

2022 Wildfire Safety-PSPS Outreach Survey General Population Pre-Season and Post-Season Waves

March 31, 2023





Methodology

- Completed interviews by wave:

| <u>Wave</u> | <u>Pre 2020</u> | <u>Post 2020</u> | <u>Pre 2021</u> | <u>Post 2021</u> | <u>Pre 2022</u> | <u>Post 2022</u> |
|--------------|-----------------|------------------|-----------------|------------------|-----------------|------------------|
| Online | 1,200 | 1,088 | 1,138 | 1,341 | 1,361 | 1,307 |
| Phone | <u>1,038</u> | <u>1,132</u> | <u>1,002</u> | <u>1,354</u> | <u>1,390</u> | <u>1,446</u> |
| Total | 2,238 | 2,220 | 2,140 | 2,695 | 2,751 | 2,753 |

- Data collected:
 - Pre-Season: Aug 30 to Sep 25,
 - Post-Season: Nov 15 to Dec 11
- Survey length: 17 minutes (Post)
- Minimum DMA quotas were set to ensure a statistically valid sample in each DMA
- Stratified sample across DMAs with AFN oversample; age/gender quotas in each
- Final sample was weighted by age and gender to provide representative views across the entire service territory, within each region, and by DMA
- The online survey used a dropdown that allowed respondents to take the survey in any language. For the phone survey, fluent speakers were available in all languages for survey administration.
- Available languages were:

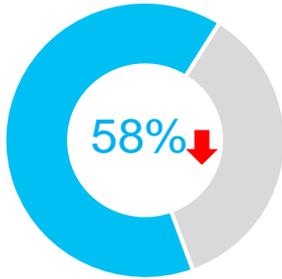
| | |
|----------|------------|
| English | Korean |
| Spanish | Farsi |
| Arabic | Portuguese |
| Armenian | Punjabi |
| Chinese | Russian |
| Hmong | Tagalog |
| Hindi | Thai |
| Japanese | Vietnamese |
| Khmer | |



Key Findings

Awareness of PG&E communications is down from Pre 2022 and in line with Post 2021.

Aware of PG&E Communication



Sources of Communications (aided)

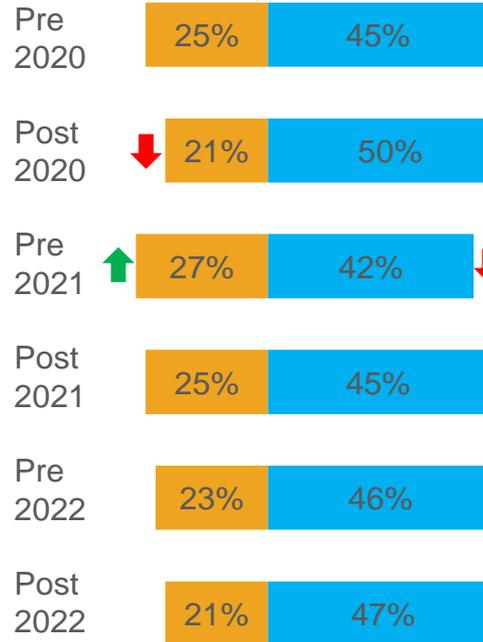
| | Pre 2020 | Post 2020 | Pre 2021 | Post 2021 | Pre 2022 | Post 2022 |
|--|----------|-----------|----------|-----------|----------|-----------|
| | 63% | 67% ↑ | 59% ↓ | 55% ↓ | 68% ↑ | 58% ↓ |
| | 47% | 41% ↓ | 40% | 42% | 39% | 36% |
| | 31% | 32% | 30% | 29% | 26% | 23% |
| | 20% | 17% | 17% | 16% | 15% | 13% |

Satisfaction with PG&E's wildfire safety efforts remains consistent with results from the past year.

Nearly half rate PSPS program as positive, up from Pre 2022.

Overall Sat with Wildfire Safety Efforts

■ Dissatisfied ■ Satisfied

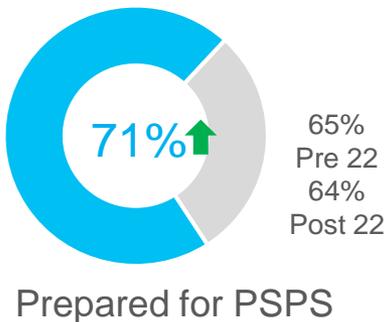
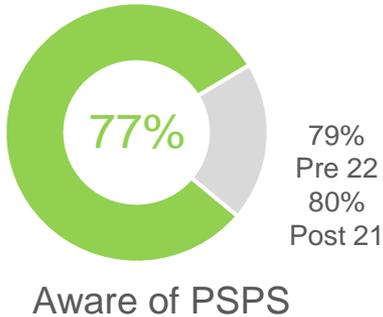


PSPS Perception

■ Negative ■ Positive



Preparations and PSPS



- PSPS awareness is 77% - in line with previous waves (79% in Pre 2022, 80% in Post 2021, 79% in Pre 2021, 81% Post 2020 and Pre 2020). Awareness remains higher in Wildfire Tiers 2-3 (90% vs. 73% in Tier 1).
 - Unaided, TV or radio news report, losing power, and a text message from PG&E are the main sources of PSPS information. When aided, an email from PG&E, TV/radio news and a text from PG&E are the most frequently mentioned sources.
 - Those in Wildfire Tiers 2 or 3 are most likely to mention their power being shut off, a text message, and a letter from PG&E.
 - Over half (59%) of those who saw PSPS information on the PG&E website are satisfied with it.
- Over two thirds say they are prepared for PSPS (71%), up from Pre 2022 (65%) and Post 2021 (66%). When aided, purchasing lanterns or flashlights, signing up for notifications from PG&E, and purchasing food and water are the most common steps taken.
 - Just over three in ten (33%) prepared an emergency kit, up from Pre 2022*



Key Findings (cont.)

Customers in Wildfire Tiers 2-3 are more likely than those in Tier 1 to be aware of PG&E communications, more likely to be aware of PSPS, and more likely to be prepared for a PSPS event; they are less satisfied with PG&E's efforts and have a less positive perception of PSPS.

| | Wildfire Tier | | Medical Baseline | | In Care | | Low Income | |
|----------------------------------------------|---------------|------------|------------------|-----|------------|------------|------------|------------|
| | Tier 1 | Tier 2-3 | Yes | No | Yes | No | Yes | No |
| Awareness of PG&E Communication | 55% | 69% | 58% | 58% | 52% | 60% | 54% | 60% |
| Satisfaction with PG&E's efforts (top-2-box) | 48% | 41% | 49% | 47% | 65% | 41% | 63% | 42% |
| Awareness of PSPS | 73% | 90% | 78% | 76% | 61% | 81% | 62% | 81% |
| Preparedness for PSPS | 67% | 85% | 71% | 71% | 66% | 72% | 65% | 73% |
| PSPS Perception (top-2-box) | 49% | 39% | 41% | 47% | 55% | 44% | 52% | 45% |

Bold text signifies statistical difference at the 95% confidence level compared to at least one other audience