

PG&E

Wildfire Safety-PSPS Awareness Survey General Population (Post-Season)

February 16, 2022

Customer Experience & Insights (CXI)



Customer Experience
and Insights



Methodology

- Number of completed surveys = 2,695 in December 2021

Wave	Feb 2020	Sept 2020	Nov 2020	May 2021	Aug 2021	Dec 2021
Online	1,293	1,200	1,088	987	1,138	1,341
Phone	1,000	1,038	1,132	1,008	1,002	1,354
Total	2,293	2,238	2,220	1,995	2,140	2,695

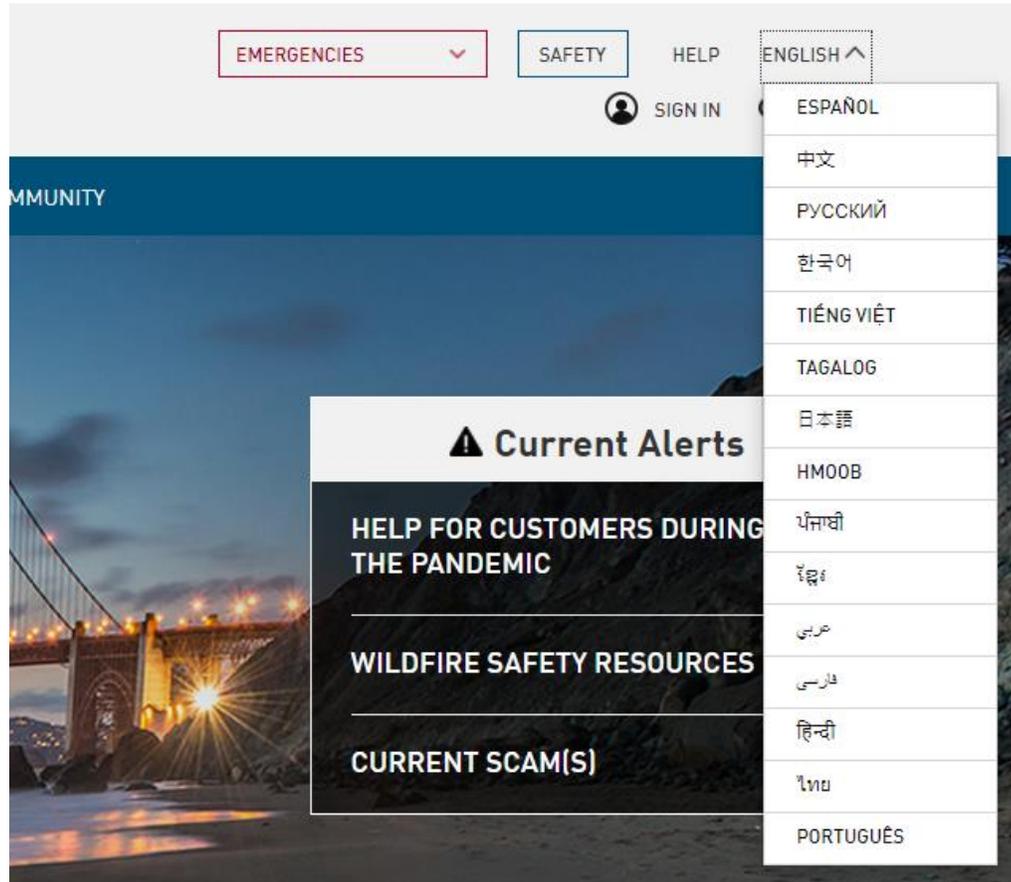
- Data collected:

	<u>2020</u>	<u>2021</u>
Baseline	Feb 13 to Mar 1	May 20 to June 13
Pre-Season	Sept 10 to Sept 30	Aug 25 to Sept 19
Post-Season	Nov 18 to Nov 30	Dec 9 to Jan 13

- Survey length: 19.5 minutes
- Minimum DMA quotas were set to ensure a statistically valid sample in each DMA
- Final sample was weighted by age and gender to provide representative views across the entire service territory, within each region, and by DMA

Communicating Wildfire Safety

- 55% recalled wildfire safety communication Post-Season 2021, significantly fewer than Post-Season 2020 (67%), but consistent with the 2021 Baseline survey.
 - Significantly more Spanish speakers in Post-Season 2021 recalled communications compared to all previous waves.
- Email and Direct Mail from PG&E along with TV/Radio ads were cited as the most recalled communications channels.
- 72% are satisfied with PG&E’s website for information about wildfire safety;
 - However, only 54% are satisfied with website’s information about PSPS.
- Most agree that PG&E is committed to restoring power to those affected by wildfires and makes an effort to communicate about wildfires.
 - 39% agreed that “*PG&E is helping me prepare for wildfire season,*” compared to 49% one year earlier.
- Consistent with previous waves, fewer than half (45%) are satisfied with PG&E’s wildfire safety efforts;
 - Those in high fire risk areas are significantly less satisfied.



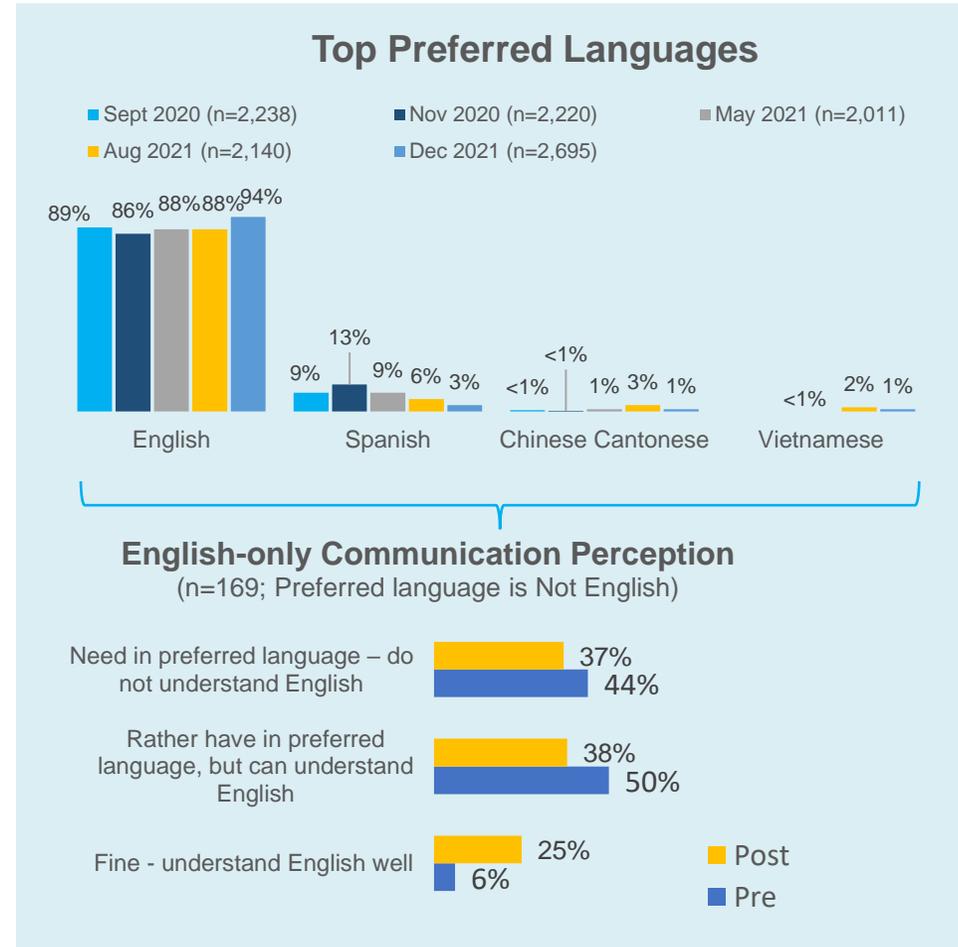
Language Preferences



Other than Spanish speakers, very few chose to take the survey in another language despite being offered in multiple languages

Few customers took the survey in a language other than English or Spanish

	Sept 2020		Nov 2020		May 2021		Aug 2021		Dec 2021	
English	2,030	91%	1,947	88%	1,809	91%	1,870	87%	2,471	92%
Spanish	191	9%	262	12%	168	8%	119	6%	94	3%
Vietnamese	0	0%	0	0%	0	0%	39	2%	40	1%
Chinese	14	1%	10	1%	18	1%	84	4%	36	1%
Korean	1	<1%	0	0%	0	0%	16	1%	27	1%
Japanese	0	0%	0	0%	0	0%	6	<1%	24	1%
Russian	2	<1%	1	<1%	0	0%	3	<1%	3	<1%
Punjabi	0	0%	0	0%	0	0%	1	<1%	0	0%
Arabic	0	0%	0	0%	0	0%	1	<1%	0	0%
Farsi	0	0%	0	0%	0	0%	0	0%	0	0%
Hmong	0	0%	0	0%	0	0%	0	0%	0	0%
Hindi	0	0%	0	0%	0	0%	0	0%	0	0%
Khmer	0	0%	0	0%	0	0%	0	0%	0	0%
Portuguese	0	0%	0	0%	0	0%	0	0%	0	0%
Tagalog	0	0%	0	0%	0	0%	0	0%	0	0%
Thai	0	0%	0	0%	0	0%	0	0%	0	0%



45% of those who prefer a language other than English in the pre and post-season surveys said they need communications in their preferred language. This translates to 4% of the total population.

Q3. What is your preferred language for receiving public safety information like this from PG&E? Base: Total (n=2,695)

Q4. How do you feel about receiving wildfire communications from PG&E in English if your preferred language is not English? Base: English is not preferred language (n=123)