

**2021 Wildfire Communications Pre-Season  
Online Survey**QUOTASHigh Fire Risk

- 1 High Risk Fire Zip (n=150 per wave)
- 2 Non-High Risk Fire Zip (n=150 per wave)

Language of Survey

- 1 Spanish (n=50 - 100 per wave)

Wave

- 1 Pre-Wave (n=350)
- 2 Post-Wave (n=350)

Age (Q.D)

- 1 18 – 44 (n=225 Max. per wave)
- 2 45+ (n=225 Max. per wave)

**(PROGRAMMER NOTE: HYPERLINK TO SURVEY CANNOT USE UTILITY NAME)****EMAIL INVITATION**

TO: (Name of Respondent)

FROM: Travis Research on Behalf of San Diego Gas & Electric (travis@travisresearch.com)

SUBJECT: Help create SDG&E's safety campaign

Travis Research is conducting a customer survey on behalf of San Diego Gas & Electric (SDG&E®) in order to understand customer awareness of different advertisements by SDG&E and other organizations.

If you qualify and complete the survey, you will be entered into a drawing to **win one of five \$100 Amazon gift cards** that we will be giving away to participants.

Please take a few minutes to complete this survey by clicking on the link below or pasting it into your browser window. To help ensure confidentiality and allow for your candid feedback, the research is being conducted by Travis Research, an independent research firm.

[http://\(need unique ID sequence\)](http://(need unique ID sequence))

This survey should take about 10 to 15 minutes to complete, and will only be available for a limited time, so please attempt to complete it within three days of receiving this message.

**(OPT-OUT TEXT:)** If you do not wish to receive emails from Travis Research, please click here (link to Travis website disclaimer). This does not unsubscribe you from SDG&E communications.

**VIDEOS, AUDIO AND ADS FOR WAVE 1**English

- 01 English Video #1 (TV Ad)
- 02 English Audio #1 (Radio Spot)
- 03 English Image #1 (2-1-1/AFN)
- 04 English Image #2 (Too Prepared)
- 05 English Image #3 (What is a PSPS)

Spanish

- 11 Spanish Video #1 (TV Ad)
- 12 Spanish Audio #1 (Radio Spot)
- 13 Spanish Image #1 (2-1-1/AFN)
- 14 Spanish Image #2 (Too Prepared)
- 15 Spanish Image #3 (Power Lines)

## ONLINE SURVEY – RESIDENTIAL ENGLISH

### SCREENER

(LANGUAGE QUESTION IN ENGLISH AND SPANISH) Do you read and speak Spanish fluently?  
(Please select one response)

- 1 Yes (CONTINUE IN SPANISH)
- 2 No (CONTINUE IN ENGLISH)

[NEW SCREEN]

***Thank you for taking time to complete this survey. Please note that you are now on a website hosted by Travis Research. Travis Research is not part of SDG&E®. The Terms and Conditions and Privacy Policy of this website will apply, which may be viewed here.***

***(Click here for Terms and Conditions and Privacy Policy)***

Please be assured that your responses will be kept confidential and the survey should take about 10 - 15 minutes to complete. Simply use your mouse to move ahead or scroll, and click the appropriate boxes to select your answers.

[NEW SCREEN]

AA. Please insert your 5-digit zip code.

**(CONFIRM ZIP CODE MATCHES WITH ONE FOR SDG&E AND CHECK FOR HIGH FIRE RISK QUOTA)**

[NEW SCREEN]

A. Are you currently an **electricity** customer of San Diego Gas & Electric (SDG&E)?

- ☐ (1) Yes
- ☐ (2) No → **(THANK AND TERMINATE)**

[NEW SCREEN]

B. Are you at least jointly involved in the energy decisions for your household?

- ☐ (1) Yes
- ☐ (2) No → **(THANK AND TERMINATE)**

[NEW SCREEN]

- C. Are you or is anyone in your household currently employed in any of the following industries or occupations? **(Please select one response per row)**

<b>(RANDOMIZE)</b>		<b>Yes</b>	<b>No</b>
a.	Auto manufacturer	<input type="checkbox"/>	<input type="checkbox"/>
b.	Financial consulting	<input type="checkbox"/>	<input type="checkbox"/>
c.	Advertising or public relations	<input type="checkbox"/>	<input type="checkbox"/>
d.	Marketing or marketing research	<input type="checkbox"/>	<input type="checkbox"/>
e.	Energy-related products or services	<input type="checkbox"/>	<input type="checkbox"/>
		<b>(IF "YES" TO c/d/e, THANK AND TERMINATE)</b>	

[NEW SCREEN]

- D. Into which of the following age categories do you fall? **(Please select one response)**

<input type="checkbox"/>	(1)	Under 18	→	<b>(THANK AND TERMINATE)</b>
<input type="checkbox"/>	(2)	18 to 24	→	<b>(n=225 MAX)</b>
<input type="checkbox"/>	(3)	25 to 34		
<input type="checkbox"/>	(4)	35 to 44		
<input type="checkbox"/>	(5)	45 to 54	→	<b>(n=225 MAX)</b>
<input type="checkbox"/>	(6)	55 to 64		
<input type="checkbox"/>	(7)	65 or older		

[NEW SCREEN]

This survey will include short audio and video files, so please make sure your speakers are turned "on" and that the volume on your speakers is set to a level where you can easily hear what is being said. You may also use headphones if you wish.

When you are ready, please press "Continue" to do a short test of your speakers.

**{INSERT TEST AUDIO FILE}**

- E. Were you able to clearly hear what was being said? **(Please select one response)**

<input type="checkbox"/>	(1)	Yes	→	<b>(THANK AND TERMINATE)</b>
<input type="checkbox"/>	(2)	No		

[NEW SCREEN]

Great, now we will test your video.

When you are ready, please press "Continue" to do a short test of your speakers.

**{INSERT TEST VIDEO FILE}**

F. Were you able to clearly see and hear the video? ***(Please select one response)***

- ☐ (1) Yes  
☐ (2) No → **(THANK AND TERMINATE)**

**(IF QUALIFIED, GO TO MAIN QUESTIONNAIRE. DO NOT ALLOW RESPONDENT TO GO BACKWARDS IN SURVEY.)**

## MAIN QUESTIONNAIRE

### Overall Favorability and Performance

[NEW SCREEN]

1. Overall, how favorable are you towards ***San Diego Gas & Electric (SDG&E)***? You may use any number from 1 to 10. ***(Please select one response)***

<b><i>Extremely Favorable</i></b>								<b><i>Extremely Unfavorable</i></b>	
<b><i>10</i></b>	<b><i>9</i></b>	<b><i>8</i></b>	<b><i>7</i></b>	<b><i>6</i></b>	<b><i>5</i></b>	<b><i>4</i></b>	<b><i>3</i></b>	<b><i>2</i></b>	<b><i>1</i></b>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

2. How well does SDG&E perform on each of the following? ***(Please select one response in each row)***

**(RANDOMIZE)**

		<b><i>Performs Extremely Well</i></b>						<b><i>Does Not Perform Well At All</i></b>			
		<b><i>10</i></b>	<b><i>9</i></b>	<b><i>8</i></b>	<b><i>7</i></b>	<b><i>6</i></b>	<b><i>5</i></b>	<b><i>4</i></b>	<b><i>3</i></b>	<b><i>2</i></b>	<b><i>1</i></b>
a.	Concerned about the safety of their customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	Keeps their customers informed on what to do during wildfires	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	Takes precautions during wildfires or high fire risk weather conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d.	Helps customers prepare for emergencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## **ATTITUDE/BEHAVIOR**

[NEW SCREEN]

3. Which of the following steps have you taken to prepare for an emergency? ***(Please select one response in each row)***

(RANDOMIZE)		Yes (1)	No (2)
a.	Keep an emergency kit with food, water and medicine in case of power shut off	<input type="checkbox"/>	<input type="checkbox"/>
b.	Update your contact information with SDG&E in case you need to be notified of an upcoming power shut off	<input type="checkbox"/>	<input type="checkbox"/>
c.	Plan to check on neighbors who are elderly or sick during a long power outage	<input type="checkbox"/>	<input type="checkbox"/>
d.	Know alternative evacuation routes in case of wildfires	<input type="checkbox"/>	<input type="checkbox"/>
e.	Have a battery powered radio	<input type="checkbox"/>	<input type="checkbox"/>
f.	Prepared an emergency plan for yourself and/or your family	<input type="checkbox"/>	<input type="checkbox"/>
g.	Know the organizations to call in case you need assistance (2-1-1, American Red Cross, etc.)	<input type="checkbox"/>	<input type="checkbox"/>

## **AWARENESS**

[NEW SCREEN]

4. Have you personally seen, read or heard any ***communications*** about the following topics ***in the past 12 months?*** ***(Please select one response in each row)***

(RANDOMIZE)		Yes (1)	No (2)
a.	SDG&E uses drones and other equipment to inspect overhead power lines	<input type="checkbox"/>	<input type="checkbox"/>
b.	SDG&E continually trims trees and other vegetation around power lines for safety	<input type="checkbox"/>	<input type="checkbox"/>
c.	SDG&E is currently putting power lines underground in some parts of our service territory	<input type="checkbox"/>	<input type="checkbox"/>
d.	You can sign up for Wildfire and Public Safety Power Shutoff notifications from SDG&E that will help keep you informed of outages	<input type="checkbox"/>	<input type="checkbox"/>
e.	SDG&E has wildfire safety fairs in some parts of our region to discuss the things that are being done in our region to mitigate fires	<input type="checkbox"/>	<input type="checkbox"/>
f.	How to safely use a generator for back-up power	<input type="checkbox"/>	<input type="checkbox"/>
g.	Creating defensible space around your home as a barrier to wildfires	<input type="checkbox"/>	<input type="checkbox"/>
h.	<b>(DELIBERATELY OMITTED)</b>		
i.	How to create an emergency kit	<input type="checkbox"/>	<input type="checkbox"/>
j.	SDG&E's Wildfire webinars	<input type="checkbox"/>	<input type="checkbox"/>
k.	<b>(DELIBERATELY OMITTED)</b>		
l.	SDG&E's Wildfire Safety and Public Safety Power Shutoff videos	<input type="checkbox"/>	<input type="checkbox"/>
m.	SDG&E's Community Resource Centers that are setup in affected communities during Public Safety Power Shutoffs	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

(SHOW Q.5.a-e SERIES IN SAME ORDER AS Q.4.)

(IF Q.4.a = NO, SKIP TO INSTRUCTION BEFORE Q.5.b.1)

5.a.1 Where did you see, read or hear the advertising about ***SDG&E uses drones and other equipment to inspect overhead power lines?*** *(Please select all that apply)*

(RANDOMIZE)

- ☐ (01) Billboard/Public transportation
- ☐ (02) Community event
- ☐ (03) Internet/Banner advertisement
- ☐ (04) Local news program
- ☐ (05) Radio
- ☐ (06) Social media, like Facebook or Twitter
- ☐ (07) Television
- ☐ (08) Utility website
- ☐ (09) Email from SDG&E
- ☐ (10) Mail from SDG&E
- ☐ (97) **(LAST)** Other: Please specify
- ☐ (98) **(LAST)** Other: Please specify

(IF Q.4.b = NO, SKIP TO INSTRUCTION BEFORE Q.5.c.1)

[NEW SCREEN]

5.b.1 Where did you see, read or hear the advertising about ***SDG&E continually trims trees and other vegetation around power lines for safety?*** *(Please select all that apply)*

(RANDOMIZE)

- ☐ (01) Billboard/Public transportation
- ☐ (02) Community event
- ☐ (03) Internet/Banner advertisement
- ☐ (04) Local news program
- ☐ (05) Radio
- ☐ (06) Social media, like Facebook or Twitter
- ☐ (07) Television
- ☐ (08) Utility website
- ☐ (09) Email from SDG&E
- ☐ (10) Mail from SDG&E
- ☐ (97) **(LAST)** Other: Please specify
- ☐ (98) **(LAST)** Other: Please specify

(IF Q.4.c = NO, SKIP TO INSTRUCTION BEFORE Q.5.d.1)

[NEW SCREEN]

5.c.1 Where did you see, read or hear the advertising about ***SDG&E is currently putting power lines underground in some parts of our service territory?*** (Please select all that apply)

(RANDOMIZE)

- ☐ (01) Billboard/Public transportation
- ☐ (02) Community event
- ☐ (03) Internet/Banner advertisement
- ☐ (04) Local news program
- ☐ (05) Radio
- ☐ (06) Social media, like Facebook or Twitter
- ☐ (07) Television
- ☐ (08) Utility website
- ☐ (09) Email from SDG&E
- ☐ (10) Mail from SDG&E
- ☐ (97) **(LAST)** Other: Please specify
- ☐ (98) **(LAST)** Other: Please specify


(IF Q.4.d = NO, SKIP TO INSTRUCTION BEFORE Q.5.e.1)

[NEW SCREEN]

5.d.1 Where did you see, read or hear the advertising about ***You can sign up for Wildfire and Public Safety Power Shutoff notifications from SDG&E that will help keep you informed of outages?*** (Please select all that apply)

(RANDOMIZE)

- ☐ (01) Billboard/Public transportation
- ☐ (02) Community event
- ☐ (03) Internet/Banner advertisement
- ☐ (04) Local news program
- ☐ (05) Radio
- ☐ (06) Social media, like Facebook or Twitter
- ☐ (07) Television
- ☐ (08) Utility website
- ☐ (09) Email from SDG&E
- ☐ (10) Mail from SDG&E
- ☐ (97) **(LAST)** Other: Please specify
- ☐ (98) **(LAST)** Other: Please specify




(IF Q.4.e = NO, SKIP TO INSTRUCTION BEFORE Q.5.f.1)

[NEW SCREEN]

5.e.1 Where did you see, read or hear the advertising about ***SDG&E has wildfire safety fairs in some parts of our region to discuss the things that are being done in our region to mitigate fires? (Please select all that apply)***

**(RANDOMIZE)**

- ☐ (01) Billboard/Public transportation
- ☐ (02) Community event
- ☐ (03) Internet/Banner advertisement
- ☐ (04) Local news program
- ☐ (05) Radio
- ☐ (06) Social media, like Facebook or Twitter
- ☐ (07) Television
- ☐ (08) Utility website
- ☐ (09) Email from SDG&E
- ☐ (10) Mail from SDG&E
- ☐ (97) **(LAST)** Other: Please specify
- ☐ (98) **(LAST)** Other: Please specify

(IF Q.4.f = NO, SKIP TO INSTRUCTION BEFORE Q.5.g.1)

[NEW SCREEN]

5.f.1 Where did you see, read or hear the advertising about ***How to safely use a generator for back-up power? (Please select all that apply)***

- ☐ (01) Billboard/Public transportation
- ☐ (02) Community event
- ☐ (03) Internet/Banner advertisement
- ☐ (04) Local news program
- ☐ (05) Radio
- ☐ (06) Social media, like Facebook or Twitter
- ☐ (07) Television
- ☐ (08) Utility website
- ☐ (09) Email from SDG&E
- ☐ (10) Mail from SDG&E
- ☐ (97) **(LAST)** Other: Please specify
- ☐ (98) **(LAST)** Other: Please specify

(IF Q.4.g = NO, SKIP TO INSTRUCTION BEFORE Q.5.h.1)

[NEW SCREEN]

5.g.1 Where did you see, read or hear the advertising about ***Creating defensible space around your home as a barrier to wildfires??*** ***(Please select all that apply)***

**(RANDOMIZE)**

- ☐ (01) Billboard/Public transportation
- ☐ (02) Community event
- ☐ (03) Internet/Banner advertisement
- ☐ (04) Local news program
- ☐ (05) Radio
- ☐ (06) Social media, like Facebook or Twitter
- ☐ (07) Television
- ☐ (08) Utility website
- ☐ (09) Email from SDG&E
- ☐ (10) Mail from SDG&E
- ☐ (97) **(LAST)** Other: Please specify
- ☐ (98) **(LAST)** Other: Please specify

[NEW SCREEN]

5.h.1 **(DELIBERATELY OMITTED)**

(IF Q.4.i = NO, SKIP TO INSTRUCTION BEFORE Q.5.j.1)

[NEW SCREEN]

5.i.1 Where did you see, read or hear the advertising about ***How to create an emergency kit?*** ***(Please select all that apply)***

**(RANDOMIZE)**

- ☐ (01) Billboard/Public transportation
- ☐ (02) Community event
- ☐ (03) Internet/Banner advertisement
- ☐ (04) Local news program
- ☐ (05) Radio
- ☐ (06) Social media, like Facebook or Twitter
- ☐ (07) Television
- ☐ (08) Utility website
- ☐ (09) Email from SDG&E
- ☐ (10) Mail from SDG&E
- ☐ (97) **(LAST)** Other: Please specify
- ☐ (98) **(LAST)** Other: Please specify

(IF Q.4.j = NO, SKIP TO INSTRUCTION BEFORE Q.5.k.1)

[NEW SCREEN]

5.j.1 Where did you see, read or hear the advertising about **SDG&E's Wildfire webinars?** *(Please select all that apply)*

**(RANDOMIZE)**

- ☐ (01) Billboard/Public transportation
- ☐ (02) Community event
- ☐ (03) Internet/Banner advertisement
- ☐ (04) Local news program
- ☐ (05) Radio
- ☐ (06) Social media, like Facebook or Twitter
- ☐ (07) Television
- ☐ (08) Utility website
- ☐ (09) Email from SDG&E
- ☐ (10) Mail from SDG&E
- ☐ (97) **(LAST)** Other: Please specify
- ☐ (98) **(LAST)** Other: Please specify

[NEW SCREEN]

5.k.1 **(DELIBERATELY OMITTED)**

(IF Q.4.I = NO, SKIP TO INSTRUCTION BEFORE Q.5.m.1)

[NEW SCREEN]

5.l.1 Where did you see, read or hear the advertising about **SDG&E's Wildfire Safety and Public Safety Power Shutoff videos?** *(Please select all that apply)*

**(RANDOMIZE)**

- ☐ (01) Billboard/Public transportation
- ☐ (02) Community event
- ☐ (03) Internet/Banner advertisement
- ☐ (04) Local news program
- ☐ (05) Radio
- ☐ (06) Social media, like Facebook or Twitter
- ☐ (07) Television
- ☐ (08) Utility website
- ☐ (09) Email from SDG&E
- ☐ (10) Mail from SDG&E
- ☐ (97) **(LAST)** Other: Please specify
- ☐ (98) **(LAST)** Other: Please specify

(IF Q.4.m = NO, SKIP TO INSTRUCTION BEFORE Q.6.1)

[NEW SCREEN]

5.m.1 Where did you see, read or hear the advertising about ***SDG&E's Community Resource Centers that are setup in affected communities during Public Safety Power Shutoffs?***  
(Please select all that apply)

**(RANDOMIZE)**

- ☐ (01) Billboard/Public transportation
- ☐ (02) Community event
- ☐ (03) Internet/Banner advertisement
- ☐ (04) Local news program
- ☐ (05) Radio
- ☐ (06) Social media, like Facebook or Twitter
- ☐ (07) Television
- ☐ (08) Utility website
- ☐ (09) Email from SDG&E
- ☐ (10) Mail from SDG&E
- ☐ (97) **(LAST)** Other: Please specify
- ☐ (98) **(LAST)** Other: Please specify


## **AD EVALUATION**

[NEW SCREEN]

Now we would like to have you view/listen to a few SDG&E ads, and provide your feedback.

**(RANDOMIZE EXPOSURE TO Q.6 THROUGH Q.11 SERIES, THEN PROCEED TO Q.21)**

**(PROGRAMMER: INSERT “VIDEO #1 (TV AD) – ENGLISH/SPANISH”. ALLOW RESPONDENTS TO VIEW AD AT ANY TIME WHILE ANSWERING Q.6.1 – Q.6.4)**

Please view the ad and answer the questions on the following page.



[NEW SCREEN]

6.1 Do you recall seeing this ad within the past 6 months? ***(Please select one response)***

- ☐ (1) Yes  
☐ (2) No

6.2 Please indicate how well you **LIKE** this ad overall. ***(Please select one response)***

<b><i>Like it Very Much</i></b>					<b><i>Do Not Like At All</i></b>				
<b><i>10</i></b>	<b><i>9</i></b>	<b><i>8</i></b>	<b><i>7</i></b>	<b><i>6</i></b>	<b><i>5</i></b>	<b><i>4</i></b>	<b><i>3</i></b>	<b><i>2</i></b>	<b><i>1</i></b>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

6.3.a What do you **LIKE** about this ad? (*Please be as specific as possible*)

[NEW SCREEN]

6.3.b What do you **DISLIKE** about this ad? (*Please be as specific as possible*)

[NEW SCREEN]

6.4 Now please indicate the extent to which you agree or disagree with each statement below as it describes **ONLY THE AD YOU JUST VIEWED**. (*Please select one response in each row*)

(RANDOMIZE)		Completely Agree									Completely Disagree	
		10	9	8	7	6	5	4	3	2	1	
a.	Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
b.	Makes me want to prepare for emergencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
c.	Relevant to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
d.	Clear and easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
e.	Makes me feel better about SDG&E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

(GO TO NEXT AD OR Q.21 AS APPROPRIATE)

[NEW SCREEN]

**(PROGRAMMER: INSERT “AUDIO #1 (RADIO SPOT) – ENGLISH/SPANISH”. ALLOW RESPONDENTS TO HEAR AD AT ANY TIME WHILE ANSWERING Q.7.1 – Q.7.4)**

Please review the ad and answer the questions on the following page.



(ENGLISH AUDIO)

[NEW SCREEN]

7.1 Do you recall hearing this ad within the past 6 months? *(Please select one response)*

- ☐ (1) Yes  
☐ (2) No

7.2 Please indicate how well you **LIKE** this ad overall. *(Please select one response)*

Like it Very Much					Do Not Like At All				
10	9	8	7	6	5	4	3	2	1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

7.3.a What do you **LIKE** about this ad? *(Please be as specific as possible)*

[NEW SCREEN]

7.3.b What do you **DISLIKE** about this ad? *(Please be as specific as possible)*

[NEW SCREEN]

7.4 Now please indicate the extent to which you agree or disagree with each statement below as it describes **ONLY THE AD YOU JUST HEARD**. *(Please select one response in each row)*

(RANDOMIZE)		Completely Agree					Completely Disagree				
		10	9	8	7	6	5	4	3	2	1
a.	Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	Makes me want to prepare for emergencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	Relevant to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d.	Clear and easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e.	Makes me feel better about SDG&E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**(GO TO NEXT AD OR Q.21 AS APPROPRIATE)**

[NEW SCREEN]

(PROGRAMMER: INSERT "IMAGE #1 (2-1-1/AFN) – ENGLISH/SPANISH". ALLOW RESPONDENTS TO SEE AD AT ANY TIME WHILE ANSWERING Q.9.1 – Q.9.4)

Please review the ad and answer the questions on the following page.



[NEW SCREEN]

9.1 Do you recall seeing this ad within the past 6 months? *(Please select one response)*

- ☐ (1) Yes  
☐ (2) No

9.2 Please indicate how well you **LIKE** this ad overall. *(Please select one response)*

Like it Very Much								Do Not Like At All	
10	9	8	7	6	5	4	3	2	1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

9.3.a What do you **LIKE** about this ad? *(Please be as specific as possible)*

[NEW SCREEN]

9.3.b What do you **DISLIKE** about this ad? *(Please be as specific as possible)*

[NEW SCREEN]

9.4 Now please indicate the extent to which you agree or disagree with each statement below as it describes **ONLY THE AD YOU JUST VIEWED**. *(Please select one response in each row)*

(RANDOMIZE)		Completely Agree								Completely Disagree	
		10	9	8	7	6	5	4	3	2	1
a.	Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	Makes me want to prepare for emergencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	Relevant to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d.	Clear and easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e.	Makes me feel better about SDG&E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(GO TO NEXT AD OR Q.21 AS APPROPRIATE)



[NEW SCREEN]

**(PROGRAMMER: INSERT “IMAGE #2 (TOO PREPARED) – ENGLISH/SPANISH”. ALLOW RESPONDENTS TO SEE AD AT ANY TIME WHILE ANSWERING Q.10.1 – Q.10.4)**

Please review the ad and answer the questions on the following page.



(IMAGE #2)

[NEW SCREEN]

10.1 Do you recall seeing this ad within the past 6 months? *(Please select one response)*

- ☐ (1) Yes  
☐ (2) No

10.2 Please indicate how well you **LIKE** this ad overall. *(Please select one response)*

Like it Very Much								Do Not Like At All	
10	9	8	7	6	5	4	3	2	1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

10.3.a What do you **LIKE** about this ad? *(Please be as specific as possible)*

[NEW SCREEN]

10.3.b What do you **DISLIKE** about this ad? *(Please be as specific as possible)*

[NEW SCREEN]

10.4 Now please indicate the extent to which you agree or disagree with each statement below as it describes **ONLY THE AD YOU JUST VIEWED**. *(Please select one response in each row)*

(RANDOMIZE)		Completely Agree								Completely Disagree	
		10	9	8	7	6	5	4	3	2	1
a.	Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	Makes me want to prepare for emergencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	Relevant to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d.	Clear and easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e.	Makes me feel better about SDG&E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**(GO TO NEXT AD OR Q.21 AS APPROPRIATE)**

[NEW SCREEN]

**(PROGRAMMER: INSERT “IMAGE #3 (WHAT IS PSPS) – ENGLISH/(POWER LINES) – SPANISH”.  
ALLOW RESPONDENTS TO SEE AD AT ANY TIME WHILE ANSWERING Q.11.1 – Q.11.4)**

Please review the ad and answer the questions on the following page.



(IMAGE #3)

[NEW SCREEN]

11.1 Do you recall seeing this ad within the past 6 months? *(Please select one response)*

- ☐ (1) Yes  
☐ (2) No

11.2 Please indicate how well you **LIKE** this ad overall. *(Please select one response)*

Like it Very Much								Do Not Like At All	
10	9	8	7	6	5	4	3	2	1
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[NEW SCREEN]

11.3.a What do you **LIKE** about this ad? *(Please be as specific as possible)*

[NEW SCREEN]

11.3.b What do you **DISLIKE** about this ad? *(Please be as specific as possible)*

[NEW SCREEN]

11.4 Now please indicate the extent to which you agree or disagree with each statement below as it describes **ONLY THE AD YOU JUST VIEWED**. *(Please select one response in each row)*

(RANDOMIZE)		Completely Agree								Completely Disagree	
		10	9	8	7	6	5	4	3	2	1
a.	Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b.	Makes me want to prepare for emergencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c.	Relevant to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d.	Clear and easy to understand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e.	Makes me feel better about SDG&E	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**(GO TO NEXT AD OR Q.21 AS APPROPRIATE)**

**(Q.12 – 20 DELIBERATELY OMITTED)**

**DEMOGRAPHICS**

[NEW SCREEN]

21. These final few questions are for classification purposes only.

Do you own or rent your current residence? ***(Please select one response)***

- ☐ (1) Own
- ☐ (2) Rent

[NEW SCREEN]

22. Are you... ***(Please select one response)***

- ☐ (1) Male
- ☐ (2) Female
- ☐ (9) Prefer not to answer

[NEW SCREEN]

23. Which category below best describes your household's total annual income before taxes?  
***(Please select one response)***

- ☐ (1) Less than \$25,000
- ☐ (2) \$25,000 to \$49,999
- ☐ (3) \$50,000 to \$74,999
- ☐ (4) \$75,000 to \$99,999
- ☐ (5) \$100,000 to \$149,999
- ☐ (6) \$150,000 to \$199,999
- ☐ (7) \$200,000 and over
- ☐ (9) Prefer not to answer

[NEW SCREEN]

24. Which category below best describes your ethnic background? ***(Please select one response)***

- ☐ (1) Caucasian
- ☐ (2) African American
- ☐ (3) Hispanic/Latino(a)
- ☐ (4) Asian or Asian American
- ☐ (5) Other
- ☐ (9) Prefer not to answer

[NEW SCREEN]

25. ***Including yourself***, how many people in each of the following categories currently live in your household? ***(Please record a response on each line. If the number is zero, please type in "0.")***

a.	17 years and under	_____
b.	18+ years*	_____
<b>TOTAL IN HOUSEHOLD</b>		<b>(COMPUTER CALCULATION)</b>

☐ (9) Prefer not to answer

(\* MUST BE 1 OR MORE UNLESS [9] NA)

[NEW SCREEN]

26. Which of the following best describes your current employment status? ***(Please select one response)***

- ☐ (1) Employed full-time (35+ hours per week)
- ☐ (2) Employed part-time (less than 35 hours per week)
- ☐ (3) On active military duty
- ☐ (4) A student
- ☐ (5) A homemaker
- ☐ (6) Not currently employed
- ☐ (7) Retired
- ☐ (9) Prefer not to answer

[NEW SCREEN]

27. Do you or does anyone in your household rely on electrical equipment that is required or needed for medical reasons? ***(Please select one response)***

- ☐ (1) Yes
- ☐ (2) No
- ☐ (9) Prefer not to say

[NEW SCREEN]

28. Do you or does anyone in your household have a permanent disability, related to mobility, hearing, vision, or chronic disease? **(Please select one response)**

☐ (1) Yes

☐ (2) No

☐ (9) Prefer not to say

➔ **(SKIP TO CLOSING)**

[NEW SCREEN]

29. Please indicate the type(s) of disabilities. **(Please select all that apply)**

☐ (1) Mobility

☐ (2) Hearing

☐ (3) Vision

☐ (4) Chronic disease

☐ (5) Other *(Please specify:)* \_\_\_\_\_

☐ (9) Prefer not to say

[NEW SCREEN]

### **Closing and Incentive Information**

On behalf of SDG&E, thank you very much for taking time out of your busy day to participate in our study! You will be entered into a drawing for one of five \$100 Amazon gift cards.

Please enter an email address where you would like the gift card sent if you win:

☐ (9) Do not wish to participate in drawing

### **Record From Sample**

(ALL INFORMATION RECEIVED WITH SAMPLE)

## **Terms and Conditions/Privacy Policy**

### **Privacy Statement**

At this website we are dedicated to safeguarding and preserving your privacy when visiting our site, communicating electronically with us, when participating in surveys, or when we are conducting market research.

This Privacy Policy, together with our terms of use, explain what happens to any personal data that you provide to us, or that we collect from you when you are on this site or when you are participating in surveys.

### **Information We Collect**

In operating our website we may collect and process the following data about you:

- Details of your visits to our website and the resources that you access, including, but not limited to, traffic data, location data, weblogs and other communication data.
- Information that you provide by filling in forms on our website, such as when you request additional information, download white papers, or ask that we contact you.
- Information provided to us when you communicate with us for any reason.
- Market Research Survey data for research purposes only.

### **Use of Cookies**

We may on occasion gather information regarding your computer while you are on our website. This enables us to improve our services and to provide statistical information regarding the use of our website.

Such information will not identify you personally. Unless you specifically enter your name and contact information, this is statistical data only and simply provides information about our visitors and their use of our site. This statistical data does not identify any personal details whatsoever.

Similarly, we may gather information about your general internet use through the use of a cookie file. Where used, cookies are placed on your computer automatically. Cookies are stored on the hard drive of your computer and help us improve our website and the services that we provide you.

All computers have the ability to decline cookies. This can be done by activating the setting on your browser which enables you to decline the cookies. Please note that should you choose to decline cookies, you may be unable to access some parts of our website.

### **Use of Your Information**

The information that we collect and store relating to you is primarily used to either provide services to you, if you are seeking market research services. Or, if you are taking part in a survey, to provide market research related information that will not result in a sales call. In addition, we may use the information for the following purposes:

- To provide you with the information you requested from us relating to our products or services.
- To provide information on other products which we feel may be of interest to you.
- To notify you about any changes to our website, such as improvements or service/product changes, that may affect our service
- The survey research we conduct and collect will never result in a sales call to research participants.

We do not share usage or tracking information with others. We will not reveal information about identifiable individuals to any organization or advertiser that is not associated with our organization and its affiliates.

### **Storing Your Personal Data**

We may transfer data that we collect from you to locations outside of the United States should the sponsor of a Market Research Survey be located there. Data may be collected by staff located outside of the United States working for our organization or for one of its affiliates. By submitting your survey data, or a request for additional information, you agree to this potential transfer, storing or processing. We will take all reasonable steps to ensure that your data is treated securely and in agreement with this Privacy Policy.

Data that is provided to us on our website is stored on secure servers. In addition, details relating to any survey will be stored on secure servers to ensure its safety.

### **Disclosing Your Information**

Research information will only be disclosed to the company sponsoring the research and will not be provided to third parties.

Disclose of your personal information, without notice, will only occur if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on our organization or its affiliates, or this site, and, (b) protect and defend the rights or property of our organization and its affiliates.