

# PSPS TRACKER: RESIDENTIAL CUSTOMERS

FEBRUARY 24, 2020

QUANTITATIVE REPORT FOR

The Bovitz logo, consisting of two overlapping triangles: a larger orange one and a smaller yellow one, with the word "BOVITZ" in white capital letters below them.

**BOVITZ**

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# BACKGROUND

Southern California Edison recognizes that wildfires are an increasing threat within its service territory. One of the ways it has identified to reduce the chance of its electrical infrastructure playing a role in starting a fire during a severe fire threat period is to proactively cut the power to parts of the territory. The program is called Public Safety Power Shutoff (PSPS) and Edison has begun implementing these events multiple times per year in various parts of the service territory. Going forward, Edison wants to understand customer awareness, experience, and opinions of the practice, and how that affects their opinion toward Edison.


**ESSENTIAL QUESTION:** What do residential customers know and think about the PSPS practice, and how do they feel about Southern California Edison as a result?

# METHODOLOGY

A 15-minute survey was conducted from 12/20/19 – 2/10/20 online and on the phone, in English and Spanish, among Southern California Edison Residential customers. Survey respondents were the primary parties responsible for paying the electricity bills in their households.

	DE-ENERGIZED	NOTIFIED ONLY	NOT NOTIFIED	NOT IN HIGH-RISK AREA	TOTAL
ONLINE	301	300	301	300	1202
PHONE	200	200	200	200	800
COMBINED	501	500	501	500	2002

Statistical significance is noted throughout the report at the 95% and 90% confidence levels by uppercase and lowercase letters, respectively.



**What do Residential customers think about SCE's wildfire mitigation programs?**

## The more intensive the experience with PSPS that a customer has, the worse they feel about Edison.

Residential customers who were de-energized have a significantly less favorable opinion of SCE than do other customers, but even just receiving notifications results in lower favorability.

### SCE FAVORABILITY

	Mean Score	Net Favorability	Bottom 3 Box (1-3)	Middle 4 Box (4-7)	Top 3 Box (8-10)
<b>De-Energized (A)</b>	6.6	-19	13% <sup>BCD</sup>	43% <sup>BCD</sup>	43%
<b>Notified Only (B)</b>	<b>7.3<sup>A</sup></b>	2	7% <sup>CD</sup>	38% <sup>D</sup>	56% <sup>A</sup>
<b>Not Notified (C)</b>	<b>7.6<sup>AB</sup></b>	14	4%	36% <sup>D</sup>	60% <sup>A</sup>
<b>Not in High-Risk Area (D)</b>	<b>7.9<sup>ABC</sup></b>	25	4%	29%	67% <sup>ABC</sup>

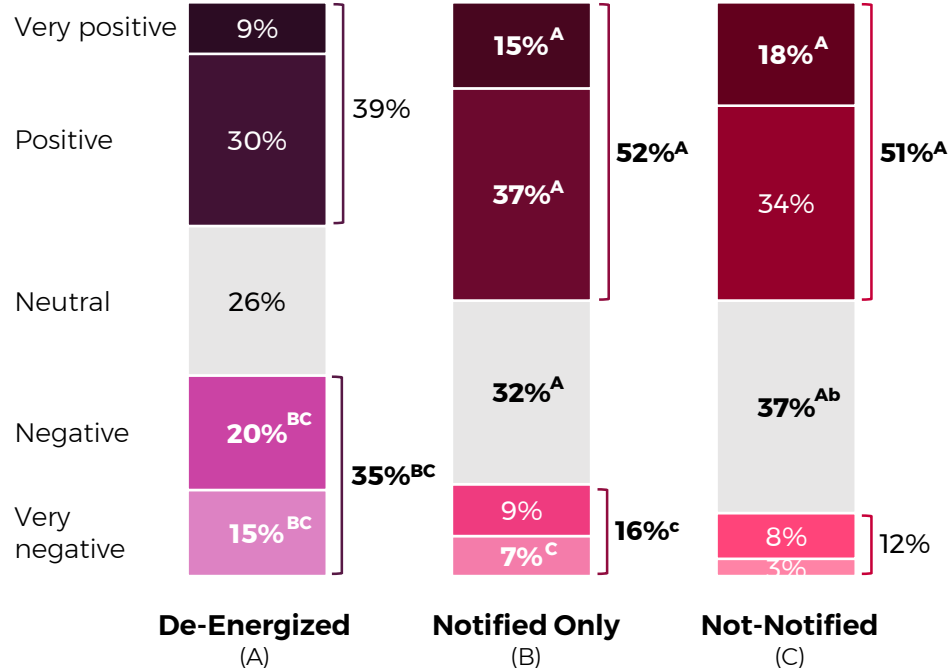
### FEELINGS TOWARD SCE (Top 3 Box, 8/9/10)

	De-Energized (A)	Notified Only (B)	Not Notified (C)	Not in High-Risk Area (D)
Actively works with first responders to keep communities safe during wildfires	51%	60% <sup>A</sup>	60% <sup>A</sup>	64% <sup>A</sup>
Is committed to restoring power to customers affected by wildfires	50%	67% <sup>A</sup>	69% <sup>A</sup>	70% <sup>A</sup>
Takes proactive measures to protect the electricity grid from wildfires	44%	57% <sup>A</sup>	52% <sup>A</sup>	56% <sup>A</sup>
Takes proactive measures to protect communities from the risks of wildfires	41%	51% <sup>A</sup>	49% <sup>A</sup>	55% <sup>A</sup>
Shows care and concern for its customers	37%	53% <sup>A</sup>	50% <sup>A</sup>	56% <sup>Ac</sup>
Supports nonprofits and communities affected by wildfires	33%	45% <sup>A</sup>	46% <sup>A</sup>	53% <sup>Ab</sup>
Is a company you trust to act in the best interest of its customers	33%	47% <sup>A</sup>	47% <sup>A</sup>	55% <sup>ABC</sup>

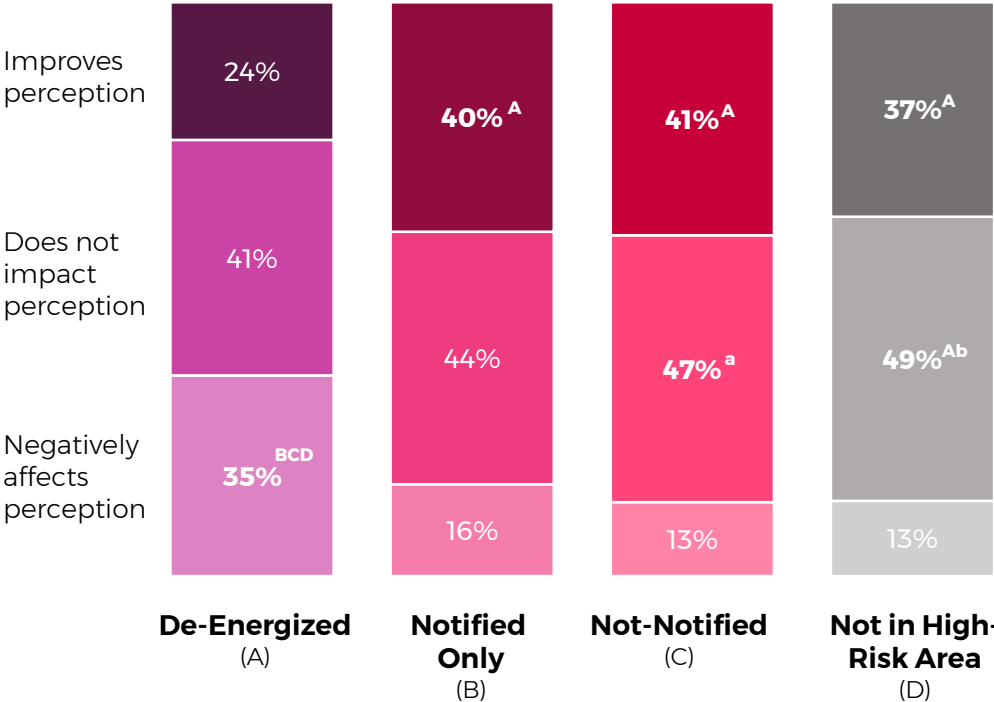
Base: Total Respondents (De-Energized n=501, Notified Only n=500, Not Notified n=501, Not in High-Risk Area n=500); Q1, Q12

# About a third of those who experienced a PSPS event have a negative opinion of the practice, significantly higher than other customers.

## OPINION OF PSPS PRACTICE\*



## PSPS IMPACT ON OPINION OF SCE



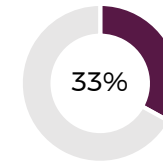
Base: Total Respondents (De-Energized n=501, Notified Only n=500, Not Notified n=501, Not in High-Risk Area n=500); Q34, Q36. \*Question was not asked of those who do not live in high-risk area.

And in particular, those who were de-energized but had *no knowledge* of the PSPS event before it happened are especially unhappy with SCE.

And only about half of these customers thought the event(s) were necessary for the community's safety.

**% NOT AWARE OF POWER BEING SHUTOFF PRIOR TO PSPS EVENT**

Among De-Energized Customers



Only **44%** of those who experienced PPS events thought it was necessary to keep the community safe.

**SCE FAVORABILITY - AMONG DE-ENERGIZED CUSTOMERS**

Prior to event...	Mean Score	Net Favorability	Bottom 3 Box (1-3)	Middle 4 Box (4-7)	Top 3 Box (8-10)
Aware of shutoff (A)	6.6	-17	11%	43%	46% <sup>B</sup>
NOT aware of shutoff (B)	5.7	-42	21% <sup>A</sup>	51%	27%

**FEELINGS TOWARD SCE - AMONG DE-ENERGIZED CUSTOMERS (Top 3 Box, 8/9/10)**

Prior to event...	Aware of shutoff (A)	NOT aware of shutoff (B)
Is committed to restoring power to customers affected by wildfires	52% <sup>B</sup>	34%
Actively works with first responders to keep communities safe during wildfires	50% <sup>B</sup>	35%
Takes proactive measures to protect the electricity grid from wildfires	48% <sup>B</sup>	31%
Takes proactive measures to protect communities from the risks of wildfires	43% <sup>B</sup>	31%
Shows care and concern for its customers	37% <sup>B</sup>	25%
A company I trust to act in the best interest of its customers	34% <sup>B</sup>	19%
Supports nonprofits and communities affected by wildfires	31%	24%

Base: De-Energized Customers (Aware of shutoff prior to event n=287, Not aware of shutoff prior to event n=142); Q1, Q12, Q25, Q33



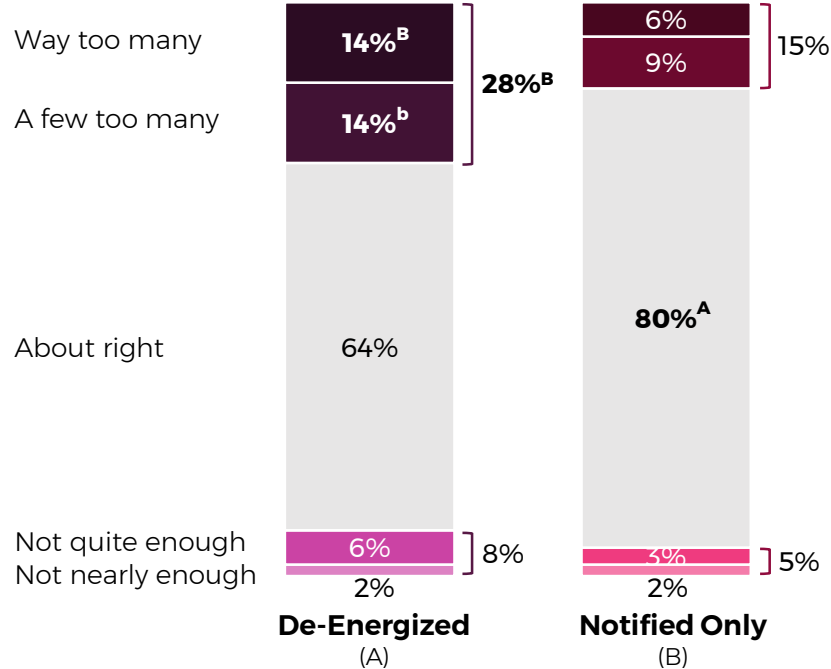
# **A closer look at PSPS notifications**



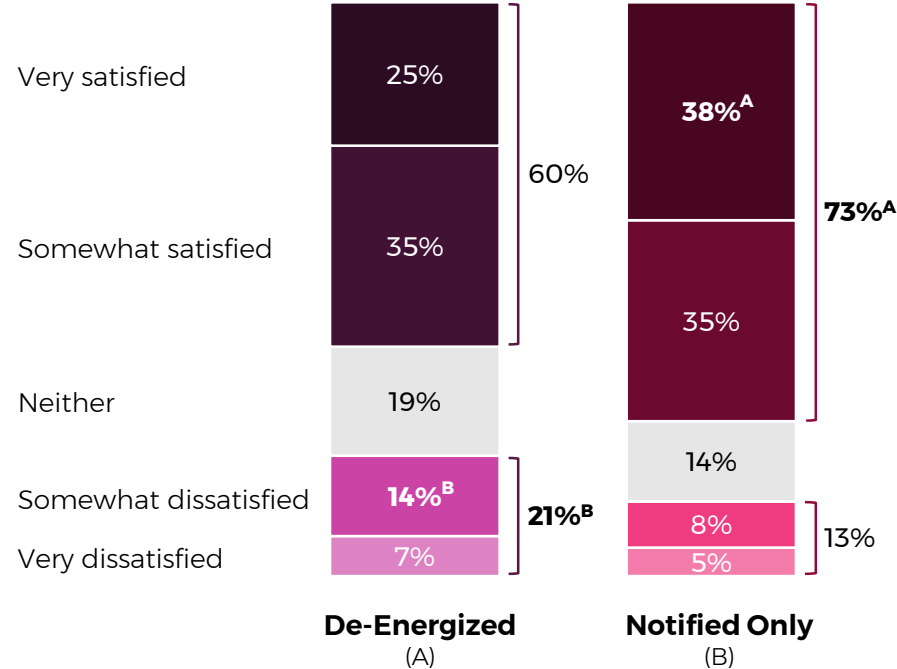
# Customers who were de-energized are less satisfied with the frequency of, and the information in, PSPS notifications than those who were simply notified without experiencing an event.

At the same time, the number of PSPS alerts is about right for customers who only receive notifications.

## FEELING ABOUT NUMBER OF ALERTS



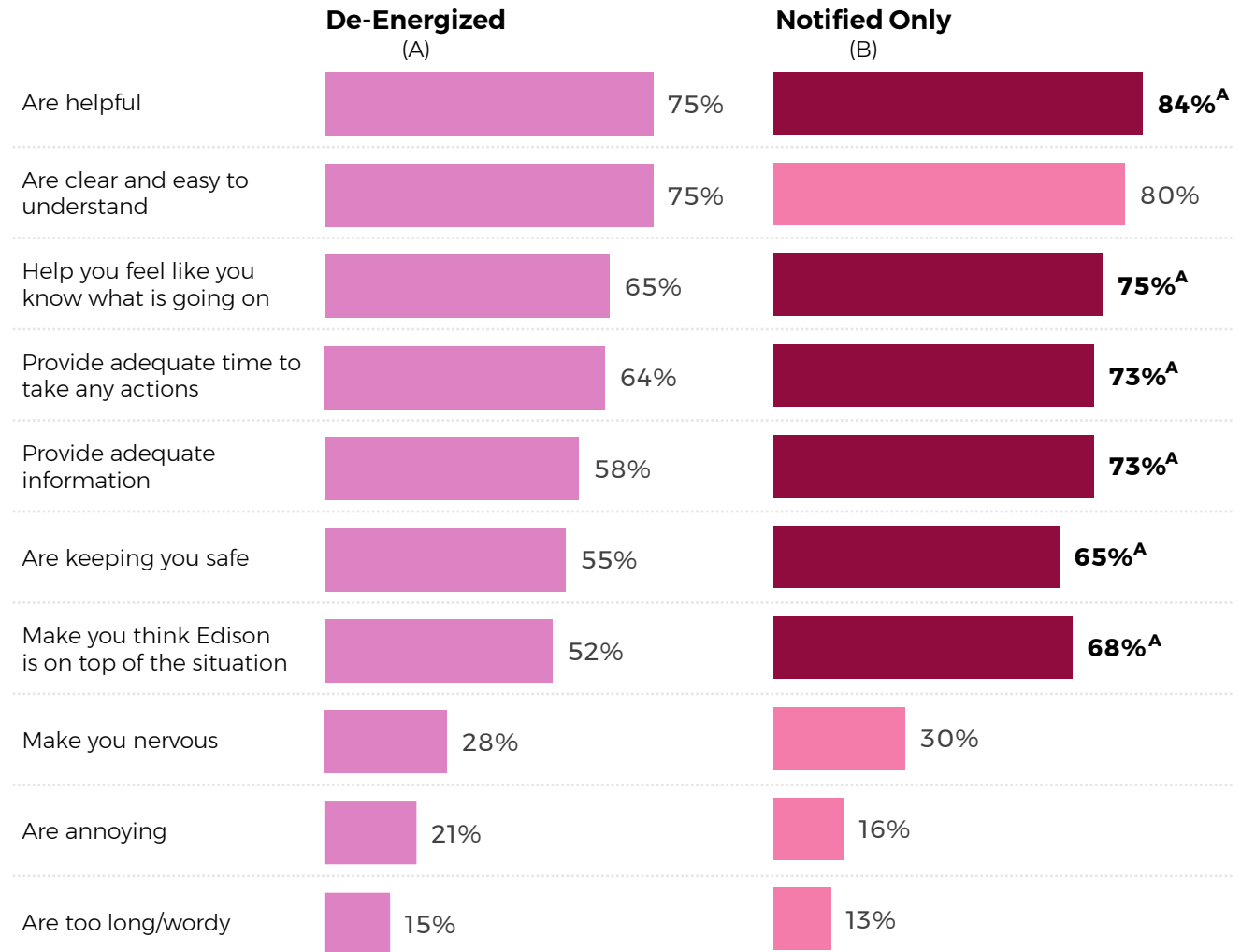
## SATISFACTION OF INFORMATION IN ALERTS



Base: Received Notification (De-Energized n=331, Notified Only n=240); Q18, Q19

The alerts are seen as less helpful and informative to those who experienced PSPS events.

**ATTITUDES ABOUT ALERTS** (Top 2 Box – Strongly/Somewhat Agree)



Base: Received Notification (De-Energized n=331, Notified Only n=240); Q21

# Over 8 in 10 customers would value the addition of links to maps and approximate outage times to the notifications.

Customers are most receptive to receiving the link notifications as often as conditions change.

## USEFULNESS OF ADDING ...

**...a link to a map where you could enter your address to learn more about the PSPS event impacting your service**

	De-Energized (A)	Notified Only (B)	Not Notified (C)	Desired frequency of link notification	De-Energized (A)	Notified Only (B)	Not Notified (C)
<b>Net: Top 2 Box</b>	<b>81%</b>	<b>82%</b>	<b>81%</b>	Initially, when it is first known I may be impacted; and again once the PSPS event has ended.	19%	26% <sup>A</sup>	25% <sup>A</sup>
Extremely useful	52%	53%	52%				
Very useful	30%	29%	29%	Daily, as long as my service may be impacted; and again once the PSPS event has ended.	21%	18%	18%
Somewhat useful	12%	11%	13%	Notify me once and send a link so I can monitor the map; and again once the PSPS event has ended.	17%	18%	17%
Not very useful	2%	5% <sup>A</sup>	3%				
Not at all useful	4% <sup>b</sup>	2%	3%				
<b>Net: Bottom 2 Box</b>	<b>6%</b>	<b>7%</b>	<b>6%</b>	<b>Notify me as often as conditions change. This could mean receiving multiple notifications per day.</b>	<b>43%<sup>b</sup></b>	<b>37%</b>	<b>40%</b>

**...approximate start and end time of the PSPS outage.**

	De-Energized (A)	Notified Only (B)	Not Notified (C)
<b>Net: Top 2 Box</b>	<b>90%</b>	<b>89%</b>	<b>88%</b>
Extremely useful	59%	60%	59%
Very useful	30%	29%	29%
Somewhat useful	8%	9%	9%
Not very useful	1%	1%	2%
Not at all useful	0%	1%	2% <sup>A</sup>
<b>Net: Bottom 2 Box</b>	<b>2%</b>	<b>2%</b>	<b>4%<sup>a</sup></b>

Base: Live in High-Risk Area (De-Energized n=501, Notified Only n=500, Not Notified n=501); Q22, Q23, Q22A



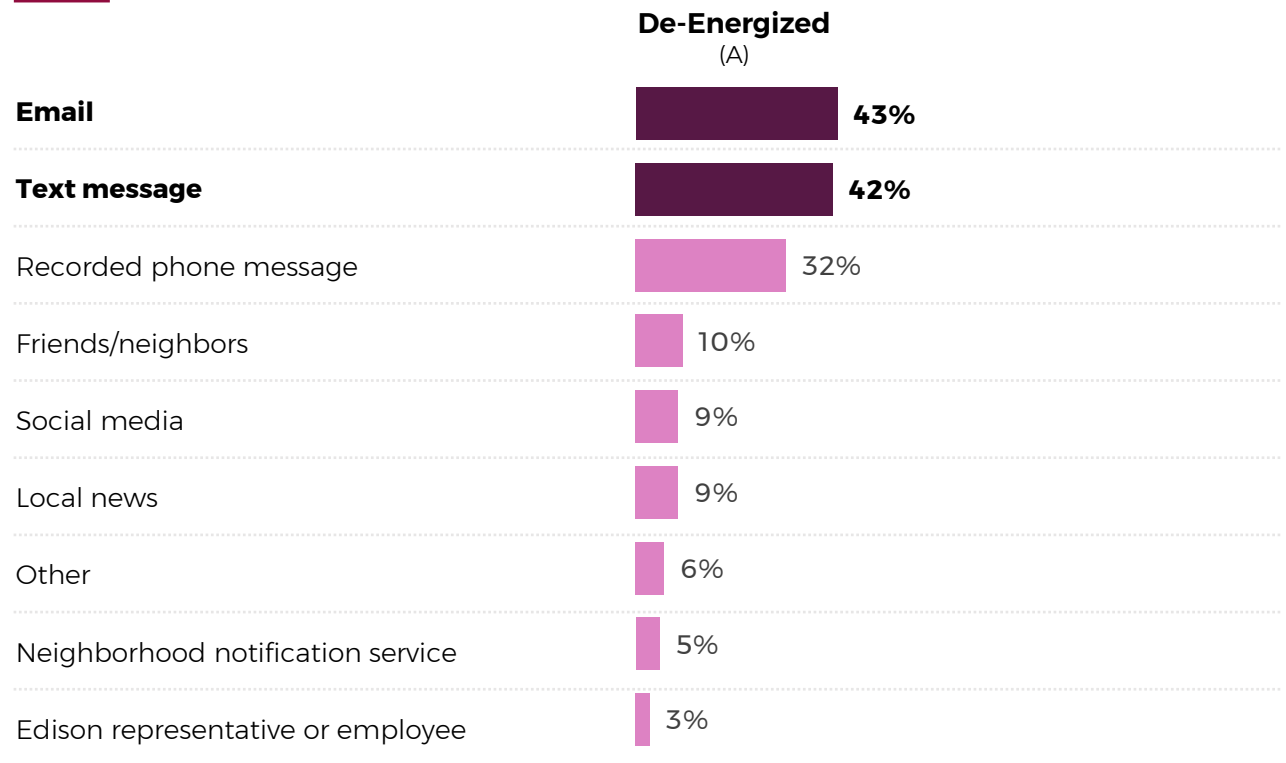
**A closer look at Residential  
customers' experiences during  
PSPS events and desired  
support actions**

**About two-thirds of those who were de-energized knew about it beforehand, finding out through email or text communications. That means a third DIDN'T KNOW before their power was shut off.**

### AWARE OF POWER BEING SHUTOFF PRIOR TO PSPS EVENT



### SOURCES OF PSPS EVENT AWARENESS

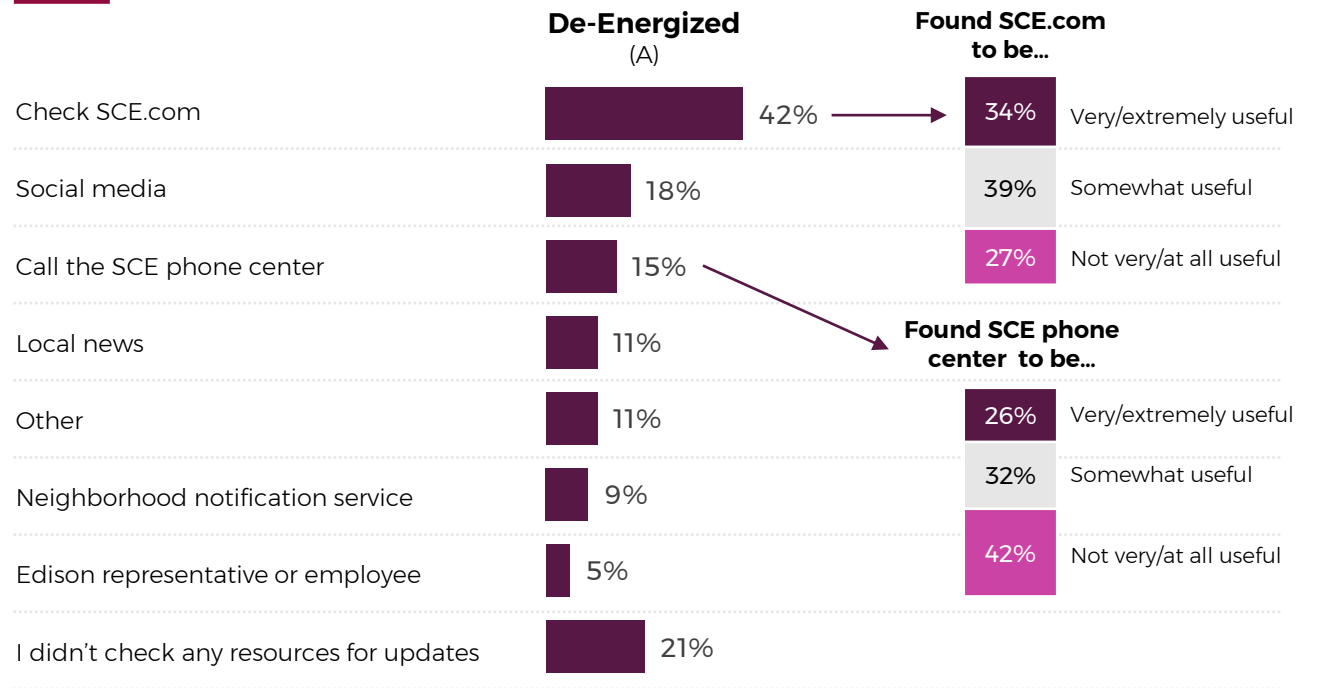


Base: De-Energized n=501; Q25, Q26

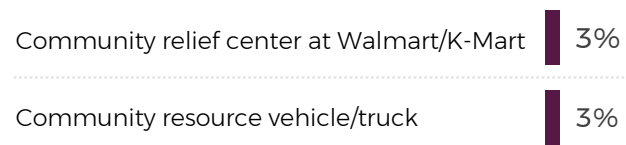
**SCE.com was the most popular source for updates during PSPS events. However, only about a third found the site's information to be highly useful.**

Visitation to SCE's community resources was very low during PSPS events.

### WHERE CUSTOMERS WENT FOR UPDATES DURING PSPS EVENT



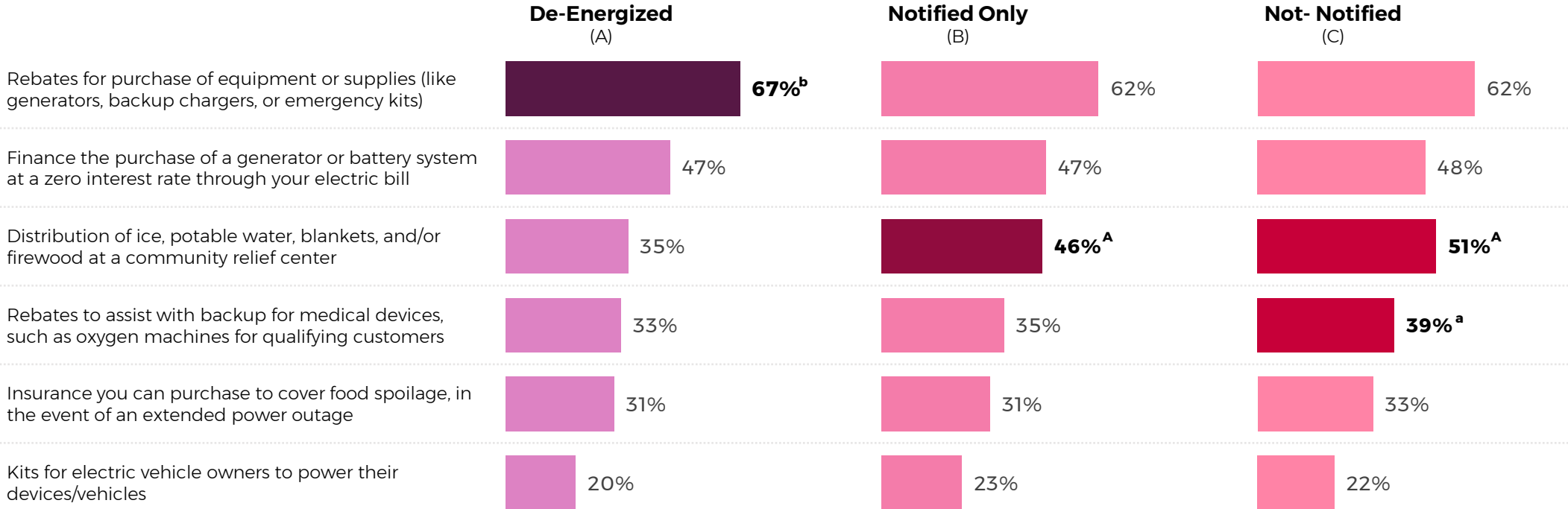
### VISITATION OF SCE RESOURCES DURING PSPS EVENT



Base: Experienced a PSPS event (De-Energized n=431); Q27, Q28, Q29, Q30

# Equipment and supply rebates are the most beneficial PSPS customer care actions.

## BENEFICIAL CUSTOMER CARE AND SUPPORT ACTIONS



Base: Live in High-Risk Area (De-Energized n=501, Notified Only n=500, Not Notified n=501); Q37



# **A closer look at PSPS messaging**



## Aided awareness of PSPS is high among those who live in high-risk areas. People are most commonly finding out about PSPS through TV/radio news reports.

However, SCE communications have been successful at notifying those who were de-energized and notified only, with these customers citing these messages as key sources of PSPS awareness.

### PROGRAM AWARENESS

	De-Energized (A)	Notified Only (B)	Not Notified (C)	Not in High-Risk Area (D)
Unaided PSPS Awareness	67% <sup>BCD</sup>	52%	56% <sup>d</sup>	44%
Aided PSPS Awareness	90% <sup>CD</sup>	87% <sup>CD</sup>	79% <sup>D</sup>	70%

### SOURCES OF PSPS AWARENESS

	De-Energized (A)	Notified Only (B)	Not Notified (C)	Not in High-Risk Area (D)
<b>TV or radio news report</b>	<b>41%</b>	<b>51%<sup>AcD</sup></b>	<b>45%</b>	<b>42%</b>
Your power was shut off	41% <sup>BCD</sup>	12% <sup>CD</sup>	6%	4%
An email from SCE	38% <sup>CD</sup>	35% <sup>CD</sup>	19%	15%
A letter in the mail from SCE	28% <sup>D</sup>	29% <sup>D</sup>	26% <sup>D</sup>	16%
A text message from SCE	27% <sup>BCD</sup>	16% <sup>CD</sup>	5%	6%
A telephone call from SCE	22% <sup>BCD</sup>	16% <sup>CD</sup>	3%	3%
Word of mouth (e.g., friends/family)	21% <sup>CD</sup>	19% <sup>c</sup>	15%	15%
Social media post	20% <sup>BCD</sup>	12%	11%	10%
Online news report	20%	22%	22%	18%
SCE website	18% <sup>CD</sup>	16% <sup>CD</sup>	11%	10%
Advertising on TV, radio, or online	13%	15%	17% <sup>a</sup>	15%
Edison representative or employee	2%	2%	1%	1%
Billboards	0%	1%	1%	1%

Base: Total Respondents (De-Energized n=501, Notified Only n=500, Not Notified n=501, Not in High-Risk Area n=500); Q13, Q14, Q14a

# Roughly half of Residential customers have seen PSPS advertising. Current PSPS messaging is doing a fair job communicating SCE’s advanced technology efforts and, to a lesser degree, helping households create safety plans.

## EFFECTIVENESS OF ADVERTISING FOR...

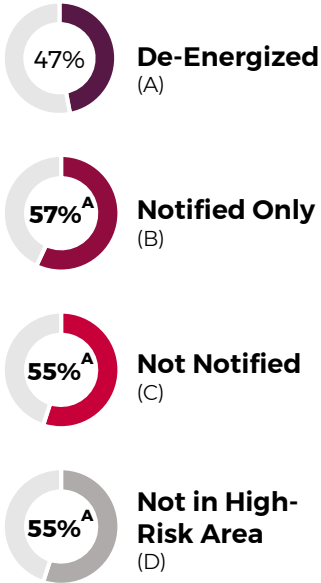
...communicating their efforts using advanced technology to mitigate the risk of wildfires.

	De-Energized (A)	Notified Only (B)	Not Notified (C)	Not in High-Risk Area (D)
<b>Net: Top 2 Box</b>	<b>63%</b>	<b>64%</b>	<b>63%</b>	<b>67%</b>
Very effective	18%	25% <sup>a</sup>	24% <sup>a</sup>	25% <sup>a</sup>
Somewhat effective	45%	40%	39%	42%
Neither effective nor ineffective	21%	22%	24%	22%
Somewhat ineffective	9% <sup>D</sup>	8% <sup>D</sup>	8% <sup>d</sup>	4%
Not at all effective	7%	6%	5%	8%
<b>Net: Bottom 2 Box</b>	<b>16%</b>	<b>14%</b>	<b>13%</b>	<b>12%</b>

...helping you and your family create a safety preparedness plan.

	De-Energized (A)	Notified Only (B)	Not Notified (C)	Not in High-Risk Area (D)
<b>Net: Top 2 Box</b>	<b>50%</b>	<b>58%<sup>ac</sup></b>	<b>47%</b>	<b>52%</b>
Very effective	12%	20% <sup>A</sup>	19% <sup>A</sup>	19% <sup>a</sup>
Somewhat effective	38% <sup>C</sup>	39% <sup>C</sup>	28%	33%
Neither effective nor ineffective	32%	28%	38% <sup>BD</sup>	28%
Somewhat ineffective	5%	6%	6%	6%
Not at all effective	13% <sup>bc</sup>	8%	8%	14% <sup>bc</sup>
<b>Net: Bottom 2 Box</b>	<b>18%</b>	<b>14%</b>	<b>14%</b>	<b>19%</b>

## AWARENESS OF PSPS ADS



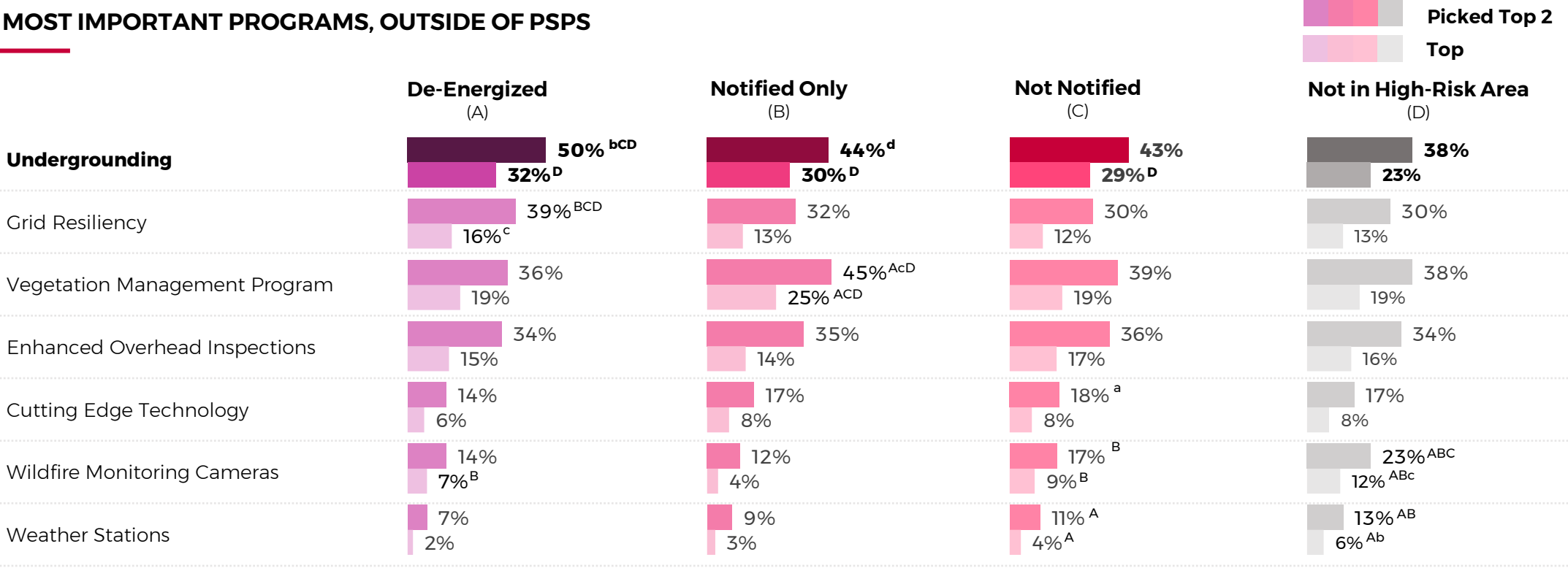
Base: Aware of PSPS (De-Energized n=451, Notified Only n=435, Not Notified n=394, Not in High-Risk Area n=348); Q38, Q39

A photograph of a residential street during a construction project. In the foreground, a worker in a bright yellow safety vest and white hard hat is bent over, working on a large pile of reddish-brown soil. Another worker in a yellow vest and white hard hat stands nearby. A green utility vehicle is visible in the background. The street is lined with large trees, some with autumn-colored leaves. Houses with light-colored siding and dark roofs are visible in the background. A semi-transparent purple banner is overlaid on the bottom half of the image, containing white text. On the left side of the banner, there are three overlapping triangles: a large orange one, a smaller yellow one, and a purple one pointing downwards.


**What do Residential customers think about SCE's other wildfire mitigation programs?**

# Outside of PSPS, undergrounding is seen as the most important program in helping prevent wildfires, followed by grid resiliency and vegetation management.

## MOST IMPORTANT PROGRAMS, OUTSIDE OF PSPS



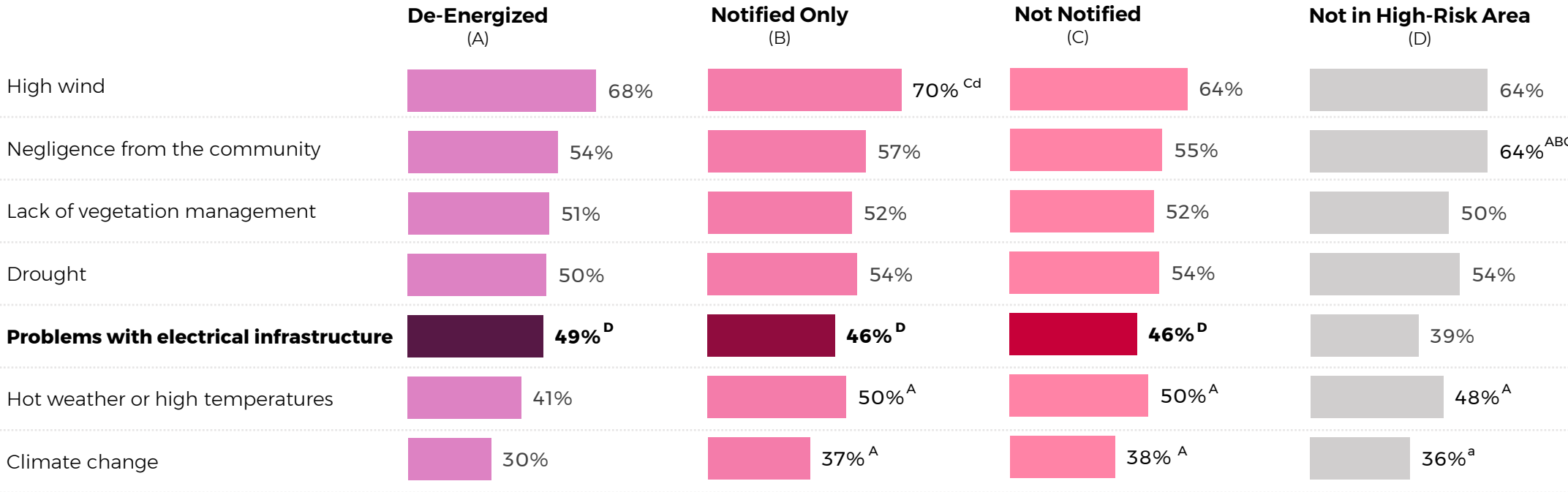
Base: Total Respondents (De-Energized n=501, Notified Only n=500, Not Notified n=501, Not in High-Risk Area n=500); Q42, Q43



**Additional Details on  
Residential Customers'  
Wildfire Preparation**

# Customers living in high-risk areas are more apt to believe that electrical infrastructure issues are in part causing wildfires, outside of high wind and community negligence.

## MOST COMMON CAUSES OF WILDFIRES



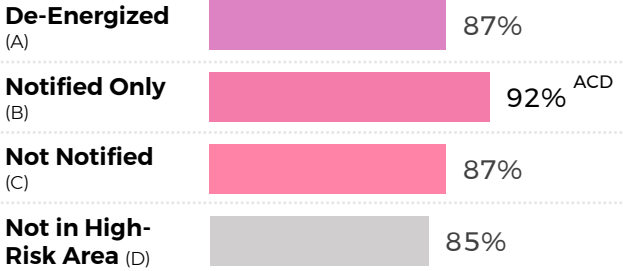
Base: Total Respondents (De-Energized n=501, Notified Only n=500, Not Notified n=501, Not in High-Risk Area n=500); Q4

# Those who have been de-energized or who have received PSPS notifications feel most confident in their wildfire preparation.

About a fifth of customers who don't live in high-risk areas have not done any type of wildfire preparation.

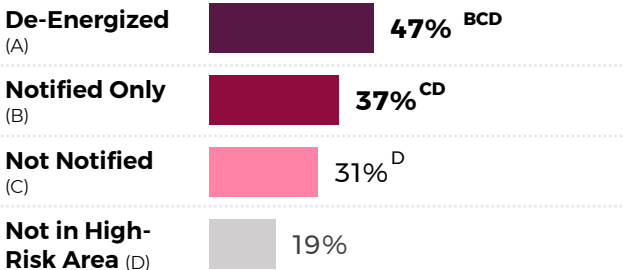
## THREAT OF WILDFIRES SERIOUSNESS

(Net: Top 2 Box - Extremely/Very Serious)



## LEVEL OF WILDFIRE PREPAREDNESS

(Net: Top 2 Box - Extremely/Very)



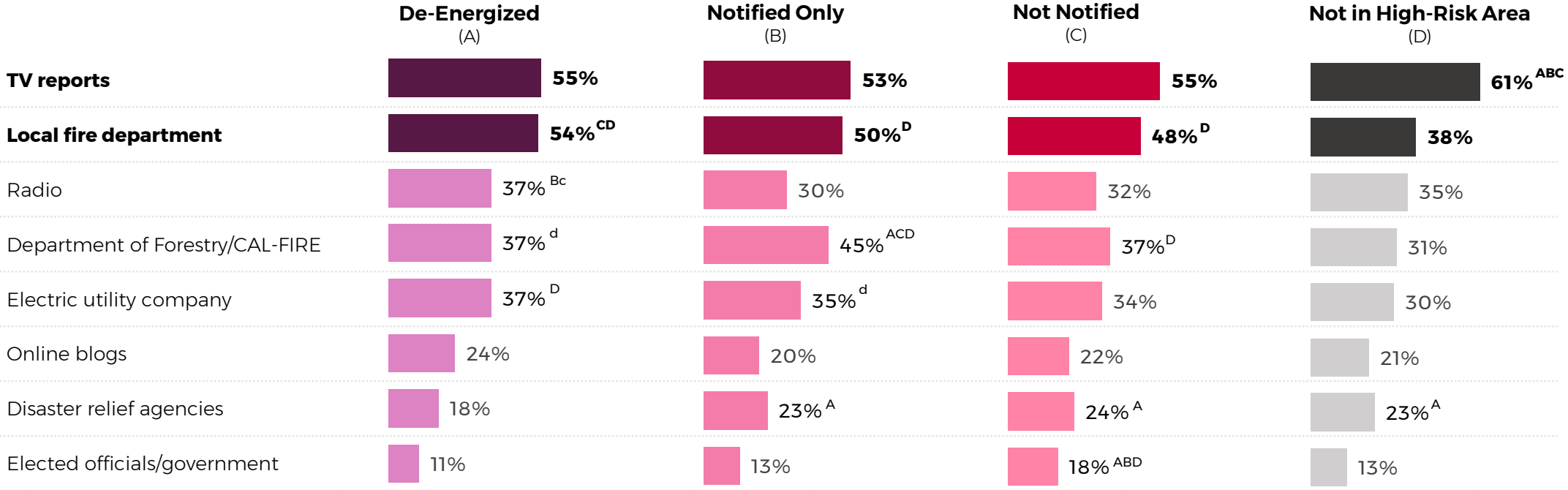
## MEASURES TAKEN AT HOME TO PREPARE FOR WILDFIRES

	De-Energized (A)	Notified Only (B)	Not Notified (C)	Not in High-Risk Area (D)
Installed smoke detectors/fire alarms	65%	68% <sup>D</sup>	65%	61%
Trimmed/cut the vegetation at your property	57% <sup>CD</sup>	58% <sup>CD</sup>	47% <sup>D</sup>	32%
Signed up for emergency alerts from electric utility company	49% <sup>BCD</sup>	36% <sup>CD</sup>	23% <sup>D</sup>	16%
Planned an evacuation route	47% <sup>BCD</sup>	40% <sup>D</sup>	38% <sup>D</sup>	25%
Purchased fire extinguishers	46% <sup>D</sup>	48% <sup>D</sup>	45% <sup>D</sup>	36%
Made an emergency kit for your home	45% <sup>D</sup>	44% <sup>D</sup>	40%	37%
Signed up for emergency alerts from the county/state	37% <sup>D</sup>	34% <sup>D</sup>	32% <sup>D</sup>	18%
Made an emergency kit for your car	34% <sup>CD</sup>	33% <sup>D</sup>	29%	27%
Installed a flame-retardant roof	31% <sup>BD</sup>	24% <sup>D</sup>	27% <sup>D</sup>	13%
Installed sprinklers on your property	30% <sup>BD</sup>	23%	27% <sup>D</sup>	19%
Purchased a backup generator	30% <sup>BCD</sup>	20% <sup>CD</sup>	13% <sup>D</sup>	8%
Signed up for emergency alerts from the Fire Department	27% <sup>CD</sup>	26% <sup>CD</sup>	20% <sup>D</sup>	13%
Researched online about preparedness strategies	24% <sup>D</sup>	22% <sup>D</sup>	20% <sup>D</sup>	14%
Made other fire-prevention modifications to your roof	7% <sup>bD</sup>	5% <sup>D</sup>	6% <sup>D</sup>	2%
Placed flame-retardant foam in your attic/vents	4%	6%	6%	4%
You have not taken any measures to prepare for wildfires	5%	6%	13% <sup>AB</sup>	20% <sup>ABC</sup>

Base: Total Respondents (De-Energized n=501, Notified Only n=500, Not Notified n=501, Not in High-Risk Area n=500); Q2, Q5, Q6

# Customers are currently receiving the most useful wildfire safety information from TV reports and the local fire department.

## USEFUL SOURCES OF WILDFIRE SAFETY INFORMATION



Base: Total Respondents (De-Energized n=501, Notified Only n=500, Not Notified n=501, Not in High-Risk Area n=500); Q7



**While customers believe multiple parties are responsible for protecting against wildfires (including utility companies), they believe fire departments are the ones taking real action.**

**ORGANIZATIONS “\_\_\_\_\_” FOR PROTECTING AGAINST WILDFIRES**

	“RESPONSIBLE”				“ACTUALLY ACTING”			
	De-Energized (A)	Notified Only (B)	Not Notified (C)	Not in High-Risk Area (D)	De-Energized (A)	Notified Only (B)	Not Notified (C)	Not in High-Risk Area (D)
Private citizens/homeowners	65% <sup>D</sup>	66% <sup>D</sup>	63% <sup>D</sup>	54%	41% <sup>CD</sup>	39% <sup>CD</sup>	33% <sup>D</sup>	27%
<b>Local fire department</b>	<b>64%<sup>D</sup></b>	<b>61%<sup>d</sup></b>	<b>59%</b>	<b>55%</b>	<b>63%<sup>D</sup></b>	<b>61%<sup>D</sup></b>	<b>59%<sup>D</sup></b>	<b>50%</b>
State government	62%	59%	64%	59%	29%	37% <sup>A</sup>	35% <sup>A</sup>	33%
Electric utility company	61% <sup>D</sup>	58% <sup>D</sup>	57% <sup>D</sup>	45%	51% <sup>CD</sup>	50% <sup>CD</sup>	43% <sup>D</sup>	36%
Department of Forestry/CAL-FIRE	59%	61% <sup>D</sup>	59% <sup>d</sup>	54%	50% <sup>D</sup>	59% <sup>ACD</sup>	52% <sup>D</sup>	44%
Local government	57%	59%	61% <sup>D</sup>	54%	35% <sup>d</sup>	35% <sup>d</sup>	38% <sup>D</sup>	30%
National government	34%	38%	37%	36%	10%	11%	13%	11%
<b>Average # of responses</b>	<b>4.1<sup>D</sup></b>	<b>4.1<sup>D</sup></b>	<b>4.0<sup>D</sup></b>	<b>3.6</b>	<b>2.8<sup>D</sup></b>	<b>2.9<sup>D</sup></b>	<b>2.8<sup>D</sup></b>	<b>2.3</b>

Base: Total Respondents (De-Energized n=501, Notified Only n=500, Not Notified n=501, Not in High-Risk Area n=500); Q8, Q9



**PSPS Moving Forward**

## Ensure that De-Energized customers are getting the timely attention and support they need before, during, and after events.

There is still a way to go in gaining buy-in and trust with customers who were de-energized. These customers have an extremely low opinion of SCE due to their recent PSPS experiences, being primarily driven by those who did not know that their power was being shut off prior to the event.

### RECOMMENDATIONS

- ▶ **Diversification of notifications to increase awareness pre-event:** Once it is known that a PSPS event will be happening, ensure that customers are receiving the message via multiple channels so that awareness is high. Email & text message are the most popular avenues of awareness, with recorded phone messages following.
- ▶ **More useful information updates during events:** With only about a third of customers finding the information on SCE.com and the phone center to be at least very useful, ensure that information at those sources is up-to-date and relevant.
- ▶ **Customer care in the form of rebates for equipment/supply purchases:** Those who have experienced shutoffs are especially drawn to receiving rebates for purchases of supplies like generators, chargers, or emergency kits. 45% of De-Energized customers have emergency kits and only about a third have backup generators, so providing easier access to these supplies will help boost goodwill.

## Optimize PSPS notifications by including more specific information, such as links to maps and additional information on timing.

Beyond accurate and timely information, customers are interested in specific information with regard to their particular area. Customers don't think the notifications are overly annoying or wordy, so continue messaging with the same tone and brevity.

### RECOMMENDATIONS

- ▶ **Provide any information available related to duration of event:** First and foremost, customers want to know when the event is happening and how long it is going to last. Providing any type of time information (e.g., approximate duration of event, start and end times) will give customers peace-of-mind during a stressful time. Especially for De-Energized customers, this addition may help improve perceptions that the notifications help them feel like they know what's going on and that they have adequate time to prepare for the event.
- ▶ **Provide links to maps pertinent to their specific address:** Customers are interested in information that they can track to their specific location. These notifications should come as often as conditions change, as customers want to be kept highly updated.

## Partner with TV news stations and local fire departments to help disperse information.

TV reports and local fire departments are the current go-to resources when it comes to wildfire safety and PSPS awareness. Leveraging these sources may help create program buy-in and help increase awareness where it's really needed.

### RECOMMENDATIONS

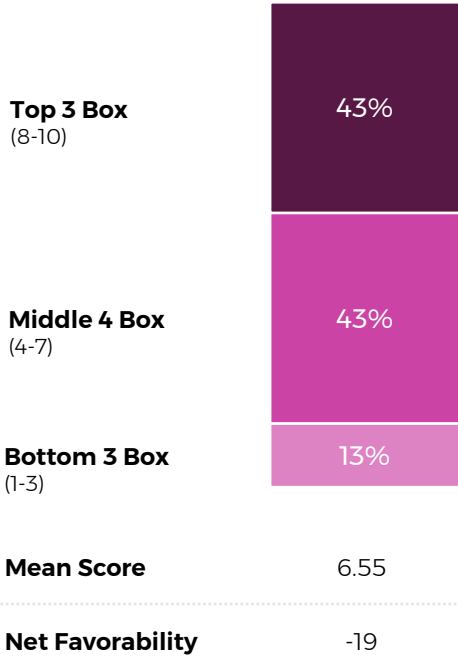
- ▶ **Work with local TV stations to feature PSPS on news reports:** Currently, about half of customers are finding out about PSPS through TV reports. Around wildfire season, it may be beneficial to partner with local TV stations to feature segments about the possibility of PSPS events happening when winds are high, so that customers are at least exposed to the concept before they experience an event. This may also be a good avenue to highlight any efforts that SCE is making with regard to undergrounding, another mitigation program that is important to customers.
- ▶ **Partner with local fire departments to provide information before and during events:** Customers view local fire departments as both useful sources of wildfire safety information, as well as organizations that are trusted to help protect the community against wildfires. Because customers are going to them for information, ensure that local fire departments are equipped with the latest news when it comes to PSPS events.



# Residential Customer Profiles

# How do De-Energized customers feel about SCE?

## SCE FAVORABILITY



## FEELINGS TOWARD SCE

	Mean Score	Top 3 Box (8-10)	Middle 4 Box (4-7)	Bottom 3 Box (1-3)	Net Score (9-10 minus 1-6)
Actively works with first responders to keep communities safe during wildfires	7.0	51%	36%	14%	-1
Is committed to restoring power to customers affected by wildfires	6.9	50%	36%	14%	-6
Takes proactive measures to protect the electricity grid from wildfires	6.4	44%	38%	18%	-19
Takes proactive measures to protect communities from the risks of wildfires	6.5	41%	42%	16%	-22
Shows care and concern for its customers	6.1	37%	42%	21%	-29
Supports nonprofits and communities affected by wildfires	5.8	33%	44%	23%	-35
Is a company you trust to act in the best interest of its customers	5.8	33%	41%	27%	-36

Base: Total Respondents (De-Energized n=501); Q1, Q12

# Profile of De-Energized Customers

## DEMOGRAPHICS

### Gender



### Age



### HH Income



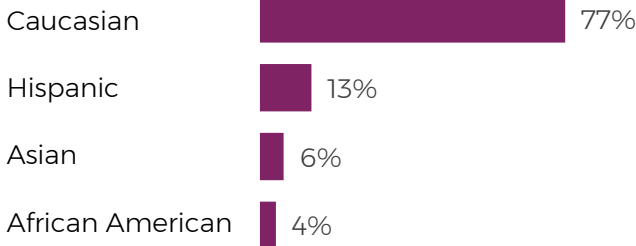
### Employment



### College Grad+

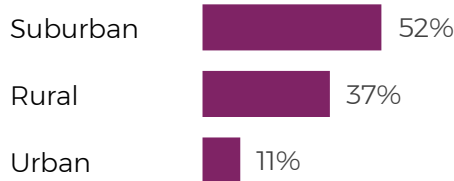


### Ethnicity

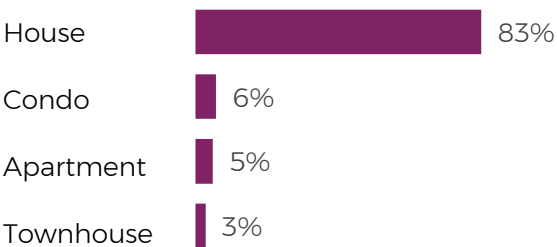


## HOUSE-O-GRAPHICS

### Neighborhood



### Residence



### Own or Rent



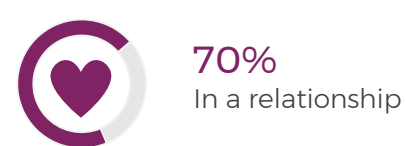
### Evacuation



### Children



### Marital Status



### Disabilities in HH



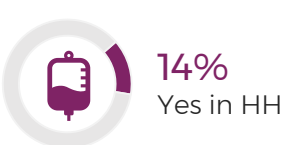
### HH Composition



### Seniors



### Medical Equipment

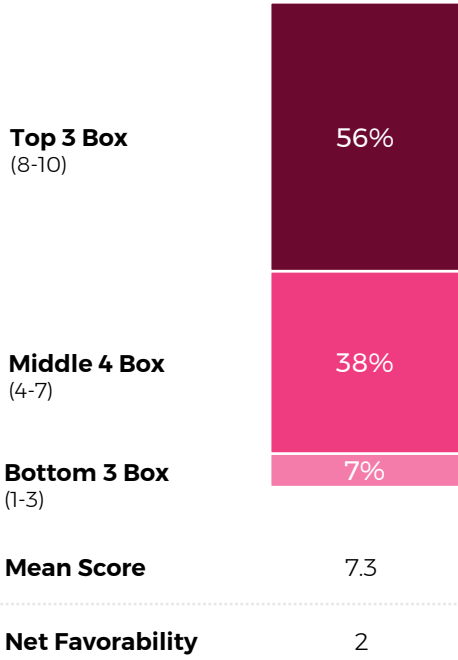


Base: Total Respondents (De-Energized n=501); Q44, Q45, Q46, Q47, Q48, Q49, Q50, Q51, Q52, Q53, Q54, Q55, Q56, Q57, Q58, Q59



# How do Notified customers feel about SCE?

## SCE FAVORABILITY



## FEELINGS TOWARD SCE

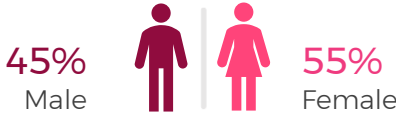
	Mean Score	Top 3 Box (8-10)	Middle 4 Box (4-7)	Bottom 3 Box (1-3)	Net Score (9-10 minus 1-6)
Is committed to restoring power to customers affected by wildfires	7.9	67%	27%	6%	26
Actively works with first responders to keep communities safe during wildfires	7.6	60%	33%	7%	14
Takes proactive measures to protect the electricity grid from wildfires	7.3	57%	32%	10%	5
Shows care and concern for its customers	7.1	53%	35%	11%	-1
Takes proactive measures to protect communities from the risks of wildfires	7.1	51%	38%	11%	-1
Is a company you trust to act in the best interest of its customers	6.7	47%	40%	14%	-12
Supports nonprofits and communities affected by wildfires	6.8	45%	44%	11%	-18

Base: Total Respondents (Notified n=500); Q1, Q12

# Profile of Notified Customers

## DEMOGRAPHICS

### Gender



### Age



### HH Income



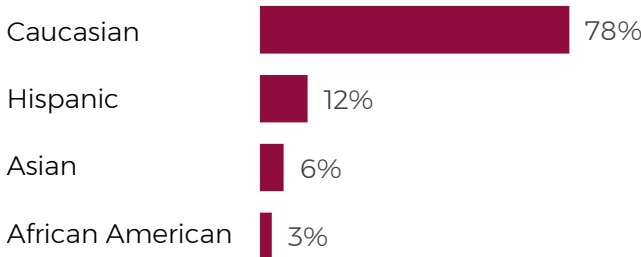
### Employment



### College Grad+

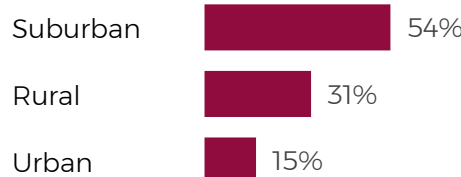


### Ethnicity

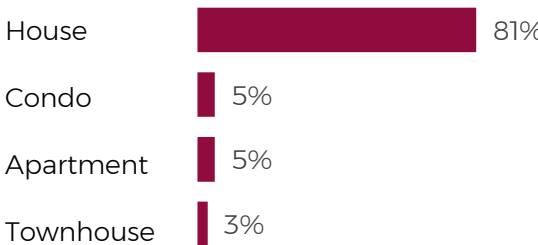


## HOUSE-O-GRAPHICS

### Neighborhood



### Residence



### Own or Rent



### Evacuation



### Children



### Marital Status



### Disabilities in HH



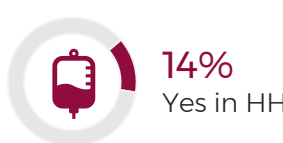
### HH Composition



### Seniors



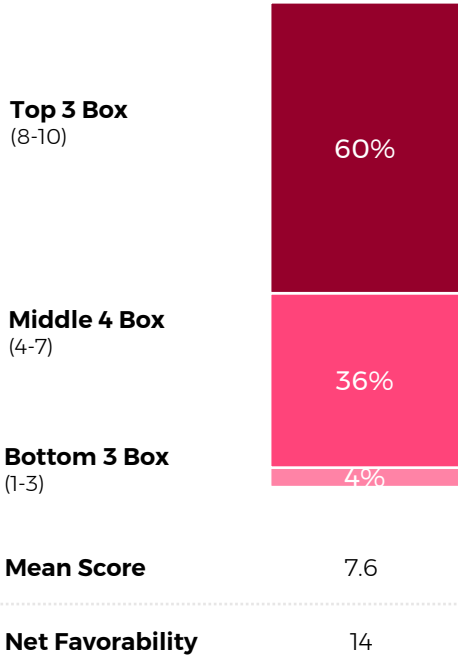
### Medical Equipment



Base: Total Respondents (Notified n=500); Q44, Q45, Q46, Q47, Q48, Q49, Q50, Q51, Q52, Q53, Q54, Q55, Q56, Q57, Q58, Q59

# How do Unnotified customers feel about SCE?

## SCE FAVORABILITY



## FEELINGS TOWARD SCE

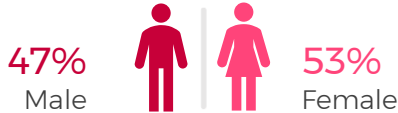
	Mean Score	Top 3 Box (8-10)	Middle 4 Box (4-7)	Bottom 3 Box (1-3)	Net Score (9-10 minus 1-6)
Is committed to restoring power to customers affected by wildfires	8.1	69%	28%	3%	28
Actively works with first responders to keep communities safe during wildfires	7.6	60%	34%	7%	15
Takes proactive measures to protect the electricity grid from wildfires	7.3	52%	40%	8%	6
Shows care and concern for its customers	7.1	50%	39%	11%	1
Takes proactive measures to protect communities from the risks of wildfires	7.1	49%	42%	9%	-5
Is a company you trust to act in the best interest of its customers	6.9	47%	41%	12%	-7
Supports nonprofits and communities affected by wildfires	6.9	46%	42%	11%	-13

Base: Total Respondents (Not notified n=501); Q1, Q12

# Profile of Unnotified Customers

## DEMOGRAPHICS

### Gender



### Age



### HH Income



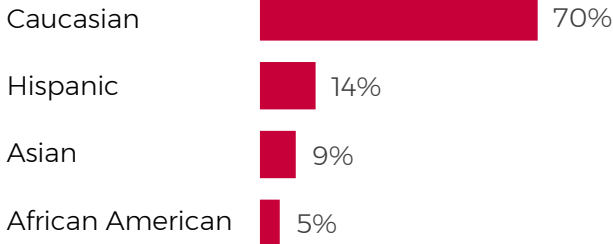
### Employment



### College Grad+

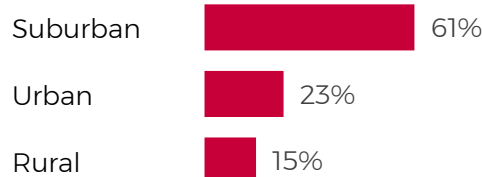


### Ethnicity

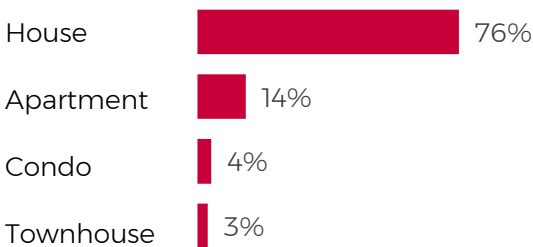


## HOUSE-O-GRAPHICS

### Neighborhood



### Residence



### Own or Rent



### Evacuation



### Children



### Marital Status



### Disabilities in HH



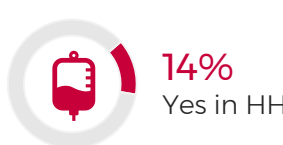
### HH Composition



### Seniors



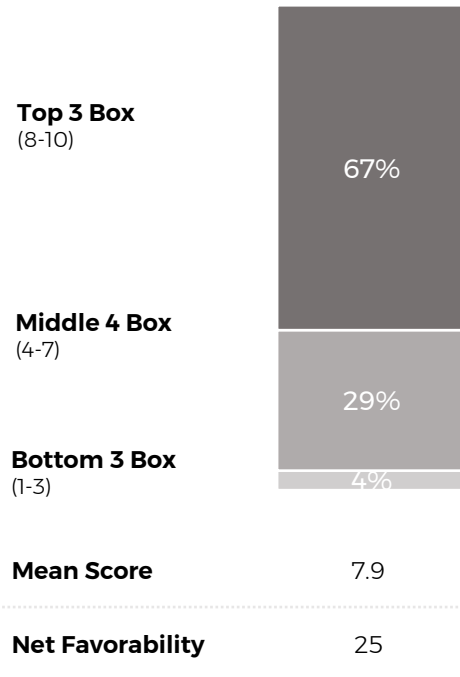
### Medical Equipment



Base: Total Respondents (Not notified n=501); Q44, Q45, Q46, Q47, Q48, Q49, Q50, Q51, Q52, Q53, Q54, Q55, Q56, Q57, Q58, Q59

# How do customers not in high-risk areas feel about SCE?

## SCE FAVORABILITY



## FEELINGS TOWARD SCE

	Mean Score	Top 3 Box (8-10)	Middle 4 Box (4-7)	Bottom 3 Box (1-3)	Net Score (9-10 minus 1-6)
Is committed to restoring power to customers affected by wildfires	8.1	70%	26%	4%	30
Actively works with first responders to keep communities safe during wildfires	7.8	64%	30%	5%	22
Shows care and concern for its customers	7.4	56%	34%	9%	11
Takes proactive measures to protect the electricity grid from wildfires	7.5	56%	38%	6%	10
Is a company you trust to act in the best interest of its customers	7.3	55%	34%	11%	9
Takes proactive measures to protect communities from the risks of wildfires	7.3	55%	38%	7%	2
Supports nonprofits and communities affected by wildfires	7.4	53%	42%	5%	4

Base: Total Respondents (Not in high-risk area n=500); Q1, Q12

# Profile of Customers Not in High-Risk Areas

## DEMOGRAPHICS

### Gender



### Age



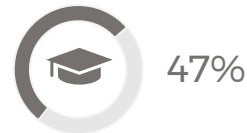
### HH Income



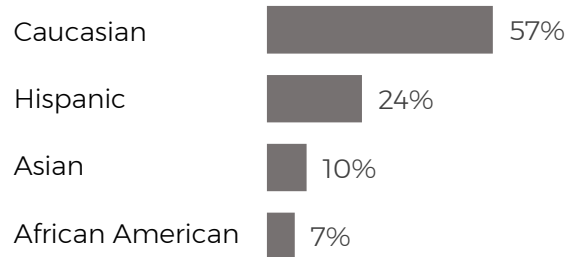
### Employment



### College Grad+

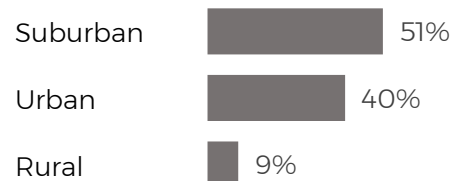


### Ethnicity

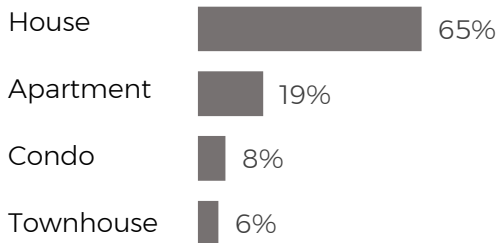


## HOUSE-O-GRAPHICS

### Neighborhood



### Residence



### Own or Rent



### Evacuation



### Children



### Marital Status



### Disabilities in HH



### HH Composition



### Seniors



### Medical Equipment

