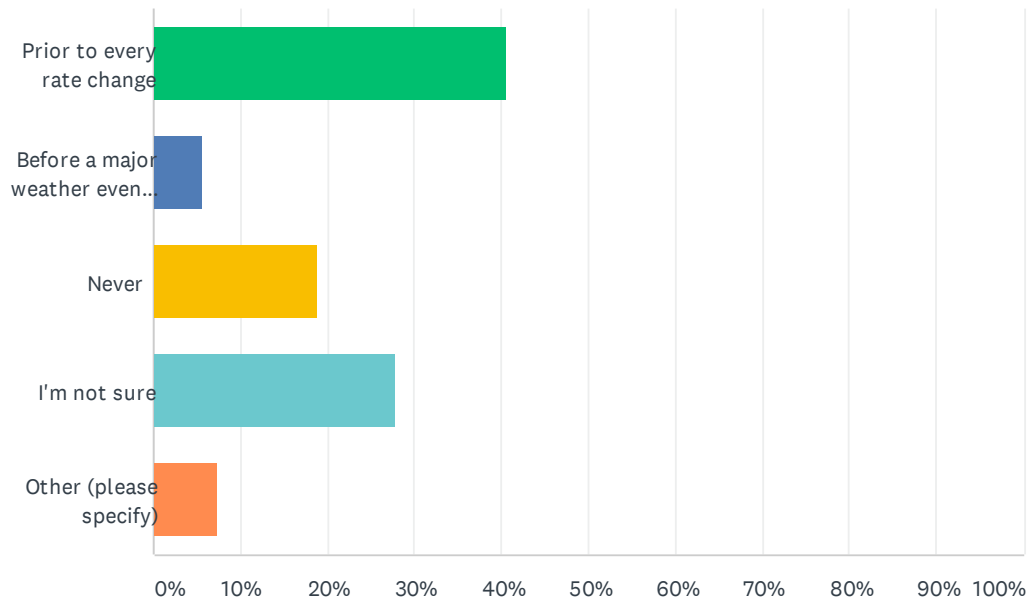
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ANSWER CHOICES		RESPONSES	
Variable rate		32.44%	133
Fixed rate		54.39%	223
I'm not sure		13.17%	54
TOTAL			410

Q2 When does your energy provider notify you about a rate change (i.e. when the price of your energy bill decreases or increases)?

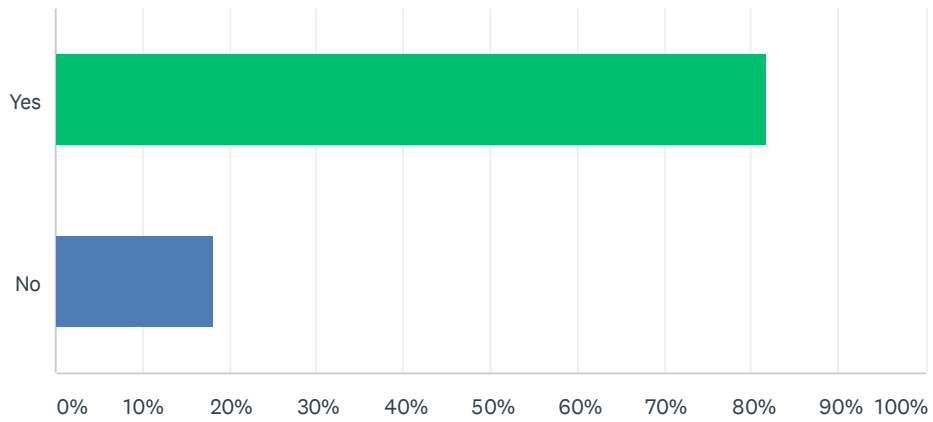
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ANSWER CHOICES	RESPONSES	
Prior to every rate change	40.49%	166
Before a major weather event only	5.61%	23
Never	18.78%	77
I'm not sure	27.80%	114
Other (please specify)	7.32%	30
TOTAL		410

Q3 Would you like to be better informed before a rate change on your electricity bill?

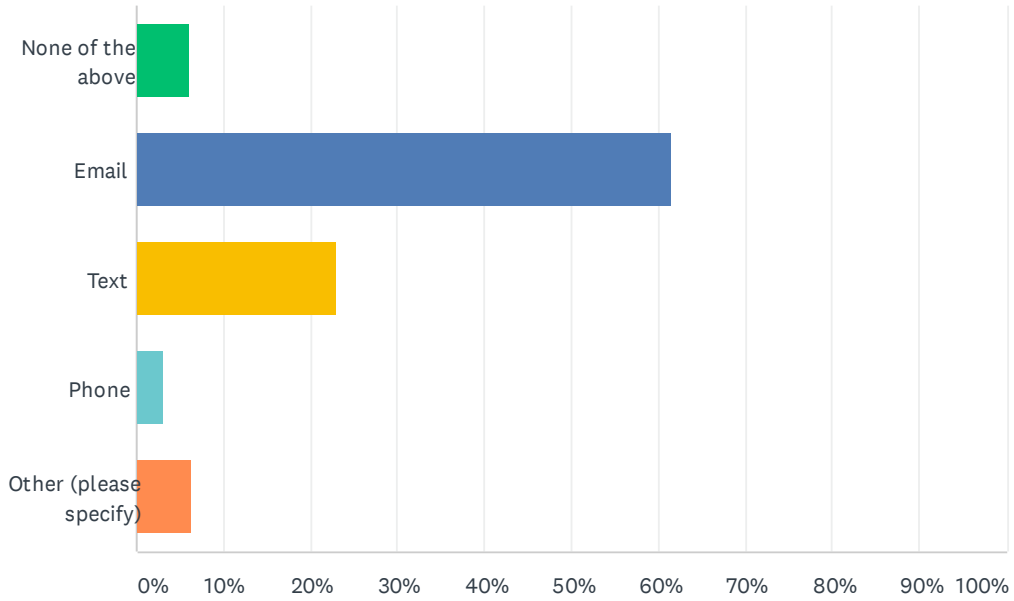
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ANSWER CHOICES	RESPONSES	
Yes	81.71%	335
No	18.29%	75
TOTAL		410

Q4 How would you like to be informed?

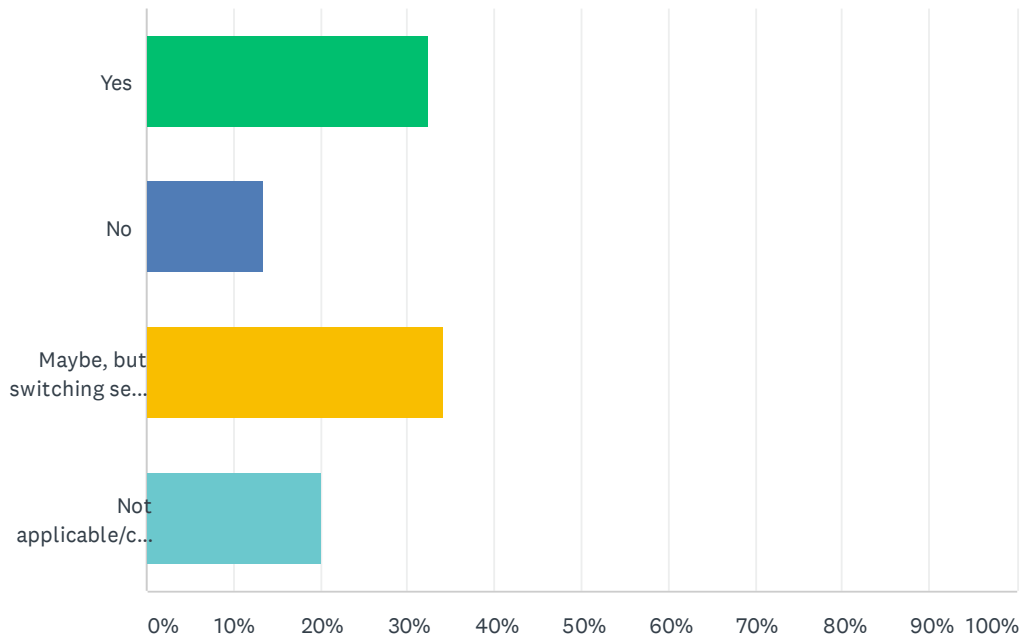
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ANSWER CHOICES	RESPONSES	
None of the above	6.10%	25
Email	61.46%	252
Text	22.93%	94
Phone	3.17%	13
Other (please specify)	6.34%	26
TOTAL		410

Q5 Would you switch your energy provider to a company that provides clear and easy-to-read notifications every time your rate changes?

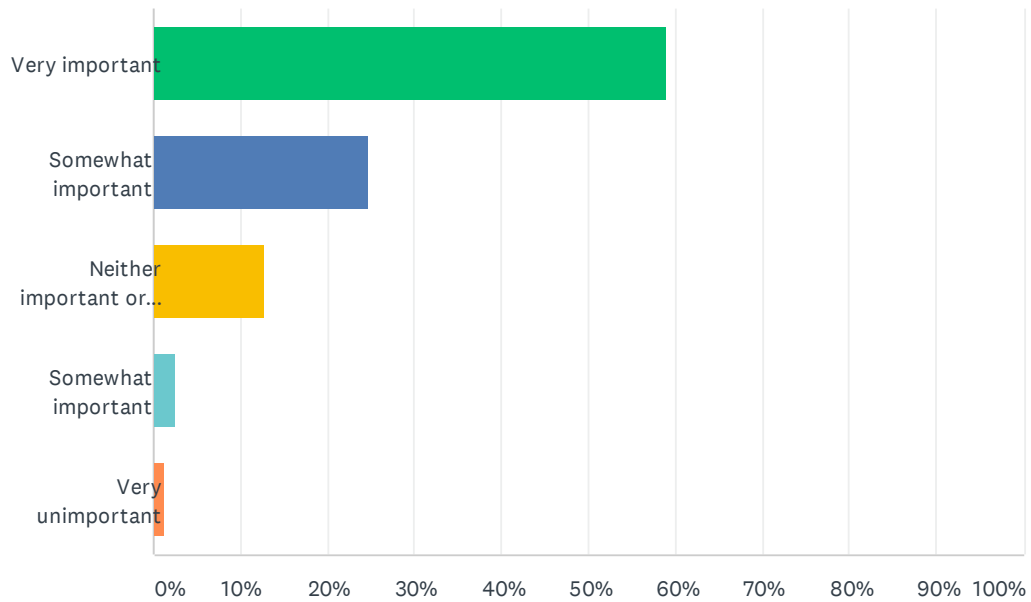
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ANSWER CHOICES	RESPONSES	
Yes	32.44%	133
No	13.41%	55
Maybe, but switching seems like a hassle	34.15%	140
Not applicable/current energy provider provides breakdown	20.00%	82
TOTAL		410

Q6 How important is it for you to have an energy provider that provides transparent/proactive pricing updates?

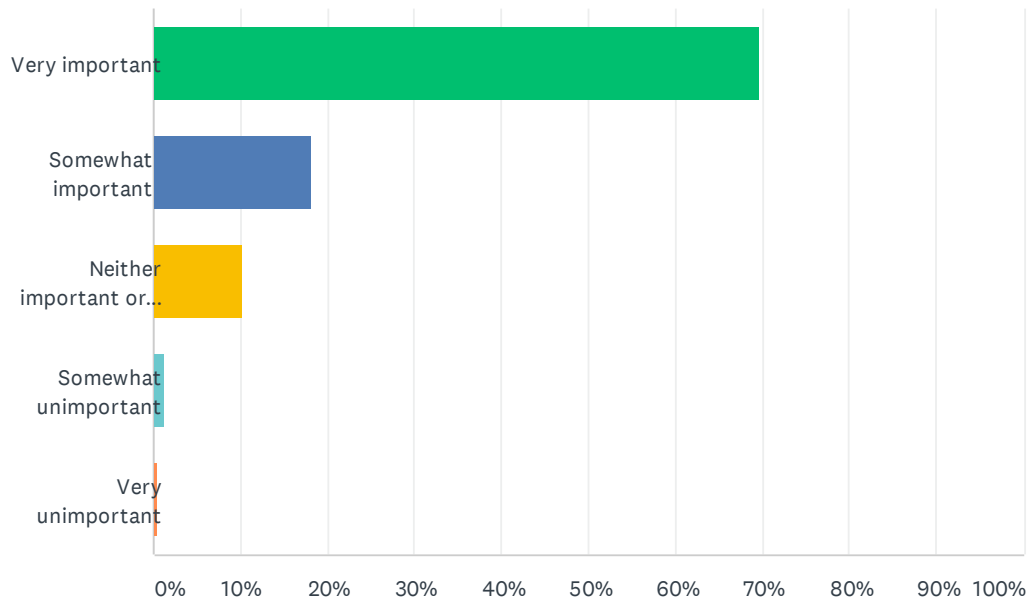
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ANSWER CHOICES	RESPONSES	
Very important	59.02%	242
Somewhat important	24.63%	101
Neither important or unimportant/Neutral	12.68%	52
Somewhat important	2.44%	10
Very unimportant	1.22%	5
TOTAL		410

Q7 How important is it for you to have an energy provider with a good reputation?

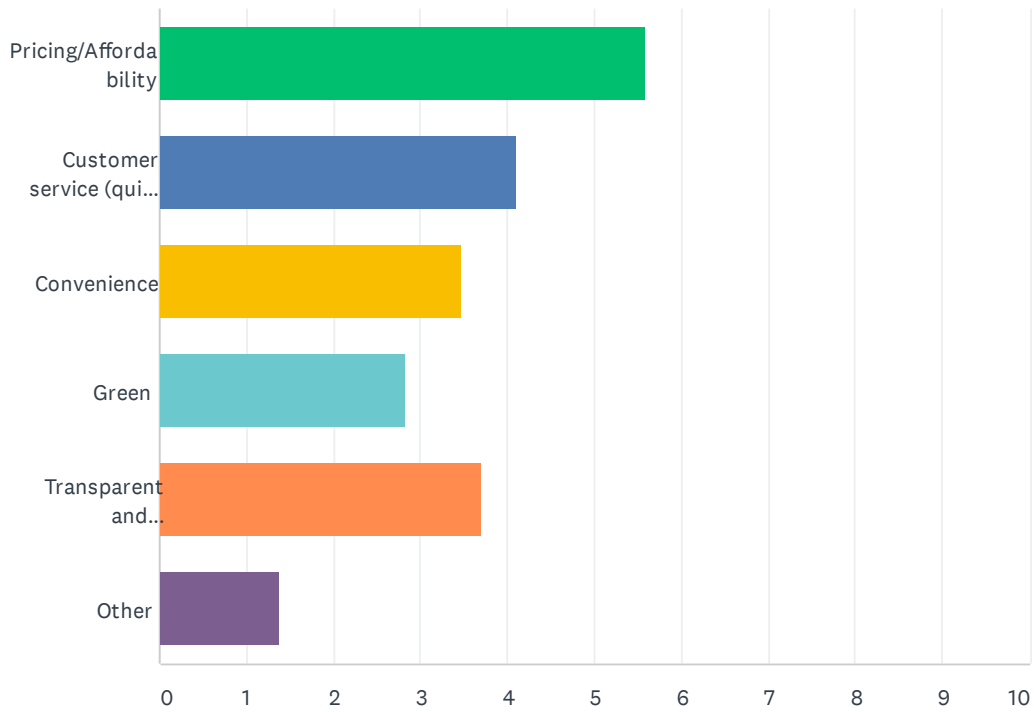
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ANSWER CHOICES	RESPONSES	
Very important	69.76%	286
Somewhat important	18.29%	75
Neither important or unimportant/Neutral	10.24%	42
Somewhat unimportant	1.22%	5
Very unimportant	0.49%	2
TOTAL		410

Q8 When choosing an energy provider, please rank what is most important to you?

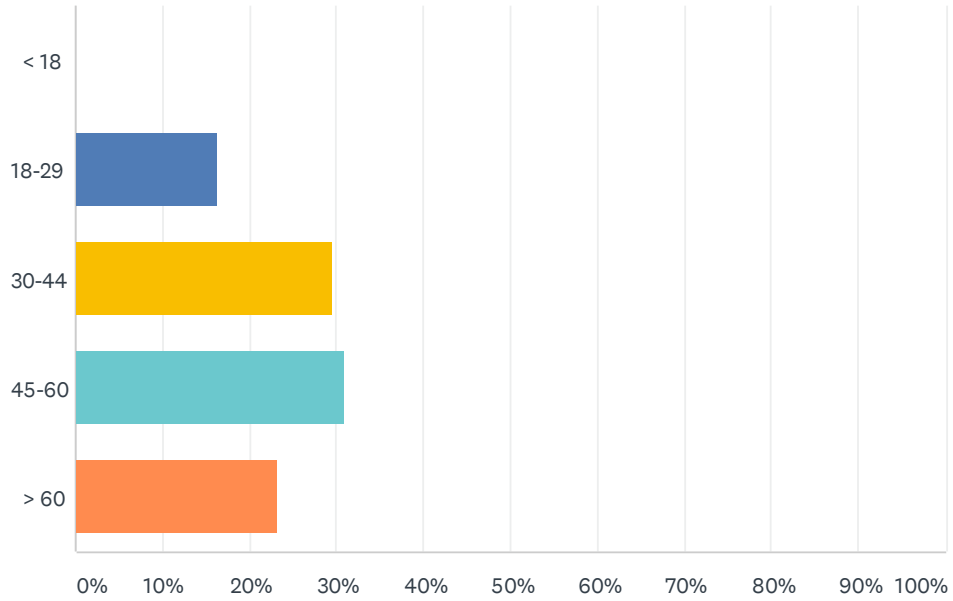
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	1	2	3	4	5	6	TOTAL	SCORE
Pricing/Affordability	73.47% 288	15.82% 62	7.40% 29	2.30% 9	0.26% 1	0.77% 3	392	5.58
Customer service (quick to answer the phone/respond to questions/no hold times)	10.46% 41	28.83% 113	32.91% 129	18.37% 72	7.91% 31	1.53% 6	392	4.11
Convenience	3.32% 13	18.37% 72	23.47% 92	33.67% 132	20.15% 79	1.02% 4	392	3.48
Green	4.79% 19	8.06% 32	14.36% 57	21.41% 85	39.55% 157	11.84% 47	397	2.82
Transparent and easy-to-understand pricing structures	5.82% 23	28.86% 114	21.01% 83	21.27% 84	21.27% 84	1.77% 7	395	3.71
Other	3.40% 12	0.28% 1	1.42% 5	2.83% 10	10.48% 37	81.59% 288	353	1.39

Q9 Age

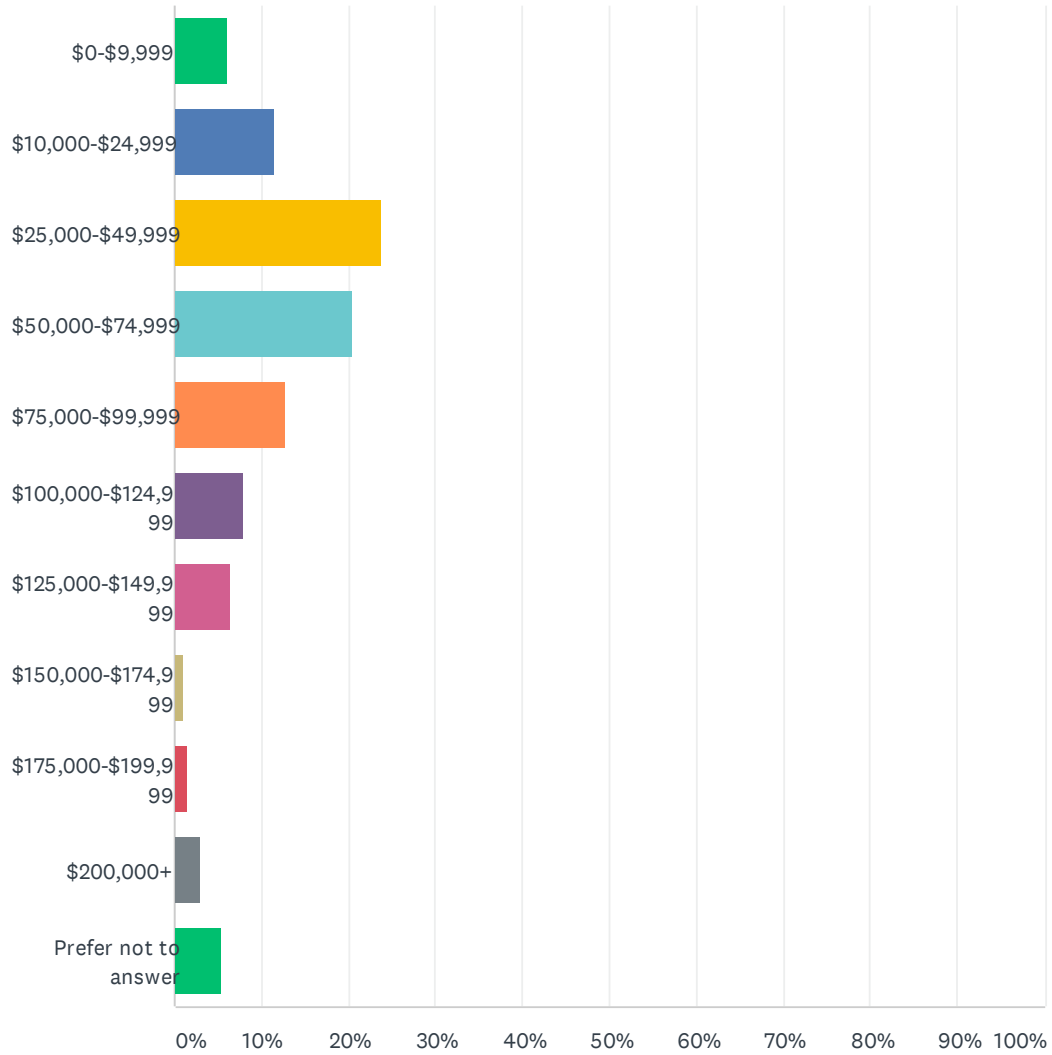
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ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	16.34%	67
30-44	29.51%	121
45-60	30.98%	127
> 60	23.17%	95
TOTAL		410

Q10 Household Income

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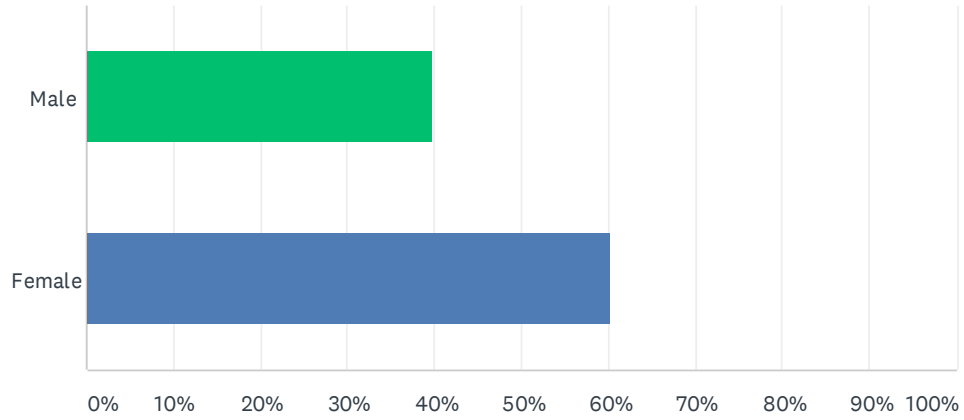


Customer Energy Fees and Transparency

ANSWER CHOICES	RESPONSES	
\$0-\$9,999	6.10%	25
\$10,000-\$24,999	11.46%	47
\$25,000-\$49,999	23.90%	98
\$50,000-\$74,999	20.49%	84
\$75,000-\$99,999	12.68%	52
\$100,000-\$124,999	8.05%	33
\$125,000-\$149,999	6.59%	27
\$150,000-\$174,999	0.98%	4
\$175,000-\$199,999	1.46%	6
\$200,000+	2.93%	12
Prefer not to answer	5.37%	22
TOTAL		410

Q11 Gender

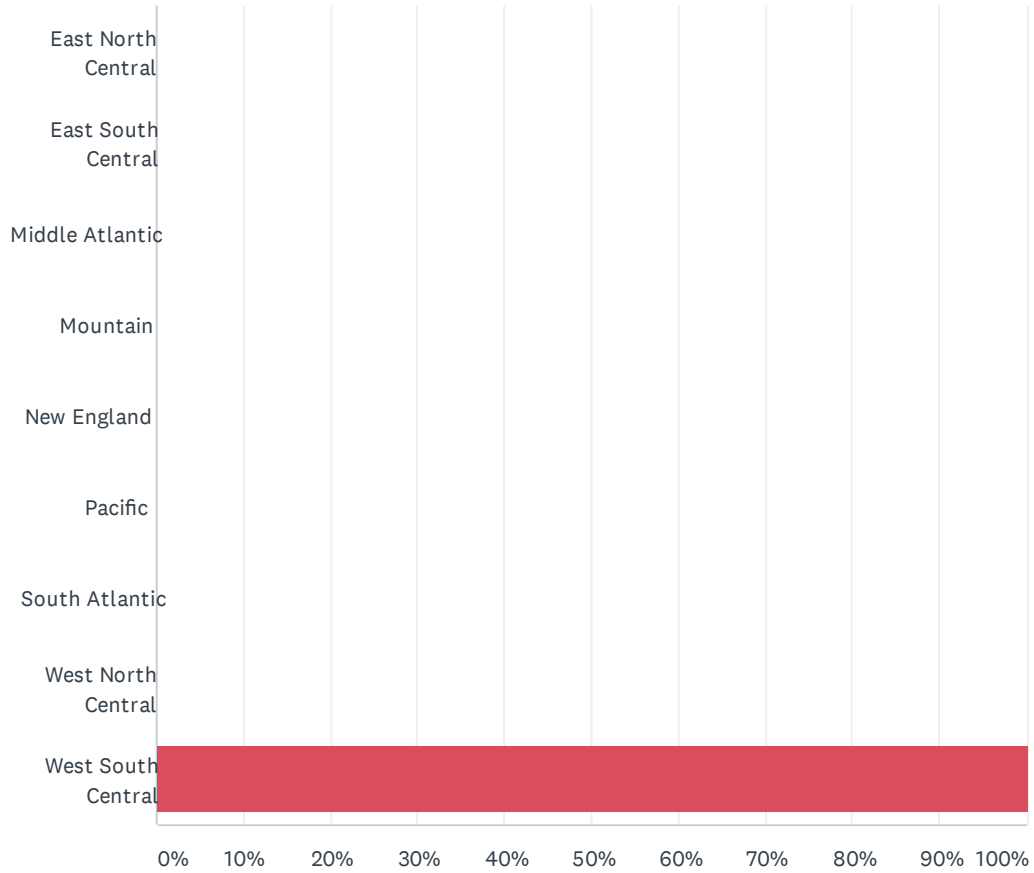
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ANSWER CHOICES	RESPONSES	
Male	39.76%	163
Female	60.24%	247
TOTAL		410

Q12 Region

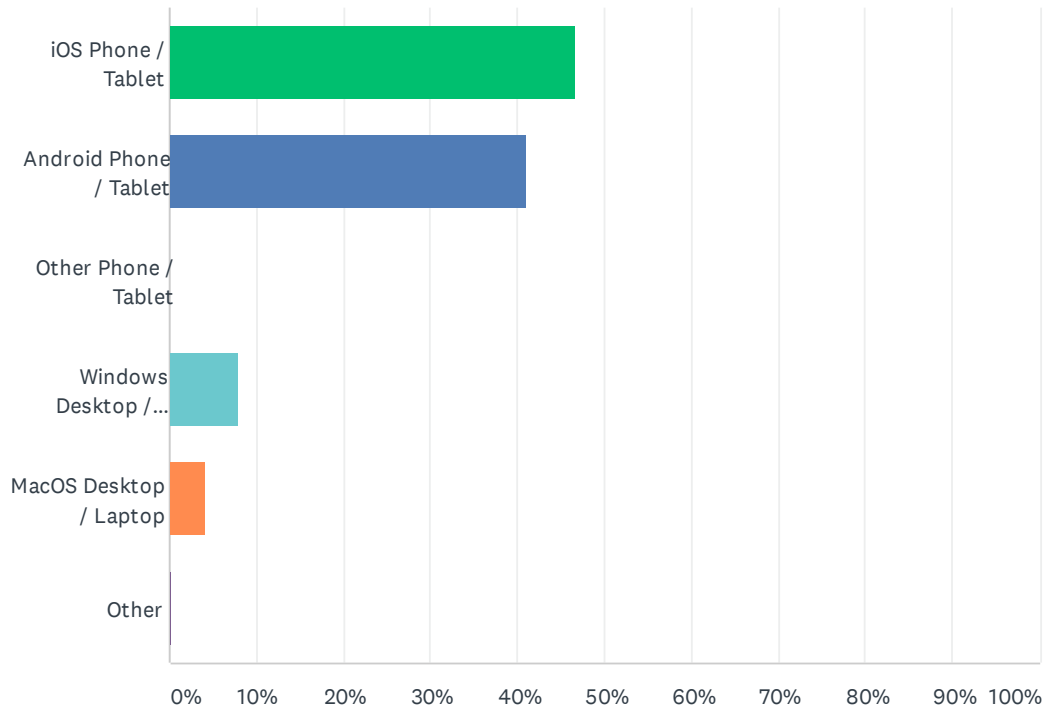
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ANSWER CHOICES	RESPONSES
East North Central	0.00% 0
East South Central	0.00% 0
Middle Atlantic	0.00% 0
Mountain	0.00% 0
New England	0.00% 0
Pacific	0.00% 0
South Atlantic	0.00% 0
West North Central	0.00% 0
West South Central	100.00% 410
TOTAL	410

Q13 Device Type

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ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	46.59%	191
Android Phone / Tablet	40.98%	168
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	8.05%	33
MacOS Desktop / Laptop	4.15%	17
Other	0.24%	1
TOTAL		410