

# PSPS TRACKER: BUSINESS CUSTOMERS

March 16, 2020

QUANTITATIVE REPORT FOR

The Bovitz logo, consisting of a blue triangle with a yellow triangle inside it, positioned above the text "BOVITZ".

**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 Business 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 1/14/19 - 3/2/20 online and on the phone among Southern California Edison Business customers. Survey respondents were the primary parties responsible for paying the electricity bills for their companies.

	DE-ENERGIZED	NOTIFIED ONLY	NOT NOTIFIED	NOT IN HIGH-RISK AREA	TOTAL
ONLINE	34	100	70	76	280
PHONE	100	100	100	100	400
COMBINED	134	200	170	176	680

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



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

## Much like Residential customers, Business customers who have been most disrupted by PSPS have worse opinions of Edison.

Merely receiving alert notifications decreases favorability, with de-energized customers having the least favorable opinions.

### 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>	6.7	-18	11%	41% <sup>d</sup>	47%
<b>Notified Only (B)</b>	<b>7.4<sup>A</sup></b>	7	8%	36%	57%
<b>Not Notified (C)</b>	<b>7.7<sup>A</sup></b>	15	6%	33%	61% <sup>A</sup>
<b>Not in High-Risk Area (D)</b>	<b>7.6<sup>A</sup></b>	16	7%	32%	61% <sup>A</sup>

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

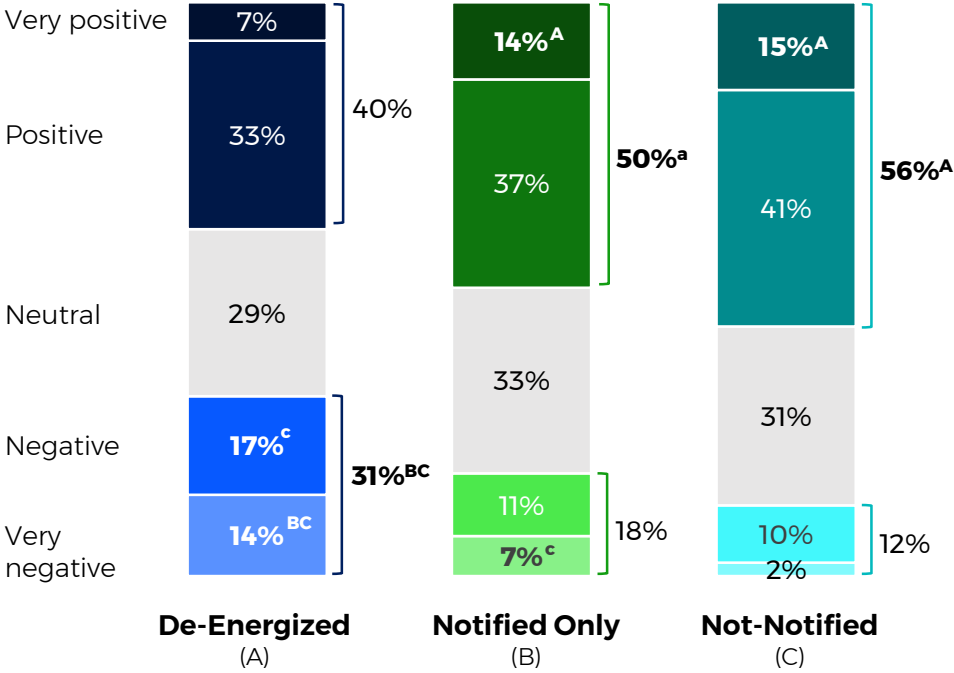
	De-Energized (A)	Notified Only (B)	Not Notified (C)	Not in High-Risk Area (D)
Is committed to restoring power to customers affected by wildfires	51%	66% <sup>A</sup>	76% <sup>AB</sup>	69% <sup>A</sup>
Actively works with first responders to keep communities safe during wildfires	49%	64% <sup>A</sup>	73% <sup>A</sup>	67% <sup>A</sup>
Takes proactive measures to protect the electricity grid from wildfires	44%	53%	59% <sup>A</sup>	58% <sup>A</sup>
Takes proactive measures to protect communities from the risks of wildfires	43%	53% <sup>a</sup>	62% <sup>A</sup>	56% <sup>A</sup>
Supports nonprofits and communities affected by wildfires	37%	43%	55% <sup>Ad</sup>	41%
Shows care and concern for its customers	34%	46% <sup>A</sup>	53% <sup>A</sup>	53% <sup>A</sup>
Is a company you trust to act in the best interest of its customers	30%	45% <sup>A</sup>	52% <sup>A</sup>	51% <sup>A</sup>

Base: Total Respondents (De-Energized n=134, Notified Only n=200, Not Notified n=170 Not in High-Risk Area n=176); Q1, Q12; for a comparison snapshot with Residential customer data, refer to slide 40

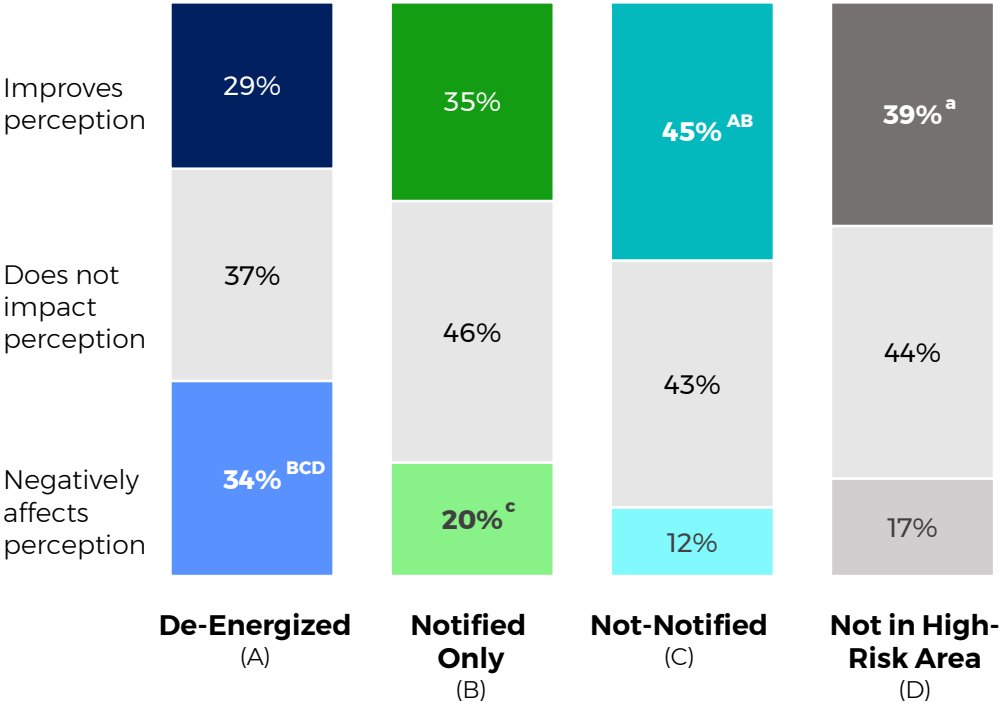
# Those who experience PSPS events are significantly more likely to have an unfavorable opinion of the practice.

Business customers have similar opinions of PSPS as Residential customers, with about a third of de-energized customers having a negative opinion of the practice.

## OPINION OF PSPS PRACTICE\*



## PSPS IMPACT ON OPINION OF SCE



Base: Total Respondents (De-Energized n=134, Notified Only n=200, Not Notified n=170, Not in High-Risk Area n=176); Q34, Q36. \*Question was not asked of those who do not live in high-risk area.

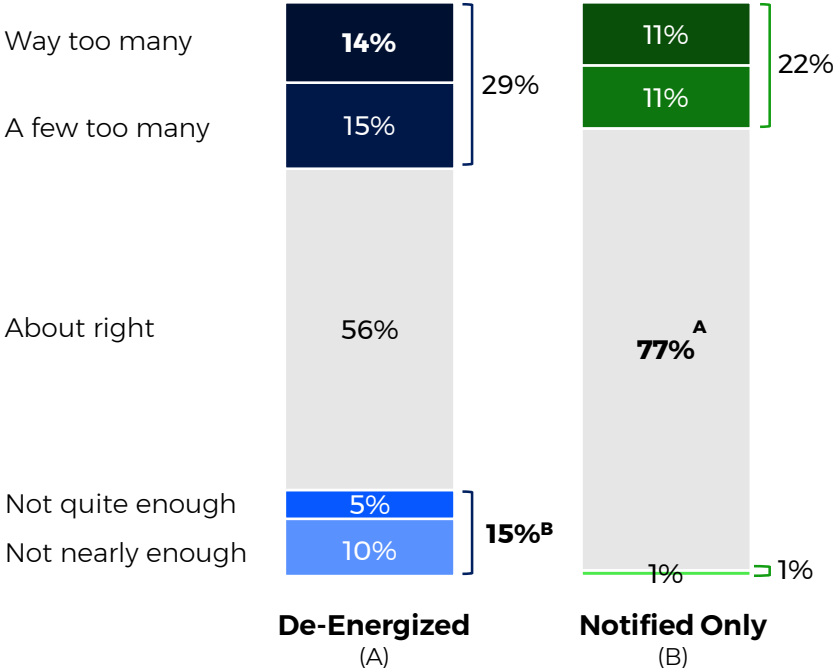


# **A closer look at PSPS notifications**

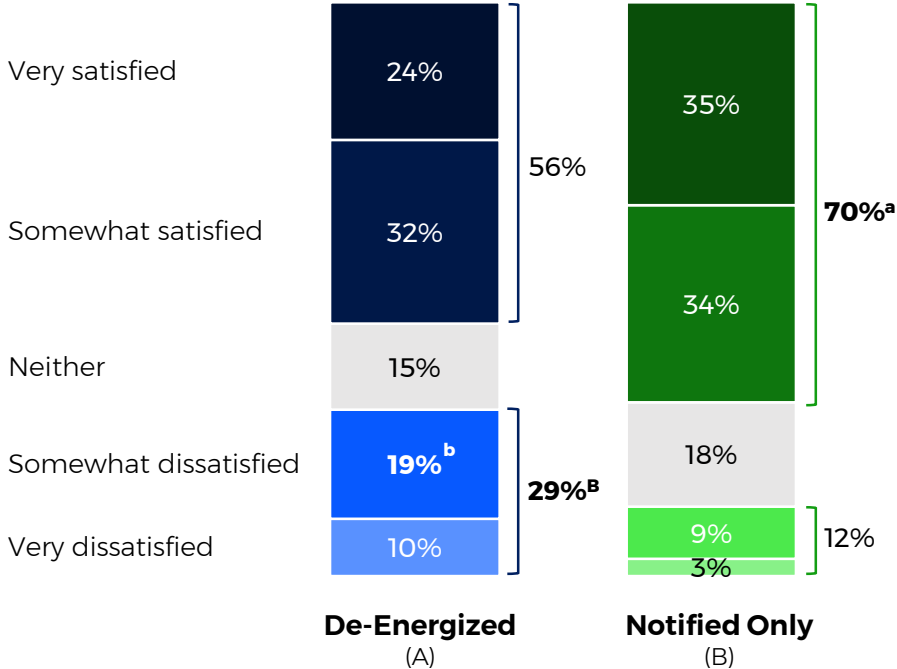
# De-energized customers are less satisfied with the frequency and content of PSPS alerts compared to those who were notified but did not experience an event.

Almost 8-in-10 customers who were Notified Only feel the number of alerts they received was appropriate.

## FEELING ABOUT NUMBER OF ALERTS



## SATISFACTION OF INFORMATION IN ALERTS



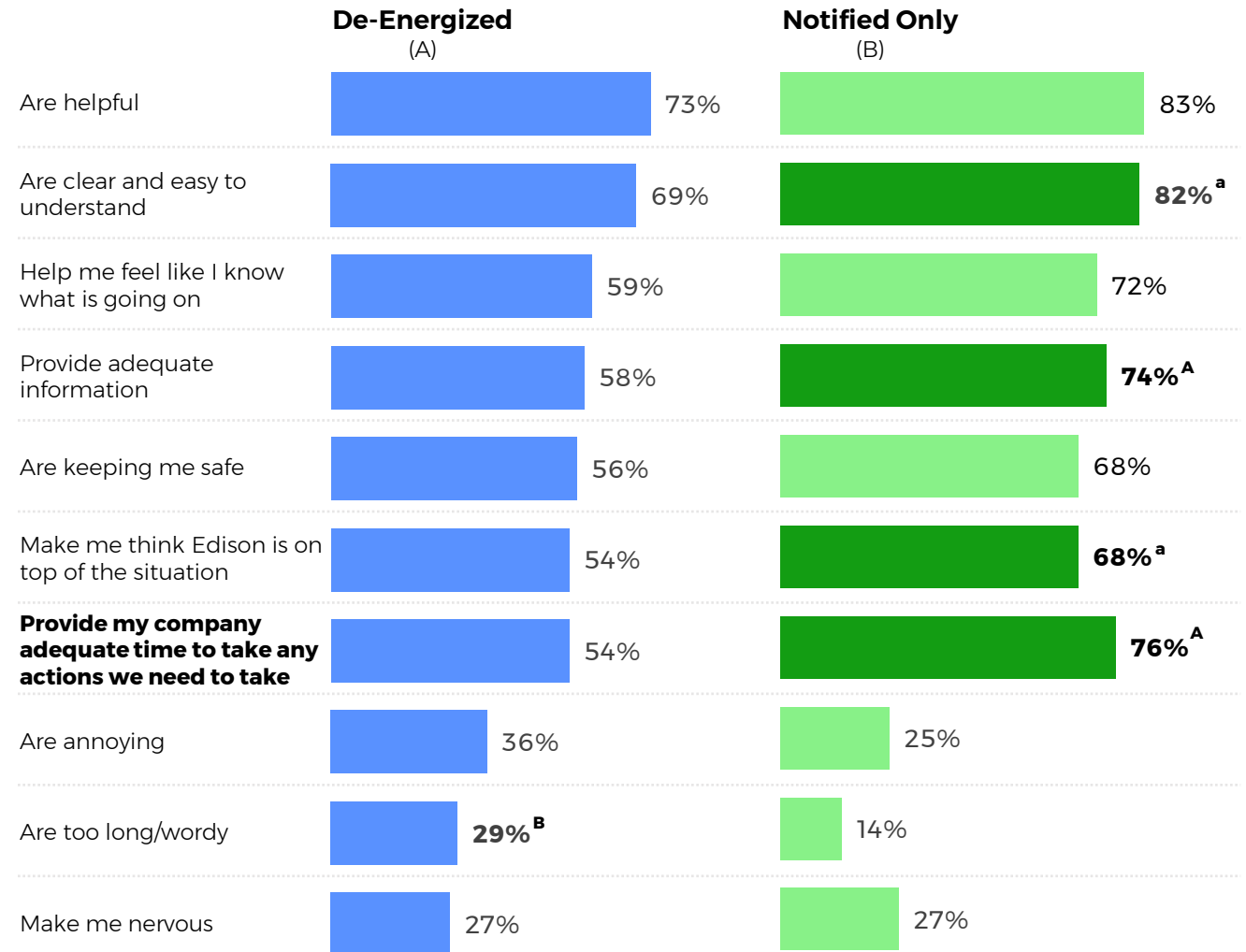
Base: Received Notification (De-Energized n=59, Notified Only n=93); Q18, Q19



# De-energized Business customers are not as satisfied with the information in the alerts, especially when it comes to providing adequate time information needed to prepare for the event.

These customers also think the current alerts are too wordy.

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



Base: Received Notification (De-Energized n=59, Notified Only n=93); Q21

# Most customers would find the addition of links to maps and approximate outage times to be useful resources.

Customers prefer to be on top of the situation and receive 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>81%</b>	<b>78%</b>	Initially, when it is first known I may be impacted; and again once the PSPS event has ended.	19%	26%	24%	
Extremely useful	52%	54%	50%		Daily, as long as my service may be impacted; and again once the PSPS event has ended.	13%	17%	14%
Very useful	29%	27%	28%	Notify me once and send a link so I can monitor the map; and again once the PSPS event has ended.		22% <sup>b</sup>	15%	21% <sup>b</sup>
Somewhat useful	13%	15%	15%			<b>Notify me as often as conditions change. This could mean receiving multiple notifications per day.</b>	<b>46%</b>	<b>42%</b>
Not very useful	2%	2%	4%					
Not at all useful	3%	2%	2%					
<b>Net: Bottom 2 Box</b>	<b>5%</b>	<b>4%</b>	<b>6%</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>84%</b>	<b>85%</b>	<b>88%</b>
Extremely useful	57%	58%	59%
Very useful	27%	27%	28%
Somewhat useful	12%	12%	11%
Not very useful	1%	2%	1%
Not at all useful	2%	3%	1%
<b>Net: Bottom 2 Box</b>	<b>4%</b>	<b>4%</b>	<b>2%</b>

Base: Live in High-Risk Area (De-Energized n=134, Notified Only n=200, Not Notified n=170); Q22, Q23, Q22A



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

## Almost half of those who experienced a PSPS event were UNAWARE that their business's power would be shut off.

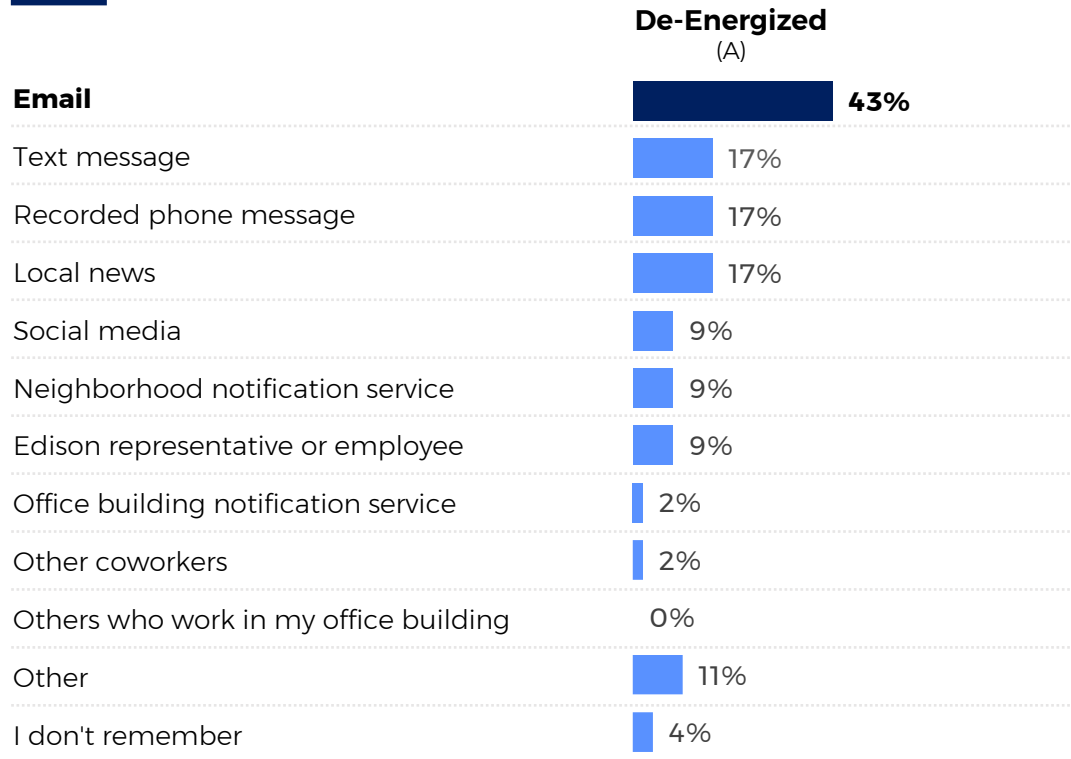
Those with prior knowledge of the event were largely made aware via email, compared to Residential customers who relied heavily on text messages for awareness.

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



Only **46%** of those who experienced PSPS events thought it was necessary to keep the community safe.

### SOURCES OF PSPS EVENT AWARENESS

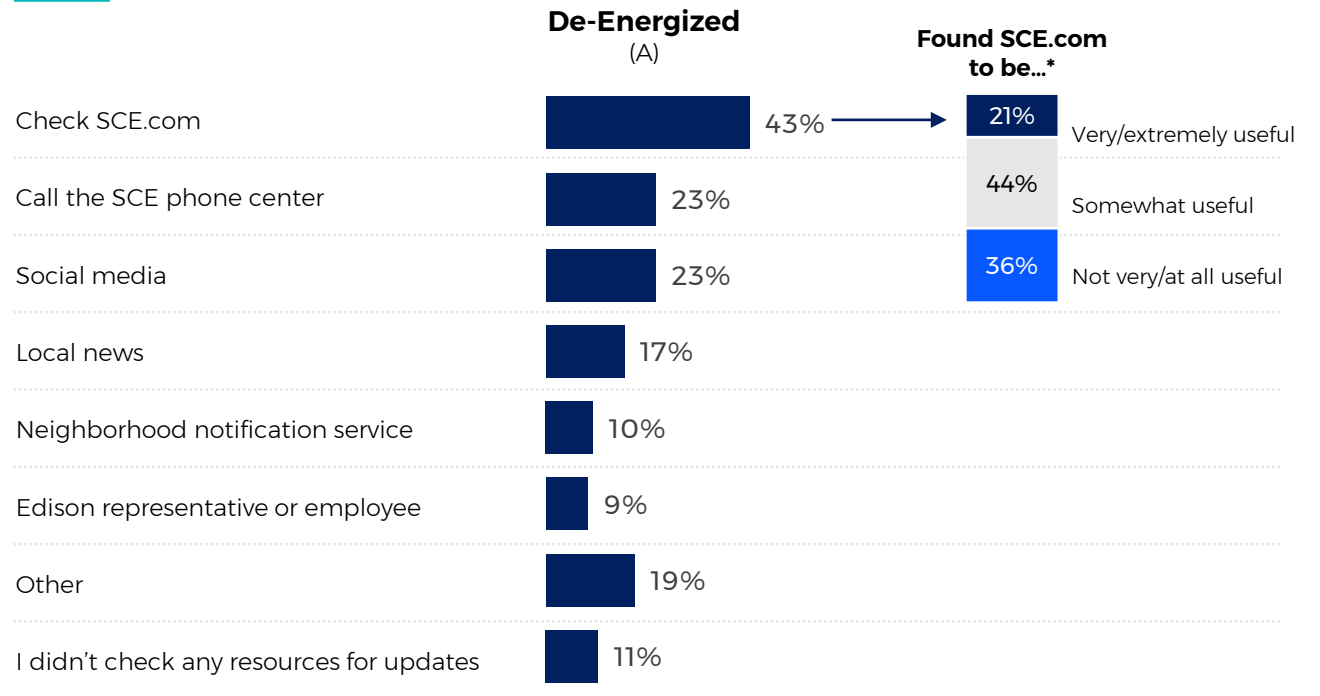


Base: De-Energized n=90; Q25, Q26

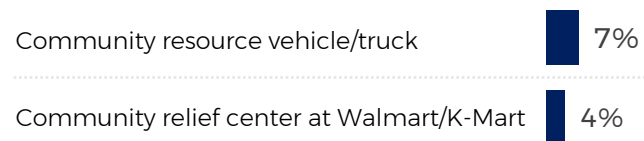
**Customers mostly checked the SCE site for updates during PSPS events. However, only a fifth of site visitors found the information on the site highly useful.**

Utilization of SCE’s community resources was low during recent PSPS events.

### WHERE CUSTOMERS WENT FOR UPDATES DURING PSPS EVENT



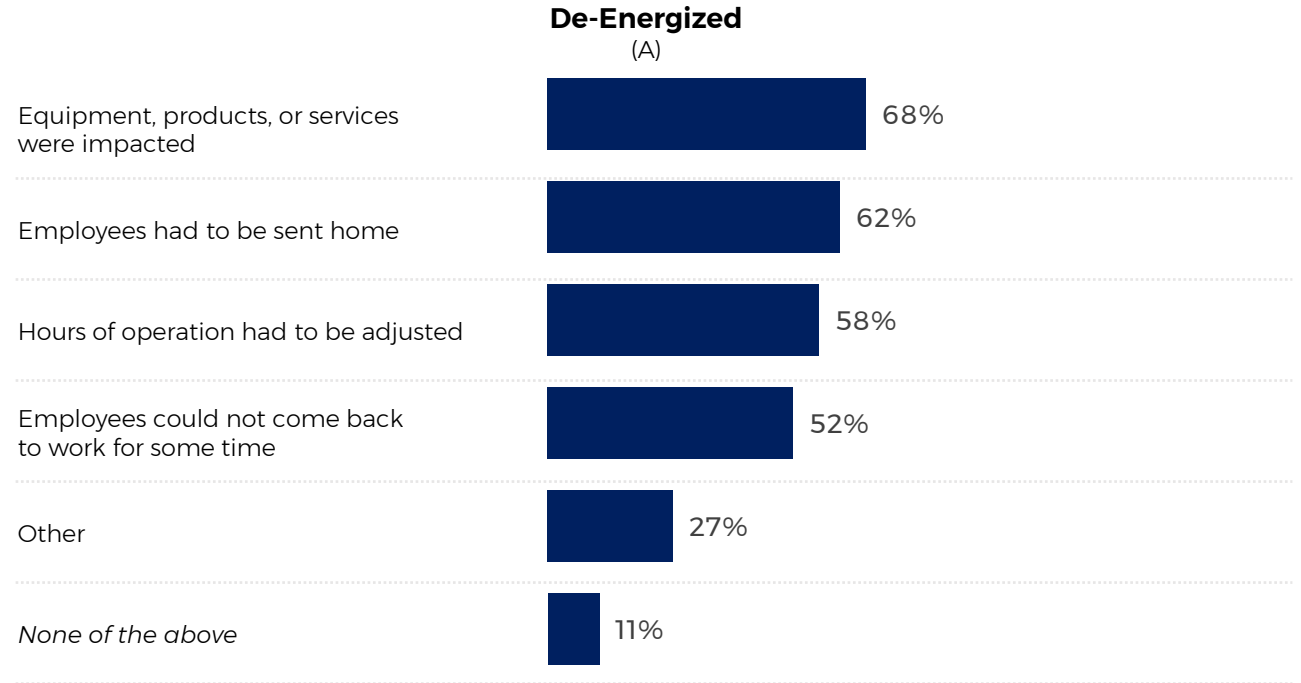
### VISITATION OF SCE RESOURCES DURING PSPS EVENT



Base: Experienced a PSPS event (De-Energized n=90); Q27, Q28\* (Base: n=39 SCE.com visitors), Q29, Q30

**PSPS events mainly disrupted business operation (equipment, products, or services) and employee schedules.**

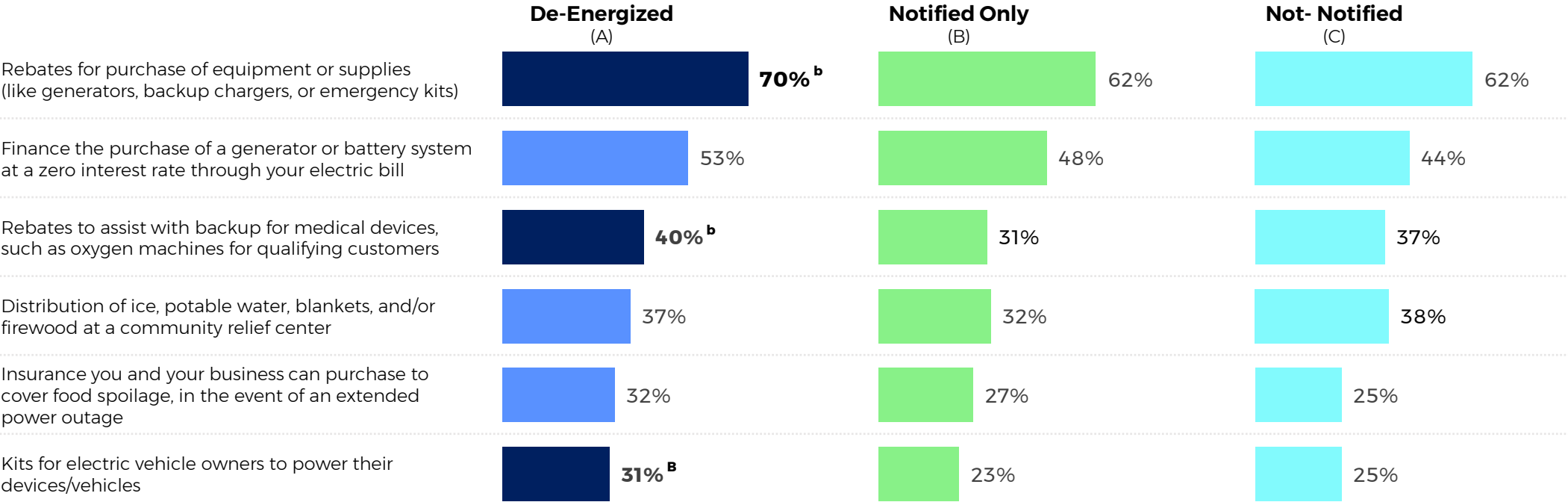
### EFFECTS OF PSPS EVENT(S) ON BUSINESSES



Base: Experienced a PSPS event (De-Energized n=90); Q24a

# Rebates for purchase of equipment or supplies are the most beneficial PSPS customer care actions, especially to those who experienced an event.

## BENEFICIAL CUSTOMER CARE AND SUPPORT ACTIONS



Base: Live in High-Risk Area (De-Energized n=134, Notified Only n=200, Not Notified n=170); Q37



# A closer look at PSPS messaging



**Of the Business customers who can recall SCE’s wildfire mitigation programs, very few can name PSPS top-of-mind.**

Those working in non-high risk areas have the lowest awareness of SCE’s efforts.

**UNAIDED AWARENESS OF SCE’S WILDFIRE MITIGATION PROGRAMS**

	De-Energized (A)	Notified Only (B)	Not Notified (C)	Not in High-Risk Area (D)
<b>NET: Cutting Power / PSPS</b>	<b>25%<sup>D</sup></b>	<b>42%<sup>ACD</sup></b>	<b>20%</b>	<b>14%</b>
General power outages or shutoffs	13%	22% <sup>ACD</sup>	14%	10%
<b>Public Safety Power Shutoffs / PSPS</b>	<b>8%<sup>CD</sup></b>	<b>4%<sup>D</sup></b>	<b>1%</b>	<b>1%</b>
Cutting power during high winds	4%	13% <sup>ACD</sup>	4%	1%
Planned outages / blackouts	2%	6% <sup>acd</sup>	2%	2%
Vegetation Management	10%	18% <sup>ACD</sup>	8%	7%
Power Line Maintenance	9% <sup>D</sup>	13% <sup>CD</sup>	4%	2%
Other	10%	14%	10%	9%
<i>Not aware of any SCE wildfire mitigation programs</i>	46%	43%	<b>58%<sup>AB</sup></b>	<b>65%<sup>AB</sup></b>

Base: Total Respondents (De-Energized n=134, Notified Only n=200, Not Notified n=170, Not in High-Risk Area n=176); Q11

## Business customers working in high-risk areas have high aided awareness of PSPS, with the majority becoming informed through TV or radio news reports.

Both Business and Residential customers rely most on TV or radio news reports for finding out about PSPS.

### PROGRAM AWARENESS

	De-Energized (A)	Notified Only (B)	Not Notified (C)	Not in High-Risk Area (D)
Unaided PSPS Awareness	8% <sup>CD</sup>	4% <sup>D</sup>	1%	1%
Aided PSPS Awareness	86% <sup>CD</sup>	85% <sup>CD</sup>	75%	69%

### SOURCES OF PSPS AWARENESS

<b>TV or radio news report</b>	48%	57%	54%	57%
A letter in the mail from SCE	27%	39% <sup>ACD</sup>	29%	27%
An email from SCE	25% <sup>D</sup>	37% <sup>ACD</sup>	19%	13%
Your power was shut off	23% <sup>CD</sup>	16% <sup>CD</sup>	6%	7%
Online news report	23%	24%	19%	21%
Word of mouth (e.g., friends/family)	18%	22%	16%	21%
A telephone call from SCE	17% <sup>CD</sup>	16% <sup>CD</sup>	6%	7%
A text message from SCE	16% <sup>CD</sup>	17% <sup>CD</sup>	6%	7%
Social media post	14%	14%	12%	11%
SCE website	12%	15% <sup>CD</sup>	7%	8%
Edison representative or employee	10% <sup>d</sup>	5%	7%	4%
Advertising on TV, radio, or online	7%	15% <sup>A</sup>	20% <sup>A</sup>	15% <sup>A</sup>
Billboards	1%	0%	1%	2%

Base: Total Respondents (De-Energized n=134, Notified Only n=200, Not Notified n=170, Not in High-Risk Area n=176); Q11, Q13, Q14, Q14a

# About half of Business customers are aware of PSPS advertising. However, current messaging is not particularly effective at helping companies create a plan, especially for de-energized customers.

## EFFECTIVENESS OF ADVERTISING FOR...

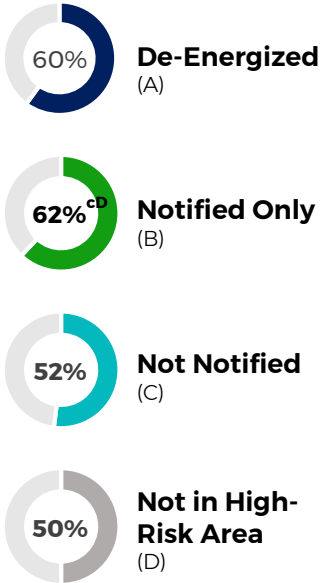
...communicating their efforts using advanced technology to mitigate the risk of wildfires.

	De-Energized (A)	Notified Only (B)	Not Notified (C)	Not in High-Risk Area (D)
<b>Net: Top 2 Box</b>	<b>65%</b>	<b>70%</b>	<b>59%</b>	<b>67%</b>
Very effective	14%	23%	21%	26% <sup>a</sup>
Somewhat effective	51%	47%	38%	41%
Neither effective nor ineffective	17%	23%	27%	20%
Somewhat ineffective	4%	5%	9%	7%
Not at all effective	13% <sup>Bc</sup>	3%	5%	7%
<b>Net: Bottom 2 Box</b>	<b>17%<sup>b</sup></b>	<b>8%</b>	<b>14%</b>	<b>13%</b>

...helping you and your company 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>38%</b>	<b>46%</b>	<b>50%</b>	<b>49%</b>
Very effective	6%	19% <sup>A</sup>	18% <sup>A</sup>	16% <sup>a</sup>
Somewhat effective	32%	27%	32%	33%
Neither effective nor ineffective	23%	35% <sup>a</sup>	26%	30%
Somewhat ineffective	10% <sup>C</sup>	8%	3%	3%
Not at all effective	29% <sup>B</sup>	11%	21% <sup>B</sup>	18%
<b>Net: Bottom 2 Box</b>	<b>39%<sup>BcD</sup></b>	<b>19%</b>	<b>24%</b>	<b>21%</b>

## AWARENESS OF PSPS ADS



Base: Aware of PSPS (De-Energized n=115, Notified Only n=169, Not Notified n=127, Not in High-Risk Area n=121); Q38, Q39

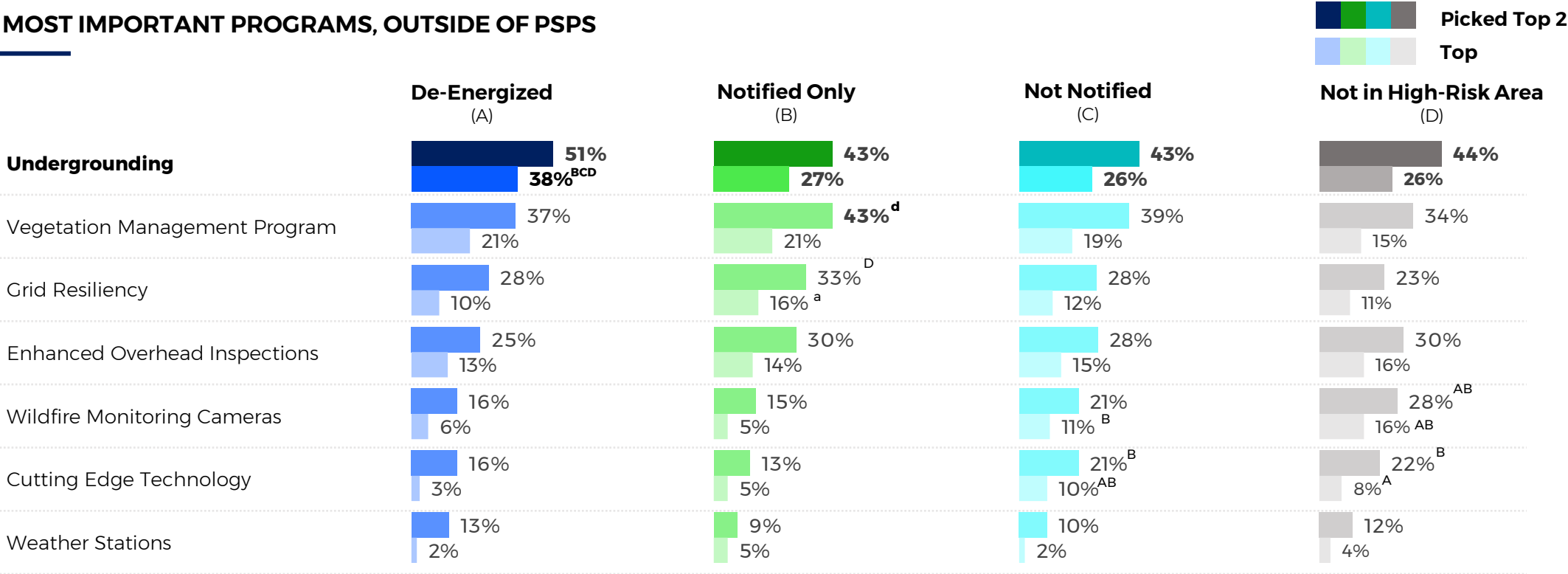


**What do Business customers think about SCE's other wildfire mitigation programs?**

# Like Residential customers, Business customers find undergrounding, grid resiliency, and vegetation management to be the most important wildfire prevention programs outside of PSPS.

Undergrounding is particularly important for de-energized customers.

## MOST IMPORTANT PROGRAMS, OUTSIDE OF PSPS



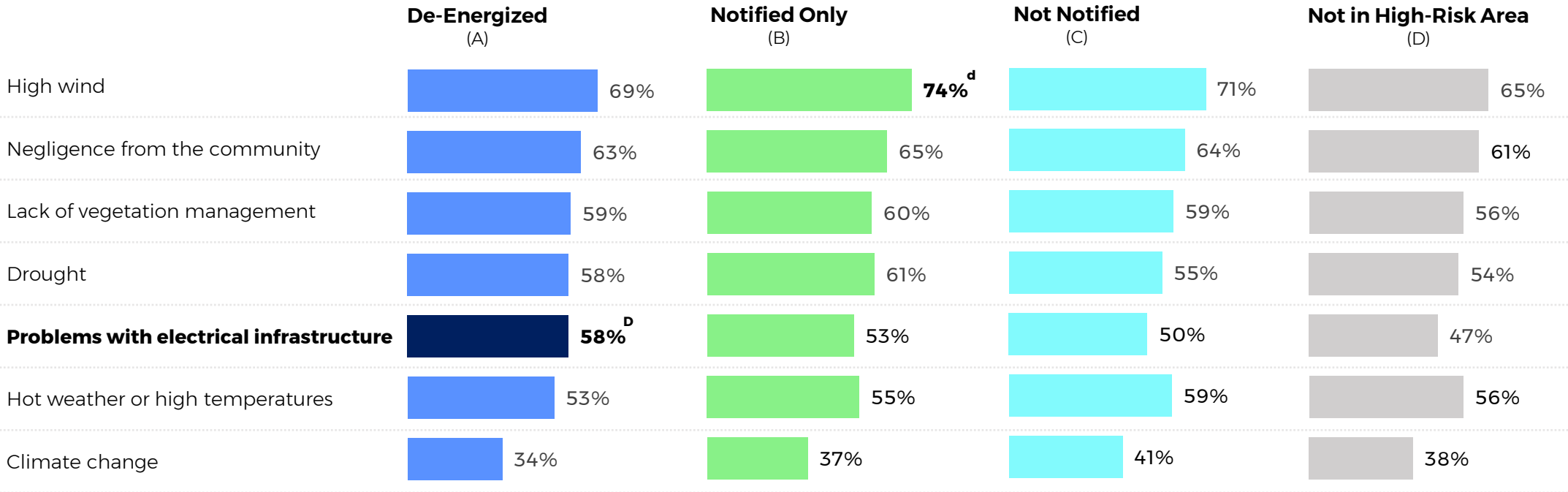
Base: Total Respondents (De-Energized n=134, Notified Only n=200 Not Notified n=170, Not in High-Risk Area n=176); Q42, Q43



# **Additional Details on Business Customers' Wildfire Preparation**

# High wind and negligence from the community are believed to be some of the more common causes of wildfires.

## MOST COMMON CAUSES OF WILDFIRES

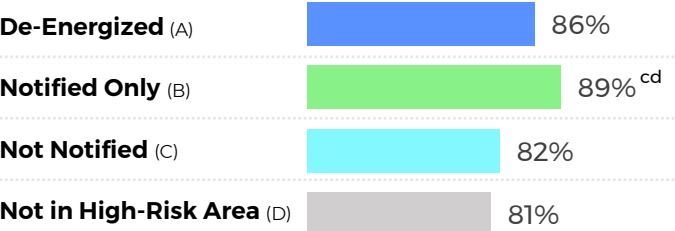


Base: Total Respondents (De-Energized n=134, Notified Only n=200, Not Notified n=170, Not in High-Risk Area n=176); Q4

# De-energized or Notified Only customers are more likely to have taken measures to prepare for wildfires. Almost half of these customers feel confident in their wildfire preparation.

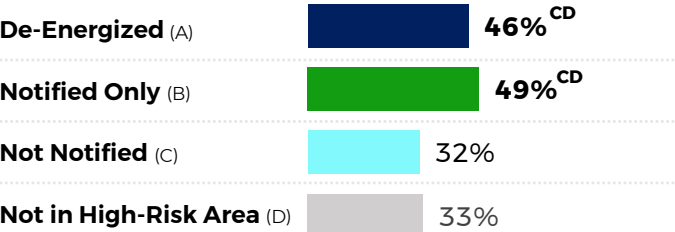
## THREAT OF WILDFIRES SERIOUSNESS

(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

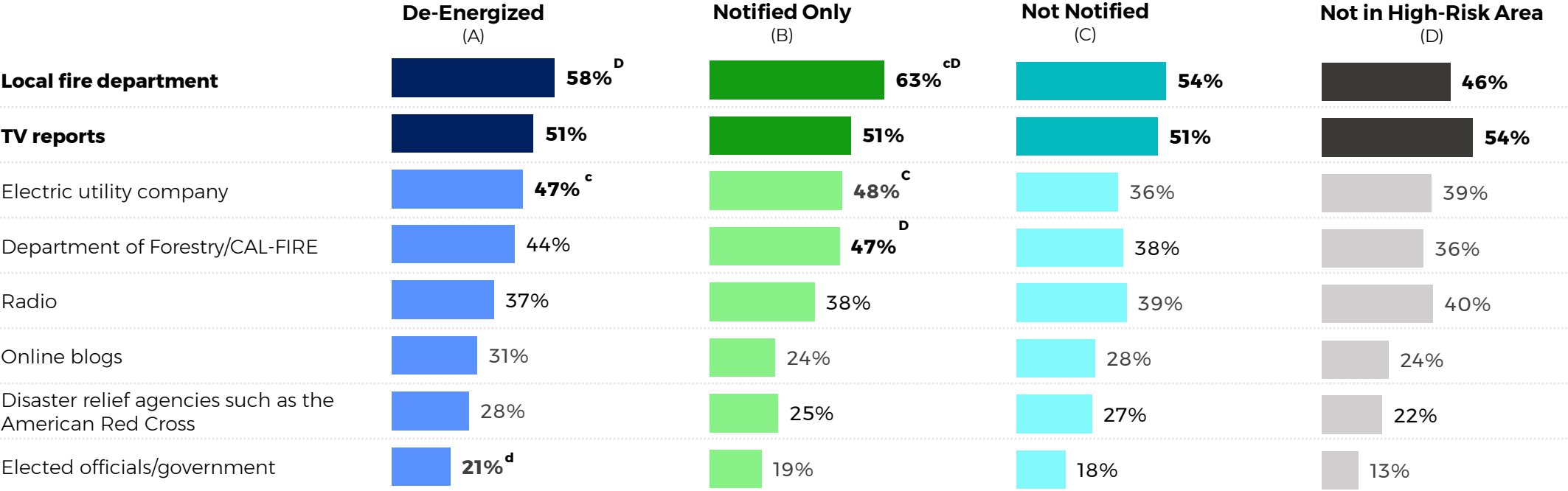
	De-Energized (A)	Notified Only (B)	Not Notified (C)	Not in High-Risk Area (D)
Purchased fire extinguishers	81%	77%	77%	76%
Trimmed/cut the vegetation at my business	61% <sup>cd</sup>	64% <sup>cd</sup>	47%	41%
Signed up for emergency alerts from electric utility company	57% <sup>d</sup>	56% <sup>d</sup>	51%	42%
Planned an evacuation route	57% <sup>cd</sup>	56% <sup>cd</sup>	34%	28%
Made an emergency kit for my business	51% <sup>d</sup>	47% <sup>d</sup>	44%	36%
Purchased a backup generator	49% <sup>bcd</sup>	29% <sup>d</sup>	22%	20%
Signed up for emergency alerts from the county/state	46% <sup>cd</sup>	44% <sup>cd</sup>	25%	18%
Signed up for emergency alerts from the Fire Department	37% <sup>cd</sup>	38% <sup>cd</sup>	24%	19%
Researched online about preparedness strategies	27% <sup>d</sup>	25% <sup>d</sup>	19%	16%
Received training on wildfire preparation measures	20% <sup>d</sup>	21% <sup>cd</sup>	14%	9%
You have not taken any measures to prepare for wildfires	2%	5%	10% <sup>ab</sup>	13% <sup>ab</sup>

Base: Total Respondents (De-Energized n=134, Notified Only n=200, Not Notified n=170 Not in High-Risk Area n=176) Q2, Q5, Q6



# Business customers identify the local fire department and TV reports to be the most useful sources of wildfire safety information, similarly to Residential customers.

## USEFUL SOURCES OF WILDFIRE SAFETY INFORMATION



Base: Total Respondents (De-Energized n=134, Notified Only n=200, Not Notified n=170, Not in High-Risk Area n=176); Q7

# Customers hold multiple entities responsible for preventing and protecting against wildfires, with local fire departments seen as the most responsible and most active.

## 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)
<b>Local fire department</b>	<b>66%</b>	<b>66%</b>	<b>64%</b>	<b>63%</b>	<b>70%<sup>CD</sup></b>	<b>68%<sup>D</sup></b>	<b>60%</b>	<b>52%</b>
Electric utility company	56%	53%	61%	55%	60% <sup>CD</sup>	59% <sup>CD</sup>	49%	41%
Department of Forestry/CAL-FIRE	58%	63%	64%	60%	59%	54%	52%	51%
Private citizens/homeowners	64%	67%	64%	61%	48% <sup>D</sup>	48% <sup>D</sup>	41%	35%
Local government	53%	58%	59%	59%	44% <sup>D</sup>	38%	41% <sup>d</sup>	31%
State government	58%	59%	58%	60%	43%	35%	37%	35%
National government	35%	39%	40%	40%	25%	21%	21%	18%
Average # of responses	4.0	4.1	4.2	4.0	3.5 <sup>CD</sup>	3.2 <sup>D</sup>	3.0	2.7

Base: Total Respondents (De-Energized n=134, Notified Only n=200, Not Notified n=170, Not in High-Risk Area n=176); Q8, Q9



**PSPS Moving Forward**

## Employing a uniform messaging strategy will benefit both Residential and Business customers.

The sentiments and attitudes of Business customers largely mirrors those of Residential customers when it comes to PSPS, so using a unified strategy to spread information to both audiences will work well, in terms of building awareness of the program as well as communication during events.

### RECOMMENDATIONS

- ▶ **To build awareness of the program, partner with local TV stations to highlight stories of SCE's wildfire mitigation efforts.** The primary source of program awareness across customers is TV, so leveraging that platform to distribute information to both Residential and Business customers will reach many. This is a good platform to communicate efforts related to undergrounding, grid resiliency, and vegetation management as well – all programs that are important across customers.
- ▶ **To communicate during events, include specific information related to duration of event and location-specific information.** Business customers want to be armed with as much information as possible about the time and duration of an event, as well as information that is pertinent to their specific location.
- ▶ **After events, consider providing rebates for equipment/supply purchases.** Rebates for equipment and supply purchases (like generators, backup chargers, or emergency kits) are the number-one choice for preferred customer care actions, for both businesses and households.

## Provide additional assistance when it comes to Business preparedness surrounding events.

Mirroring De-Energized Residential customers, De-Energized Business customers have a very poor view of PSPS and SCE as a result of having their power cut off. Staggeringly, nearly half of Business customers were UNAWARE that their company's power was going to be shut off prior to the event, so there is a crucial communication issue to solve with this audience.

### RECOMMENDATIONS

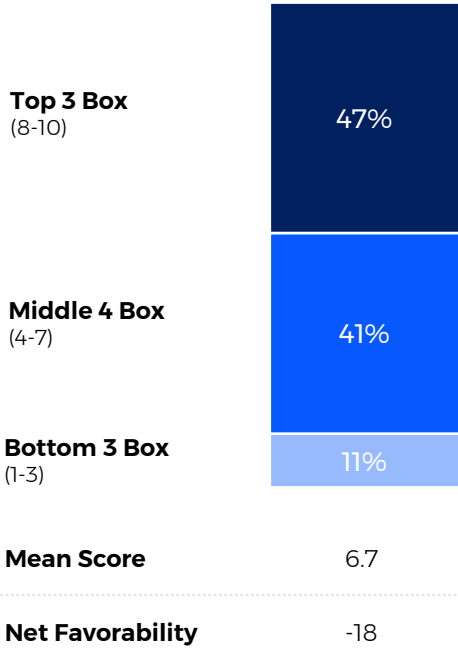
- ▶ **Leverage secondary awareness channels to boost awareness of the program in general and communicate updates during events.** De-Energized customers are primarily learning about upcoming PSPS events through email. Reinforce these email messages with text messages and recorded phone messages to business's point people.
- ▶ **Be particularly attentive when it comes to relaying time information to Business customers:** Business customers require even more advanced notice when it comes to PSPS alerts than do Residential customers, with many thinking that the current cadence of alerts does not allow them enough time to prepare their company's operations and employees appropriately.
- ▶ **Craft specific messaging that helps businesses prepare for potential events.** Current PSPS messaging is not seen as particularly helpful in helping businesses create a safety preparedness plan, especially among De-Energized customers. Consider specific communications aimed at businesses to help them understand the need for the PSPS practice, as well how they can best prepare for the future.



# Business 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)
Is committed to restoring power to customers affected by wildfires	7.0	51%	35%	14%	-1
Actively works with first responders to keep communities safe during wildfires	6.8	49%	35%	16%	-9
Takes proactive measures to protect the electricity grid from wildfires	6.6	44%	40%	16%	-17
Takes proactive measures to protect communities from the risks of wildfires	6.5	43%	38%	18%	-20
Supports nonprofits and communities affected by wildfires	5.7	37%	39%	24%	-39
Shows care and concern for its customers	6.0	34%	41%	24%	-31
Is a company you trust to act in the best interest of its customers	5.8	30%	47%	23%	-35

Base: Total Respondents (De-Energized n=134); Q1, Q12

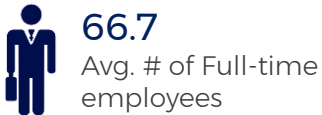
# Profile of De-Energized Customers

## FIRM-O-GRAPHICS

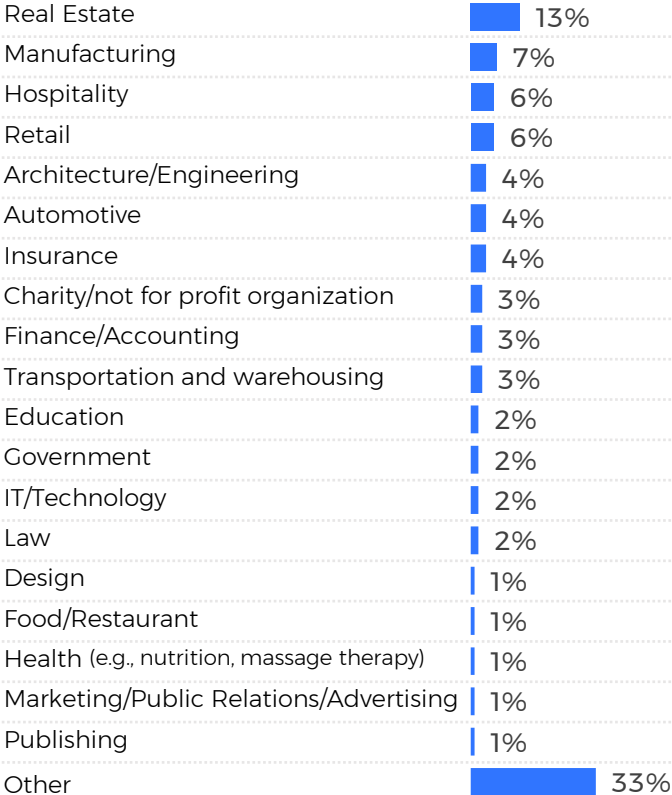
### Gender



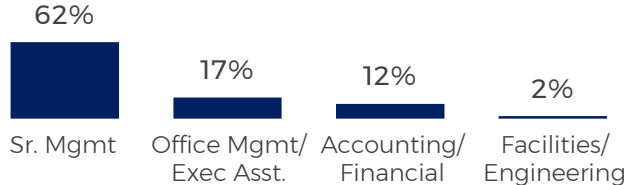
### Own or Lease



### Industry



### Role/Position



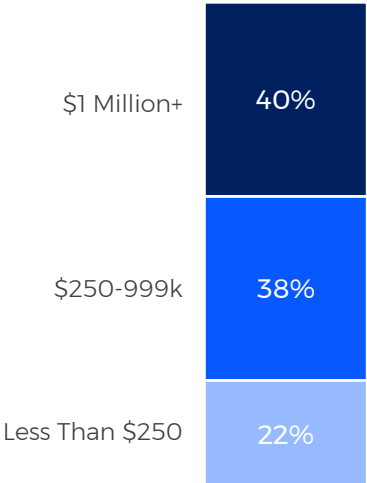
### Business Tenure



### Employment



### Annual Revenue

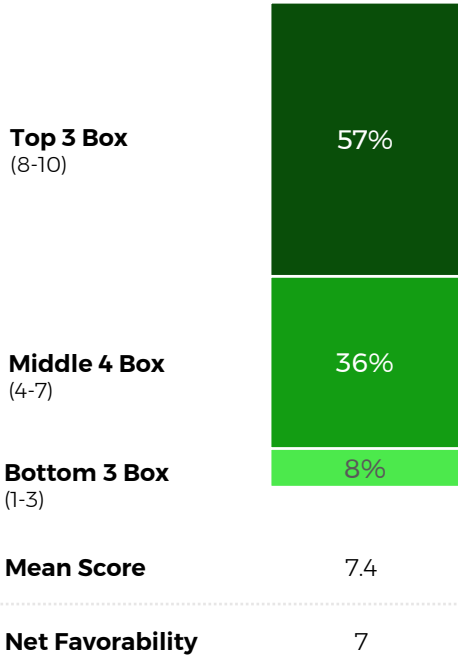


Base: Total Respondents (De-Energized n=134); Q44, Q45, Q46, Q47, Q48, Q49, Q50, Q51



# 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	66%	29%	5%	25
Actively works with first responders to keep communities safe during wildfires	7.8	64%	27%	9%	22
Takes proactive measures to protect communities from the risks of wildfires	7.3	53%	40%	8%	1
Takes proactive measures to protect the electricity grid from wildfires	7.4	53%	42%	6%	6
Shows care and concern for its customers	6.9	46%	44%	10%	-9
Is a company you trust to act in the best interest of its customers	6.9	45%	45%	10%	-10
Supports nonprofits and communities affected by wildfires	6.9	43%	48%	9%	-9

Base: Total Respondents (Notified n=200); Q1, Q12

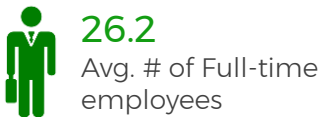
# Profile of Notified Customers

## FIRM-O-GRAPHICS

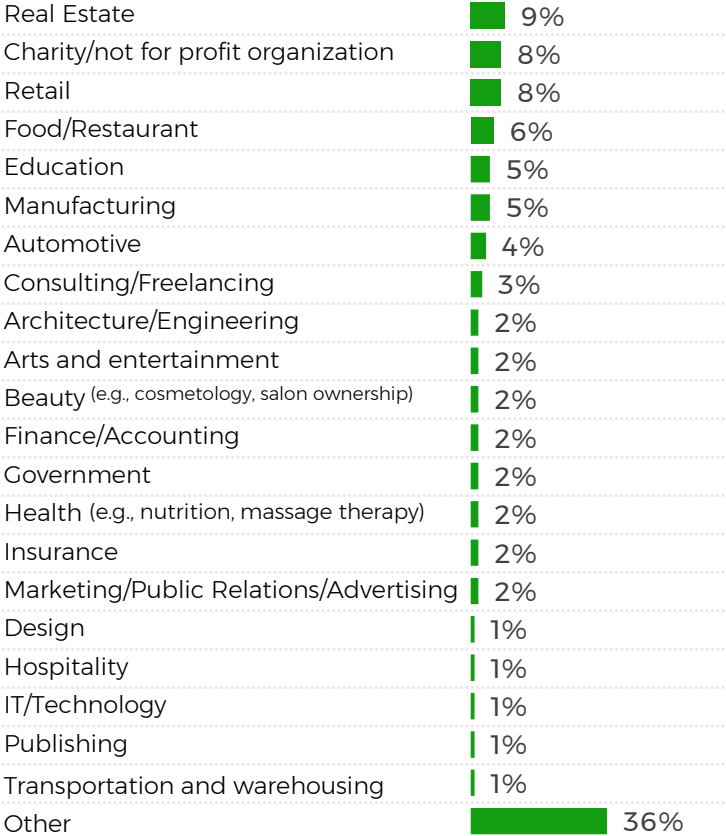
### Gender



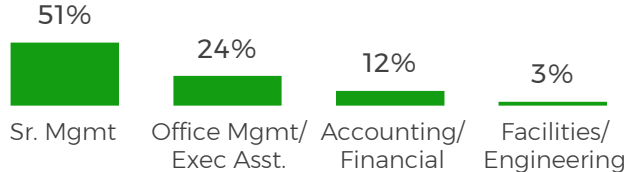
### Own or Lease



### Industry



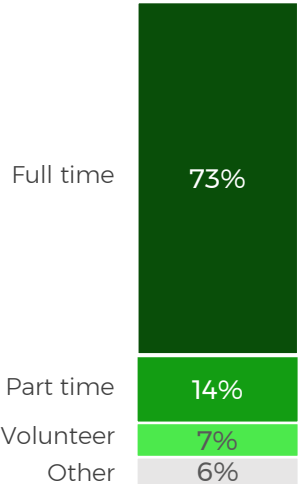
### Role/Position



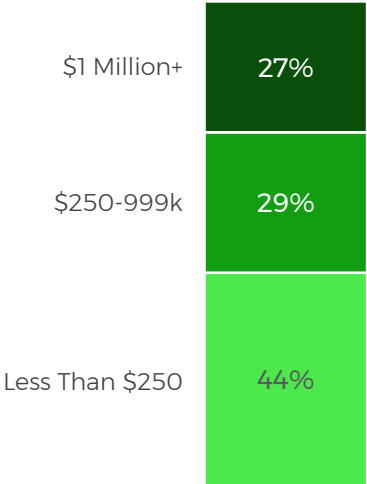
### Business Tenure



### Employment



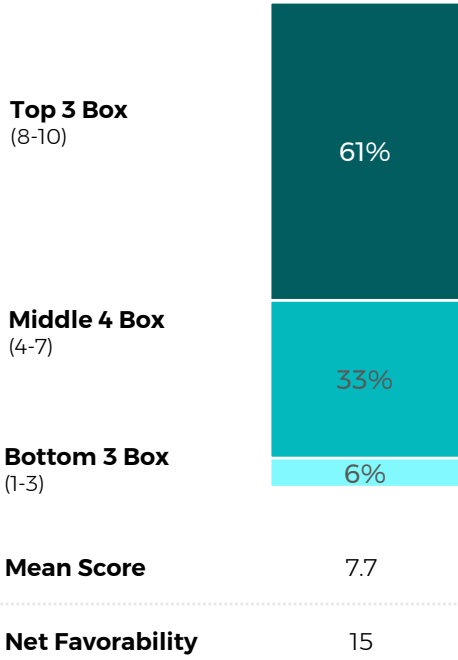
### Annual Revenue



Base: Total Respondents (Notified n=200); Q44, Q45, Q46, Q47, Q48, Q49, Q50, Q51

# 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	8.4	76%	22%	2%	40
Actively works with first responders to keep communities safe during wildfires	8.4	73%	27%	0%	33
Takes proactive measures to protect communities from the risks of wildfires	7.7	62%	35%	4%	11
Takes proactive measures to protect the electricity grid from wildfires	7.6	59%	37%	4%	9
Supports nonprofits and communities affected by wildfires	7.6	55%	39%	5%	13
Shows care and concern for its customers	7.3	53%	39%	8%	4
Is a company you trust to act in the best interest of its customers	7.2	52%	38%	10%	-1

Base: Total Respondents (Not notified n=170); Q1, Q12

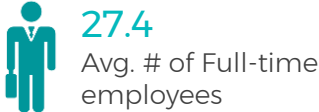
# Profile of Unnotified Customers

## FIRM-O-GRAPHICS

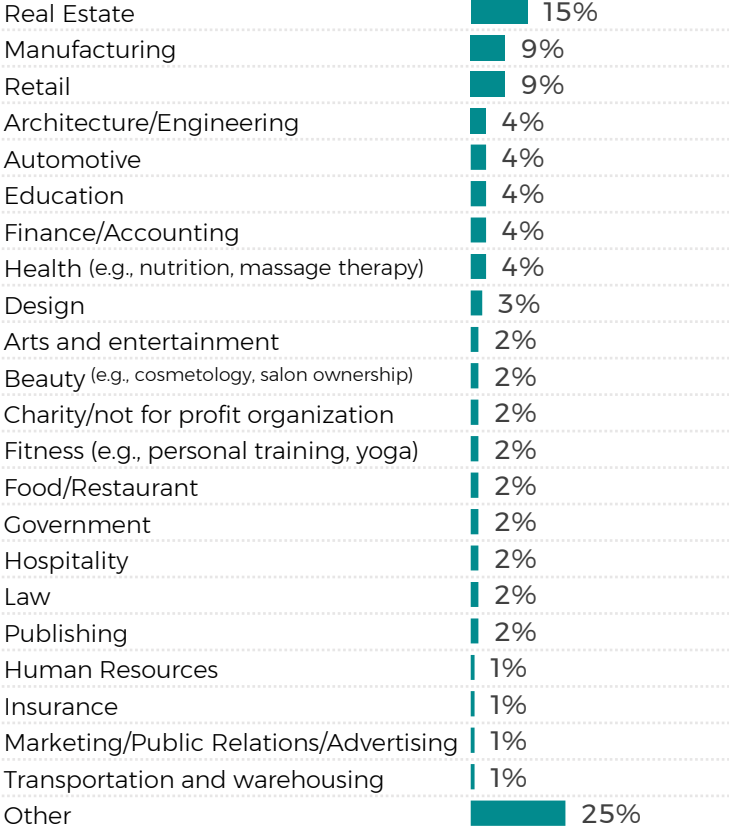
### Gender



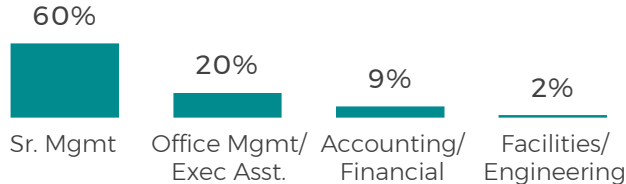
### Own or Lease



### Industry



### Role/Position



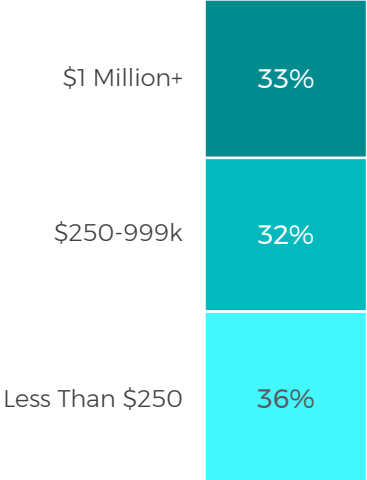
### Business Tenure



### Employment



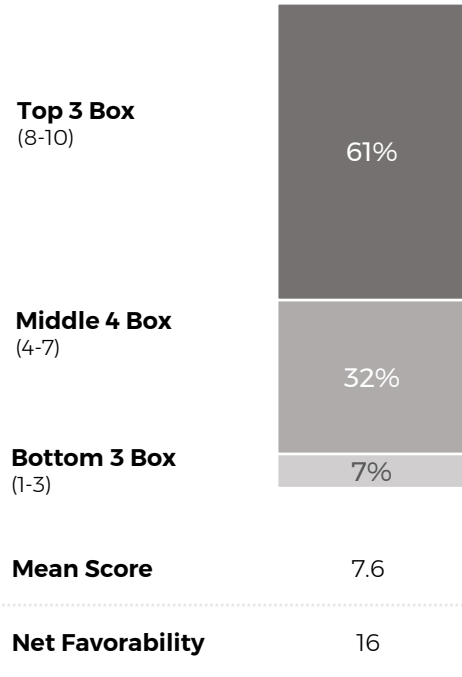
### Annual Revenue



Base: Total Respondents (Not notified n=170); Q44, Q45, Q46, Q47, Q48, Q49, Q50, Q51

# 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	8.2	69%	28%	3%	34
Actively works with first responders to keep communities safe during wildfires	7.8	67%	28%	5%	19
Takes proactive measures to protect the electricity grid from wildfires	7.4	58%	32%	10%	10
Takes proactive measures to protect communities from the risks of wildfires	7.4	56%	38%	7%	9
Shows care and concern for its customers	7.3	53%	39%	8%	2
Is a company you trust to act in the best interest of its customers	7.0	51%	40%	9%	-9
Supports nonprofits and communities affected by wildfires	6.7	41%	48%	11%	-18

Base: Total Respondents (Not in high-risk area n=176); Q1, Q12

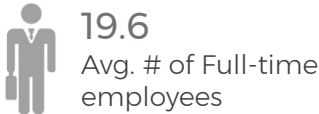
# Profile of Customers Not in High-Risk Areas

## FIRM-O-GRAPHICS

### Gender



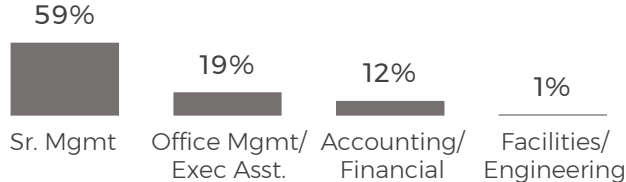
### Own or Lease



### Industry



### Role/Position



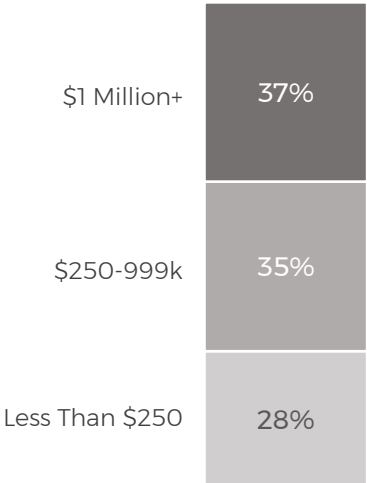
### Business Tenure



### Employment



### Annual Revenue



Base: Total Respondents (Not in high-risk area n=176); Q44, Q45, Q46, Q47, Q48, Q49, Q50, Q51



# Residential and Business Customer Comparison Snapshot

# Residential and Business customers of the same segment share many of the same attitudes and sentiments toward PSPS and SCE.

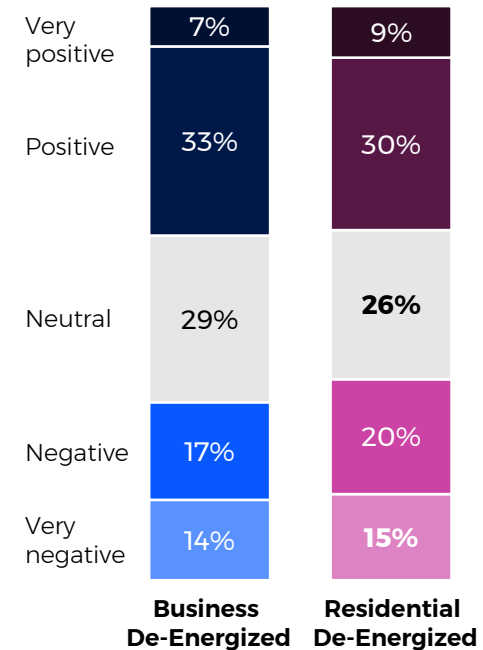
## SCE NET FAVORABILITY SCORE

	Business	Residential
<b>De-Energized (A)</b>	<b>-18</b>	<b>-19</b>
<b>Notified Only (B)</b>	<b>7</b>	<b>2</b>
<b>Not Notified (C)</b>	<b>15</b>	<b>14</b>
<b>Not in High-Risk Area (D)</b>	<b>16</b>	<b>25</b>

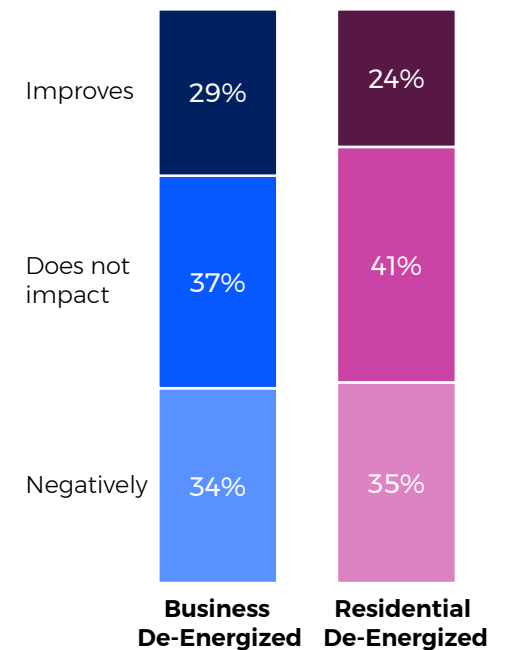
## AMONG DE-ENERGIZED CUSTOMERS

FEELINGS TOWARD SCE (Top 3 Box, 8/9/10)	Business De-Energized	Residential De-Energized
Committed to restoring power to customers affected by wildfires	51%	50%
Actively works with first responders to keep communities safe during wildfires	49%	51%
Takes proactive measures to protect the electricity grid from wildfires	44%	44%
Takes proactive measures to protect communities from the risks of wildfires	43%	41%
Supports nonprofits and communities affected by wildfires	37%	33%
Shows care and concern for its customers	34%	37%
A company you trust to act in the best interest of its customers	30%	33%

## OPINION OF PSPS PRACTICE



## PSPS IMPACT ON OPINION OF SCE



Base: Total Respondents Business (De-Energized n=134, Notified Only n=200, Not Notified n=170 Not in High-Risk Area n=176); Base: Total Respondents Residential (De-Energized n=501, Notified Only n=500, Not Notified n=501, Not in High-Risk Area n=500); Q1, Q12, Q34, Q36



