

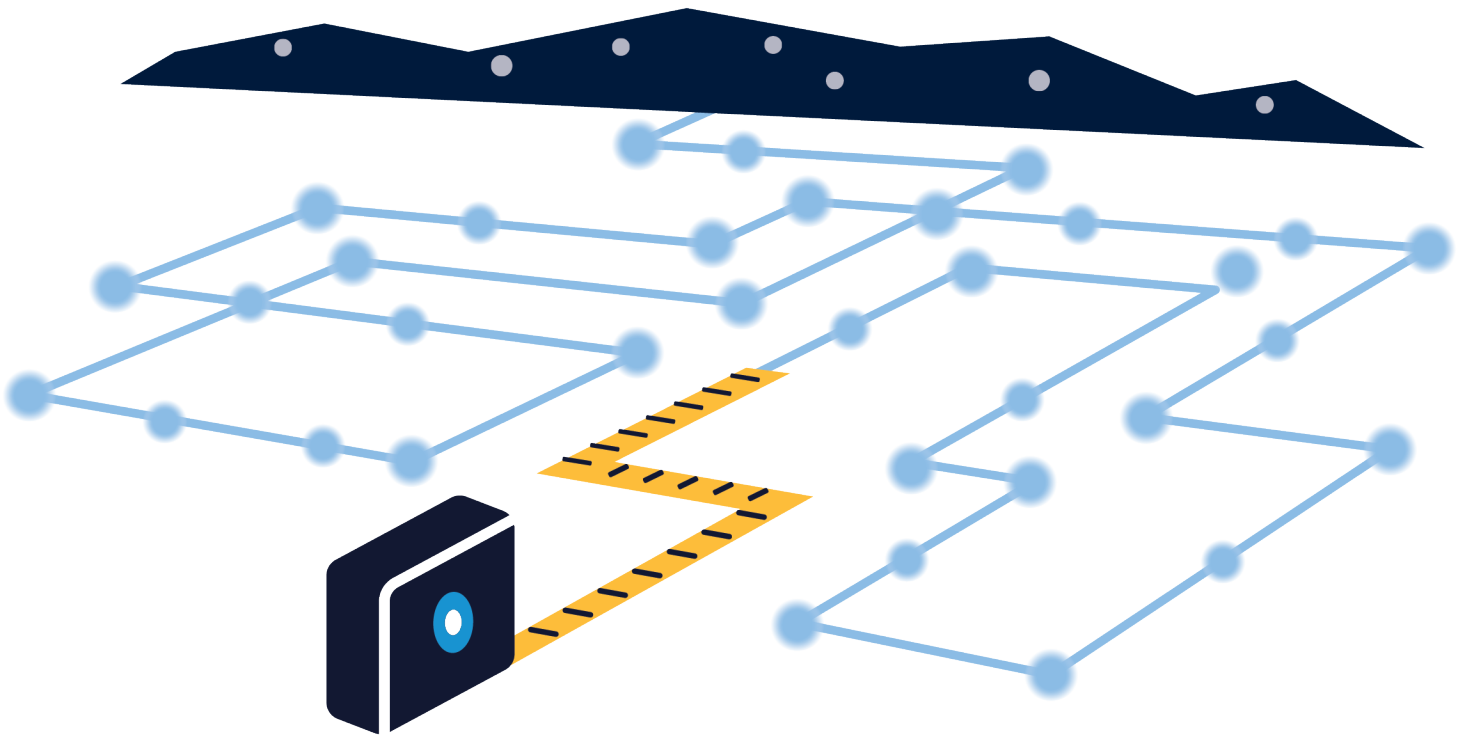


Opinion **Dynamics**

Marketing, Education & Outreach Effectiveness Assessment: 2020 Annual Performance Report

Final Report

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1. Executive Summary

This report presents results from the Marketing, Education & Outreach (ME&O) Effectiveness Study for 2020. In 2012, the California Public Utilities Commission (CPUC) established Energy Upgrade California (EUC) as the brand for statewide ME&O activities to increase ratepayer awareness of energy efficiency, demand response, and distributed generation, and to offer ways for consumers to better manage their energy use. The results presented in this report are from the second year of a three-year ongoing ME&O Effectiveness Study to evaluate the performance of the EUC campaign in meeting its stated objectives and program performance metrics.

The findings from this study are based on (1) Residential tracking surveys to assess campaign performance against metrics over time, (2) Experimental testing of campaign content, (3) An assessment of EUC website performance, and (4) An assessment of partnerships with community-based organizations (CBOs).¹

Summary of Results

We synthesized key findings from the four research activities to identify several recommendations for the CPUC and the campaign implementer, Doyle Dane and Bernbach (DDB), to consider. The EUC campaign will end in 2021 and the state will be launching a paid media campaign around Flex Alerts in the summer of 2021. As such, we also summarize lesson from this research that can applied to the Flex Alert campaign and other future efforts. We summarize these key findings and recommendations in Figure 1 and the subsequent detailed summary.

¹ Data collection instruments are included in Appendix A.

METHODS



Six waves of a general population residential tracking survey with a total of **5,324** Californians



Experimental content testing with **2,528** Californians



Surveys with **29** CBOs



Observations of **six** virtual CBO events



Website analytics assessment

KEY FINDINGS

OBJECTIVE: INCREASE AWARENESS OF THE SW BRAND



EUC aided (-3%) and unaided awareness (-1%) generally held constant in 2020, as efforts shifted to promoting Keep it Golden



Keep it Golden recognition (+14%) and association with energy conservation (+18%) increased significantly in 2020 in alignment with increased promotion of Keep it Golden and the "join the movement" call to action

Saving Energy While Staying Home

Californians showed high levels of awareness of the COVID-19 Customer Support Campaign assets after less than two months in market

OBJECTIVE: SHAPE PERCEPTIONS ABOUT THE IMPORTANCE OF REDUCING ENERGY USAGE



Californians' level of concern about saving energy (-8%) and belief in the importance of doing their part to save energy (-6%) declined likely because other concerns became top of mind during the pandemic



Californians strongly believe that conserving energy is the right thing to do, but fewer believe Californians actually save energy




The manifesto video had a positive impact on experiment participants' self-efficacy, their belief that saving energy helps those in their community, their intent to reduce their energy use, and their likelihood to share energy-saving actions or tips with others

KEY FINDINGS CONTINUED

OBJECTIVE: INCREASE ADOPTION OF ENERGY EFFICIENT BEHAVIORS

Unplug it or switch it off.



- The EUC Campaign did not have a discernable impact on the share of respondents that took EUC-targeted actions, except for unplugging devices (+7%)
- Less than **20%** of respondents share energy-saving tips with friends and family or are extremely likely to do so in the future
- Renters (and by association, lower-income, younger and minority customer groups) have been more financially impacted by the pandemic and are more likely to take energy saving action than owners




A modest percentage of consumers adopted the energy-saving behaviors promoted by the COVID-19 Customer Support Campaign during the shelter-in-place orders

OBJECTIVE: ENSURE THE CAMPAIGN IS REACHING ALL CALIFORNIANS



The campaign supported CBOs by shifting to digital communications and virtual events, which extended the campaign reach



As currently designed, the EUC campaign is unlikely to resonate with older and more conservative consumers that do not have a strong California identity

Ajustalo a 68° o menos.



The campaign is effectively reaching multicultural audiences and resonating particularly well with Hispanics

- **Key Finding: Keep it Golden recognition and association with energy conservation increased significantly in 2020 and Q1 2021 in accordance with Phase One of the Community Action Plan.** Phase One intended to reintroduce the Keep it Golden movement through increased promotion of the Keep it Golden slogan and the “join the movement” call to action. In alignment with these goals, Keep it Golden recognition increased significantly from 12% in June 2019 to 26% in February 2021. Similarly, while measured over a shorter period of time, the percentage of Californians who are aware of Keep it Golden and correctly associate it with energy conservation increased by 18 percentage points from November 2020 to February 2021 (from 24% to 42%). While positive, these results indicate that there is still room for improvement particularly related to Keep it Golden association. DDB is aware of these results and continues to take steps to ensure that more Californians associate Keep it Golden with its mission.
- **Key Finding: Attitudinal and behavior change metrics in generally remained stable in 2020, while customers responded positively to the targeted COVID-19 Customer Support Campaign.** The COVID-19 pandemic created a challenging environment for EUC to break through and influence Californians’ attitudes and behaviors. Key metrics such as (1) the frequency with which Californians take specific EUC-targeted actions, (2) indicating that they live in ways that reduce energy use ‘all the time,’ (3) sharing energy-saving tips with friends or family, (4) intent to share these tips in the future, and (5) visiting local utility program websites via the EUC website all remained constant in 2020. The exception to this stable trend related to attitudes and behavior was a modest increase in the percentage of Californians reporting that they adopted the energy-saving behaviors promoted by the COVID-19 Customer Support Campaign during the shelter-in-place orders.
 - **Recommendation: Leverage successful strategies from the COVID-19 Customer Support Campaign for the Flex Alert Campaign including the use of concrete and actionable calls to action.** COVID-19 Customer Support Campaign results showed customers are receptive to energy conservation messaging and follow through with behavior changes aligns with results from other studies that show positive receptive and action in response to energy conservation ME&O campaigns during times of crisis. As such, connecting Flex Alerts to electricity shortages and potential blackouts is likely to be an effective future messaging strategy. Framing future campaigns around one specific clear and actionable call to action, such as reducing energy from 5:00 p.m. to 9:00 p.m. on hot days may also help to motivate and reinforce behavior changes.
- **Key Finding: The Manifesto video is increasing viewers’ self-efficacy and inspiring them to save energy, and there are opportunities to further increase Californians’ likelihood to save energy by showing that others commonly take action.** The Community Action Plan Phase 1 “Manifesto video” featured messaging designed to reintroduce Keep it Golden and seed community action by increasing Californians’ beliefs that they can take action to save energy and stop climate change. Experimental content testing results showed the Manifesto video had a small but observable impact on participants’ self-efficacy (i.e., the belief that saving energy helps those in their community, their intentions to reduce energy use, and the likelihood to share energy-saving actions or tips with others), thereby meeting Phase One objectives for the video. However, the extent to which people perceive that an action is commonly taken by others is also a major predictor of behavior change and residential tracking survey results revealed that less than 20% of Californians strongly agree that other Californians take steps to conserve energy. As a result, showing that other Californians commonly take energy-saving actions presents another opportunity to increase Californians’ likelihood to save energy.
 - **Recommendation: Continue to leverage motivational and emotionally compelling messaging.** Given the Manifesto video’s ability to appeal to emotions, increase self-efficacy, and inspire Californians, DDB should continue to develop and deploy messaging of this nature, as feasible. DDB and the CPUC should consider continuing to promote messaging themes that focus on

building Californians' beliefs that they can take action and make an impact by continuing to promote messaging that appeals to Californians' emotions, particularly messages that are positive and inspiring. In 2021, DDB plans to launch the Community Action Plan Phase Two, which focuses on providing Californians with a direct means of taking action, and this Phase should help increase Californians' likelihood to save energy by encouraging and inciting collective action.

- **Recommendation: Additionally, consider providing positive feedback to encourage greater energy-saving action.** The Year 5 JCAP indicates that DDB plans to develop campaign messaging focused on increasing perceptions that other Californians conserve energy. As part of this strategy, DDB and the CPUC should consider providing encouragement to Californians by sharing success stories such as how residential conservation efforts during the 2020 heatwaves helped mitigate the need for potential blackouts. Sharing success stories that demonstrate large numbers of Californians are taking action that collectively has immediate and critical impacts can help to reinforce positive behaviors, increase perceptions that others are taking action, and strengthen beliefs that individual Californians can make an impact.
- **Key Finding: The campaign is effectively reaching racially diverse audiences and resonating particularly well with Hispanics.** In 2020, DDB made a targeted effort to ensure the campaign reached all Californians. These efforts included adapting and translating campaign assets for multicultural and in-language publications and working with media specialists with expertise in reaching African American, Hispanic, and Asian audiences. Furthermore, DDB and DDC partnered with CBOs that reach small business owners, non-English speakers, rural communities, low-income communities, and those with disabilities. Overall, residential tracking survey results show that communities of color are equally likely to be aware of the campaign as White respondents, suggesting that the campaign is not underperforming for any racial group. Additionally, Hispanics whose primary language at home is Spanish have the highest awareness of EUC and Keep it Golden and are the group most likely to engage in energy management behaviors.
 - **Recommendation:** Continue efforts to develop campaign assets and messaging that reach multicultural audiences. DDB and the CPUC should continue to leverage these types of strategies to ensure that future campaigns continue to reach diverse audiences.
- **Key Finding: As currently designed, the EUC campaign is unlikely to resonate with older and more conservative consumers that do not have a strong California identity.** Residential tracking survey results show that around a quarter of customers do not have a strong California identity, are less aware of the brand, and are less likely to conserve energy. These respondents are more likely to be older and more conservative, and by association, live in more rural areas (a critical customer group for EUC as specified in the Year 5 JCAP) that are more likely to be impacted by PSPS and wildfires. Furthermore, CBO feedback suggests the campaign could do more to engage rural communities in the Sierra Nevada Mountains such as offering targeted cold weather energy-saving tips.
 - **Recommendation:** Where feasible, develop targeted campaign assets for this customer segment, focused less on the benefits of addressing climate change and helping California through energy saving actions, and more on reducing energy use as a means of reducing waste and promoting economic opportunities. We also recommend that DDC focus on strengthening relationships with CBOs serving the rural mountain communities to ensure messaging is relevant for people and businesses there.
- **Finding: The COVID-19 pandemic has catalyzed a divergence between renters and owners and, by association, lower-income, younger, and minority customer groups, in terms of their energy management attitudes and behaviors.** Overall, renters have been more financially impacted by the pandemic and are more likely to take energy saving action than owners. This group, which is younger,

lower income, and more racially diverse, would benefit from targeted outreach from the campaign, a step that was taken by DDB in response to interim study findings.

- **Recommendation:** Given the ongoing risks to California residents from the climate impacts of natural disasters such as wildfires, the CPUC and their ME&O partner(s) should seek to understand which customer groups may be disproportionately impacted and develop tailored messages and resources to help these consumers.
- **Key Finding: The campaign supported CBOs by shifting to digital communications in 2020 permitting people from across the state to attend CBO events they may not have been able to otherwise.** The technical support provided by DDC to participating CBOs and the resulting execution of online events ensured these organizations could continue to engage with the campaign and their constituents during the pandemic. Evaluation team observations showed **EUC events with CBOs were diverse, reached a range of audiences, and were tailored for specific audiences.** From DDC's perspective, the digital transition allowed for more diverse audiences to join EUC events and has enabled DDC to reach Californians from a wide geographic area.
 - **Recommendation:** As the pandemic's influence over daily life wanes, we recommend continued campaign support for CBOs in delivering digital content and virtual events, in addition to in-person events once safe, to ensure the campaign continues to reach an expanded audience.
- **Key Finding: Campaign performance is largely dependent on paid media and paid social channels.** As such, with the discontinuation of paid media in December 2021, the CPUC should expect to see declines in brand awareness and EUC website visits. EUC website traffic decreased following pauses in paid media and paid social over the summer and into the fall of 2020. Site traffic then doubled in January 2021, in connection with the re-launch of paid media efforts in support of the Community Action Plan. Aided awareness of the Keep it Golden slogan followed parallel trends as slogan awareness grew most rapidly when the COVID-19 Customer Support Campaign was in market and when DDB re-launched paid media in January 2021.

2. Introduction

In 2012, the California Public Utilities Commission (CPUC) established Energy Upgrade California (EUC) as the brand for Statewide Marketing, Education, and Outreach (SW ME&O) activities to increase ratepayer awareness of energy efficiency, demand response, and distributed generation, and to offer ways for consumers to better manage their energy use. The marketing firm, Doyle Dan Bernbach (DDB), has designed and managed the EUC campaign since 2017.

The 2020 calendar-year marked Year 4 of a five-year EUC campaign cycle. The goals of Years 1–3 were to build awareness of EUC’s energy efficiency movement and influence Californian’s intent to take energy-saving actions. The overarching objective for the fourth year was “to inspire and empower communities to Keep California Golden through collective energy action.” Year 4 marked the launch of the first Phase of the Community Action Plan, which had an overarching shift in focus from inspiring intent to save energy to encouraging all Californians to take action to save energy and fight climate change by re-introducing the Keep it Golden Movement and priming customers to take action. Key calls to action included urging customers to sign up to join the Keep it Golden movement on the EUC website and motivate others to conserve energy. Key Community Action Plan campaign assets and strategies included launching the Manifesto video² featuring Californians proclaiming they can take action to save energy and stop climate change, updating the “Join the Movement” page of the EUC website, and introducing “Goldie,” an opt-in texting platform that sends Californians weekly energy-saving tips. In 2020, DDB also continued to work with the public affairs firm, DDC, to engage community-based organizations (CBOs) as campaign partners with the goal of reaching critical customer groups that are typically harder to reach or involve in the EUC campaign through other channels.

In the context of assessing EUC effectiveness, it is important to recognize how the events of 2020 impacted EUC and the broader media environment. In response to the COVID-19 pandemic, DDB and the CPUC rapidly deployed a paid media COVID-19 Customer Support Campaign which provided no-cost energy-saving tips for Californians who were likely to see rising energy bills while staying at home. The CPUC also leveraged EUC to support other statewide communications channels to encourage Californians to conserve during times of peak demand on hot summer days flagged as high risk for electricity supply shortages and associated blackouts. In addition, EUC competed in a highly unpredictable and dynamic media market in 2020. In response, the campaign strategically went dark during periods of crisis for the state and country including widespread Public Safety Power Shutoffs (PSPS), California wildfires, and national political unrest. DDB also planned media buys to avoid coinciding with high-visibility events including the Democratic primaries and the November Election.

Moving forward, DDB and the CPUC plan to carry many of the campaign themes from Year 4 over into Year 5. The campaign will continue to serve as a resource to customers during emergencies, including the ongoing COVID-19 pandemic and potential heatwaves this summer. The EUC campaign will also include an ongoing focus on encouraging Californians to move beyond awareness and intent to focus on action by growing the Keep it Golden movement. Phase Two of the Community Action Plan in will launch in 2021 and it will build on Phase One efforts by providing Californians with a direct means of taking action. Notably, EUC paid media efforts will end at the end of 2021. In response, DDB will focus on developing assets and products that are evergreen in nature in 2021, meaning this content will provide enduring energy action reminders for the CPUC to use outside of paid media supported efforts for years to come. DDB and the CPUC plan also plan to use paid media to encourage California to reduce their energy consumption and minimize grid impacts during Flex Alerts.

The evaluation team adapted the evaluation approach and objectives to match the rapidly shifting campaign strategy, media, and social environment in 2020. In particular, we moved to monthly online panel tracking

² <https://www.youtube.com/watch?v=sbDb1yEwNug>

surveys to better detect the effects of the campaign on key metrics and provide rapid feedback on campaign performance. We also fielded an additional general population survey in 2020 to provide prompt feedback on the COVID-19 Customer Support Campaign. Holistically, we also began taking a forward-looking approach to our evaluation efforts in 2020 to help the CPUC understand how they can best leverage ME&O to engage customers in California's clean energy future moving forward.

Evaluation Objectives

The 2020 evaluation was guided by the following objectives:

- Assess EUC performance against key objectives including:
 - Increase the adoption of energy efficient behaviors,
 - Shape perceptions about the importance of reducing energy usage, and
 - Increase awareness of the SW brand (EUC and Keep it Golden).
- Assess the overall performance of the SW ME&O Campaign:
 - How well is the campaign reaching all Californians (including multicultural audiences)?
 - How can the EUC website be further optimized to support customer usability?
 - Taken together, has the ME&O campaign been effective in achieving its goals?
- Assess how CBOs contributed to the campaign in 2020 and offer suggestions for ways CBOs can be used in the future to achieve the campaign's goals.

3. Evaluation Methodology

The evaluation team leveraged results from monthly residential tracking surveys, experimental content testing, assessments of web analytics, and partnerships with CBOs to assess EUC effectiveness in 2020. Given that it is not always possible to directly measure consumer exposure to ME&O and there are many possible market drivers of the campaign outcomes, we use a preponderance of evidence approach to assess EUC effectiveness across multiple sources and data of different types of research efforts (e.g., quantitative and qualitative) to provide a full view of the campaign's effects.³

We provide an overview of the methodology employed in the following sections.

3.1 Residential Tracking Survey

The evaluation team has conducted ongoing tracking surveys to measure changes in EUC objectives and performance metrics since 2013. Given the 2020 socio-political climate, in November 2020 we transitioned from conducting bi-annual mail-push-to-web surveys of 1,000+ Californians to fielding a monthly pulse survey of 500 Californians to provide more actionable insights in this rapidly shifting landscape. The monthly surveys use a YouGov web-panel of California residents to measure campaign performance on established key performance metrics including customer awareness of the EUC brand, EUC and Keep it Golden logos and slogans, and customer attitudes, motivations, and intent to make energy-efficient home upgrades and behavior changes. These surveys provide the source official measures of brand metrics reported in DDB's annual Joint Consumer Actions Plans (JCAPs) and survey instruments are provided in Appendix A.

Within this report, we report findings from monthly surveys conducted between November 2020 and February 2021, as well as findings from previous residential customer surveys conducted in Fall 2017, June 2019, March 2020, and May 2020, which we include for historical context. Of note, previous surveys in October 2017, June 2019, and March 2020 differ from the pulse surveys fielded beginning in November 2020 on several methodological factors including sample source, recruitment strategy, and weighting methods. These methodological differences may contribute to variations in results between surveys prior to May 2020 and subsequent surveys.

In November 2020, we began using a sample from YouGov's non-probability opt-in panel. To help ensure that our sample is representative of California's diverse population, we translated the survey into Spanish. From November 2020 to February 2021, 319 respondents have completed the survey in Spanish. The results are weighted to be representative of the California population based on gender, age, race, homeownership, education, whether the respondent is Spanish-speaking, and income using propensity score matching and post-stratification.

3.2 Experimental Content Testing

While the residential tracking survey allows us to document changes in Californians' attitudes, intentions, and self-reported energy-use behavior over time, it is difficult to attribute those changes to the EUC campaign due to the lack of definitive information about campaign exposure and the crowded information environment surrounding energy issues in California. To more directly assess the influence of campaign content on energy-efficiency attitudes and intentions we conducted an online experiment. Study participants were 2,528

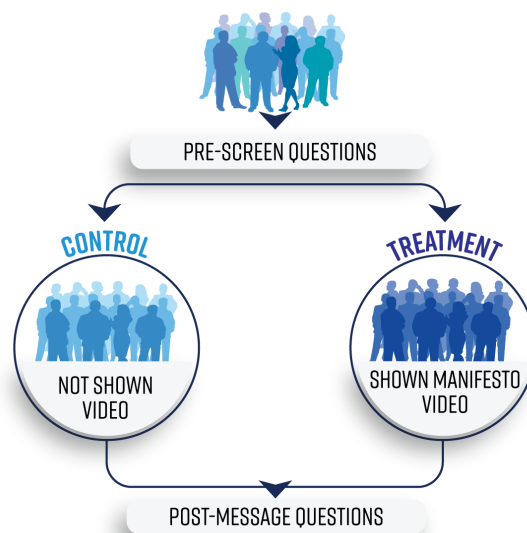
³ California Statewide ME&O stakeholders (DDB and representatives from California Investor-Owned Utilities (IOUs), Regional Energy Networks (RENS)) and social marketing industry experts came to a consensus that a preponderance of evidence approach is appropriate for measuring the effectiveness of ME&O efforts in California.

Californians from an opt-in panel of survey respondents provided by Civis Analytics and the experiment was conducted from January 6, 2021 to January 13, 2021. Figure 1 depicts the overall experimental design.

During the online experiment, all participants first answered questions to gather baseline data on their identity as Californians and demographic characteristics (e.g., race, gender, age, etc.) needed for weighting. Directly after answering these questions, participants were randomly assigned to one of two groups. Approximately half of all participants (n=1,234) were assigned to the experimental condition and were shown the campaign Manifesto video, which represented the widest-reaching and most current campaign content at the time. The other half (n=1,294) were assigned to the control condition and were not shown the campaign Manifesto video.⁴

All participants then completed a battery of questions to assess their current emotional state, which asked them to rate the extent to which they were feeling positive emotions (including inspired, determined, and excited) and negative emotions (including annoyed, upset, and skeptical). All participants then completed questions about their likelihood to save energy in their home in the next 12 months, their likelihood of sharing energy-efficiency tips or actions with friends or family in the future, and questions to assess their attitudes toward energy management and climate change.

Figure 1. Experimental Design



We then compared the emotions, attitudes, and intentions of those in the experimental group and the control group through statistical analyses. We assessed campaign content effectiveness by looking at the extent to which participants in the experimental condition showed more positive energy-efficiency behavioral intentions and attitudes compared to those in the control condition.

⁴ We recognize that a portion of participants in both the experimental and control conditions were potentially exposed to the Manifesto video prior to the experiment, as the video went live prior to the experiment fielding. However, participants were randomly assigned to condition so any effect of having previously seen that ad should be evenly distributed. Further, results may have been contaminated if we had asked all control participants if they had seen the video previously by describing it with enough detail for them to report whether they had seen it. Hence, we chose to only ask those in the experimental group whether they had previously seen the video. Twenty percent indicated that they had, yet we kept these participants in the sample since excluding this portion from the treatment group and not from the control group could have skewed the results in unpredictable ways.

3.3 Assessment of Web Analytics

To provide another perspective on the role of the EUC website in driving customer engagement and action, we worked with DDB to gain access to the EUC campaign’s web analytics information. We reviewed and analyzed these data to provide insights on the role and effectiveness of the website in driving users to take energy-saving actions. To contextualize the Year 4 shift from increasing brand awareness and inspiring intent to taking energy-saving action and promoting the “Join the Movement” message, we analyzed EUC website user data and their behavior on the site from Q1 of 2020 through January of 2021.

In order to analyze the website data as it related to the Year 4 evaluation objectives, we established key performance metrics split into two categories: website performance and user behavior. Measures of website performance include average session duration, pageviews, page completion analysis, and new vs. returning user comparison. We assessed user behavior by examining metrics that included counts of the number of times EUC site visitors exit directly from the EUC website to their local energy Program Administrator (PA) website (PA conversions), call-to-action (CTA) button clicks, and “Join the Movement” sign-ups.⁵ All of these metrics work together to inform the effectiveness of the EUC website in achieving the goals laid out the Year 4 of the JCAP. We describe key metrics in further detail as they relate to the goals of the evaluation in Table 1.

Table 1. Description of Metrics used to Assess Website Effectiveness

Metric	Description
Average Session Duration	Each time a customer views the EUC website they begin a session. The amount of time (in seconds) a site visitor spends on the site from the first landing page they view to their point of exit (be that from closing the browser, leaving to another website, etc.) is recorded and averaged across a period of time or group of similar users to yield average session duration. For the purpose of this evaluation, we compare average session duration between new and returning site visitors.
Page Views	Every time a site visitor looks at a web page counts as a unique view. A page view can be defined as a single view of a specific page within the website. We compare page views between high traffic pages to measure exposure and media campaign performance.
PA Conversions	While individual website data cannot track how users act once they leave the site, we can monitor where users are exiting, a point called a conversion, to get an idea of their motivations for leaving. Throughout the EUC website there are callout boxes directing site visitors to take direct action with their Program Administrator (PA). The EUC site tracks every time a site visitor clicks their PA website link and leaves the EUC site to find out how to take direct action with their energy provider. When an EUC site visitor exits directly from the EUC website to their local PA website this is described as a PA conversion.
Call to Action (CTA) Clicks	CTA buttons are clickable text box buttons that are intended to catch the eye and drive users to a different landing page or key site content. The homepage of the EUC site includes “Join Now,” “Do More,” and “Learn More” call-to-action (CTA) buttons which lead to the Keep it Golden (Keep it Golden) “Join the Movement” landing page. In evaluating website performance, we tracked the number of site visitors that followed these CTA buttons and learn about the Keep it Golden movement compared to those that sign-up with their phone number or email, showing their drive to adopt energy-efficient behaviors.
Page Completion Rate	Through website analytics, we can track how far down a webpage site visitors are scrolling. This allows us to evaluate how much content they are being exposed to during their visit. In this evaluation, page completion rate is measured by observing clicks on homepage CTA buttons that were moved further down the page over time. By looking at CTA button clicks, we know that site visitors scrolled through at least enough page content to reach the CTA button.

⁵ The term PA includes the California IOUs, Community Choice Aggregators (CCAs), and Regional Energy Networks (RENs)

3.4 Assessment of Partnerships with Community Based Organizations

The evaluation team also conducted several activities to assess the role of CBO partnerships, including an interview with DDC staff, observations of CBO events, and a survey of CBOs active in the campaign (Table 2).

Table 2. Overview of Data Collection Activities

Research Task	Description
EUC Campaign Staff Interview	Conducted one interview with two staff from DDC to learn about their experience with and approach to CBO collaboration.
CBO Event Observations	Observed six virtual events held in collaboration with CBOs to promote EUC to their constituents.
CBO Survey	Conducted a short online survey to collect feedback from CBOs on their involvement in the EUC campaign.

The DDC staff interview occurred in September 2020. In the interview, we explored how the COVID-19 pandemic influenced CBO involvement with the campaign and how DDC's outreach with CBOs changed due to the pandemic. The evaluation team also assessed the extent to which CBOs are helping the EUC campaign meet its objectives via observations at six online events in late 2020. During each event, the observer completed an observation rubric and took notes on the presentation and questions from the audience. (See Appendix A for all data collection instruments.)

Finally, we fielded a short survey of CBOs to collect data on their level of involvement with the EUC campaign and gauge the usefulness of EUC campaign materials for their organization. We attempted a census approach, meaning we contacted all CBOs in the population. We used a combination of email and phone recruitment. Of the 319 CBOs with contact information, 29 responded, resulting in a response rate of 9%. Eight of the 29 CBOs were not actively involved in the campaign in 2020.⁶ The 21 active CBOs answered additional questions about their involvement and nearly half (10 out of 21) received a grant from EUC to support their involvement in the EUC campaign.

⁶ We define actively involved as doing at least one of the following: reposting social media content, distributing newsletters to constituents, or attending or hosting events to promote the EUC message.










4. Summary of Results














In the following sections we synthesize results from the residential tracking survey, experimental content testing, assessment of website analytics, assessment of partnerships with CBOs, and provide a summary of campaign performance against evaluation objectives. We focus on summarizing annual results for 2020; however, we provide data points before and after 2020 where available to provide more context for how 2020 results fit within broader campaign trends.

4.1 Assessment of SW ME&O Performance Metrics

Figure 2 provides a summary of EUC campaign performance against key metrics in 2020. As DDB transitioned to featuring the Keep it Golden slogan more prominently in campaign assets Keep it Golden awareness grew, while EUC awareness generally held constant. With a few exceptions, attitudinal and behavior change metrics generally held constant in or decreased in 2020, likely because energy conservation became less of a priority for Californians during the pandemic. Notably, the COVID-19 Customer Support Campaign was one of the most prominent EUC campaign efforts in 2020 and Californians reacted positively to this campaign as they showed high awareness of campaign assets soon after the campaign launched and a modest percentage reported making the behavior changes targeted by the campaign.

Figure 2. Summary of EUC Performance Across Key Metrics in 2020^{ab}

Metric	Result	Change
Objective: Increase awareness of the SW brand		
EUC Aided Awareness	% of Californians that are aware of EUC: 34% to 31% to 30%	Constant 
EUC Unaided Awareness	% of Californians that are aware of EUC: 1% to 2%	Constant 
EUC Familiarity	% of Californians that are extremely or very familiar with EUC: 10% to 25%	15% 
Keep it Golden (KIG) Slogan Recognition	% of Californians that recognize the KIG slogan: 12% to 26%	14% 
Brand Salience	% of Californians who recognize the KIG slogan that associate the KIG slogan with energy conservation: 24% to 42%	18% 
Brand Relevance, Need for EUC, and Trust in EUC	% of Californians believe that the people of California need the EUC campaign quite a bit or a great deal: 67% to 66%	Constant 
	% of Californians believe that the EUC campaign is quite a bit or a great deal relevant to them: 57% to 59%	
	% of Californians believe they can trust the EUC campaign quite a bit or a great deal: 42% to 45%	
Objective: Shape perceptions about the importance of reducing energy usage		
Level of Concern about Saving Energy	Share that are very concerned about managing their energy use as they go about their daily lives: 88% to 80%	8% 
Importance	Share that believe it is very important to do their part to save energy: 50% to 44%	6% 
Social Norms	Share that believe that conserving energy is the right thing to do: 72% to 70%	Constant 
	Share that believe most Californians take action to conserve: 15% to 16%	
Self-Efficacy	Average 3.64 to 3.70 (from 1 'low self-efficacy' to 5 'high self-efficacy')	Constant 

Metric	Result	Change
Objective: Increase adoption of energy-efficient behaviors		
Intent	% that are extremely likely to change their behaviors to save energy (20% to 23%)	Constant 
	% that are extremely likely to make upgrades to their homes (11% to 19%)	8% 
Behavior Changes	The following are the percentages of Californians who take each action almost always: Turn off the lights: 72% to 71%	Constant 
	Set heat to 68 or lower: 50% to 43%	7% 
	Adjust heat or AC 44% to 38%	6% 
	Wash laundry on cold: 36% to 35%	Constant 
	Set devices to energy-saving modes: 30% to 31%	Constant 
	Unplug devices: 16% to 23%	7% 
Behavior Changes	Share of respondents that live in ways that reduce energy use all of the time: 45% (March) to 49% (November) 35% (February)	  Varied
Social Diffusion	Share of respondents extremely likely to discuss energy saving tips with friends or family: 17% to 16% (November 2020 to February 2021)	Constant 
Conversion rate from the EUC website to EUC programs	Conversion rate varied from 3% in April to 8% in July to 3% in February 2021	  Varied

Notes: ^aPercent changes reflect increases or decreases in percentage points. Measurement time frame is from March 2020 to February 2021 with the following exceptions: EUC aided awareness: June 2019 to November 2020 to Feb 2021; brand salience, social norms, and social diffusion: November 2020 to February 2021; self-efficacy: December 2020 – February 2021.

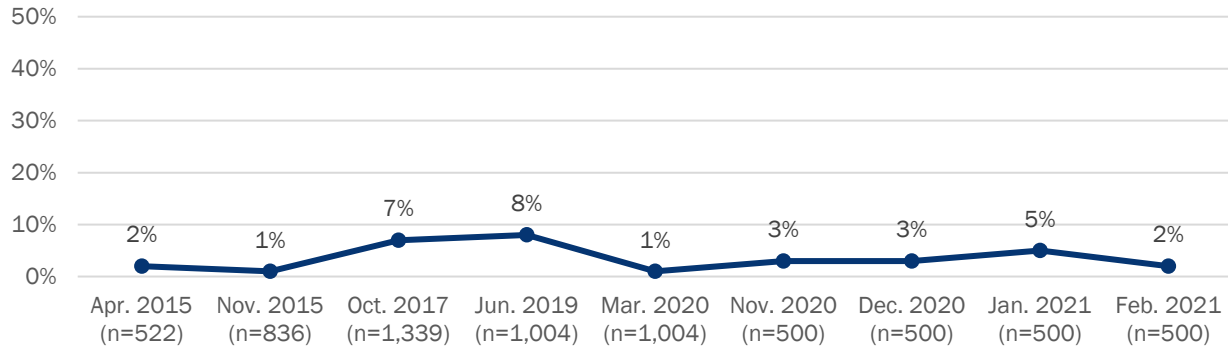
4.1.1 Objective: Increase Awareness of the SW Brand

An ongoing objective of the EUC campaign is to raise awareness of the EUC brand. In considering results related to EUC awareness, it is important to acknowledge that in 2020, the Keep it Golden slogan was larger and more legible in most campaign assets in comparison to the “Energy Upgrade California” logo. As highlighted in the sections below, this change had a demonstrable impact on annual results for this metric.

Performance Metrics: Aided and Unaided Awareness

Unaided and aided awareness of EUC remained relatively constant from March 2020 to February 2021. Unaided awareness is the gold standard metric for measuring brand awareness as it is the best way to know that a brand is really penetrating the audience.⁷ For unaided awareness, we asked customers for the names of up to five “brands, campaigns, or initiatives that encourage Californians to save energy.” Results indicate that the campaign has not considerably progressed towards being a “top of mind” energy brand. Unaided awareness reached a high of 8% in 2019 but has since fallen back down to its April 2015 level, with 2% of customers listing EUC as an energy brand in February 2021 (Figure 3).

Figure 3. Unaided Awareness of EUC Over Time



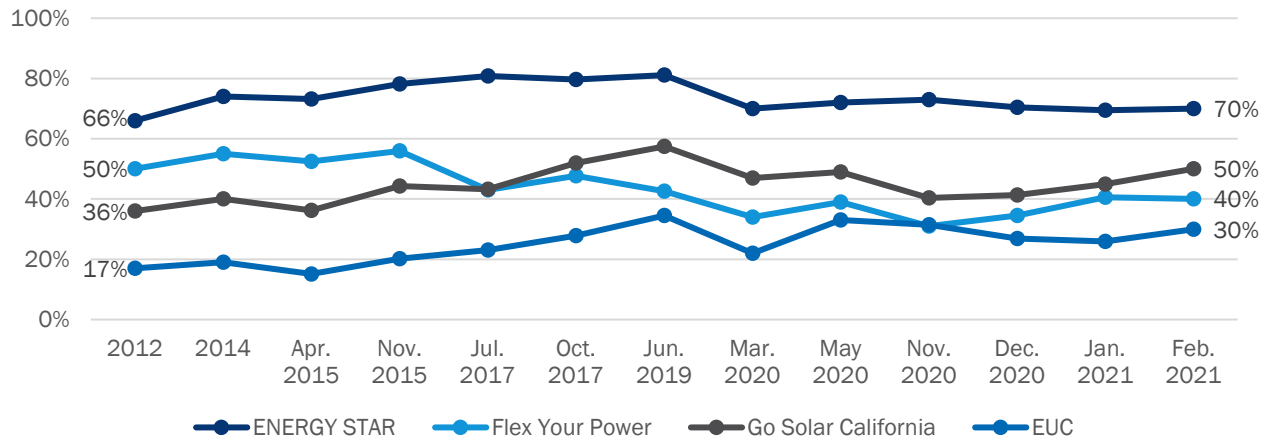
For aided awareness, we provided respondents with a list of several different energy brands, including EUC, and asked customers to identify the ones they had heard of prior to taking the survey. Although aided awareness of EUC increased from 17% to 30% between 2012 and February 2021, growth in aided awareness plateaued in 2020 (Figure 4).⁸

The lack of increase in both aided and unaided EUC awareness aligns with expectations, given that EUC was featured less prominently compared to Keep it Golden messaging through 2020. As stated in the Year 4 JCAP, DDB did not plan to see significant gains in EUC aided and unaided awareness in 2020 since the EUC brand was intended to play a more supportive role for the campaign. In addition, unaided awareness is a challenging metric to move.

⁷ In the summer of 2019, the evaluation team conducted a Delphi Study, where representatives from the PAs and DDB provided input on the objectives, metrics, and success criteria that should be used to measure the success of the EUC campaign. This statement reflects the consensus opinion from the Delphi Study.

⁸ All product or company names that may be mentioned in this publication are tradenames, trademarks or registered trademarks of their respective owners.

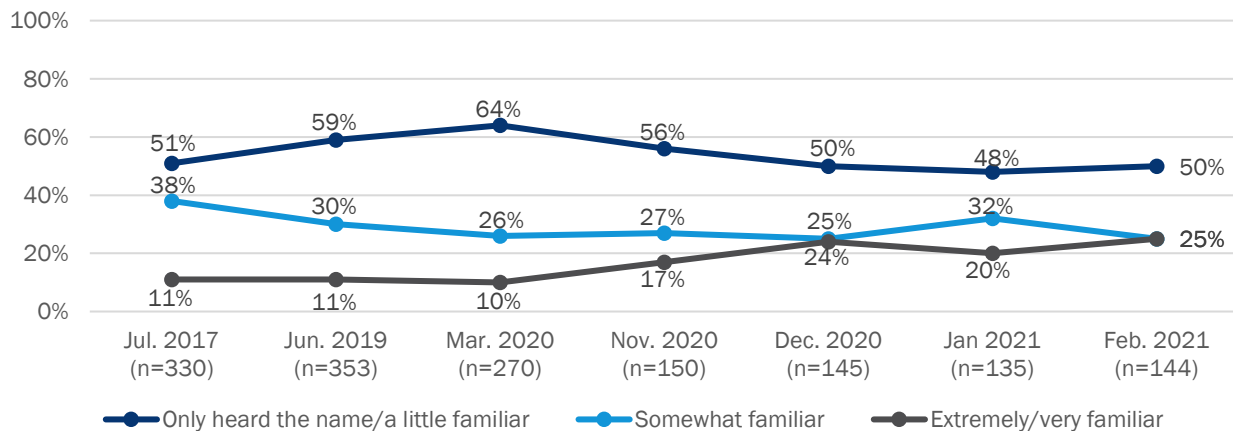
Figure 4. Aided Awareness of EUC Relative to Other Energy Brands Over Time



Performance Metric: Brand Familiarity

While aided awareness has increased modestly and unaided awareness is stable, familiarity with EUC among those who are aware has increased more dramatically. Among those who indicated that they are aware of EUC, familiarity with EUC has increased since March 2020, with a quarter (25%) of respondents indicating in February 2021 that they are extremely familiar with EUC (Figure 5). These results are a positive indication that a growing number of customers are aware of EUC and are likely have some additional knowledge about the brand and the purpose behind it, beyond just having a basic awareness of it.

Figure 5. Respondents' Familiarity with the EUC Brand

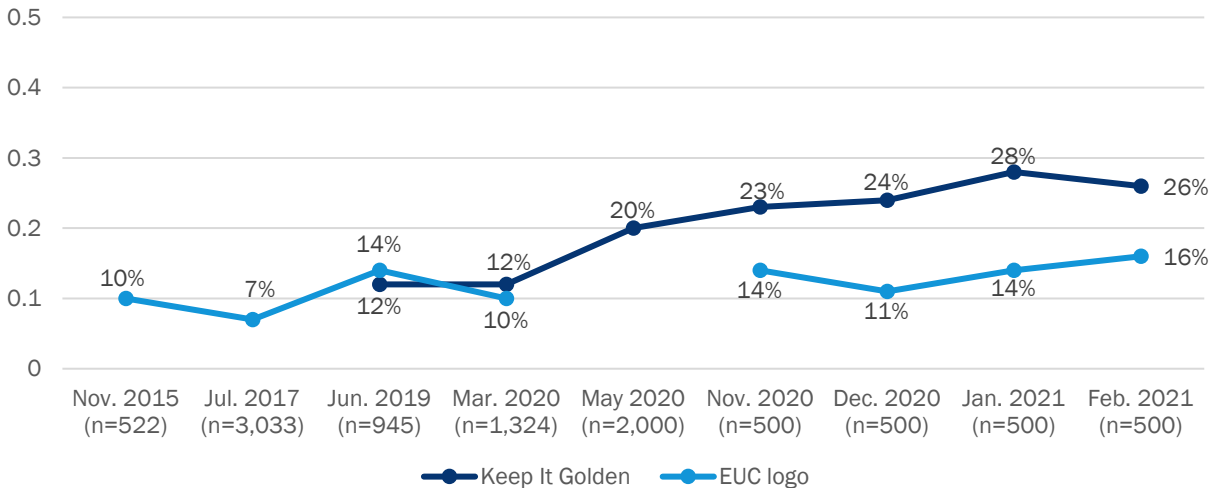


Performance Metric: Keep it Golden Slogan Recognition

Recognition of Keep it Golden has substantially increased from 2019–2021, which corresponds with the campaign featuring Keep it Golden more prominently in campaign assets in 2020. As of February 2021, Keep it Golden recognition is at 26%, which represents a substantial increase from 12% in June 2019 (Figure 6). The observed increase in Keep it Golden recognition throughout 2020 may be attributed to a number of potential factors: (1) EUC’s enhanced focus on Keep it Golden in 2020, where Keep it Golden was more

prominently featured in campaign advertisements; (2) the launch of the COVID-19 Customer Support Campaign during late Spring; and (3) the campaign relaunch after going dark at the end of 2020.

Figure 6. Percentage of Respondents Who Recognize Keep it Golden and EUC logos



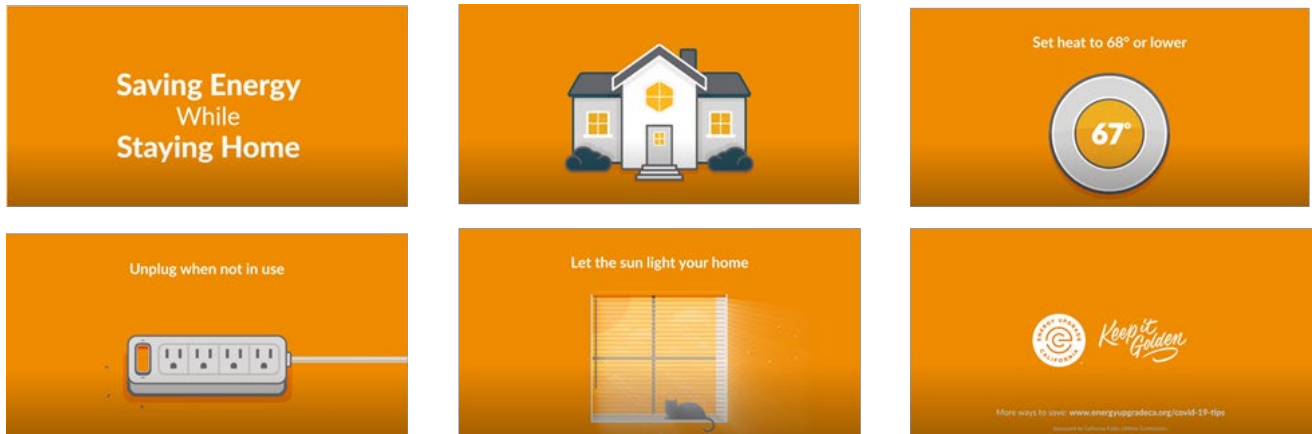
Related to the COVID-19 Customer Support Campaign, Californians showed high levels of awareness of the COVID-19 Customer Support Campaign assets after less than two months of the campaign. The two COVID-19 customer support campaign assets with the greatest reach included a video that was shown on broadcast TV, YouTube, and a Facebook post that launched at the beginning of April 2020 (Figure 7).⁹ May 2020 survey results showed that 24% of respondents said they had previously seen the campaign video on TV or the internet, 14% of respondents said that they had previously seen the campaign content post on Instagram or Facebook. These results indicate that the COVID-19 campaign assets had a wide reach, and particularly high recall for such a short time in market.¹⁰ As noted above, the effectiveness of the COVID-19 Customer Support Campaign assets may help explain the large increase in the percentage of respondents who recognized the Keep it Golden slogan between March 2020 and May 2020 (Figure 6).

⁹ Viewable on YouTube here: <https://www.youtube.com/watch?v=9dqgg6UXpW4&list=PLN0R4pNnb4GHLwLZe2J04Ibk8eyoonMys>

¹⁰ For context, we fielded a survey for the CPUC to measure the effectiveness of the Conserve Energy SoCal campaign designed to promote conservation after the Aliso Canyon gas leak. After the campaign ran for 6 months, the highest level of recall among all videos measured was 24% and the highest recall for any social media post was 17%, so the COVID-19 campaign assets achieved the same level of reach in a shorter time period. Survey source: Opinion Dynamics. (2017). Aliso Canyon Marketing, Education and Outreach Effectiveness Study. Prepared for the CPUC.

http://www.calmac.org/publications/Aliso_Canyon_ME&O_Campaign_Evaluation_Report_FINAL_2017-06-28.pdf

Figure 7. COVID-19 Customer Support Campaign Video Assets



Brand salience, or the associations that Californians have with the Keep it Golden slogan, represents another important metric of brand success. Logically, the campaign is more successful the more that Californians correctly associate Keep it Golden with energy conservation. We began measuring brand salience since November 2020 and asked respondents what, to the best of their knowledge, is the mission of Keep it Golden.

Performance Metric: Brand Salience

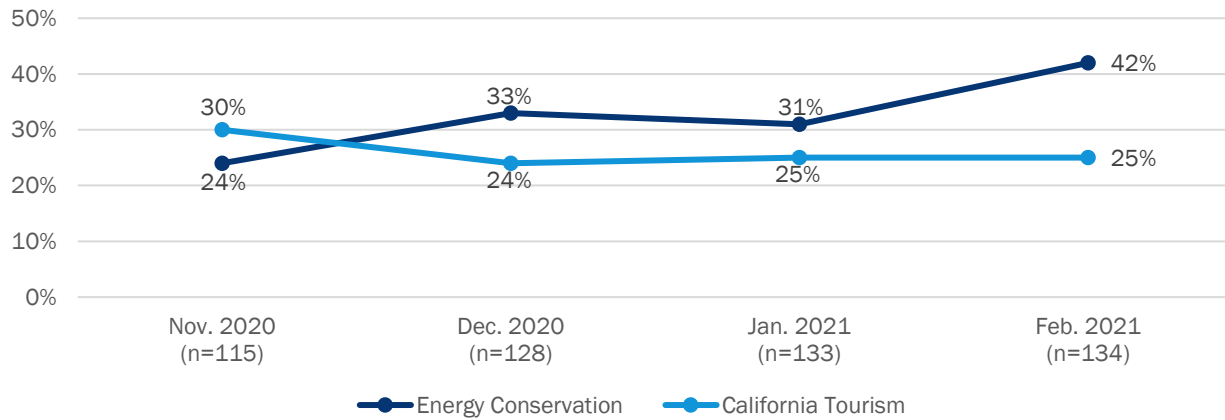
Finally, while Californians increasingly associate Keep it Golden with energy conservation, about a quarter continue to associate Keep it Golden with California tourism instead. Of respondents who indicated that they were aware of Keep it Golden in February 2021, 42% associated the slogan with energy conservation and a quarter (25%) associated it with California tourism (Figure 8).

While finding the exact source of Californians’ mis-association of Keep it Golden with tourism is difficult, one possibility is a series of 2019 campaign ads that featured beautiful California locations with the Keep it Golden logo but without the mention of energy conservation. Potentially, Californians mistook these ads for encouraging California tourism and have remained in the minds of many Californians. The evaluation team will continue to assess why there is a mis-association of Keep it Golden with California tourism on upcoming tracking surveys.



To realign Californians’ perceptions of Keep it Golden, the evaluation team recommended that DDB continue taking steps to ensure more Californians associate Keep it Golden with its mission of energy conservation in January 2021.

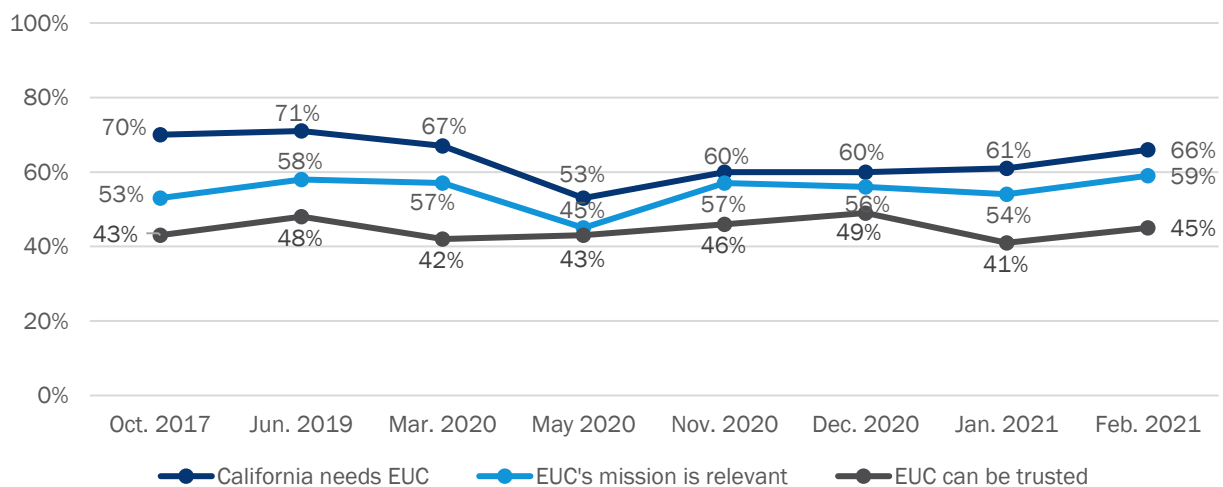
Figure 8. Keep it Golden Logo Saliency Among those Aware of Keep it Golden



Performance Metrics: Brand Relevance, Need for EUC, and Trust in EUC

Attitudes toward the EUC brand have remained mostly positive over the course of the campaign but experienced a dip beginning March 2020, the first survey conducted during the COVID-19 pandemic. Since May 2020, EUC brand perceptions around relevance, need, and trust have begun to improve (Figure 9). The observed dip in brand sentiment starting in March may be due to pandemic-related concerns being more salient for Californians rather than an actual decline in brand performance. Furthermore, the mission statement that respondents view directly before answering questions about their brand perceptions changed starting in November 2020 to be more customer-facing. This revised mission statement may also have facilitated the boost in brand perception. Additionally, the campaign was relaunched in January 2021, which might have contributed to the more positive perceptions in February 2021.

Figure 9. Need for EUC, Relevance of EUC Mission, and Trust in EUC (Showing ‘A great deal/Quite a bit’)



4.1.2 Objective: Shape Perceptions about the Importance of Reducing Energy Usage

A sense of concern and responsibility to conserve energy can be an important predictor of future and lasting behavior change. 2020 campaign messages created by DDB began preparing Californians to take collective action by appealing to state pride and a sense of concern toward energy management. To assess the alignment of this messaging with Californians’ beliefs, we asked respondents about their level of concern over managing their energy use as they go about their daily life, and how important they believe it is for their household to do its part in making California more energy efficient.

Performance Metrics: Importance and Level of Concern about Saving Energy

Overall, respondents’ concern over energy management and belief in the importance of reducing their energy use has declined since the pandemic began in March 2020. In February 2021, slightly less than three-quarters (73%) of respondents indicated they are at least moderately concerned with managing their energy compared to substantially over three-quarters (82%) in March 2020 (Figure 10). Further, 80% of respondents in February 2021 indicated that it is at least somewhat important for their household to do their part to make California more energy efficient, compared to 88% in March 2020 (Figure 11). These results do not necessarily indicate that the campaign itself is ineffective at changing respondents’ attitudes, but potentially that other concerns, such as the COVID-19 pandemic are more salient to Californians during this period of time.

Figure 10. Respondents’ Concern Over Managing Their Energy Use

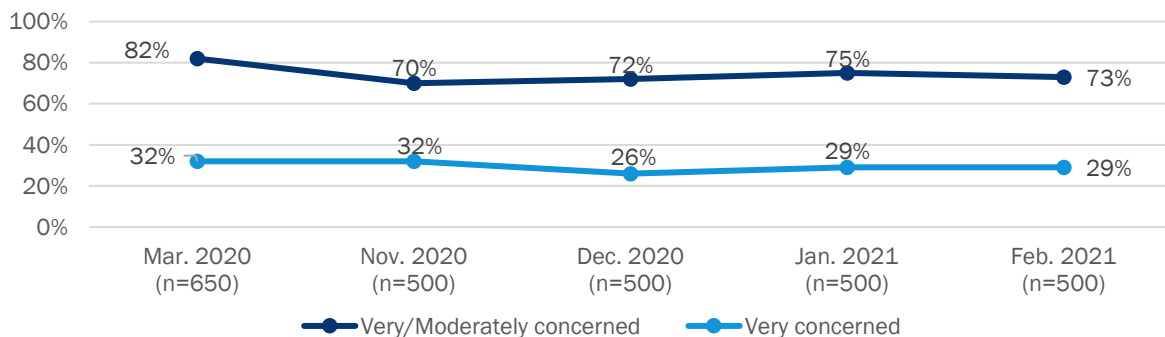
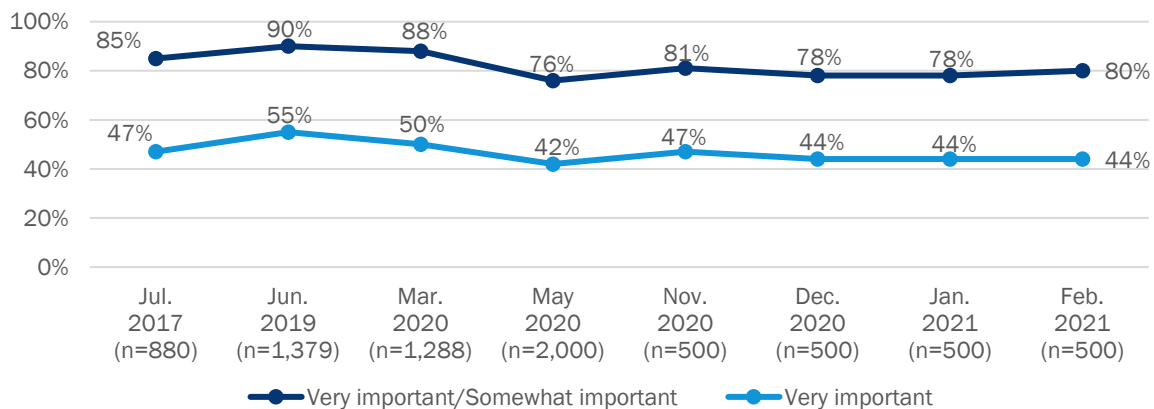


Figure 11. Respondents’ Perceived Importance to Do Their Part to Make California Energy Efficient



Performance Metric: Social Norms

Social norms are influential precursors to behavior.¹¹ The extent to which people believe an action is socially approved (the injunctive norm) and the extent to which people perceive that an action is commonly taken (the descriptive norm) may influence whether a person will choose to take that action themselves. While both injunctive and descriptive norms are part of overall “social norms,” the two are distinct facets with the descriptive norm often being the most influential. We began measuring both aspects of social norms monthly in November 2020.

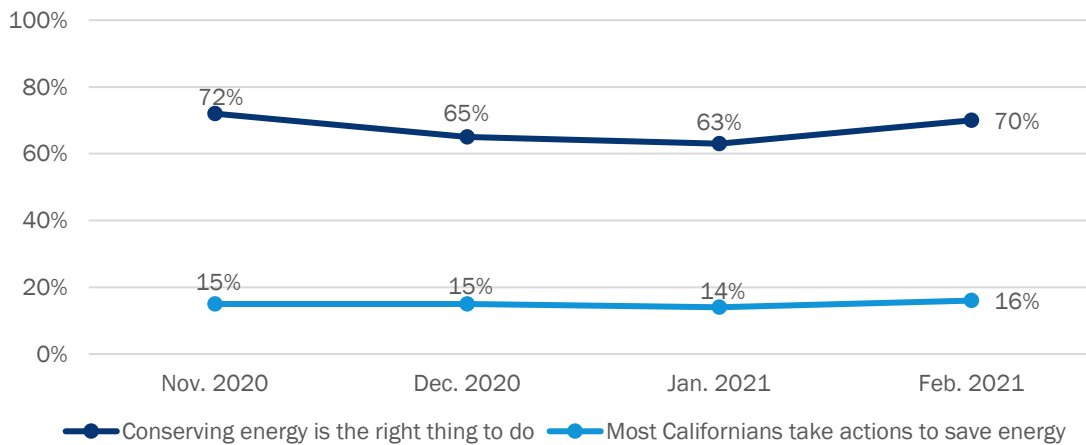
Californians have a strong belief that conserving energy is the right thing to do, but few believe Californians save energy. Notably, over two-thirds (70%) of respondents strongly agree that conserving energy is the right thing to do, but a much smaller proportion (16%) strongly agree that most Californians take actions to save energy (Figure 12). Thus, while Californians recognize “the right thing to do” (the injunctive norm), their perception of what others do (the descriptive norm) is considerably lower.



As the descriptive norm is more influential in encouraging behavior change, emphasizing this norm in EUC messaging represents an important opportunity for the campaign to show customers that their fellow customers are taking action to save energy.

DDB has incorporated this finding in the Year 5 JCAP as a key messaging strategy will be focused on “celebrating Californians who are already taking action, and elevate them as the voice of (the) campaign.”¹²

Figure 12. Respondents Who ‘Strongly Agree’ with Social Norms Statements



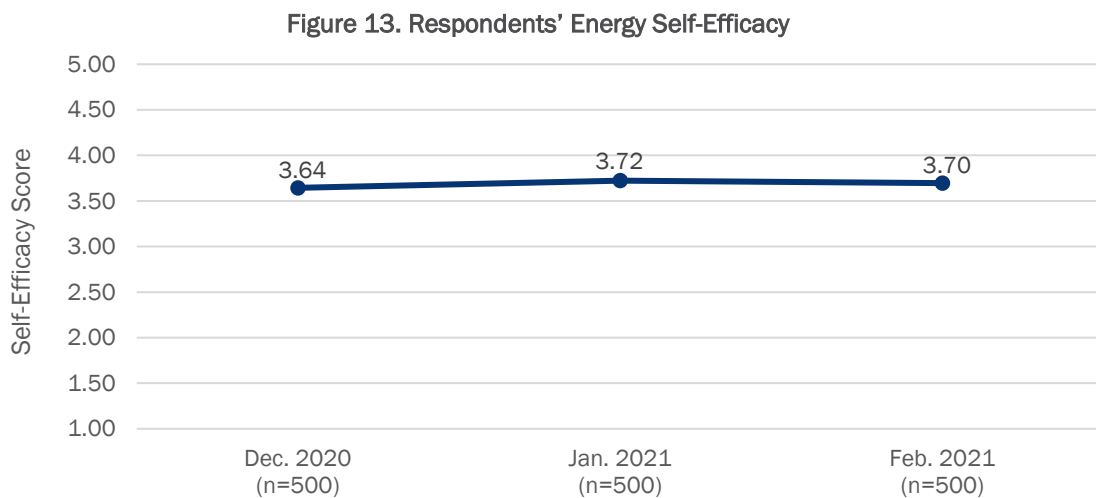
Performance Metric: Self-Efficacy

¹¹ Cialdini, R. B., Reno, R. R., & Kallgren, C. A. (1990). A focus theory of normative conduct: Recycling the concept of norms to reduce littering in public places. *Journal of Personality and Social Psychology*, 58(6), 1015–1026. <https://doi.org/10.1037/0022-3514.58.6.1015>

¹² DDB and DDC. (2020). *Year 5 Joint Consumer Action Plan*. [Unpublished Report]. California Public Utilities Commission.

Self-efficacy is a person’s belief that they can successfully accomplish a given task. According to research in psychology, self-efficacy is often a necessary pre-condition to behavior; people who believe they can achieve something are more likely to act to achieve it.¹³ Self-efficacy may also be a precursor for energy management behavior and behavior to curb climate change in that people who have higher self-efficacy to make a difference to prevent climate change are also more likely to take action. As such, the EUC campaign includes assets that include specific messaging to encourage self-efficacy. For example, the campaign Manifesto video includes messages of “I can” followed by an energy-saving action.

Self-efficacy has remained moderate and consistent over time. Since December 2020, Californians’ self-efficacy scores have been moderate, ranging from an average of 3.64 to 3.72 (out of a scale that ranges from 1 to 5) (Figure 13).¹⁴ Californians’ moderate and stable self-efficacy may indicate positive news. In a media environment where people are often told that climate change is occurring and that it will be challenging to stop, it is possible, even expected, that people would become dejected about their potential to mitigate climate change. As a result, self-efficacy could decline. These stable self-efficacy scores indicate, however, that many Californians believe there is still something that can be done about climate change and that the campaign is potentially helping to prevent a decline in energy self-efficacy that could be caused by other sources.



Building off insights from the tracking survey, we used experimental content testing to further explore the campaign’s impact on self-efficacy, as well as consumer attitudes more generally. In particular, we asked all participants in the experimental content testing study about their attitudes, including the extent to which they agree that (1) environmental challenges like climate change are important issues, (2) by saving energy they will be helping others in their community, and (3) they are motivated to save energy. We also asked how important it is for their household to make California more energy efficient, and how concerned they are about managing their energy use.

Watching the Manifesto video had minimal impact on participants’ attitudes toward energy management. Results from the experimental content test showed that participants in the treatment group did not show more

¹³ Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. *Psychological Review*, 84(2), 191–215. <https://doi.org/10.1037/0033-295X.84.2.191>

¹⁴ In October 2015, we first measured self-efficacy using seven-point scale. In the November 2020 survey, we used the same battery of questions and the same scale so we could compare the 2015 results with 2020 results. We found that self-efficacy scores were moderate and had not substantially changed between 2015 when it averaged 4.8 (out of 7) and 2020 when it averaged 4.6 (out of 7). In December 2020, we changed the battery and scale to five points to improve measurement and began monthly tracking of self-efficacy with the new battery and scale.

positive attitudes toward energy management after watching the Manifesto video than participants in the control condition who were not shown the video. As evidenced by research in psychology, attitudes are not easily changed. While campaign content may influence attitudes and increase the popularity of an issue across a population over a significant period, it is less likely that a single viewing of a video would substantially change viewers' attitudes immediately after exposure.

The Manifesto video had a modest but observable impact on participants' self-efficacy and the belief that saving energy helps those in their community. While energy management attitudes overall were not affected by viewing the video, participants in the treatment condition showed slightly, but statistically significant, higher levels of self-efficacy (scoring 3.8 out of 5) after watching the video than participants in the control group (scoring 3.7 out of 5). Taken with the results of the residential tracking survey that showed stable levels of self-efficacy over time, these results suggest that the campaign content may impact Californians' self-efficacy and potentially help to prevent self-efficacy from declining.

Further, after watching the Manifesto video, participants in the treatment condition showed a small increase in the likelihood to agree that saving energy helps those in their community ($p < .10$) whereby participants who watched the video were 7% more likely to strongly agree.



We recommend that the campaign continue to use positive messages that encourage Californians' self-efficacy and show the positive consequences of energy management. We also recommend that these efficacy-promoting messages be used in Flex Alert messaging as well, in which respondents will have targeted messages to save energy and an opportunity to make a bigger, more observable impact.

4.1.3 Objective: Increase Adoption of Energy-Efficient Behaviors

In Year 4, the EUC campaign has transitioned to from a focus on shaping EUC awareness, energy management attitudes, and behavioral intentions to emphasizing the importance of changing energy-use behaviors and encouraging others to save. EUC will continue to build on these efforts in 2021 by providing direct examples of actions that Californians can take to save energy. In 2020, we continued to monitor behavioral intentions but placed an increased focus on measuring self-reported behavior changes through the residential tracking survey and experimental content testing.

Measures of intent are useful proxy variables for measuring behavior changes. Before customers can take action, they must recognize opportunities to make changes. To assess Californians' intent to take action, we first asked respondents how many changes they could make to their homes or day-to-day actions to better manage their energy use. We then asked respondents who recognized opportunities to make changes about their likelihood of making these changes. We considered those who said they had already done all they can do, and hence did not recognize any additional opportunities, to be extremely unlikely to make behavior changes.

Performance Metric: Intent

Californians' perceived opportunity to make home energy efficiency upgrades dipped during the start of pandemic while respondents' perceived opportunity to change their energy efficiency behavior has somewhat increased since March 2020, the beginning of the pandemic. The percentage of respondents who indicated that there are 'a lot of things' they can change to make their home more energy efficient has varied since June

2019 and notably experienced a dip in March 2020 (Figure 14). The percentage of respondents who indicated they can change ‘a lot of things’ about their behavior has increased overall, though had an observable decline at the start of the pandemic (Figure 15).

Figure 14. Opportunity for Home Energy Efficiency Upgrades

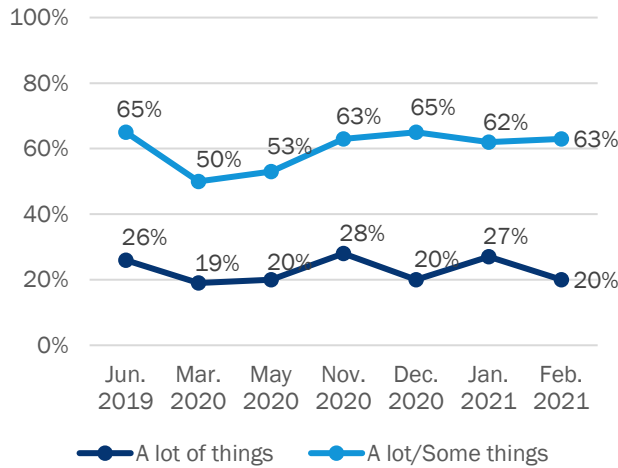
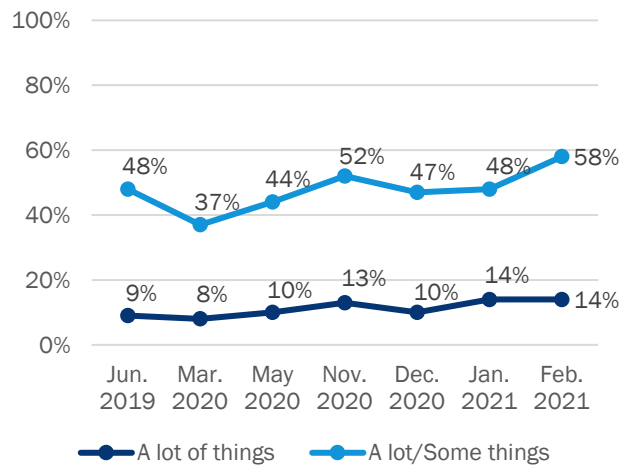


Figure 15. Opportunity for Energy Efficiency Behavior Changes



Building off of the perceived opportunity to make changes to behavior, **Californians’ likelihood of making home energy efficiency upgrades has increased since March 2020, while Californians’ likelihood of making energy efficiency behavior changes has remained constant** (Figure 16 and Figure 17). It is likely that the changing circumstances for consumers as a result of the pandemic are a key factor in these trends.

The pandemic has had differential impacts on segments of people, causing more financial hardship for some compared to others, and as a result, impacting their openness to energy management. Below, we discuss some key ways that the pandemic has influenced Californians in terms of their energy management attitudes and behavioral intentions. We follow that with a deeper examination of what drives these effects.

Figure 16. Likelihood of Making Home Energy Efficiency Upgrades

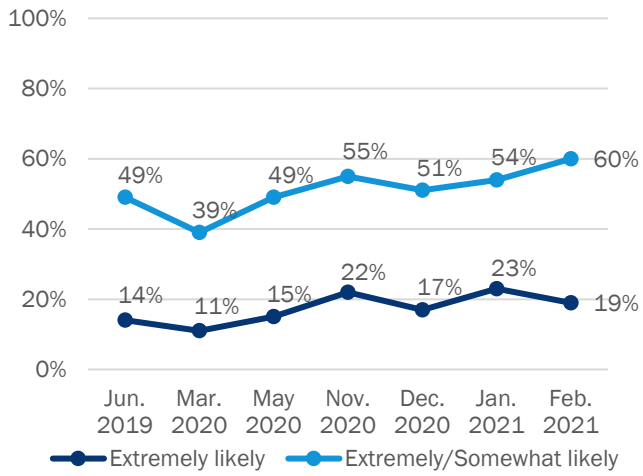
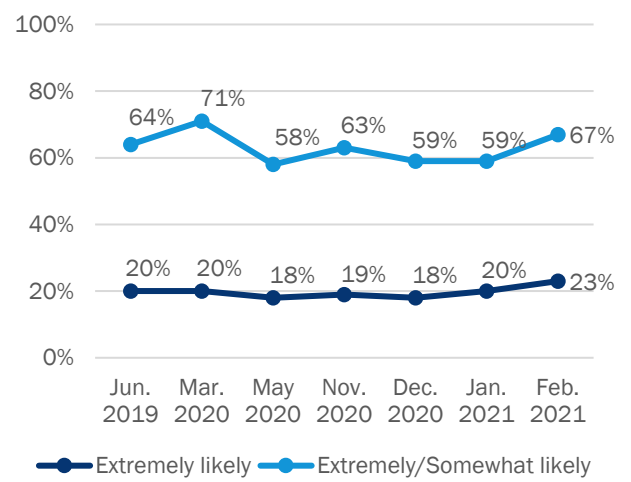


Figure 17. Likelihood of Making Energy Efficiency Behavior Changes

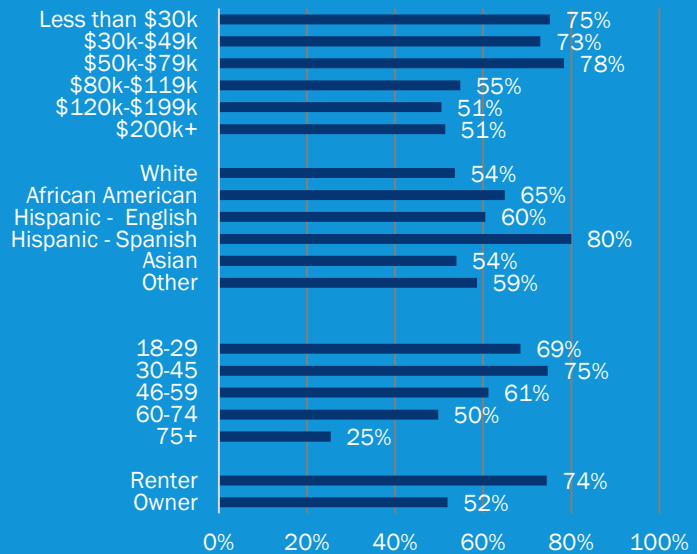


A CLOSER LOOK AT PANDEMIC IMPACTS ON ENERGY-MANAGEMENT INTENTIONS

In assessing the overall EUC campaign performance in 2020, we took into special consideration the impact the campaign has had on Californians and that have been most critically impacted by the COVID-19 pandemic. We explored pandemic impacts across all respondents by comparing survey results from early March 2020 to results from surveys in fielded in May 2020, and November 2020 through February 2021. We also examined COVID-19 impacts since January 2021 by asking respondents if they had experienced a variety of impacts due to the pandemic, or if they expected for it to happen soon (e.g., being laid off from a job or applying for loans).

If a respondent indicated that they had experienced or expected to experience any one of these financial impacts, we designated them as 'pandemic affected'. Results from the residential tracking survey show that Californians who were most impacted by the pandemic tended to be lower in income, African American or Hispanic (particularly Hispanics whose households do not primarily speak English), younger, and renters (Figure 18).

Figure 18. Percent of Californians Financially Impacted by the Pandemic, by Demographics



Note: The category 'Hispanic - English' refers to Hispanic survey respondents who indicated that they primarily speak English in the home. The category 'Hispanic - Spanish' refers to Hispanic survey respondents who indicated that they primarily speak Spanish in the home.

Respondents' perceptions of energy efficiency opportunities for home upgrades and day-to-day behavior changes have increased more for renters than for owners since May 2020. The percentage of renters who believe that they could change 'a lot' or 'some things' to make their home more energy efficient has increased slightly since May 2020 while the percentage of owners has remained relatively stable (Figure 19). Further, the percentage of respondents who believe there are 'a lot' or 'some things' they can do to change their day-to-day actions has increased more dramatically for renters than owners since March 2020 (Figure 20).

Figure 19. Percentage of Respondents Who Could Change 'A lot of things' or 'Some things' to Make Their Home More Energy Efficient

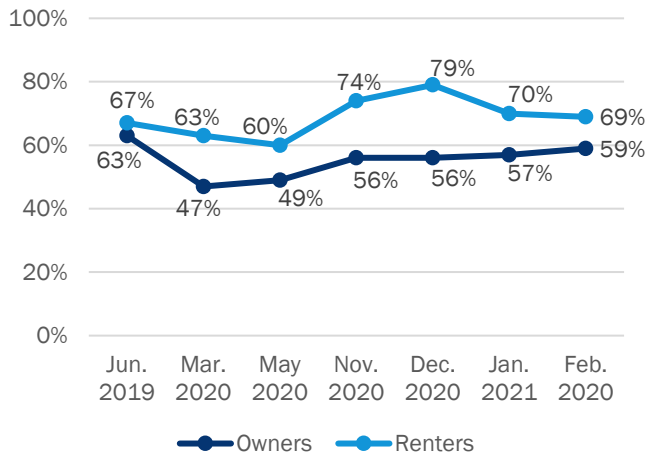
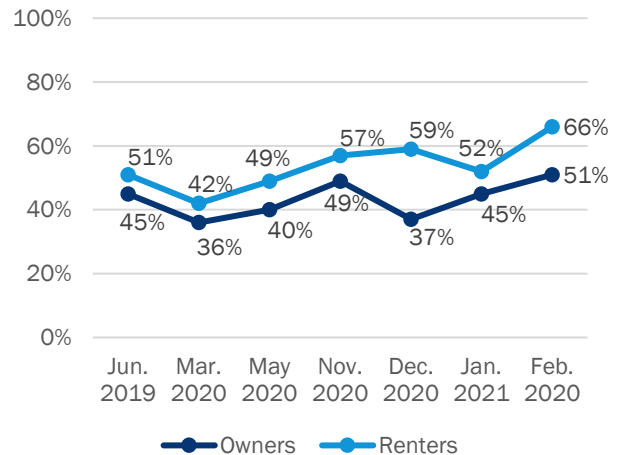


Figure 20. Percentage of Respondents Who Could Change 'A lot of things' or 'Some things' about Their Day-to-Day Actions to Save Energy



In addition to assessing respondents' perceptions of opportunities for home upgrades and behavior change, we asked respondents the extent to which they were likely to make their home more energy efficient and to change their day-to-day behavior.

Renters and owners have diverged more dramatically in their stated likelihood to make their homes more efficient and to change their day-to-day energy use behavior since May 2020. The percentage of respondents who reported they are 'extremely likely' to make their homes more energy efficient in the next 12 months has increased for renters while owners' likelihood has stayed relatively constant (Figure 21). Further, renters have even more dramatically increased in their stated likelihood to change their day-to-day energy use while owners' likelihood remained mostly stable with a slight dip between May and December 2020 (Figure 22).

Figure 21. Percentage of Respondents Who are 'Extremely likely' to Make Their Home More Energy Efficient in the Next 12 Months

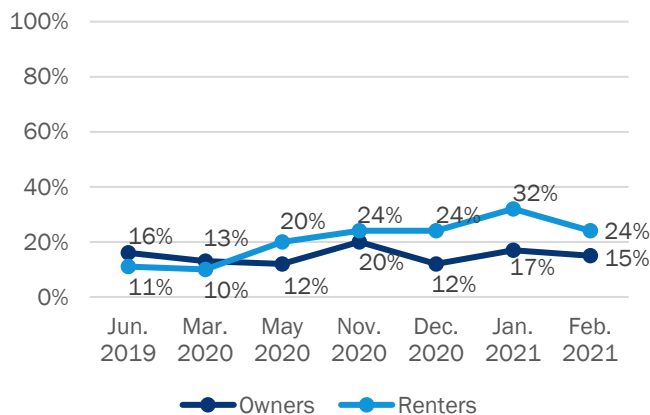
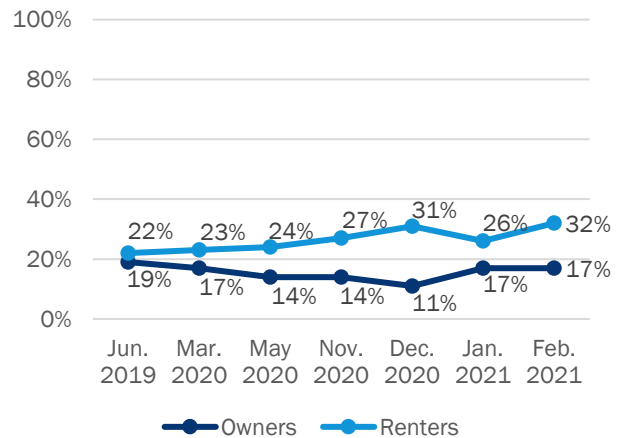


Figure 22. Respondents Who are 'Extremely likely' to Change their Day-to-Day Energy-Use Behavior



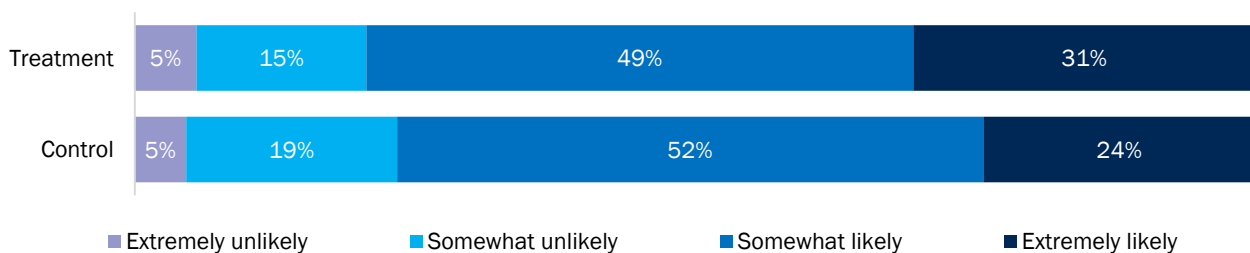
The increasing divide between renters and owners is due in part to higher likelihood that renters have been financially impacted by the COVID-19 pandemic. Results show that a significantly greater proportion of renters

(74%) are pandemic affected¹⁵ compared to a little over half of owners (52%). The knowledge that renters are more likely to have been financially impacted by the pandemic, and the growing differences between renters and owners since March 2020 (the first survey that coincided with the pandemic) indicates that the observed differences between renters and owners are likely due to renters being more likely to be financially impacted.

Further analyses into pandemic impacts on renters and owners show that income, age, and race explain who is impacted by the pandemic, and consequently, the difference between renters and owners. We found that renters, compared to owners, are significantly younger, have lower income, and are more likely to be Hispanic or Black, and that these segments of respondents were also the most financially impacted by the COVID-19 pandemic. These results indicate that the origin of differences between renters and owners on energy management throughout the pandemic is due to the underlying age, income, and racial and ethnic differences among these groups, making renters more vulnerable to the pandemic’s financial impacts.

We also directly examined the impact of EUC campaign content (in this case, the campaign Manifesto video) on intentions to save energy through the experimental content test and found that **EUC advertising may cause a lift in Californians’ intentions to reduce their energy use** (Figure 23). Participants who watched the Manifesto video showed significantly greater intentions to reduce their energy use than participants in the control group who did not see the video. Participants in the treatment group who watched the video were significantly more likely to say that they were ‘extremely likely’ to save energy in the next 12 months (31%) compared to those in the control group (24%). These results offer evidence that campaign content may be responsible for some lift in Californians’ intentions to reduce their energy use.

Figure 23. Participants’ Likelihood to Reduce the Amount of Energy Used in the Home, by Condition

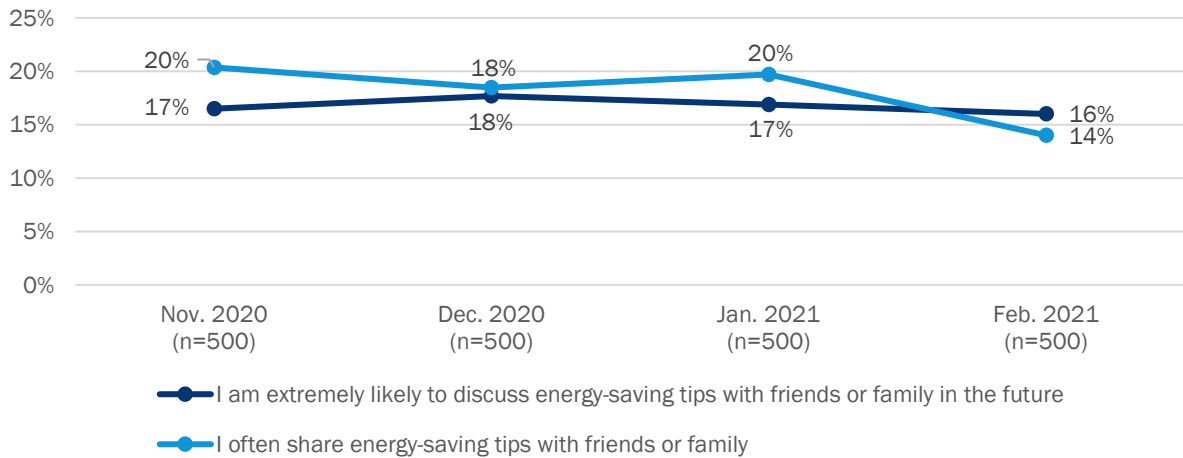


Performance Metric: Social Diffusion

Social diffusion, a metric we started measuring in November 2020, has remained mostly constant with about one in five respondents sharing energy-saving tips with friends and family and being extremely likely to do so in the future. We operationalized social diffusion as the extent to which Californians share energy-saving tips with friends or family. The percentage of respondents who indicate that they often share energy-saving tips with friends or family has remained constant from November 2020 to January 2021, with a slight decrease in February 2021 to 14% (Figure 24). Similarly, the percentage of respondents who indicate that they are extremely likely to discuss energy-saving actions or tips with friends or family in the future has remained stable, ranging from 18% in December 2020 to 16% in February 2021.

¹⁵ See the call out box “A Closer Look at Pandemic Impacts on Energy-Management Intentions” for a definition of ‘pandemic affected’

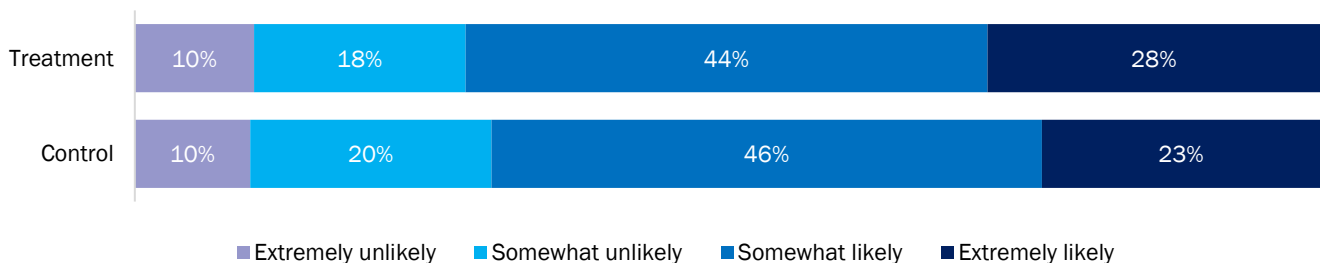
Figure 24. Respondents' Frequency and Future Likelihood of Sharing Energy-Saving Tips



We also examined whether campaign content has impacted Californians' likelihood to engage in social diffusion about energy-saving, through the experimental content test. After respondents in the treatment condition watched the Manifesto video, we asked them the extent to which they are likely to discuss energy-saving actions or tips with friends or family. We also asked participants in the control condition, who had not seen the video, the same question.

EUC advertising may cause a lift in Californians' overall likelihood to share energy-saving actions or tips. Participants who watched the Manifesto video were 5% more likely than participants in the control group to say they were 'extremely likely' to share energy-saving actions or tips with friends or family. (Figure 25). These results suggest that campaign content may be responsible for some lift in Californians' social diffusion about energy saving.

Figure 25. Participants' Likelihood of Sharing Energy-Saving Tips, by Condition



Taken together, the experiment shows that the manifesto video increased participants' likelihood of energy saving and social diffusion.

These results raise the question – *what was it about the manifesto video that caused greater behavioral intentions and social diffusion and what does this mean for designing effective messaging strategies moving forward?* To further explore *why* the manifesto video had an impact, we conducted mediation analyses. These analyses are designed to test whether the effect of a condition (treatment versus control) on the outcome variables (behavioral intentions and social diffusion) is accounted for by another variable (the mediator). Based on research from psychology, which argues that a great deal of human behavior is influenced by emotion, we tested whether an increase or decrease in certain emotions may have been the reason why the Manifesto video had an effect.

Feelings of being inspired explain why the Manifesto video caused an increase in intentions to save energy and a greater likelihood of social diffusion. Participants who watched the manifesto video were significantly more likely to feel ‘extremely’ inspired (23%) after watching as compared to participants in the control condition (16%; Figure 26). Results from the mediation analysis further show that participants who watched the Manifesto video felt more inspired, and that the more they felt inspired, the more likely they were to show greater behavioral intentions and greater likelihood of social diffusion (Figure 27).

Figure 26. Feeling Inspired, by Condition

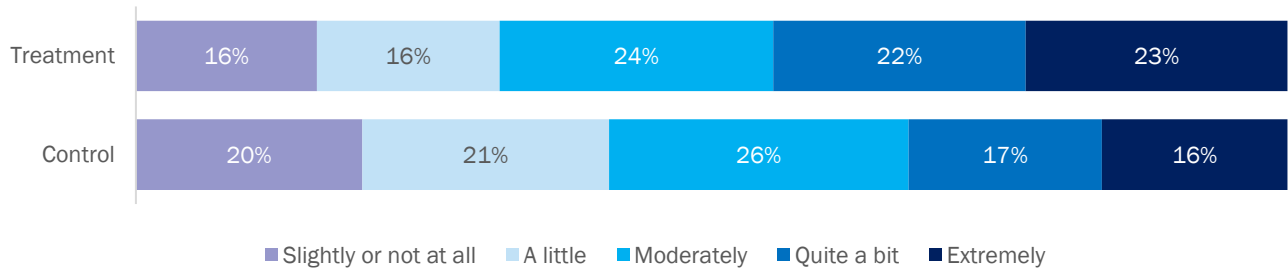
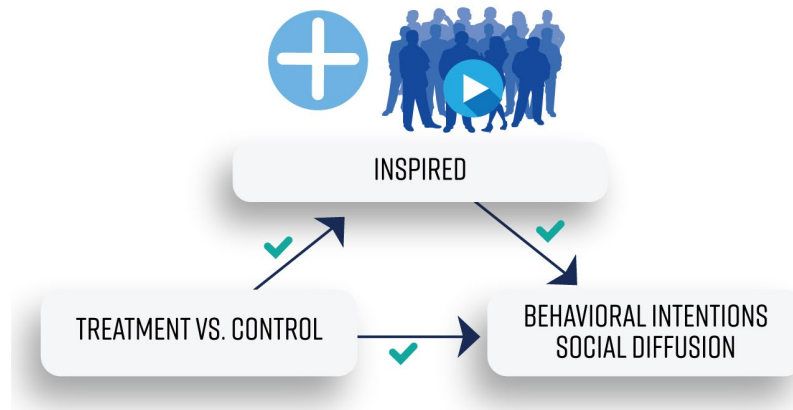


Figure 27. The Effect of Condition on Behavioral Intentions and Social Diffusion is Because of Feeling Inspired



Feeling less negative emotion explains why the Manifesto video caused greater likelihood of social diffusion. Participants in the treatment condition who watched the Manifesto video felt significantly less annoyed, skeptical, and upset compared to participants in the control condition (Figure 28). Results from the mediation analysis further show that people who watched the manifesto video felt fewer negative emotions compared to the control group and that the fewer negative emotions they felt, the more likely they were to engage in social diffusion (Figure 29).

Figure 28. Feeling Negative Emotions, by Condition

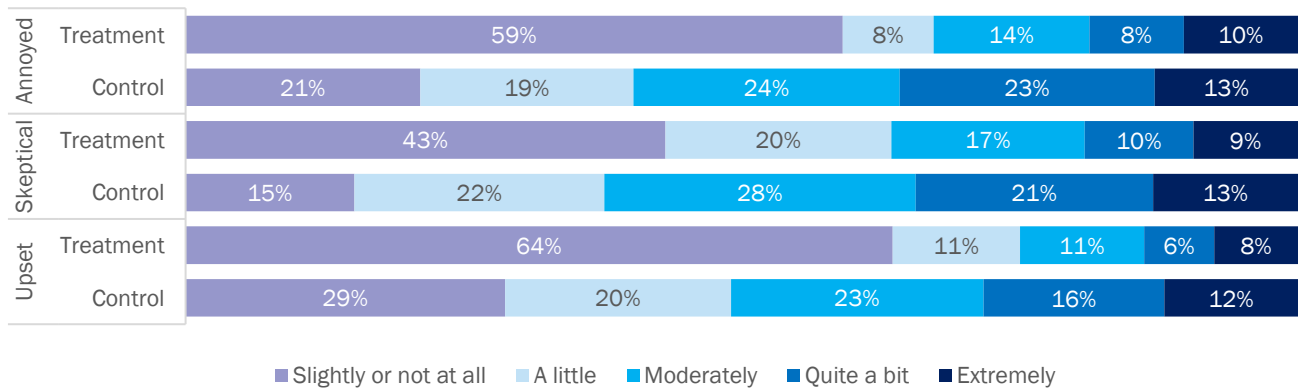
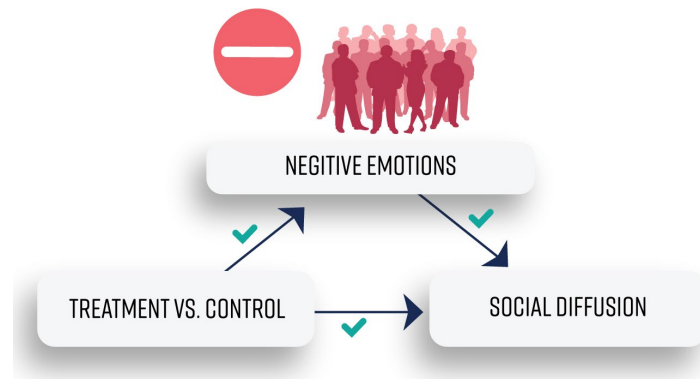


Figure 29. The Effect of Condition on Social Diffusion is Because of Feeling Fewer Negative Emotions



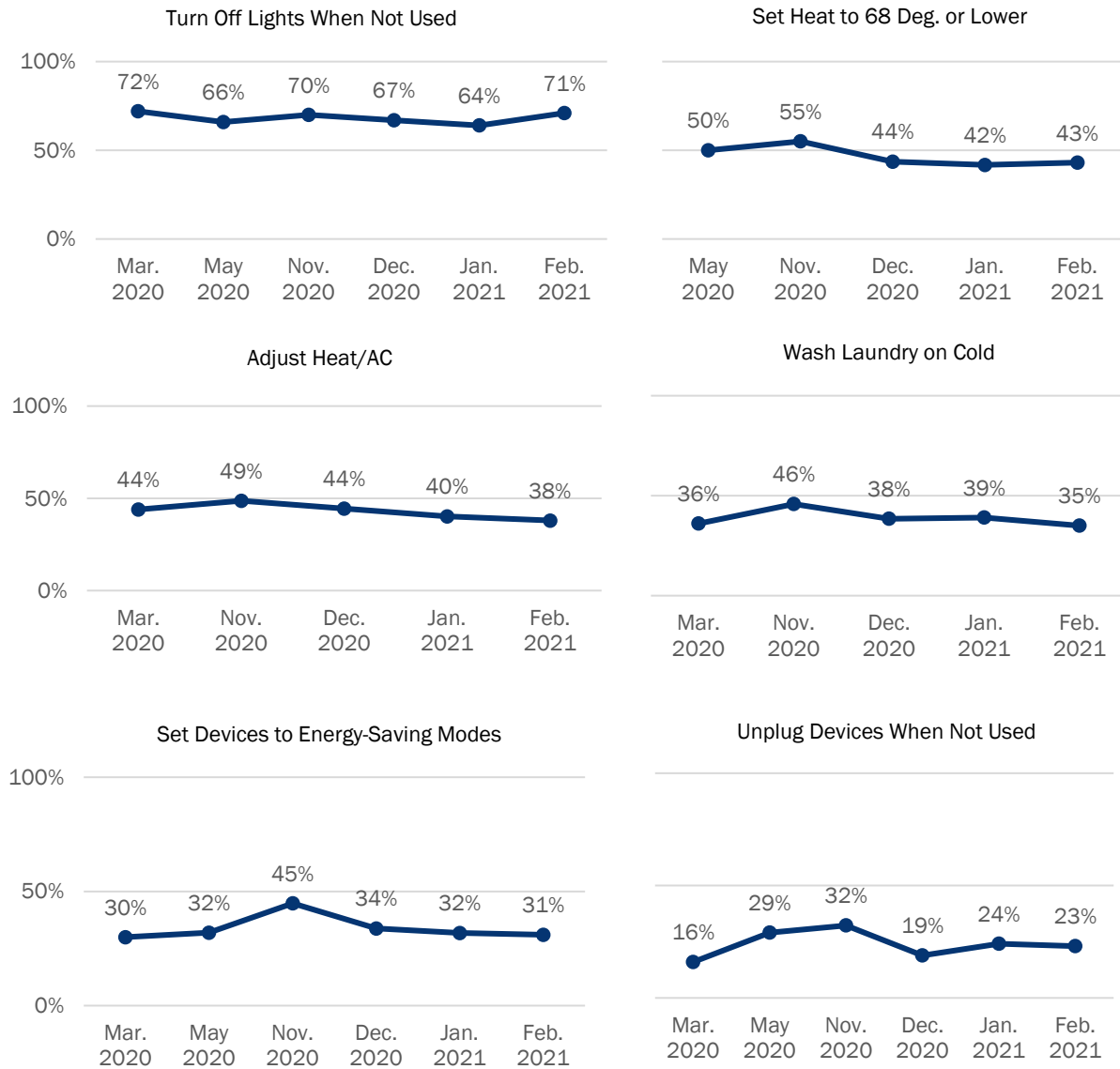
Taken together these results indicate that DDB and the CPUC may want to consider continuing to promote messaging that appeals to Californians’ emotions, particularly messages that are positive and inspiring, for future iterations of EUC and future campaigns.

Performance Metric: Behavior Changes

The relative frequency of Californians taking specific EUC-targeted actions has not changed considerably since March 2020, with the largest percentage of respondents turning off lights, and the smallest unplugging devices when not in use. We asked respondents the frequency with which they engage in actions commonly promoted by the EUC campaign, ranging from ‘never’ to ‘almost always’ (Figure 30). As of February 2021, 71% of respondents indicate that they ‘almost always’ turn off the lights when not in use. All other actions have been taken by less than 50% of respondents (in all but one instance) since March 2020. Further, unplugging

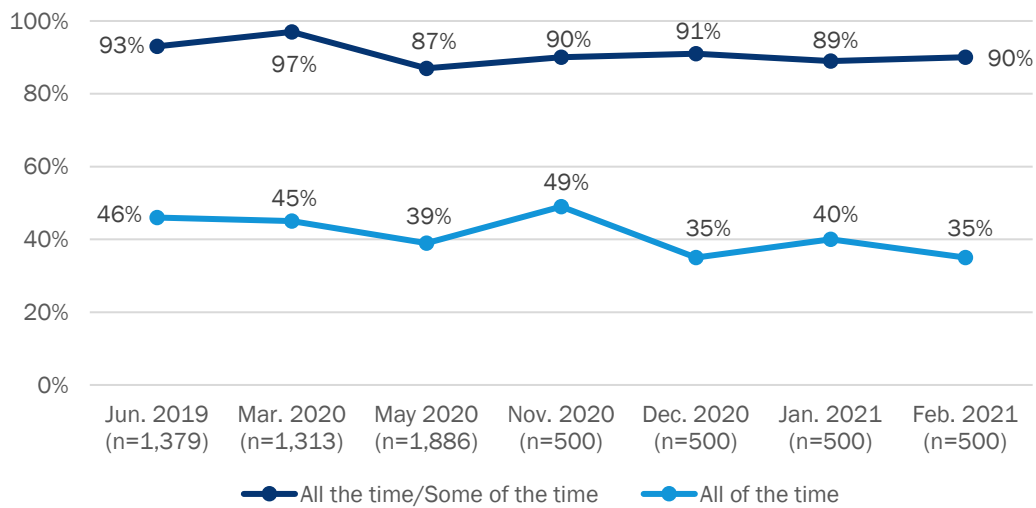
and setting devices to energy saving modes are the least common actions, are currently being taken by less than a third of respondents, and therefore represent actions that have considerable room for growth.

Figure 30. Respondents Who Take EUC-Targeted Actions ‘Almost Always’



The percentage of respondents who indicate that they live in ways that reduce energy use ‘all the time’ has varied slightly since June 2019. The percentage of respondents who say they live in ways to reduce energy use ‘all the time’ has varied slightly from nearly half in June 2019 (46%) and November 2020 (49%) to a low of just over a third (35%) in December 2020 and February 2021. Including respondents who indicate they live in ways to reduce energy at least some of the time, nearly all (90%) attempt to change their energy use (Figure 31).

Figure 31. Respondents Who Live in Ways that Reduce Energy Use

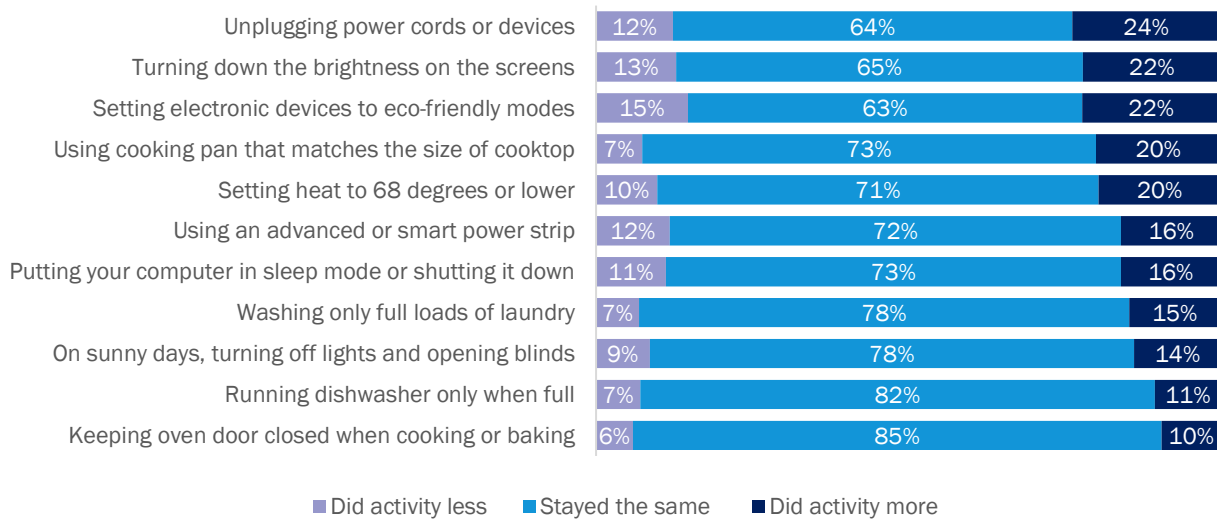


That said, a modest percentage of respondents made the energy-saving behaviors promoted by the COVID-19 Customer Support Campaign during the shelter-in-place. For the COVID-19 Customer Support Campaign survey, we asked respondents how frequently they took campaign-targeted actions before the governor ordered a shelter-in-place in California on March 19, 2020 and how frequently they were taking the actions two months into the shelter-in-place at the end of May (Figure 32). A modest percentage of respondents (10%–25%) were more likely to say they took energy saving actions more frequently in May. Additionally, the three behaviors respondents engaged in most frequently were prominently featured in the COVID-19 Customer Support Campaign messaging. This finding aligns with results from other studies that show positive reception and action in response to energy conservation ME&O campaigns during times of crisis. The COVID-19 Customer Support Campaign may have been particularly salient because customers were likely looking for comforting messages and money-saving tips at the beginning of the pandemic.



The CPUC and DDB may want to consider applying successful strategies from the COVID-19 Customer Support Campaign for the Flex Alert Campaign including the use of concrete and actionable calls to action.

Figure 32. Share of Respondents Who Changed Their Behavior during Shelter-in-Place



4.1.4 Objective: Improve Website Performance

The unique and challenging events of 2020 are evident in our assessment of EUC website performance. DDB had planned to use the EUC website to support the Year 4 JCAP goal of encouraging all Californians to adopt energy-efficient actions and join the Keep it Golden movement. By pushing digital content, such as paid social and paid media advertisements and driving users to the EUC site, the EUC campaign planned to monitor Keep it Golden “Join the Movement” sign-ups and conversions to PA sites as telling benchmarks for the Year 4 JCAP objectives. However, the COVID-19 crisis and an increasingly politicized digital market necessitated a shift in focus from driving user interaction with the Keep it Golden movement to utilizing the EUC site as a support to the COVID-19 Customer Support Campaign.¹⁶

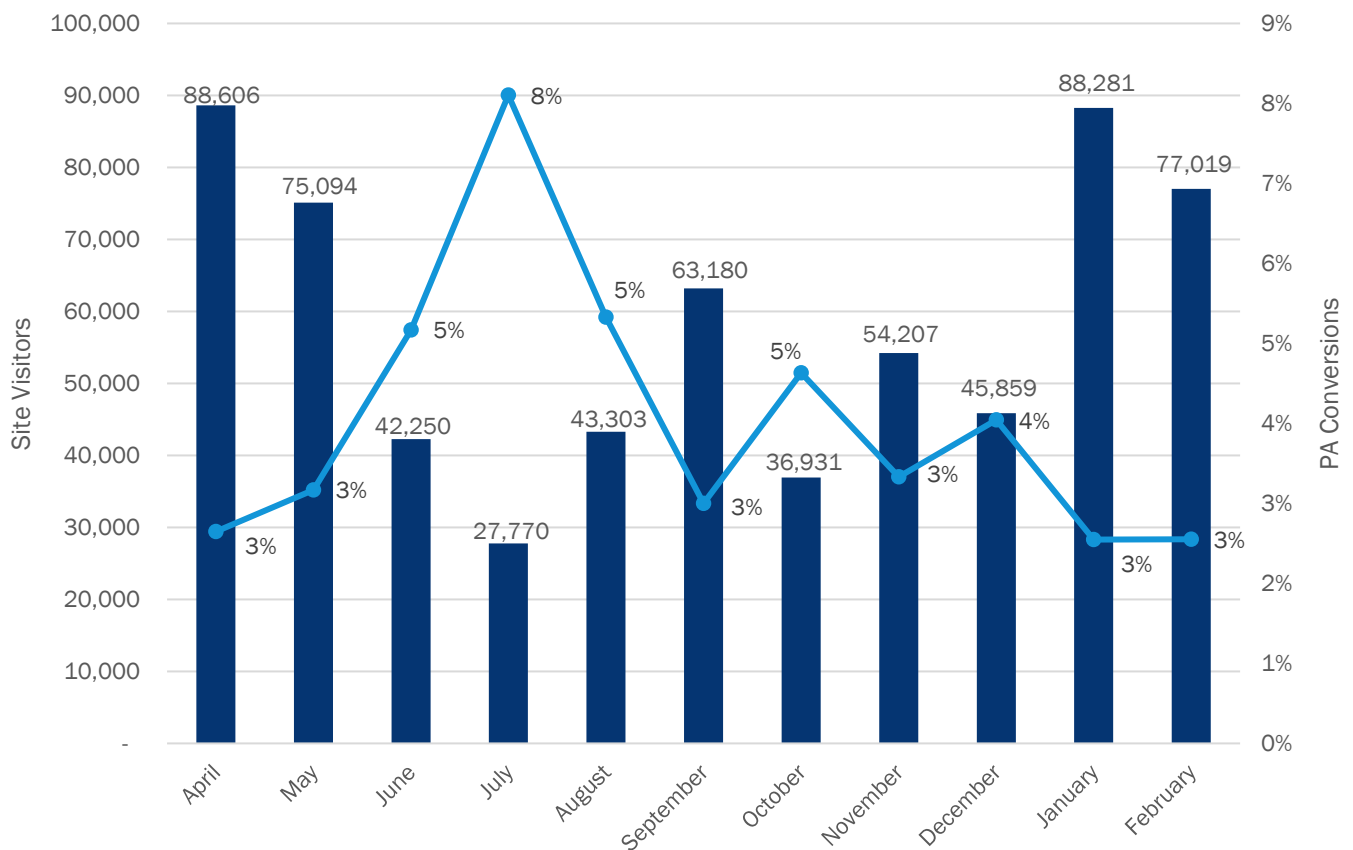
Overall, EUC website traffic varied significantly during the Year 4 campaign. Site traffic peaked in April and then dropped dramatically from June through August before increasing during the latter part of 2020 and into 2021 (see Figure 33). These fluctuations in usage patterns were due to the shift in EUC media strategy and budget away from promotion of the Keep it Golden movement to the COVID-19 support campaign, ongoing interruptions to paid and social media efforts due to social and political unrest and other external events, and an incredibly competitive media landscape in an election year. The EUC message strategy shifted again at the end of 2020 as Phase 1 of the Community Action Plan (CAP) campaign reintroduced the Keep it Golden movement alongside a revamped Keep it Golden “Join the Movement” landing page. Site traffic in January 2021 nearly doubled compared to December 2020. Notably, only 11% of visitors were repeat visitors; nearly all site traffic (89%) came from new visitors. Returning visitors tended to view the site longer with an average session duration of 113 seconds versus an average of 45 seconds from new visitors.

EUC website traffic and the PA conversion rate moved in opposite directions during Year 4 due to the types of customers reached through different site promotion strategies. The majority of PA conversions per site visit came from organic or paid search, accounting for an average of 78% of PA conversions per quarter. This result indicates that users who are coming to the site from search channels, rather than through an advertisement

¹⁶ DDB paused paid social in July following social unrest and re-launched social assets using a more targeted strategy in August 2020. DDB paused paid social again in Q4 2020 due to Facebook restrictions on ads focused on political and social causes.

or referral, are likely seeking information about energy-efficient actions and behaviors and are going directly to their PA website for more assistance. Paid social and paid media efforts, typically two of the larger drivers of site traffic, were paused several times throughout the summer due to external events, resulting in a drop in the absolute number of site visitors and a shift in the proportion of visitors coming to the site via search and organic channels. As a result, the PA conversion rate increased while site traffic decreased (see Figure 33). Overall, PA conversions peaked June through August 2020 but quickly returned to rates consistent with the rest of the year when paid media efforts resumed and site traffic increased.

Figure 33. EUC Website Visitors and PA Conversions by Month



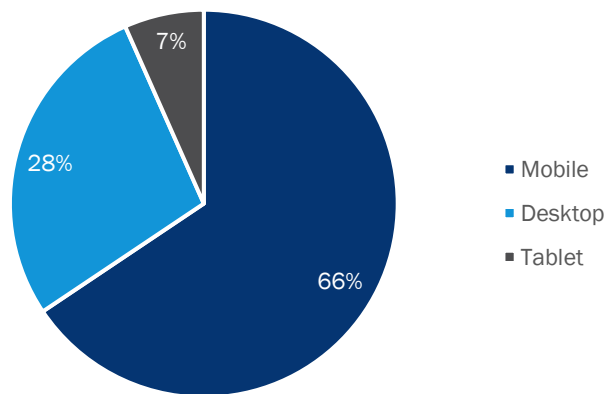
The COVID-19 tips landing page introduced in April 2020 was the highest trafficked page on the EUC site. In early 2020, paid social and paid media drove all digital content to the Keep it Golden campaign, but as the COVID-19 pandemic became increasingly critical and online advertising became more regulated, Keep it Golden advertisements were paused before shifting focus almost entirely to the COVID-19 tips campaign. From April through November 2020, all digital media drove online visitors directly to the COVID-19 tips landing page. Since its introduction in April 2020, the COVID-19 tips landing page accounted for over 25% of total pageviews throughout 2020 with digital assets driving traffic directly to the new landing page. With the reintroduction of Keep it Golden-focused message strategy at the end of 2020, traffic to the Keep it Golden landing page traffic increased by 343% between December and January and drove 44% of all site traffic in January.

CTA clicks increased quarter-over-quarter, leading to a large uptake in Keep it Golden “Join the Movement” sign ups throughout 2020 and into 2021. Throughout 2020, there were over 9,400 clicks observed on the CTA buttons on the EUC homepage. Over 3,100 of those resulted in a Keep it Golden movement sign up,

resulting in a 33% sign-up rate for homepage CTA clicks. With the shift in focus to the Keep it Golden movement, “Join the Movement” sign ups increased by 61% from Q3 to Q4. Analysis of the two “Join Now” CTA buttons, which were moved further down the EUC homepage, showed a large increase in observed clicks (540% and 106% between the two) demonstrating that site visitors are scrolling farther down and seeing more content on the site in 2021.

Throughout 2020, the site performed equally well across a wide range of age groups but variations in the devices used to access the site were associated with site performance (Figure 34). Eighty-eight percent of users were 25 years or older and were spread evenly across age groups (25–34 years old, 35–44 years old, 45–54 years old, 55–64 years old, and 65+ years old) with an average of 17% of site visitors coming from each age group. The fewest visitors came from the 18- to 24-year-old age group representing only 12% of site visitors. In addition, 51% of all site visitors were female-identifying. Further, 66% of website visitors used their mobile device to access the site versus 28% of site traffic coming from desktop users; however, desktop users led to more PA conversions than any other device category. Seven percent of desktop visitors showed a conversion to a PA site whereas only 2% of mobile and tablet users showed the same. There are several potential reasons for this difference in PA conversions including the demographics and behaviors of customers who prefer using specific devices to access the internet. People who use mobile devices to access the site may be on the go and have less time to explore the site compared to visitors using a computer. Device use may also vary by age group with younger people being more likely to use mobile devices. Further, the user experience associated with each device type may influence the ease in which users travel from the EUC site to their PA site. DDB may want to explore the difference in conversion rates by device type further to understand how much is due to the user experience of mobile users, which DDB could address, versus factors like demographic differences or behavioral device preferences. We also plan to explore these differences in an upcoming Web Usability Study.

Figure 34. Percentage of Site Visitors by Device Type



4.1.5 Objective: Ensure the Campaign is Reaching All Californians

An overarching campaign goal for 2020 was to ensure that the campaign is reaching all Californians. Specific micro-targets of interest included African American, critical customer groups,¹⁷ Hispanic, and Asian (including in-language messaging in Spanish, Mandarin, Vietnamese, and Korean) customers—with specific messages

¹⁷ Critical customer groups are subgroups of the California population that may be difficult to reach or involve in the statewide customer engagement campaign due to a variety of factors, including but not limited to: language barriers, limited access to internet services, or a disability.

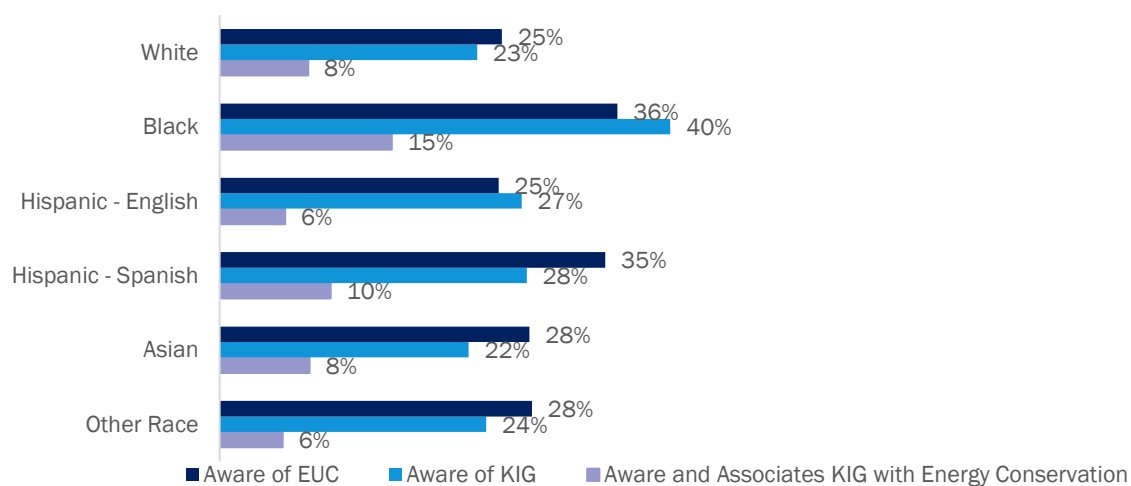
tailored to each group. As such, we focused our analyses on whether the campaign is reaching Californians of varying races and ethnicities, ages, genders, and political identities.

Reaching Californians of Diverse Races and Ethnicities

We examined several key metrics by ethnicity and race to determine the extent to which the campaign is reaching Californians of diverse races and ethnicities. To assess the Spanish language outreach efforts, we divided Hispanic respondents into two groups: those who primarily speak English in their home and Hispanic respondents who primarily speak Spanish in the home. Below, we present the results among Hispanic respondents in these two distinct groups.¹⁸

Hispanic respondents who primarily speak Spanish in the home and Black respondents were most likely to indicate that they are aware of EUC and the Keep it Golden Slogan (Figure 35). Black respondents were also more likely to most correctly associate Keep it Golden with energy conservation compared to other races and ethnic groups (Figure 35). Aided awareness is one of several measures to assess the extent to which the campaign is resonating with Californians. While prone to social desirability bias,¹⁹ this particular measure offers some evidence that the campaign is not underperforming for any racial or ethnic group relative to White respondents.

Figure 35. Awareness of EUC and Keep it Golden, by Race/Ethnicity



Hispanic respondents who primarily speak Spanish in the home have more positive attitudes toward energy management compared to other racial and ethnic groups. Hispanics whose households’ primary language is Spanish were significantly more likely than English-speaking Hispanics and respondents of other races or ethnicities to be concerned about managing their energy use (Figure 36) and to believe it is important for their household to conserve energy.

¹⁸ We were unable to examine the impact of in-language materials in other languages due to small sample sizes.

¹⁹ Paulhus D.L. (2017) Socially Desirable Responding on Self-Reports. In: Zeigler-Hill V., Shackelford T. (Eds), *Encyclopedia of Personality and Individual Differences*. Springer, Cham. https://doi.org/10.1007/978-3-319-28099-8_1349-1

Figure 36. Concern Over Managing Energy Use, by Race/Ethnicity

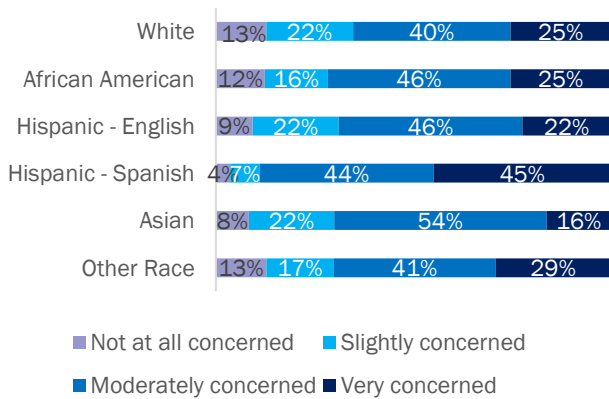
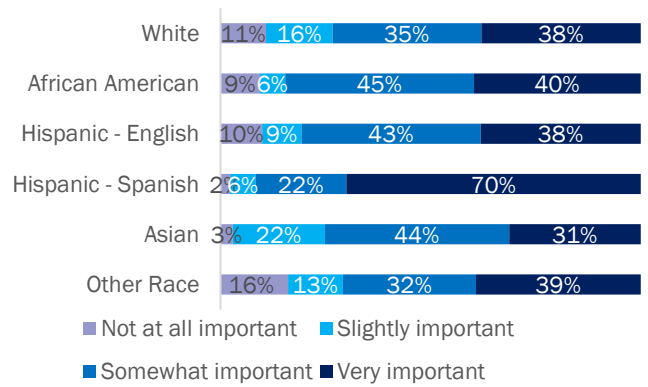


Figure 37. Importance for Household to Conserve Energy, by Race/Ethnicity



Hispanic respondents who primarily speak Spanish at home perceive more opportunity for, and are more likely to make, home energy efficiency upgrades and to change their behavior compared to English-speaking Hispanic respondents and respondents from other racial and ethnic groups. Hispanic respondents who primarily speak Spanish at home were significantly more likely to say that there are ‘a lot’ of home energy upgrades they can make, and were significantly more likely to be ‘extremely likely’ to make those upgrades compared to primarily English-speaking Hispanic respondents and compared to respondents of other races and ethnicities (Figure 38). Furthermore, Hispanic respondents who primarily speak Spanish were significantly more likely to say that there are ‘a lot’ of changes they can make to their day-to-day behavior to save energy and to say that they are ‘extremely likely’ to change their behavior (Figure 39).

Taken together, results show that Hispanic respondents whose primary household language is Spanish are the most receptive to the EUC campaign. Hispanics whose primary household language is Spanish showed higher awareness, positive attitudes, and potential for behavior change than other racial and ethnic groups, including Hispanics who primarily speak English in the home.



Given these consistent and notable findings, we believe that the campaign is especially well-received by Spanish-speaking Hispanic Californians, that the campaign should continue messaging to this especially favorable segment, and that future energy efficiency campaigns should provide in-language outreach to Spanish-speaking Hispanic Californians.

Figure 38. Opportunities and Likelihood for Home Upgrades, by Race/Ethnicity

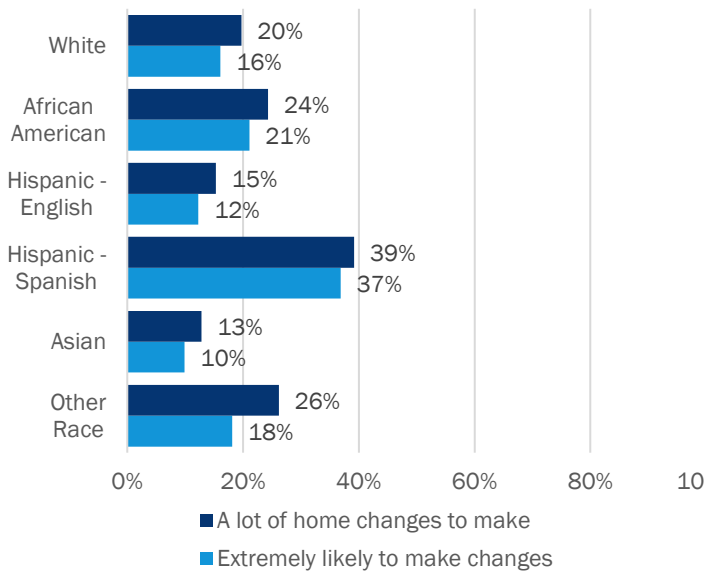
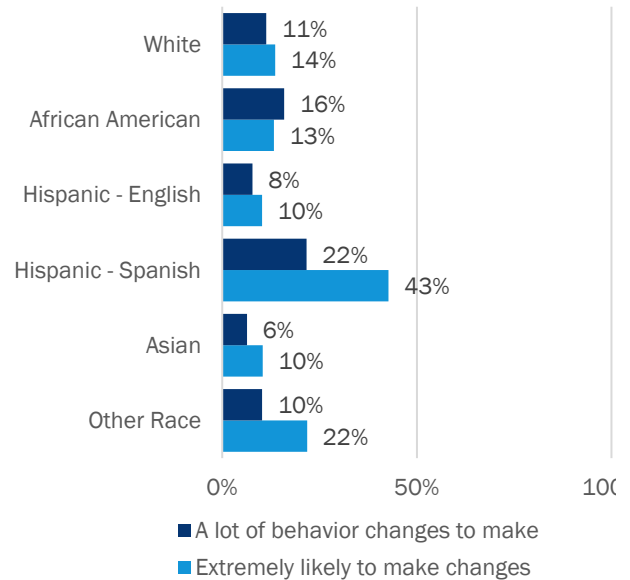


Figure 39. Opportunities and Likelihood for Behavior Change, by Race/Ethnicity



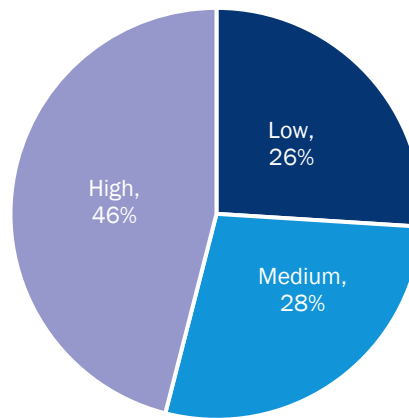
California Identity

EUC Campaign messaging often relies on viewers’ identification with California to encourage them to save energy. The slogan Keep it Golden and messages to help California and join a community of Californians to save energy all implicitly rely on the idea that the viewer identifies with California and as a result, is motivated to help the state. We reasoned that Californians who have the strongest identification with California would be the most likely to have positive energy management attitudes, be the most likely to engage in energy conservation, and would be most receptive to campaign messages. Conversely, we reasoned that Californians who do not strongly identify as Californians should have the least favorable energy management attitudes, be less likely to engage in energy conservation, and would be the least receptive to campaign messages.

To assess the ability of the EUC Campaign to reach all Californians, we examined the extent to which California identification plays a critical role in Californians’ receptivity to the campaign, and the characteristics of consumers that demonstrate the highest levels of California identity. We analyzed key outcome variables in the residential tracking survey and the experimental content test by the respondents’ level of California identity. In all cases, we split California identification into three groups—high, medium, and low.

An initial analysis of the residential tracking survey data from November 2020 to February 2021 shows that slightly under a half of respondents identify highly with California and approximately a quarter have low identification with California (Figure 40). These results are consistent with results from the June 2019 residential tracking survey where 47% of respondents were high in California identity, followed by 28% with medium California identity, and 25% were low in California identity.

Figure 40. Respondents by California Identity



Data from the residential tracking surveys from November 2020 to February 2021 show that California identity is strongly related to measures of brand awareness, attitudes, and behavioral intentions. Respondents high in California identity showed the greatest levels of EUC awareness (Figure 41), were the most likely to say they make efforts to reduce their energy usage ‘all the time’ (Figure 42), and were the most concerned about reducing their energy use (Figure 43).

Figure 41. EUC Awareness by California Identity

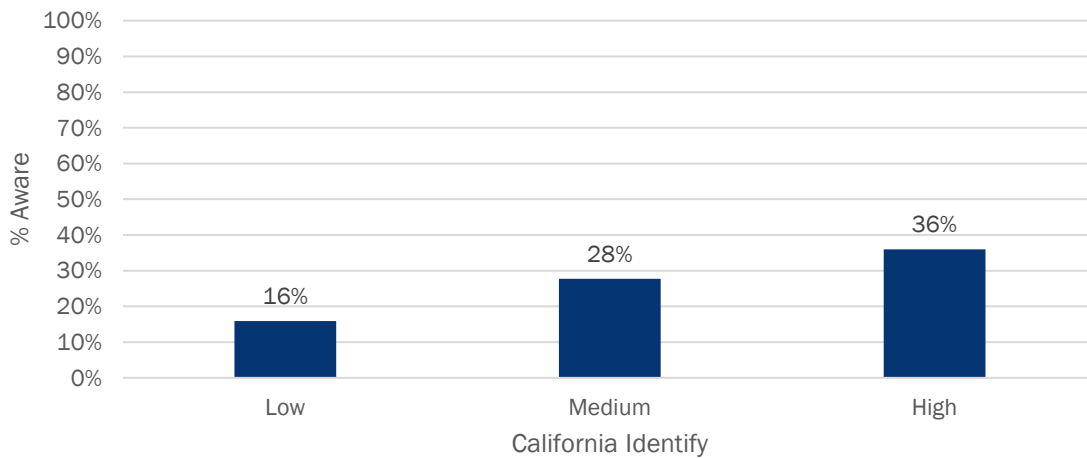


Figure 42. Frequency of Reducing Energy Use, by California Identity

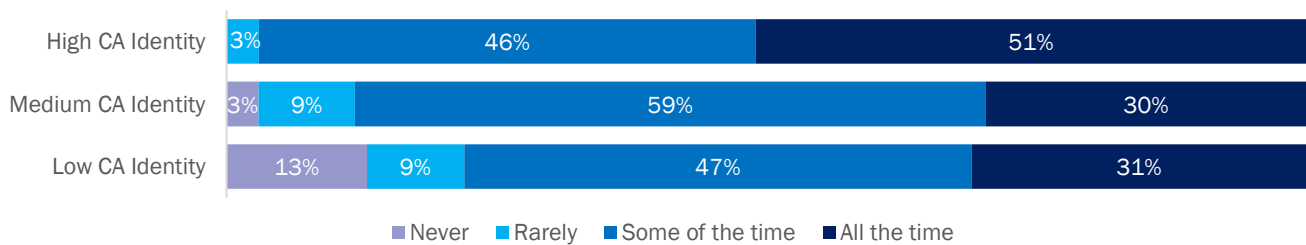
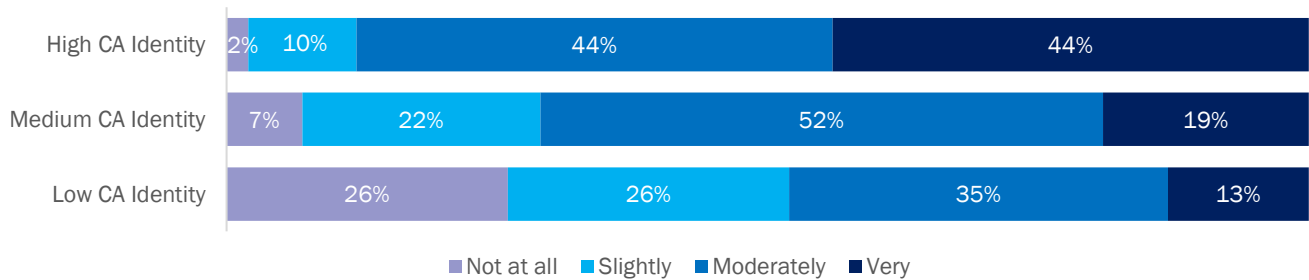
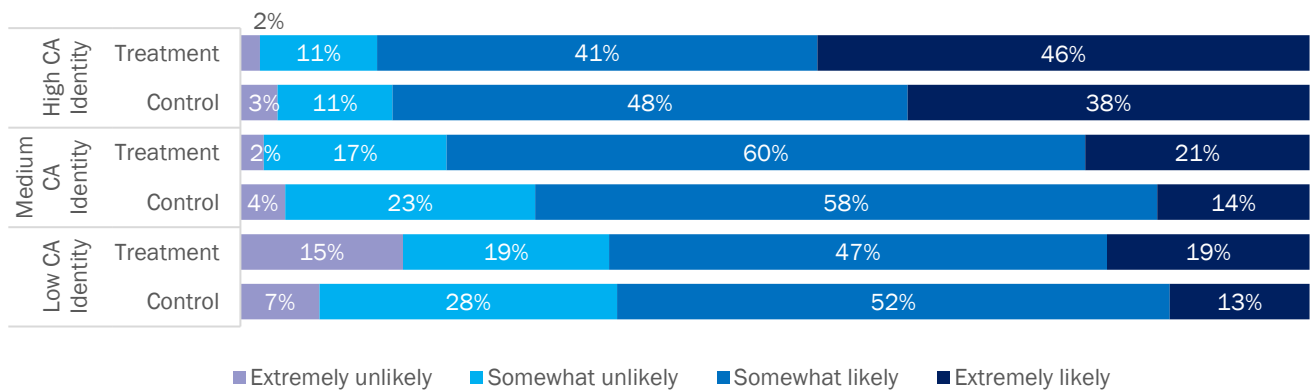


Figure 43. Concern over Energy Management, by California Identity



Data from the experimental content test show that Californians with higher levels of California identity are most receptive to the campaign content. Participants with high levels of California identity were overall more likely than those lower in California identity to say they are likely to conserve energy in the next 12 months (Figure 44). Notably, there was a significant difference between highly identified participants in the treatment condition who watched the Manifesto video and respondents in the control condition. Respondents high in California identity who also watched the Manifesto video (i.e., the treatment condition) were the most likely of all respondents, including those with high California identity who did not watch the video to say they intended to save energy. Thus, California identity is not only associated with increased behavioral intentions to save energy, but even among participants with high levels of California identity, the Manifesto video caused them to be even more likely to take action.

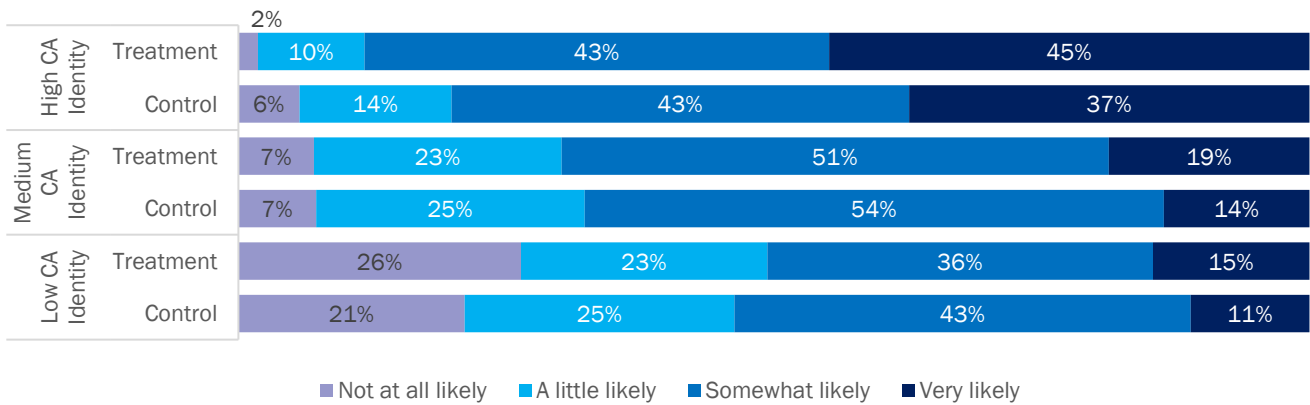
Figure 44. Likelihood of Behavior Change by Condition and Strength of California Identity



Respondents with high California identity were also more likely than those with lower California identity to say that they are ‘very likely’ to share energy-saving actions or tips with friends or family in the future (Figure 45). Most importantly, participants with high California identity in the treatment condition who watched the manifesto video were significantly more likely than respondents with high California identity in the control condition to say that they are ‘very likely’ to share energy-saving actions or tips with friends or family in the future (Figure 45).

Taken together, these results provide strong evidence that campaign content is specifically mobilizing Californians who strong identify with California to take action to conserve energy.

Figure 45. Likelihood of Sharing Energy-Saving Tips and Actions by Condition and Strength of California Identity



Given that California identity is associated with energy management attitudes, intentions, and behaviors, and that it directly impacts receptivity to campaign content, we further examined the segments of Californians by their levels California identity. Doing so helps to determine the specific groups of Californians that will be most receptive to EUC messaging and to other campaigns that encourage energy conservation. Conversely, this analysis will also identify the Californians the campaign may not be reaching given its emphasis on California identity.

Data from the residential tracking surveys show that respondents with the highest levels of California identity tend to be Hispanic (especially those who primarily speak Spanish at home), Democrats, and between the ages of 30 and 59 (Figure 46, Figure 47, and Figure 48, respectively). These findings suggest that the current campaign content, which relies on a strong California identity to resonate with viewers, has a lower likelihood of reaching politically conservative and older Californians.

Figure 46. California Identity by Race/Ethnicity

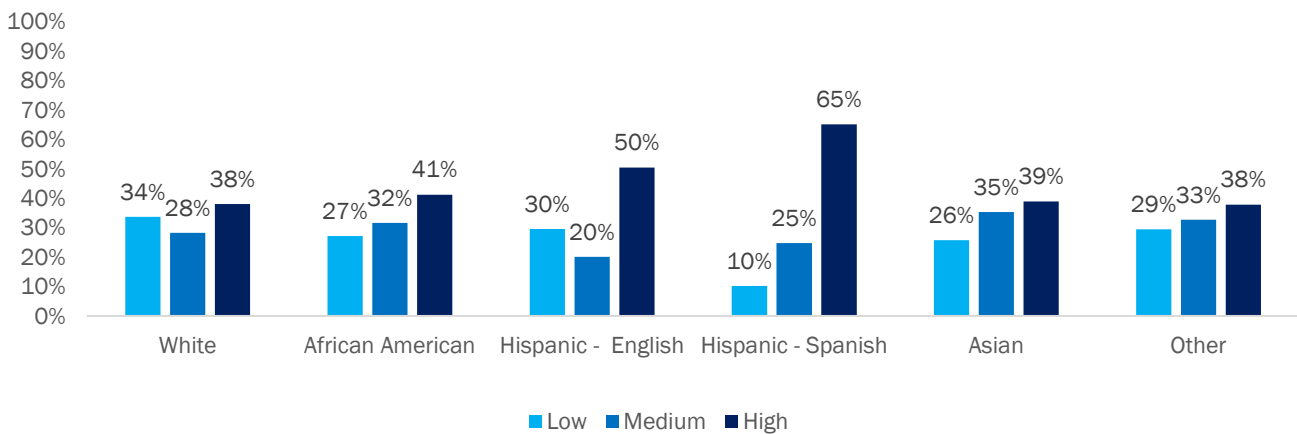


Figure 47. California Identity by Political Identification

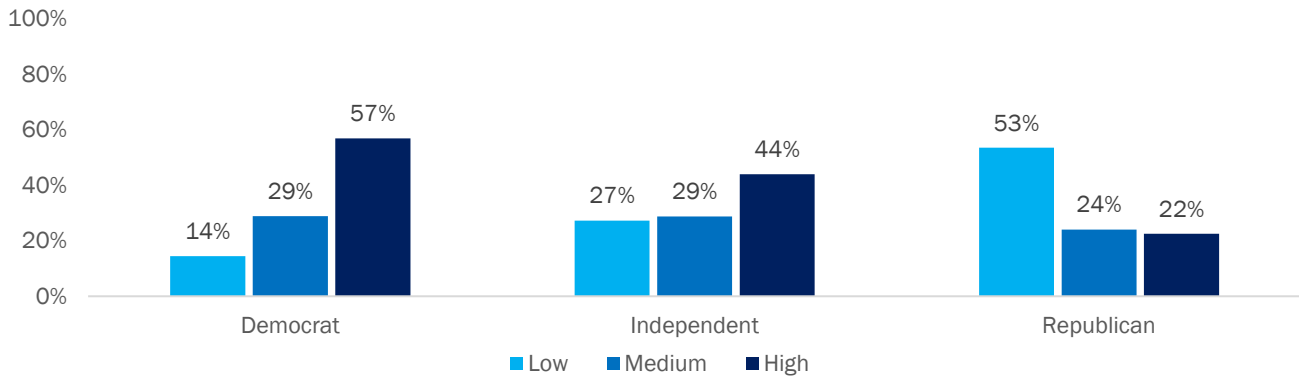
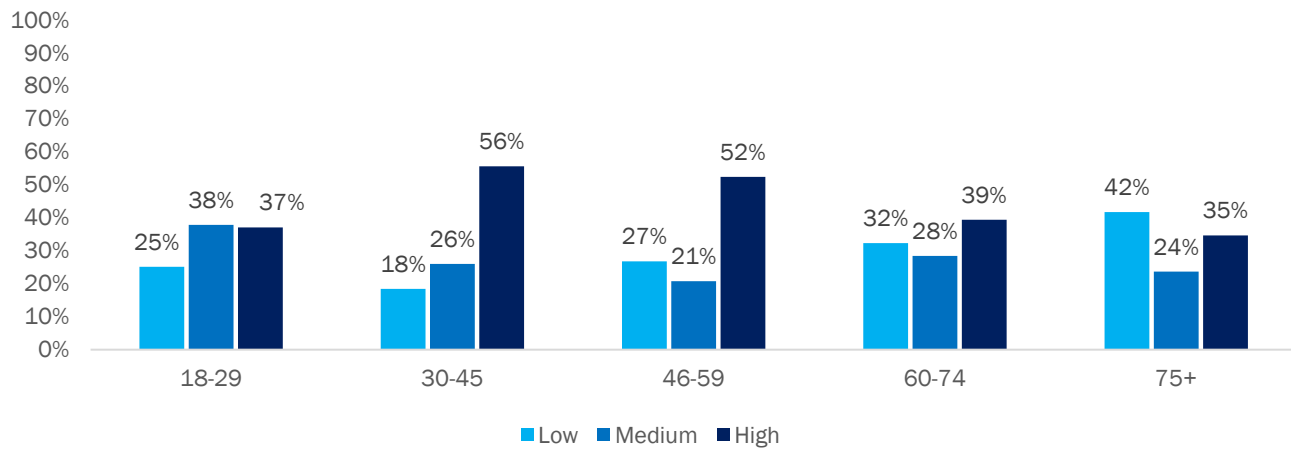


Figure 48. California Identity by Age



5. Assessment of Partnerships with Community-Based Organizations

As CBOs are a key channel for reaching critical customer groups, especially those groups most impacted by the COVID-19 pandemic, we assessed how CBOs contributed to the campaign in 2020 and offer suggestions about how CBOs can be used in the future to achieve the campaign's goals.

DDB works with the firm DDC to engage CBOs to augment EUC outreach efforts. In particular, DDC partners with CBOs to help the EUC campaign connect with low-income and hard-to-reach communities. The CBOs working with the EUC campaign are distributed across all IOU territories and provide services to a variety of communities, including the economically-disadvantaged, students, seniors, people with physical disabilities, ethnic minorities, farmworkers, small businesses, and people of faith among others. Below we present findings on how the EUC campaign partnered with CBOs in 2020, describe CBO events we observed, and share CBO representatives' perspectives on their campaign activities. Overall, we find that the CBO channel expands the reach of the EUC campaign and brings the Keep it Golden message to a variety of Californians.

The CBO Channel in 2020

DDC and CBOs were both able to quickly pivot to focus on digital communications when the COVID-19 pandemic disrupted traditional operations. DDC saw early on how the COVID-19-related stay-at-home orders would be a barrier for CBOs providing services to hard-to-reach groups. Many CBOs were switching to digital communications, so DDC immediately developed digital content for the CBOs to share with their constituents. DDC did four key things to ensure CBOs and the communities they serve received important information during a troubling time:

- DDC swapped their planned Earth Day activation in April 2020 for content promoting energy efficiency tips for people under stay-at-home orders.
- DDC synched their communication efforts with CBOs to mirror the press releases and communications coming from the Public Relations side of the EUC campaign so a consistent message was provided.
- DDC trained CBO staff on how to use online platforms in a way that would engage their constituents when they could not gather in-person.
- DDC developed digital tool kits including resources, energy efficiency tips, social media posts, links to IOU websites, and more for CBOs to distribute to their residential and commercial constituents.

Reflecting upon this, one DDC staff member reported,

"We spent time teaching the organizations, especially those working with older folks or those with technology barriers about [online video conferencing platforms], and how to use those in a way that's engaging and not scary. For me, it's been a privilege to serve the organizations, provide them the content, help them understand how EUC's message dovetails with their message, and share the tools and actions they can take to deliver it."

As a result of these efforts, the CBOs embraced EUC as an important source of information for their constituents, and CBO requests for content and information in all five languages increased, according to this DDC representative. DDC also ensured essential CBOs not ordered to shut down in-person operations (e.g., food banks) had collateral such as palm cards and flyers on hand to distribute to their clients.

DDC tailored the messaging of the new assets to emphasize how energy efficiency can save money during natural disasters and economic turmoil. DDC received positive feedback from CBOs, much of it unsolicited, on their summer tips series, implemented during shelter-in-place orders, heat waves, and wildfires. CBOs said the ready-made social media and newsletter content was exactly what they needed to communicate more easily with their constituents about how they could save energy and money at home. DDC and the CBOs found the emphasis on saving money was particularly salient in California during the summer of 2020, because Californians faced the combination of high unemployment and increased home energy costs from staying at home. As such, CBOs struggling financially and losing membership found EUC to be a key partner because the EUC tips and resources were valuable for the CBOs' members.

California also experienced severe wildfires and heatwaves during 2020, worsening air quality and forcing Californians to stay cool inside. DDC quickly put together heatwave related social media posts and other collateral to help people lower their energy use and stay safe. The heatwave-related tips and content received traction as cities and CBOs looked for ways to help their communities. In fact, DDC reported two newsletters sent to CBOs, both with subject lines relating to the heatwaves, had open rates of more than 30% each, which is higher than the industry standard.

The shift to digital communications allowed EUC to reuse videos and other digital assets permitting people from across the state to attend CBO events they may not have been able to otherwise. For example, the Boys and Girls Club of Malibu tracked and reduced the energy used at their club and originally planned to present their findings in-person at other Boys and Girls clubs. Instead, they created a video presentation detailing the steps they took to monitor and reduce their energy consumption and DDC plans to create an activation around that video and share it digitally with other Boys and Girls clubs across the state. Similarly, DDC recorded an online presentation conducted for the Oroville Chamber of Commerce and the Chamber distributed it to their constituents, allowing those who could not attend the live event to still learn from it. DDC noted that the digital transition has allowed for more diverse audiences, such as disability groups, to join EUC events and this has enabled DDC to reach Californians from a wide geographic area.

The Role of CBO Events

In the first three years of the EUC campaign, CBOs hosted their own events or attended larger community events to engage with and provide resources and services to their constituents. Due to the COVID-19 pandemic and subsequent stay-at-home orders that began in March 2020, 90% of CBOs moved entirely to digital community engagement efforts.²⁰ Online CBO events fell into one of two categories: (1) EUC events held for CBOs and (2) CBO events held in conjunction with EUC. Examples of these events included informational webinars intended for constituents, EUC presentations to local government representatives, discussions at virtual conferences, and presentations during chambers of commerce meetings. DDC representatives reported that they promoted these events across the state through the EUC Twitter account, California Green Business Network, and CBO partners.

EUC's events with CBOs were diverse, reached a range of audiences, and were tailored for specific audiences. Our observations showed each event catered to a specific audience and covered energy saving tips and information that would benefit that audience, including small business owners, homeowners, renters, and city officials. We found the EUC representative hosting the event or giving the presentation used language appropriate for the audience and avoided confusing industry jargon or acronyms. They also engaged the audiences using a variety of tactics, such as showing short videos, asking questions to a panel of experts, and using personal stories to drive home the importance of energy efficiency. Events promoted energy-saving tips easily understandable by the target audience. Most events also included a question-and-answer session, so

²⁰ Source: CBO tracking survey conducted by DDC; n=103. See Appendix A for survey instrument.

audience members could get their questions answered. DDC also had IOU representatives attend several events and they provided information on programs and rebates available in their service territories.

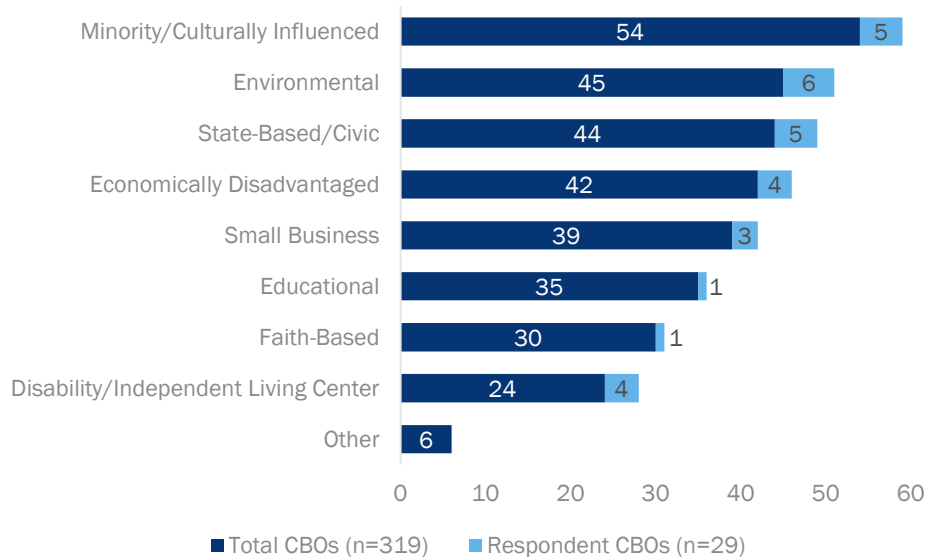
EUC events had speakers share their stories to be models for others to emulate. For example, EUC recruited CBO staff to act as ambassadors, sharing their experiences, and reinforcing the importance of energy efficiency. At the California Hispanic Chambers of Commerce Conference, EUC hosted a panel titled “Optimizing Your Business’s Financial Success Through Energy Efficiency” and included the owner of a small California Certified Green Business. This business owner discussed how transitioning to being a California Certified Green Business helped her grow her business and expand her customer base while saving energy and money. Hearing from peers how energy efficiency has helped their business seemed to be an effective strategy to help other business owners realize they can do the same.

EUC used the events to expand and deepen relationships with key CBO partners. Our interview with DDC staff indicated that DDC focused on building relationships with groups such as city councils and chambers of commerce due to those groups’ strategic position in their communities. DDC leveraged their relationships with cities and chambers of commerce to share energy saving tips with businesses and hard-to-reach populations. We also observed EUC representatives building new relationships by encouraging city council representatives to make a city proclamation and join the campaign in order to widen the EUC audience and reach even more people with the Keep it Golden message.

The CBO Perspective

The CBOs can reach a wide swath of Californians. Respondent CBOs represented diverse audiences, including organizations that represent or work with people with disabilities, elderly people, Black business owners, environmental groups, Native Americans, and others. DDC divided the CBOs into nine classifications based on the primary function of each CBO. Seven chambers of commerce responded to our survey and were spread across three classifications: state-based/civic, small business, and minority/culturally influenced. Figure 49 displays the total number of CBOs by primary classification in the population and among respondents.

Figure 49. CBOs by Primary Classification



Respondent CBOs also covered a wide geographic area, with two-thirds (14 of 21) providing services to their constituents throughout California or in multiple cities or counties in California. Table 3 displays the geographic range of respondent CBOs’ services.

Table 3. Geographic Range of CBO Reach

Geographic range of CBO services	Percent of CBOs (n=21)
All over California	7 (33%)
In multiple cities or counties in California	7 (33%)
In only one city or county in California	6 (29%)
In a specific community or zip code	1 (5%)

CBOs supported the EUC campaign in a variety of ways, and some were seen as more effective at helping their constituents know how to manage energy use than others. CBOs’ most common activities included posting on social media (16 out of 21) and distributing physical EUC materials such as fliers or palm cards (13 out of 21). CBOs ranked each of the activities they engaged in on a five-point scale from ‘not at all effective’ (“1”) to ‘extremely effective’ (“5”) at helping their constituents learn how to manage their energy use. CBOs ranked interactive events as the most effective, while distributing the newsletter was seen as less effective, indicating that engagement with knowledgeable representatives may be most useful for CBO constituents know how to manage their energy use. Table 4 displays each EUC activity the surveyed CBOs reported engaging in during 2020 and the percentage of CBOs that ranked the activity as either ‘very effective’ or ‘extremely effective’ (a “4” or “5” on the five-point scale) at helping their constituents know how to manage their energy use.

Table 4. EUC Activities and Effectiveness at Managing Constituent Energy Use

Activity	CBOs Engaging in Activity (n=21)	CBOs reporting Activity was Effective
Posted EUC content on social media	16	9 (56%)
Distributed physical EUC materials such as palm cards or fliers	13	9 (69%)
Attended or hosted events to promote EUC’s message	10	8 (80%)
Distributed the EUC newsletter to your constituents	8	2 (25%)
Distributed electronic EUC materials such as the digital toolkit	8	5 (63%)
Created or utilized EUC or TOU materials in the Classroom	2	2 (100%)
Wrote editorial articles for EUC	1	1 (100%)
Created video content	1	1 (100%)

CBOs also collect some data on the activities they do in support of EUC. Most CBOs (13 of 16) that post EUC content on social media collect information on post engagement and nearly all the CBOs that participate in EUC events (9 of 10) collect information on the events they attended or the attendees at the events. DDC should consider how these data can be utilized to track key campaign metrics through the CBO channel.

After receiving training, CBOs were confident representing the EUC message and most said it is extremely important for EUC to work with organizations like theirs. Nearly all CBOs (19 of 21) received training from EUC about how to represent the EUC message, while two CBOs could not recall if they had received training or not. Among the CBOs that received training, 12 reported the instructions or directions they received made them feel completely confident in representing the EUC message, while seven reported feeling somewhat or a little confident. The training provided by DDC was appropriate, because no surveyed CBO representative selected the response option that training was not necessary. Additionally, nearly all CBOs (19 of 21) said it is either

‘very important’ or ‘extremely important’ for EUC to work with organizations like their own, so their constituents hear the campaign’s message (Table 5).

Table 5. CBO’s Perceptions of the Importance EUC’s Engagement with CBOs

CBOs perception of the Importance of EUC working with them	Percent of CBOs (n=21)
Extremely Important	14 (67%)
Very Important	5 (24%)
Don’t Know	2 (10%)

CBOs suggested EUC could improve its messaging to better target non-English, Black, and rural-mountain communities. CBOs were grateful for EUC and the associated opportunities to provide useful information to their constituents; however, several CBOs indicated EUC could improve its messaging to serve some hard-to-reach groups. One CBO that works with Black small business owners pointed out that key dates of importance to the Black community, such as Black History Month, were left out of EUC messaging and materials. Another CBO indicated that it was difficult to receive Spanish EUC materials in a timely manner. This was a finding reported to DDC in 2019 and seems to be ongoing. Additionally, a CBO that focuses on communities in the Sierra Nevada region indicated that some EUC messaging was not appropriate for their constituents. This group serves Californians with more heating energy demand and little air conditioning demand. If the EUC campaign were to include more cultural moments for hard-to-reach groups, distribute in-language materials in a timely manner, and target materials to climate zone, they could better engage the hard-to-reach groups.

6. Conclusions and Recommendations

We synthesized key findings from the residential tracking survey, experimental content testing, web analytics assessment, and assessment of CBO partnerships to identify several recommendations for the CPUC and DDB to consider. As previously discussed in the introduction, the EUC campaign will end in 2021 and the state will be launching a paid media campaign around Flex Alerts. As such, we have also drawn lessons from this research that can be applied to those future efforts. We summarize these key findings and recommendations below.

- **Key Finding: Keep it Golden recognition and association with energy conservation increased significantly in 2020 and Q1 2021 in accordance with Phase One of the Community Action Plan.** Phase One intended to reintroduce the Keep it Golden movement through increased promotion of the Keep it Golden slogan and the “Join the Movement” call to action. In alignment with these goals, Keep it Golden recognition increased significantly from 12% in June 2019 to 26% in February 2021. Similarly, while measured over a shorter period of time, the percentage of Californians who are aware of Keep it Golden and correctly associate it with energy conservation increased by 18 percentage points from November 2020 to February 2021 (from 24% to 42%). While positive, these results indicate that there is still room for improvement particularly related to Keep it Golden association. DDB is aware of these results and continues to take steps to ensure that more Californians associate Keep it Golden with its mission.
- **Key Finding: Attitudinal and behavior change metrics in generally remained stable in 2020, while customers responded positively to the targeted COVID-19 Customer Support Campaign.** The COVID-19 pandemic created a challenging environment for EUC to break through and influence Californians’ attitudes and behaviors. Key metrics such as (1) the frequency with which Californians take specific EUC-targeted actions, (2) indicating that they live in ways that reduce energy use ‘all the time,’ (3) sharing energy-saving tips with friends or family, (4) intent to share these tips in the future, and (5) visiting local utility program websites via the EUC website all remained constant in 2020. The exception to this stable trend related to attitudes and behavior was a modest increase in the percentage of Californians reporting that they adopted the energy-saving behaviors promoted by the COVID-19 Customer Support Campaign during the shelter-in-place orders.
- **Recommendation: Leverage successful strategies from the COVID-19 Customer Support Campaign for the Flex Alert Campaign including the use of concrete and actionable calls to action.** COVID-19 Customer Support Campaign results showed customers are receptive to energy conservation messaging and follow through with behavior changes aligns with results from other studies that show positive receptive and action in response to energy conservation ME&O campaigns during times of crisis. As such, connecting Flex Alerts to electricity shortages and potential blackouts is likely to be an effective future messaging strategy. Framing future campaigns around one specific clear and actionable call to action, such as reducing energy from 5:00 p.m. to 9:00 p.m. on hot days may also help to motivate and reinforce behavior changes.
- **Key Finding: The Manifesto video is increasing viewers’ self-efficacy and inspiring them to save energy, and there are opportunities to further increase Californians’ likelihood to save energy by showing that others commonly take action.** The Community Action Plan Phase 1 “Manifesto video” featured messaging designed to reintroduce Keep it Golden and seed community action by increasing Californians’ beliefs that they can take action to save energy and stop climate change. Experimental content testing results showed the Manifesto video had a small but observable impact on participants’ self-efficacy (i.e., the belief that saving energy helps those in their community, their intentions to reduce energy use, and the likelihood to share energy-saving actions or tips with others), thereby

meeting Phase One objectives for the video. However, the extent to which people perceive that an action is commonly taken by others is also a major predictor of behavior change and residential tracking survey results revealed that less than 20% of Californians strongly agree that other Californians take steps to conserve energy. As a result, showing that other Californians commonly take energy-saving actions presents another opportunity to increase Californians' likelihood to save energy.

- **Recommendation: Continue to leverage motivational and emotionally compelling messaging.** Given the Manifesto video's ability to appeal to emotions, increase self-efficacy, and inspire Californians, DDB should continue to develop and deploy messaging of this nature, as feasible. DDB and the CPUC should consider continuing to promote messaging themes that focus on building Californians' beliefs that they can take action and make an impact by continuing to promote messaging that appeals to Californians' emotions, particularly messages that are positive and inspiring. In 2021, DDB plans to launch the Community Action Plan Phase Two, which focuses on providing Californians with a direct means of taking action, and this Phase should help increase Californians' likelihood to save energy by encouraging and inciting collective action.
- **Recommendation: Additionally, consider providing positive feedback to encourage greater energy-saving action.** The Year 5 JCAP indicates that DDB plans to develop campaign messaging focused on increasing perceptions that other Californians conserve energy. As part of this strategy, DDB and the CPUC should consider providing encouragement to Californians by sharing success stories such as how residential conservation efforts during the 2020 heatwaves helped mitigate the need for potential blackouts. Sharing success stories that demonstrate large numbers of Californians are taking action that collectively has immediate and critical impacts can help to reinforce positive behaviors, increase perceptions that others are taking action, and strengthen beliefs that individual Californians can make an impact.
- **Key Finding: The campaign is effectively reaching racially diverse audiences and resonating particularly well with Hispanics.** In 2020, DDB made a targeted effort to ensure the campaign reached all Californians. These efforts included adapting and translating campaign assets for multicultural and in-language publications and working with media specialists with expertise in reaching African American, Hispanic, and Asian audiences. Furthermore, DDB and DDC partnered with CBOs that reach small business owners, non-English speakers, rural communities, low-income communities, and those with disabilities. Overall, residential tracking survey results show that communities of color are equally likely to be aware of the campaign as White respondents, suggesting that the campaign is not underperforming for any racial group. Additionally, Hispanics whose primary language at home is Spanish have the highest awareness of EUC and Keep it Golden and are the group most likely to engage in energy management behaviors.
 - **Recommendation:** Continue efforts to develop campaign assets and messaging that reach multicultural audiences. DDB and the CPUC should continue to leverage these types of strategies to ensure that future campaigns continue to reach diverse audiences.
- **Key Finding: As currently designed, the EUC campaign is unlikely to resonate with older and more conservative consumers that do not have a strong California identity.** Residential tracking survey results show that around a quarter of customers do not have a strong California identity, are less aware of the brand, and are less likely to conserve energy. These respondents are more likely to be older and more conservative, and by association, live in more rural areas (a critical customer group for EUC as specified in the Year 5 JCAP) that are more likely to be impacted by PSPS and wildfires. Furthermore, CBO feedback suggests the campaign could do more to engage rural communities in the Sierra Nevada Mountains such as offering targeted cold weather energy-saving tips.

- **Recommendation:** Where feasible, develop targeted campaign assets for this customer segment, focused less on the benefits of addressing climate change and helping California through energy saving actions, and more on reducing energy use as a means of reducing waste and promoting economic opportunities. We also recommend that DDC focus on strengthening relationships with CBOs serving the rural mountain communities to ensure messaging is relevant for people and businesses there.
- **Finding: The COVID-19 pandemic has catalyzed a divergence between renters and owners and, by association, lower-income, younger, and minority customer groups, in terms of their energy management attitudes and behaviors.** Overall, renters have been more financially impacted by the pandemic and are more likely to take energy saving action than owners. This group, which is younger, lower income, and more racially diverse, would benefit from targeted outreach from the campaign, a step that was taken by DDB in response to interim study findings.
 - **Recommendation:** Given the ongoing risks to California residents from the climate impacts of natural disasters such as wildfires, the CPUC and their ME&O partner(s) should seek to understand which customer groups may be disproportionately impacted and develop tailored messages and resources to help these consumers.
- **Key Finding: The campaign supported CBOs by shifting to digital communications in 2020 permitting people from across the state to attend CBO events they may not have been able to otherwise.** The technical support provided by DDC to participating CBOs and the resulting execution of online events ensured these organizations could continue to engage with the campaign and their constituents during the pandemic. Evaluation team observations showed **EUC events with CBOs were diverse, reached a range of audiences, and were tailored for specific audiences.** From DDC's perspective, the digital transition allowed for more diverse audiences to join EUC events and has enabled DDC to reach Californians from a wide geographic area.
 - **Recommendation:** As the pandemic's influence over daily life wanes, we recommend continued campaign support for CBOs in delivering digital content and virtual events, in addition to in-person events once safe, to ensure the campaign continues to reach an expanded audience.
- **Key Finding: Campaign performance is largely dependent on paid media and paid social channels.** As such, with the discontinuation of paid media in December 2021, the CPUC should expect to see declines in brand awareness and EUC website visits. EUC website traffic decreased following pauses in paid media and paid social over the summer and into the fall of 2020. Site traffic then doubled in January 2021, in connection with the re-launch of paid media efforts in support of the Community Action Plan. Aided awareness of the Keep it Golden slogan followed parallel trends as slogan awareness grew most rapidly when the COVID-19 Customer Support Campaign was in market and when DDB re-launched paid media in January 2021.

APPENDIX A. DATA COLLECTION INSTRUMENTS

CPUC Statewide Marketing Education and Outreach (ME&O): Monthly Residential Tracking Survey, Month 1, November 2020

November 18, 2020

Instrument Information

Table 1. Overview of Data Collection Activity

Descriptor	This Instrument
Instrument Type	Web survey
Estimated Time to Complete	20 minutes
Population Description	California 18+ population
Sampling Strata Definitions	NA
Population Size	NA
Contact List Size	NA
Completion Goal(s)	500
Contact List Source and Date	YouGov
Type of Sampling	Other: YouGov panel sample
Fielding period	November 5 – November 19, 2020

Table 2. Research Objectives and Associated Questions (RED=key metric)

Research Objective	Research Issue	Associated Questions
Understanding the extent to which the campaign is reaching Californians	To what extent are the campaign's slogan and logo (Keep it Golden, Energy Upgrade California) recognized?	Q2, Q8
	Unaided EUC awareness	Q4
	To what extent is the EUC brand recognized compared to other brands in the energy space? (Aided EUC awareness)	Q5
	How familiar are Californians with EUC?	Q6
	How are Californians learning about EUC?	Q7
Brand salience	What topics do Californians associate with the Keep It Golden slogan?	Q3
Understanding how EUC brand is perceived	How relevant is the mission of EUC to Californians?	Q9
	How much do Californians need EUC?	Q10
	How much is EUC trusted by Californians?	Q11
Social norms	To what extent do Californians believe that energy-management is valued and encouraged among Californians? (injunctive norm) To what extent do Californians believe that energy-management is practiced among Californians? (descriptive norm)	Q12-Q13

Research Objective	Research Issue	Associated Questions
Self-efficacy	To what extent do Californians believe that they personally have the ability to use less energy?	Q14, Q17-Q23
Social diffusion	To what extent do Californians share energy management tips?	Q15, Q16
Assessing Californians' energy-management perceptions, attitudes, intentions	How much more energy efficient can Californians make their home?	Q29, Q31
	How concerned are Californians with managing their energy use?	Q26
	How important is it to Californians to do their part to make California more energy efficient?	Q27
	How often do Californians make efforts to live in ways to reduce energy use?	Q25
	Are Californians taking EUC-targeted actions?	Q28
	How likely are Californians to make energy efficiency changes in the next 12 months?	Q30, Q32
	How many day-to-day actions do Californians think they can change?	Q33
	How likely are Californians to attempt to change their day-to-day actions in the next 12 months?	Q34
Understanding barriers Californians have to make energy efficiency upgrades	How much can renters do to make their home more energy efficient?	Q31
Demographics	Housing type, language spoken at home, disabled household members (deaf, blind, other physical, mental, emotion challenges), proportion of housing cost to household income, rent/own, pay electric bill (if renter), pay gas bill (if renter), electric utility, gas utility, California identity SUPPLIED BY YOU GOV: year born, education, employment status, affiliated political party, political leaning, ethnicity, race, household income	Q39-Q48
Rotating Question Block: Assessing Californians' concerns over fire season and climate change	How concerned are Californians about fire season this year? How important to Californians is energy efficiency to fight the effects of climate change?	Q35, Q36
Rotating Question Block: Assessing Californians' perceived role of a statewide Brand versus their local utility	What do Californians think the role of a local utility company should be? How do Californians think the role of a statewide energy brand like Energy Upgrade California should differ from their utility?	Q37, Q38

Instrument

Introduction (Landing Page)

Q1. What is your preferred language to take this survey?

¿Cuál es su idioma preferido para realizar esta encuesta?

1. English
2. Spanish (Español)

Slogan Awareness

[ASK ALL]

Q2. Do you recognize the advertising slogan *Keep It Golden*?



[SINGLE RESPONSE]

1. Yes
2. No

KIG Salience

[ASK ALL]

Q3. To the best of your knowledge, what is the mission of this slogan?



[SINGLE RESPONSE; RANDOMIZE]

1. California tourism
2. Water conservation
3. Forest fire prevention
4. Energy conservation
5. Maintenance of California shorelines
6. Sunscreen use
7. California milk
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

Brand Awareness

[ASK ALL]

Q4. When you think of brands, campaigns, or initiatives that encourage Californians to save energy, which ones come to mind? *Please provide up to 5 responses.* [DO NOT FORCE A RESPONSE]

1. [OPEN-ENDED RESPONSE]

[ASK ALL]

Q5. Below is a list of several brands, organizations, or campaigns. For each one, please tell us if you have heard of it before today.

[DISPLAY AS A MATRIX, RANDOMIZE ALL ITEMS]

[LOGIC]	Response Text	1 Yes	2 No
	A. Energy Upgrade California	<input type="radio"/>	<input type="radio"/>
	B. Go Solar California	<input type="radio"/>	<input type="radio"/>
	C. ENERGY STAR	<input type="radio"/>	<input type="radio"/>
	D. Save Our Water	<input type="radio"/>	<input type="radio"/>
	E. Flex Your Power	<input type="radio"/>	<input type="radio"/>
	F. Green Deal California	<input type="radio"/>	<input type="radio"/>
	G. Flex Alert	<input type="radio"/>	<input type="radio"/>

[ASK IF Q5A=1]

Q6. How familiar are you with **Energy Upgrade California**?

[SINGLE RESPONSE]

1. Extremely familiar
2. Very familiar
3. Somewhat familiar
4. A little familiar
5. I have only heard the name

[ASK IF Q5A=1]

Q7. Where did you see or hear something about **Energy Upgrade California**? *Please select all that apply.*

[MULTIPLE RESPONSE, RANDOMIZE ITEMS 1-9]

1. A website
2. An advertisement on television
3. A video advertisement on a streamed online service (YouTube, Netflix, Hulu, etc.)
4. An outdoor display such as a billboard or a bus shelter
5. An advertisement on the radio
6. Friends or family
7. A local event such as a festival or community fair or parade
8. A community group or non-profit agency in your community
9. An article in the newspaper
10. Social media (Facebook, Twitter, Instagram, etc.)
11. Goldie energy text reminder program
96. Other, please specify: [OPEN-ENDED RESPONSE]

[ASK ALL]

Q8. Have you ever seen this logo?



[SINGLE RESPONSE]

1. Yes
2. No
98. Don't recall

Brand Attitudes

The following is the mission statement for Energy Upgrade California:

Energy Upgrade California is committed to empowering and inspiring Californians to save energy to help fight climate change, save money and protect the state for future generations. We're asking you Californians across the state to join together to Keep it Golden by using energy better. We'll provide you with the tools, knowledge and inspiration to Keep it Golden, as it takes every one of us to keep moving California forward as a smart energy leader. We can't succeed without you.

Now that you know more about Energy Upgrade California, we would like your opinion about the campaign and its mission.

[ASK ALL]

Q9. How relevant is the mission of Energy Upgrade California for you?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all

[ASK ALL]

Q10. How much do you think the people of California need a campaign like Energy Upgrade California?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little

5. Not at all

[ASK ALL]

Q11. How much do you think you can trust Energy Upgrade California to do the right thing for the people of California?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all

Norms and Self-Efficacy

Please indicate the extent to which you agree or disagree with the following statements.

[RANDOMIZE ORDER OF Q12-Q14]

[ASK ALL]

Q12. Conserving energy is the right thing to do.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q13. Most Californians take actions to save energy.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q14. I am already doing all that I can do to conserve energy.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Social Diffusion

[ASK ALL]

Q15. How frequently do you share energy-saving actions or tips with friends or family?

[SINGLE RESPONSE]

1. Often
2. Sometimes
3. Rarely
4. Never

[ASK ALL]

Q16. How likely are you to discuss energy-saving actions or tips with friends or family in the future?

[SINGLE RESPONSE]

1. Extremely likely
2. Very likely
3. Somewhat likely
4. A little likely
5. Not at all likely

Self-Efficacy

Please indicate the extent to which you agree or disagree with the following statements.

[ASK ALL]

Q17. It is possible for individual citizens to help address climate change by reducing their energy use.

[SINGLE RESPONSE]

1. Strongly disagree
2. Disagree
3. Somewhat disagree
4. Neither agree nor disagree
5. Somewhat agree
6. Agree
7. Strongly agree

[ASK ALL]

Q18. People like me don't have an influence on California's energy policies.

[SINGLE RESPONSE]

1. Strongly disagree
2. Disagree
3. Somewhat disagree
4. Neither agree nor disagree
5. Somewhat agree
6. Agree

7. Strongly agree

[ASK ALL]

Q19. I feel a responsibility to manage my energy use.

[SINGLE RESPONSE]

1. Strongly disagree
2. Disagree
3. Somewhat disagree
4. Neither agree nor disagree
5. Somewhat agree
6. Agree
7. Strongly agree

[ASK ALL]

Q20. I do not feel responsible for conserving energy because my personal contribution is small.

[SINGLE RESPONSE]

1. Strongly disagree
2. Disagree
3. Somewhat disagree
4. Neither agree nor disagree
5. Somewhat agree
6. Agree
7. Strongly agree

[ASK ALL]

Q21. I am more informed about ways I can save energy than most people in California.

[SINGLE RESPONSE]

1. Strongly disagree
2. Disagree
3. Somewhat disagree
4. Neither agree nor disagree
5. Somewhat agree
6. Agree
7. Strongly agree

[ASK ALL]

Q22. I have a good understanding of the important energy issues facing California.

[SINGLE RESPONSE]

1. Strongly disagree
2. Disagree
3. Somewhat disagree
4. Neither agree nor disagree
5. Somewhat agree
6. Agree
7. Strongly agree

[ASK ALL]

Q23. Compared to most people in California, I do a better job of saving energy.

[SINGLE RESPONSE]

1. Strongly disagree
2. Disagree
3. Somewhat disagree
4. Neither agree nor disagree
5. Somewhat agree
6. Agree
7. Strongly agree

Energy Management Mindset

[ASK ALL]

Q24. Do you rent or own your home?

1. Rent
2. Own
3. Other (specify)

[ASK ALL]

Q25. How often, if ever, do you make an effort to live in ways that reduce your energy use?

[SINGLE RESPONSE]

1. All of the time
2. Some of the time
3. Rarely
4. Never

[ASK ALL]

Q26. How concerned are you about managing your energy use as you go about your daily life?

[SINGLE RESPONSE]

1. Very concerned
2. Moderately concerned
3. Slightly concerned
4. Not at all concerned

[ASK ALL]

Q27. How important is it for your household to do its part in making California more energy efficient?

[SINGLE RESPONSE]

1. Very important
2. Somewhat important
3. Slightly important
4. Not at all important

[ASK ALL]

Q28. How often do you take each of the following actions?

[DISPLAY EACH ITEM ON ITS OWN PAGE; RANDOMIZE]

[LOGIC] Item	1 Never	2 Rarely	3 Sometimes	4 Often	5 Almost always	99 Not applicable
A. Turning off lights when not used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Unplugging power cords or appliances when not being used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Adjusting the heat or AC a few degrees to save energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Washing laundry on cold water cycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Setting electronic devices (desktop, mobile, tablet, TV) to energy-saving modes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Setting the heat to 68 degrees or lower on cool days	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[ASK IF Q24=2]

Q29. Next, think about how much more energy efficient you could make your home. *Please consider physical upgrades you could make to your home’s lighting, appliances, electronics, heating and cooling systems, and building shell items such as windows and insulation. Could you change...?*

[SINGLE RESPONSE]

1. A lot of things
2. Some things
3. A few things
4. My home is already as energy efficient as possible

[ASK IF Q24=2 AND Q29<>4]

Q30. How likely or unlikely are you to make your home more energy efficient in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely

[ASK IF Q24=1]

Q31. Next, think about how much more energy efficient you and/or your landlord could make your home. *Please consider physical upgrades that could be made to your home’s lighting, appliances, electronics, heating and cooling systems, and building shell items such as windows and insulation. Could you and/or your landlord change...?*

[SINGLE RESPONSE]

1. A lot of things
2. Some things
3. A few things
4. My home is already as energy efficient as possible

[ASK IF Q24=1 AND Q31<>4]

Q32. How likely or unlikely are you to make your home more energy efficient in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely

[ASK ALL]

Q33. Now, how many of your day-to-day actions could you change to save energy if you tried? *Please consider possible changes at home with how you use lighting, appliances, electronics, and heating and cooling systems.*

[SINGLE RESPONSE]

1. I have a lot that I could change
2. I have some things I could change
3. I have a few things I could change
4. I have already done all that I can do

[ASK IF Q33<>4]

Q34. How likely or unlikely are you to attempt to change your day-to-day actions to save energy in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely

Rotating Question Block

Fire Season/Climate Change

[ASK ALL]

Q35. To what extent were you concerned by California's fire season this year?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little

5. Not at all

[ASK ALL]

Q36. How important is energy efficiency for fighting the effects of climate change (e.g., fires, rising temperatures, droughts)?

[SINGLE RESPONSE]

1. Extremely important
2. Moderately important
3. Somewhat important
4. Slightly important
5. Not at all important

Role of Statewide Brand vs. Local Utility

[ASK ALL]

Q37. What should the role of a **local utility company** be? *Please select all that apply.*

[MULTIPLE RESPONSE; RANDOMIZE]

1. Educate Californians on how to become more energy efficient and save money
2. Show Californians how to work together to fight the effects of climate change
3. Provide details on ways to avoid power shut-offs and reduce risks of fires
4. Help keep residents up-to-date on upcoming rate and bill changes
5. Keep residents informed about planned & unplanned power outages
96. Other, please specify: [OPEN-ENDED RESPONSE; ANCHOR]

[ASK ALL]

Q38. How should the role of a **statewide energy brand** like Energy Upgrade California differ from your local utility? *Please select all that apply.* [MULTIPLE RESPONSE; RANDOMIZE]

A statewide energy brand like Energy Upgrade California should...

1. Educate Californians on how to become more energy efficient and save money
2. Show Californians how to work together to fight the effects of climate change
3. Provide details on ways to avoid power shut-offs and reduce risks of fires
4. Help keep residents up-to-date on upcoming rate and bill changes
5. Keep residents informed about planned & unplanned power outages
96. Other, please specify: [OPEN-ENDED RESPONSE; ANCHOR]
97. I do not think their roles should differ [ANCHOR; MAKE EXCLUSIVE]

Social Identity

[ASK ALL]

Q39. How important is being a Californian to your identity?

[SINGLE RESPONSE]

1. Extremely important
2. Moderately important
3. Somewhat important
4. Slightly important

5. Not at all important

[ASK ALL]

Q40. How much do you feel strong ties to Californians as a group?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all

Electric and Gas Utilities

[ASK ALL]

Q41. Do you receive an electric bill from any of the following service providers?

1. Pacific Gas and Electric Company (PG&E)
2. Southern California Edison (Edison/SCE)
3. San Diego Gas & Electric (SDG&E)
96. Another provider, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

[ASK ALL]

Q42. Who provides gas service to your home?

1. Pacific Gas and Electric Company (PG&E)
2. Southern California Gas (SoCalGas/SCG)
3. San Diego Gas & Electric (SDG&E)
4. Southern California Edison (Edison Catalina)
96. Another provider, please specify: [OPEN-ENDED RESPONSE]
97. None / don't have gas
98. Don't know

Demographics

[ASK ALL]

Q43. Which of the following best describes your home/residence? [RESPONSE REQUIRED]

[SINGLE RESPONSE]

1. Single-family detached home (Not a duplex, townhome, or apartment; attached garage is OK)
2. Single family attached home (includes townhouse)
3. Mobile home
4. Apartment or condominium with 1 unit
5. Apartment or condominium with 2-3 units
6. Apartment or condominium with 4-9 units
7. Apartment or condominium with 10 or more units
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

[ASK ALL]

Q44. What is the primary language spoken in your home? [RESPONSE REQUIRED]

[SINGLE RESPONSE]

1. English
2. Spanish
3. Mandarin
4. Cantonese
5. Tagalog
6. Korean
7. Vietnamese
8. Russian
9. Japanese
96. Other, please specify: [OPEN-ENDED RESPONSE]

[ASK ALL]

Q45. Does anyone in your household have the following medical conditions? *Please select all that apply.*
[RESPONSE REQUIRED]

[MULTIPLE RESPONSE]

1. Deaf or serious hearing issue
2. Blind or serious difficulty seeing even when wearing glasses
3. Serious difficulty concentrating, remembering, making decisions
4. Serious difficulty walking or climbing stairs
5. Serious difficulty dressing or bathing
6. 15 years or older who have serious difficulty doing errands alone such as visiting a doctor's office or shopping
7. None of the above [EXCLUSIVE]

[ASK ALL]

Q46. Do you spend more than half of your yearly income on housing costs? *Housing costs include rent payments, mortgage payments, utility bills, condominium fees, real estate taxes, and home insurance premiums.* [RESPONSE REQUIRED]

[SINGLE RESPONSE]

1. Yes
2. No
98. Don't know

[ASK IF Q24=1]

Q47. Do you pay your own electric bill or is it included in your rent?

1. Pay bill
2. Included in rent

[ASK IF Q24=1 AND Q42<>97]

Q48. Do you pay your own gas bill or is it included in your rent?

1. Pay bill
2. Included in rent
3. Don't have gas service to my home

CL1. Thank you for taking the time to complete this survey. We appreciate your responses.

CPUC Statewide Marketing Education and Outreach (ME&O): Monthly Residential Tracking Survey, Month 2, December 2020

December 7, 2020

Instrument Information

Table 1. Overview of Data Collection Activity

Descriptor	This Instrument
Instrument Type	Web survey
Estimated Time to Complete	20 minutes
Population Description	California 18+ population
Sampling Strata Definitions	NA
Population Size	NA
Contact List Size	NA
Completion Goal(s)	500
Contact List Source and Date	YouGov
Type of Sampling	Other: YouGov panel sample
Fielding period	December 10 – December 24, 2020

Table 2. Research Objectives and Associated Questions (RED=key metric)

Research Objective	Research Issue	Associated Questions
Understanding the extent to which the campaign is reaching Californians	To what extent are the campaign's slogan and logo (Keep it Golden, Energy Upgrade California) recognized?	Q2, Q8
	Unaided EUC awareness	Q4
	To what extent is the EUC brand recognized compared to other brands in the energy space? (Aided EUC awareness)	Q5
	How familiar are Californians with EUC?	Q6
	How are Californians learning about EUC?	Q7
Brand salience	What topics do Californians associate with the Keep It Golden slogan?	Q3
Understanding how EUC brand is perceived	How relevant is the mission of EUC to Californians?	Q9
	How much do Californians need EUC?	Q10
	How much is EUC trusted by Californians?	Q11
Social norms	To what extent do Californians believe that energy-management is valued and encouraged among Californians? (injunctive norm) To what extent do Californians believe that energy-management is practiced among Californians? (descriptive norm)	Q12-Q13

Research Objective	Research Issue	Associated Questions
Self-efficacy	To what extent do Californians believe that they personally have the ability to use less energy?	Q14, Q17-Q23
Social diffusion	To what extent do Californians share energy management tips?	Q15, Q16
Assessing Californians' energy-management perceptions, attitudes, intentions	How much more energy efficient can Californians make their home?	Q29, Q31
	How concerned are Californians with managing their energy use?	Q26
	How important is it to Californians to do their part to make California more energy efficient?	Q27
	How often do Californians make efforts to live in ways to reduce energy use?	Q25
	Are Californians taking EUC-targeted actions?	Q28
	How likely are Californians to make energy efficiency changes in the next 12 months?	Q30, Q32
	How many day-to-day actions do Californians think they can change?	Q33
	How likely are Californians to attempt to change their day-to-day actions in the next 12 months?	Q34
Understanding barriers Californians have to make energy efficiency upgrades	How much can renters do to make their home more energy efficient?	Q31
Demographics	Housing type, language spoken at home, disabled household members (deaf, blind, other physical, mental, emotion challenges), proportion of housing cost to household income, rent/own, pay electric bill (if renter), pay gas bill (if renter), electric utility, gas utility, California identity SUPPLIED BY YOU GOV: year born, education, employment status, affiliated political party, political leaning, ethnicity, race, household income	Q39-Q48

Instrument

Introduction (Landing Page)

Q1. [SL] What is your preferred language to take this survey?

¿Cuál es su idioma preferido para realizar esta encuesta?

1. English
2. Spanish (Español)

Slogan Awareness

[ASK ALL]

Q2. [SAW1] Do you recognize the advertising slogan *Keep It Golden*?



[SINGLE RESPONSE]

1. Yes
2. No

KIG Salience

[ASK ALL]

Q3. [KIGS1] [IF Q2=1: To the best of your knowledge] [IF Q2=2: If you had to guess], what is the mission of this slogan?



[SINGLE RESPONSE; RANDOMIZE]

1. California tourism
2. Water conservation
3. Forest fire prevention
4. Energy conservation
5. Maintenance of California shorelines
6. Sunscreen use
7. California milk
96. Other, please specify: [OPEN-ENDED RESPONSE]

98. Don't know

Brand Awareness

[ASK ALL]

Q4. [BAW1] When you think of brands, campaigns, or initiatives that encourage Californians to save energy, which ones come to mind? *Please provide up to 5 responses.* [DO NOT FORCE A RESPONSE]

1. [OPEN-ENDED RESPONSE]

[ASK ALL]

Q5. [BAW2] Below is a list of several brands, organizations, or campaigns. For each one, please tell us if you have heard of it before today.

[DISPLAY AS A MATRIX, RANDOMIZE ALL ITEMS]

[LOGIC]	Response Text	1 Yes	2 No
	A. Energy Upgrade California	<input type="radio"/>	<input type="radio"/>
	B. Go Solar California	<input type="radio"/>	<input type="radio"/>
	C. ENERGY STAR	<input type="radio"/>	<input type="radio"/>
	D. Save Our Water	<input type="radio"/>	<input type="radio"/>
	E. Flex Your Power	<input type="radio"/>	<input type="radio"/>
	F. Green Deal California	<input type="radio"/>	<input type="radio"/>
	G. Flex Alert	<input type="radio"/>	<input type="radio"/>

[ASK IF Q5A=1]

Q6. [BAW3] How familiar are you with **Energy Upgrade California**?

[SINGLE RESPONSE]

1. Extremely familiar
2. Very familiar
3. Somewhat familiar
4. A little familiar
5. I have only heard the name

[ASK IF Q5A=1]

Q7. [BAW4] Where did you see or hear something about **Energy Upgrade California**? *Please select all that apply.*

[MULTIPLE RESPONSE, RANDOMIZE ITEMS 1-9]

1. A website
2. An advertisement on television
3. A video advertisement on a streamed online service (YouTube, Netflix, Hulu, etc.)
4. An outdoor display such as a billboard or a bus shelter
5. An advertisement on the radio
6. Friends or family
7. A local event such as a festival or community fair or parade
8. A community group or non-profit agency in your community
9. An article in the newspaper
10. Social media (Facebook, Twitter, Instagram, etc.)

- 11. Goldie energy text reminder program
- 96. Other, please specify: [OPEN-ENDED RESPONSE]

[ASK ALL]

Q8. [BAW5] Have you ever seen this logo?



[SINGLE RESPONSE]

- 1. Yes
- 2. No
- 98. Don't recall

Brand Attitudes

The following is the mission statement for Energy Upgrade California:

Energy Upgrade California is committed to empowering and inspiring Californians to save energy to help fight climate change, save money and protect the state for future generations. We're asking you Californians across the state to join together to Keep it Golden by using energy better. We'll provide you with the tools, knowledge and inspiration to Keep it Golden, as it takes every one of us to keep moving California forward as a smart energy leader. We can't succeed without you.

Now that you know more about Energy Upgrade California, we would like your opinion about the campaign and its mission.

[ASK ALL]

Q9. [BAT1] How relevant is the mission of Energy Upgrade California for you?

[SINGLE RESPONSE]

- 1. A great deal
- 2. Quite a bit
- 3. Somewhat
- 4. A little
- 5. Not at all

[ASK ALL]

Q10. [BAT2] How much do you think the people of California need a campaign like Energy Upgrade California?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all

[ASK ALL]

Q11. [BAT3] How much do you think you can trust Energy Upgrade California to do the right thing for the people of California?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all

Norms and Self-Efficacy

Please indicate the extent to which you agree or disagree with the following statements.

[RANDOMIZE ORDER OF Q12-Q14]

[ASK ALL]

Q12. [NORM_IN] Conserving energy is the right thing to do.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q13. [NORM_DE] Most Californians take actions to save energy.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q14. [SE_CAP] I am already doing all that I can do to conserve energy.

[SINGLE RESPONSE]

1. Strongly agree

2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Social Diffusion

[ASK ALL]

Q15. [SD1] How frequently do you share energy-saving actions or tips with friends or family?

[SINGLE RESPONSE]

1. Often
2. Sometimes
3. Rarely
4. Never

[ASK ALL]

Q16. [SD2] How likely are you to discuss energy-saving actions or tips with friends or family in the future?

[SINGLE RESPONSE]

1. Extremely likely
2. Very likely
3. Somewhat likely
4. A little likely
5. Not at all likely

Self-Efficacy

Please indicate the extent to which you agree or disagree with the following statements.

[ASK ALL]

Q17. [EF1] It is possible for individual citizens to help address climate change by reducing their energy use.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q18. [EF2] REMOVE

[ASK ALL]

Q19. [EF3] I feel a responsibility to manage my energy use.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q20. [EF4] I do not feel responsible for conserving energy because my personal contribution is small.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q21. [EF5] I am more informed about ways I can save energy than most people in California.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q22. [EF6] I have a good understanding of the important energy issues facing California.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q23. [EF7] Compared to most people in California, I do a better job of saving energy.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Energy Management Mindset

[ASK ALL]

Q24. [D2] Do you rent or own your home?

1. Rent
2. Own
3. Other (specify)

[ASK ALL]

Q25. [EM2] How often, if ever, do you make an effort to live in ways that reduce your energy use?

[SINGLE RESPONSE]

1. All of the time
2. Some of the time
3. Rarely
4. Never

[ASK ALL]

Q26. [EM3] How concerned are you about managing your energy use as you go about your daily life?

[SINGLE RESPONSE]

1. Very concerned
2. Moderately concerned
3. Slightly concerned
4. Not at all concerned

[ASK ALL]

Q27. [EM5] How important is it for your household to do its part in making California more energy efficient?

[SINGLE RESPONSE]

1. Very important
2. Somewhat important
3. Slightly important
4. Not at all important

Q28. [EM9] How often do you take each of the following actions?

[DISPLAY EACH ITEM ON ITS OWN PAGE; RANDOMIZE]

[LOGIC] Item	1 Never	2 Rarely	3 Sometimes	4 Often	5 Almost always	99 Not applicable
A. Turning off lights when not used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Unplugging power cords or appliances when not being used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Adjusting the heat or AC a few degrees to save energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

D. Washing laundry on cold water cycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Setting electronic devices (desktop, mobile, tablet, TV) to energy-saving modes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Setting the heat to 68 degrees or lower on cool days	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[ASK IF Q24=2]

Q29. [EM12] Next, think about how much more energy efficient you could make your home. *Please consider physical upgrades you could make to your home’s lighting, appliances, electronics, heating and cooling systems, and building shell items such as windows and insulation. Could you change...?*

[SINGLE RESPONSE]

1. A lot of things
2. Some things
3. A few things
4. My home is already as energy efficient as possible

[ASK IF Q24=2 AND Q29<>4]

Q30. [EM13] How likely or unlikely are you to make your home more energy efficient in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely

[ASK IF Q24=1]

Q31. [EM15] Next, think about how much more energy efficient you and/or your landlord could make your home. *Please consider physical upgrades that could be made to your home’s lighting, appliances, electronics, heating and cooling systems, and building shell items such as windows and insulation. Could you and/or your landlord change...?*

[SINGLE RESPONSE]

1. A lot of things
2. Some things
3. A few things
4. My home is already as energy efficient as possible

[ASK IF Q24=1 AND Q31<>4]

Q32. [EM17] How likely or unlikely are you to make your home more energy efficient in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely

2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely

[ASK ALL]

Q33. [EM19] Now, how many of your day-to-day actions could you change to save energy if you tried? Please consider possible changes at home with how you use lighting, appliances, electronics, and heating and cooling systems.

[SINGLE RESPONSE]

1. I have a lot that I could change
2. I have some things I could change
3. I have a few things I could change
4. I have already done all that I can do

[ASK IF Q33<>4]

Q34. [EM20] How likely or unlikely are you to attempt to change your day-to-day actions to save energy in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely

Rotating Question Block

Q35. [RQB1] REMOVE

Q36. [RQB2] REMOVE

Role of Statewide Brand vs. Local Utility

Q37. [RQB3] REMOVE

Q38. [RQB4] REMOVE

Social Identity

[ASK ALL]

Q39. [CAID1] How important is being a Californian to your identity?

[SINGLE RESPONSE]

1. Extremely important
2. Moderately important
3. Somewhat important
4. Slightly important
5. Not at all important

[ASK ALL]

Q40. [CAID2] How much do you feel strong ties to Californians as a group?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all

Electric and Gas Utilities

[ASK ALL]

Q41. [D5] Do you receive an electric bill from any of the following service providers?

1. Pacific Gas and Electric Company (PG&E)
2. Southern California Edison (Edison/SCE)
3. San Diego Gas & Electric (SDG&E)
96. Another provider, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

[ASK ALL]

Q42. [D6] Who provides gas service to your home?

1. Pacific Gas and Electric Company (PG&E)
2. Southern California Gas (SoCalGas/SCG)
3. San Diego Gas & Electric (SDG&E)
4. Southern California Edison (Edison Catalina)
96. Another provider, please specify: [OPEN-ENDED RESPONSE]
97. None / don't have gas
98. Don't know

Demographics

[ASK ALL]

Q43. [D8] Which of the following best describes your home/residence? [RESPONSE REQUIRED]

[SINGLE RESPONSE]

1. Single-family detached home (Not a duplex, townhome, or apartment; attached garage is OK)
2. Single family attached home (includes townhouse)
3. Mobile home
4. Apartment or condominium with 1 unit
5. Apartment or condominium with 2-3 units
6. Apartment or condominium with 4-9 units
7. Apartment or condominium with 10 or more units
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

[ASK ALL]

Q44. [D20] What is the primary language spoken in your home? [RESPONSE REQUIRED]

[SINGLE RESPONSE]

1. English
2. Spanish
3. Mandarin
4. Cantonese
5. Tagalog
6. Korean
7. Vietnamese
8. Russian
9. Japanese
96. Other, please specify: [OPEN-ENDED RESPONSE]

[ASK ALL]

Q45. [D21] Does anyone in your household have the following medical conditions? *Please select all that apply.* [RESPONSE REQUIRED]

[MULTIPLE RESPONSE]

1. Deaf or serious hearing issue
2. Blind or serious difficulty seeing even when wearing glasses
3. Serious difficulty concentrating, remembering, making decisions
4. Serious difficulty walking or climbing stairs
5. Serious difficulty dressing or bathing
6. 15 years or older who have serious difficulty doing errands alone such as visiting a doctor's office or shopping
7. None of the above [EXCLUSIVE]

[ASK ALL]

Q46. [D22] Do you spend more than half of your yearly income on housing costs? *Housing costs include rent payments, mortgage payments, utility bills, condominium fees, real estate taxes, and home insurance premiums.* [RESPONSE REQUIRED]

[SINGLE RESPONSE]

1. Yes
2. No
98. Don't know

[ASK IF Q24=1]

Q47. [D3] Do you pay your own electric bill or is it included in your rent?

1. Pay bill
2. Included in rent

[ASK IF Q24=1 AND Q42<>97]

Q48. [D4] Do you pay your own gas bill or is it included in your rent?

1. Pay bill
2. Included in rent
3. Don't have gas service to my home

CL1. Thank you for taking the time to complete this survey. We appreciate your responses.

CPUC Statewide Marketing Education and Outreach (ME&O): Monthly Residential Tracking Survey, Month 3, January 2021

December 28, 2020

Instrument Information

Table 1. Overview of Data Collection Activity

Descriptor	This Instrument
Instrument Type	Web survey
Estimated Time to Complete	20 minutes
Population Description	California 18+ population
Sampling Strata Definitions	NA
Population Size	NA
Contact List Size	NA
Completion Goal(s)	500
Contact List Source and Date	YouGov
Type of Sampling	Other: YouGov panel sample
Fielding period	January 5 - January 19, 2020

Table 2. Research Objectives and Associated Questions (RED=key metric)

Research Objective	Research Issue	Associated Questions
Understanding the extent to which the campaign is reaching Californians	To what extent are the campaign's slogan and logo (Keep it Golden, Energy Upgrade California) recognized?	Q2, Q8
	Unaided EUC awareness	Q4
	To what extent is the EUC brand recognized compared to other brands in the energy space? (Aided EUC awareness)	Q5
	How familiar are Californians with EUC?	Q6
	How are Californians learning about EUC?	Q7
Brand salience	What topics do Californians associate with the Keep It Golden slogan?	Q3
Understanding how EUC brand is perceived	How relevant is the mission of EUC to Californians?	Q9
	How much do Californians need EUC?	Q10
	How much is EUC trusted by Californians?	Q11
Social norms	To what extent do Californians believe that energy-management is valued and encouraged among Californians? (injunctive norm) To what extent do Californians believe that energy-management is practiced among Californians? (descriptive norm)	Q12-Q13

Research Objective	Research Issue	Associated Questions
Self-efficacy	To what extent do Californians believe that they personally have the ability to use less energy?	Q14, Q17-Q23
Social diffusion	To what extent do Californians share energy management tips?	Q15, Q16
Assessing Californians' energy-management perceptions, attitudes, intentions	How much more energy efficient can Californians make their home?	Q29, Q31
	How concerned are Californians with managing their energy use?	Q26
	How important is it to Californians to do their part to make California more energy efficient?	Q27
	How often do Californians make efforts to live in ways to reduce energy use?	Q25
	Are Californians taking EUC-targeted actions?	Q28
	How likely are Californians to make energy efficiency changes in the next 12 months?	Q30, Q32
	How many day-to-day actions do Californians think they can change?	Q33
	How likely are Californians to attempt to change their day-to-day actions in the next 12 months?	Q34
Understanding barriers Californians have to make energy efficiency upgrades	How much can renters do to make their home more energy efficient?	Q31
Demographics	Housing type, language spoken at home, disabled household members (deaf, blind, other physical, mental, emotion challenges), proportion of housing cost to household income, rent/own, pay electric bill (if renter), pay gas bill (if renter), electric utility, gas utility, California identity SUPPLIED BY YOU GOV: year born, education, employment status, affiliated political party, political leaning, ethnicity, race, household income	Q39-Q48
Rotating Question Block	Program awareness (ESA, CARE), COVID-19 impacts	RQB5. RQB6. RQB7

Instrument

Introduction (Landing Page)

Q1. [SL] What is your preferred language to take this survey?

¿Cuál es su idioma preferido para realizar esta encuesta?

1. English
2. Spanish (Español)

Slogan Awareness

[ASK ALL]

Q2. [SAW1] Do you recognize the advertising slogan *Keep It Golden*?



[SINGLE RESPONSE]

1. Yes
2. No

KIG Salience

[ASK ALL]

Q3. [KIGS1] [IF Q2=1: To the best of your knowledge] [IF Q2=2: If you had to guess], what is the mission of this slogan?



[SINGLE RESPONSE; RANDOMIZE]

1. California tourism
2. Water conservation
3. Forest fire prevention
4. Energy conservation
5. Maintenance of California shorelines
6. Sunscreen use
7. California milk
96. Other, please specify: [OPEN-ENDED RESPONSE]

98. Don't know

Brand Awareness

[ASK ALL]

Q4. [BAW1] When you think of brands, campaigns, or initiatives that encourage Californians to save energy, which ones come to mind? *Please provide up to 5 responses.* [DO NOT FORCE A RESPONSE]

1. [OPEN-ENDED RESPONSE]

[ASK ALL]

Q5. [BAW2] Below is a list of several brands, organizations, or campaigns. For each one, please tell us if you have heard of it before today.

[DISPLAY AS A MATRIX, RANDOMIZE ALL ITEMS]

[LOGIC]	Response Text	1 Yes	2 No
	A. Energy Upgrade California	<input type="radio"/>	<input type="radio"/>
	B. Go Solar California	<input type="radio"/>	<input type="radio"/>
	C. ENERGY STAR	<input type="radio"/>	<input type="radio"/>
	D. Save Our Water	<input type="radio"/>	<input type="radio"/>
	E. Flex Your Power	<input type="radio"/>	<input type="radio"/>
	F. Green Deal California	<input type="radio"/>	<input type="radio"/>
	G. Flex Alert	<input type="radio"/>	<input type="radio"/>

[ASK IF Q5A=1]

Q6. [BAW3] How familiar are you with **Energy Upgrade California**?

[SINGLE RESPONSE]

1. Extremely familiar
2. Very familiar
3. Somewhat familiar
4. A little familiar
5. I have only heard the name

[ASK IF Q5A=1]

Q7. [BAW4] Where did you see or hear something about **Energy Upgrade California**? *Please select all that apply.*

[MULTIPLE RESPONSE, RANDOMIZE ITEMS 1-9]

1. A website
2. An advertisement on television
3. A video advertisement on a streamed online service (YouTube, Netflix, Hulu, etc.)
4. An outdoor display such as a billboard or a bus shelter
5. An advertisement on the radio
6. Friends or family
7. A local event such as a festival or community fair or parade
8. A community group or non-profit agency in your community
9. An article in the newspaper
10. Social media (Facebook, Twitter, Instagram, etc.)

- 11. Goldie energy text reminder program
- 96. Other, please specify: [OPEN-ENDED RESPONSE]

[ASK ALL]

Q8. [BAW5] Have you ever seen this logo?



[SINGLE RESPONSE]

- 1. Yes
- 2. No
- 98. Don't recall

Brand Attitudes

The following is the mission statement for Energy Upgrade California:

Energy Upgrade California is committed to empowering and inspiring Californians to save energy to help fight climate change, save money and protect the state for future generations. We're asking you Californians across the state to join together to Keep it Golden by using energy better. We'll provide you with the tools, knowledge and inspiration to Keep it Golden, as it takes every one of us to keep moving California forward as a smart energy leader. We can't succeed without you.

Now that you know more about Energy Upgrade California, we would like your opinion about the campaign and its mission.

[ASK ALL]

Q9. [BAT1] How relevant is the mission of Energy Upgrade California for you?

[SINGLE RESPONSE]

- 1. A great deal
- 2. Quite a bit
- 3. Somewhat
- 4. A little
- 5. Not at all

[ASK ALL]

Q10. [BAT2] How much do you think the people of California need a campaign like Energy Upgrade California?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all

[ASK ALL]

Q11. [BAT3] How much do you think you can trust Energy Upgrade California to do the right thing for the people of California?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all

Norms and Self-Efficacy

Please indicate the extent to which you agree or disagree with the following statements.

[RANDOMIZE ORDER OF Q12-Q13]

[ASK ALL]

Q12. [NORM_IN] Conserving energy is the right thing to do.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q13. [NORM_DE] Most Californians take actions to save energy.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q14. [SE_CAP] I am already doing all that I can do to conserve energy.

[SINGLE RESPONSE]

1. Strongly agree

2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Social Diffusion

[ASK ALL]

Q15. [SD1] How frequently do you share energy-saving actions or tips with friends or family?

[SINGLE RESPONSE]

1. Often
2. Sometimes
3. Rarely
4. Never

[ASK ALL]

Q16. [SD2] How likely are you to discuss energy-saving actions or tips with friends or family in the future?

[SINGLE RESPONSE]

1. Extremely likely
2. Very likely
3. Somewhat likely
4. A little likely
5. Not at all likely

Self-Efficacy

Please indicate the extent to which you agree or disagree with the following statements.

[ASK ALL]

Q17. [EF1] It is possible for individual citizens to help address climate change by reducing their energy use.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Q18. [EF2] REMOVED

[ASK ALL]

Q19. [EF3] I feel a responsibility to manage my energy use.

[SINGLE RESPONSE]

1. Strongly agree

2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q20. [EF4] I do not feel responsible for conserving energy because my personal contribution is small.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q21. [EF5] I am more informed about ways I can save energy than most people in California.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q22. [EF6] I have a good understanding of the important energy issues facing California.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q23. [EF7] Compared to most people in California, I do a better job of saving energy.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Energy Management Mindset

[ASK ALL]

Q24. [D2] Do you rent or own your home?

1. Rent
2. Own
3. Other (specify)

[ASK ALL]

Q25. [EM2] How often, if ever, do you make an effort to live in ways that reduce your energy use?

[SINGLE RESPONSE]

1. All of the time
2. Some of the time
3. Rarely
4. Never

[ASK ALL]

Q26. [EM3] How concerned are you about managing your energy use as you go about your daily life?

[SINGLE RESPONSE]

1. Very concerned
2. Moderately concerned
3. Slightly concerned
4. Not at all concerned

[ASK ALL]

Q27. [EM5] How important is it for your household to do its part in making California more energy efficient?

[SINGLE RESPONSE]

1. Very important
2. Somewhat important
3. Slightly important
4. Not at all important

Q28. [EM9] How often do you take each of the following actions?

[DISPLAY EACH ITEM ON ITS OWN PAGE; RANDOMIZE]

[LOGIC] Item	1 Never	2 Rarely	3 Sometimes	4 Often	5 Almost always	99 Not applicable
A. Turning off lights when not used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Unplugging power cords or appliances when not being used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Adjusting the heat or AC a few degrees to save energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Washing laundry on cold water cycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

E. Setting electronic devices (desktop, mobile, tablet, TV) to energy-saving modes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Setting the heat to 68 degrees or lower on cool days	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[ASK IF Q24=2]

Q29. [EM12] Next, think about how much more energy efficient you could make your home. *Please consider physical upgrades you could make to your home’s lighting, appliances, electronics, heating and cooling systems, and building shell items such as windows and insulation. Could you change...?*

[SINGLE RESPONSE]

1. A lot of things
2. Some things
3. A few things
4. My home is already as energy efficient as possible

[ASK IF Q24=2 AND Q29<>4]

Q30. [EM13] How likely or unlikely are you to make your home more energy efficient in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely

[ASK IF Q24=1]

Q31. [EM15] Next, think about how much more energy efficient you and/or your landlord could make your home. *Please consider physical upgrades that could be made to your home’s lighting, appliances, electronics, heating and cooling systems, and building shell items such as windows and insulation. Could you and/or your landlord change...?*

[SINGLE RESPONSE]

1. A lot of things
2. Some things
3. A few things
4. My home is already as energy efficient as possible

[ASK IF Q24=1 AND Q31<>4]

Q32. [EM17] How likely or unlikely are you to make your home more energy efficient in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely

4. Extremely unlikely

[ASK ALL]

Q33. [EM19] Now, how many of your day-to-day actions could you change to save energy if you tried? Please consider possible changes at home with how you use lighting, appliances, electronics, and heating and cooling systems.

[SINGLE RESPONSE]

1. I have a lot that I could change
2. I have some things I could change
3. I have a few things I could change
4. I have already done all that I can do

[ASK IF Q33<>4]

Q34. [EM20] How likely or unlikely are you to attempt to change your day-to-day actions to save energy in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely

Rotating Question Block [MOVED FOR MONTH 3]

Q35. [RQB1] REMOVED

Q36. [RQB2] REMOVED

Q37. [RQB3] REMOVED

Q38. [RQB4] REMOVED

Social Identity

[ASK ALL]

Q39. [CAID1] How important is being a Californian to your identity?

[SINGLE RESPONSE]

1. Extremely important
2. Moderately important
3. Somewhat important
4. Slightly important
5. Not at all important

[ASK ALL]

Q40. [CAID2] How much do you feel strong ties to Californians as a group?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all

Electric and Gas Utilities

[ASK ALL]

Q41. [D5] Do you receive an electric bill from any of the following service providers?

1. Pacific Gas and Electric Company (PG&E)
2. Southern California Edison (Edison/SCE)
3. San Diego Gas & Electric (SDG&E)
96. Another provider, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

[ASK ALL]

Q42. [D6] Who provides gas service to your home?

1. Pacific Gas and Electric Company (PG&E)
2. Southern California Gas (SoCalGas/SCG)
3. San Diego Gas & Electric (SDG&E)
4. Southern California Edison (Edison Catalina)
96. Another provider, please specify: [OPEN-ENDED RESPONSE]
97. None / don't have gas
98. Don't know

Rotating Question Block

[RQB5] [ASK ALL]

[IF Q41 AND Q42 = 1, 2, 3, OR 4, {PIPE IN RESPONSE FROM Q41 "and" Q42} {'s}]

[IF Q41 > 3 AND Q42 > 4, {The}]

Energy Savings Assistance, or ESA, program provides a free energy assessment and installation of energy-saving appliances and equipment in the homes of eligible customers. Have you heard of the ESA program before today?

[SINGLE RESPONSE]

1. Yes
2. No
3. Don't know

[RBQ6] [ASK ALL]

[IF Q41 AND Q42 = 1, 2, 3, OR 4, {PIPE IN RESPONSE FROM Q41 "and" Q42} {offers}]

[IF Q41 > 3 AND Q42 > 4, {Some utilities offer}]

an energy rate discount program that provides up to a 35% discount on the monthly energy bills of customers who are eligible based on their annual household income and number of household members. The program is called the California Alternate Rates for Energy, or CARE. Have you ever heard of the CARE discount program before today?

[SINGLE RESPONSE]

1. Yes
2. No
3. Don't know

[RBQ7] [ASK ALL]

The COVID-19 coronavirus situation can affect households in multiple ways. For each of the following ways, please indicate whether it has already happened for your household, if you expect it to happen in the next few weeks or months, if you do not expect it to happen anytime soon, or if it is not applicable to your household.

[SINGLE RESPONSE]

- A. Tele-work from home instead of working at the employer's location
- B. Reduce weekly working hours
- C. Go on a furlough or temporary leave from a job
- D. Get laid-off from or lose a job
- E. Lose income, savings, or other financial support
- F. Lose or reduce health insurance benefits
- G. Miss or have difficulty paying monthly bills
- H. Have difficulty affording basic needs like food, medical care, cleaning products, etc.
- I. Need a COVID-19 coronavirus test
- J. Get sick from the COVID-19 coronavirus
- K. Take on additional responsibilities caring for child(ren), senior, or disabled or medically ill household members
- L. Apply for any type of financial assistance that you don't have to pay back from local, state, or federal governments, nonprofit organizations, family/friends, or others
- M. Apply or ask for loans or other types of financial support that you will have to pay back from banks, financial lenders, family or friends, or others

[RESPONSE OPTIONS]

1. Has already happened
2. Has not already happened but will likely happen soon during the next few weeks or months
3. Has not already happened and will not likely happen anytime soon
97. Not applicable to my household

Demographics

[ASK ALL]

Q43. [D8] Which of the following best describes your home/residence? [RESPONSE REQUIRED]

[SINGLE RESPONSE]

1. Single-family detached home (Not a duplex, townhome, or apartment; attached garage is OK)
2. Single family attached home (includes townhouse)
3. Mobile home
4. Apartment or condominium with 1 unit
5. Apartment or condominium with 2-3 units
6. Apartment or condominium with 4-9 units
7. Apartment or condominium with 10 or more units
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

[ASK ALL]

Q44. [D20] What is the primary language spoken in your home? [RESPONSE REQUIRED]

[SINGLE RESPONSE]

1. English
2. Spanish
3. Mandarin
4. Cantonese
5. Tagalog
6. Korean
7. Vietnamese
8. Russian
9. Japanese
96. Other, please specify: [OPEN-ENDED RESPONSE]

[ASK ALL]

Q45. [D21] Does anyone in your household have the following medical conditions? *Please select all that apply.* [RESPONSE REQUIRED]

[MULTIPLE RESPONSE]

1. Deaf or serious hearing issue
2. Blind or serious difficulty seeing even when wearing glasses
3. Serious difficulty concentrating, remembering, making decisions
4. Serious difficulty walking or climbing stairs
5. Serious difficulty dressing or bathing
6. 15 years or older who have serious difficulty doing errands alone such as visiting a doctor's office or shopping
7. None of the above [EXCLUSIVE]

[ASK ALL]

Q46. [D22] Do you spend more than half of your yearly income on housing costs? *Housing costs include rent payments, mortgage payments, utility bills, condominium fees, real estate taxes, and home insurance premiums.* [RESPONSE REQUIRED]

[SINGLE RESPONSE]

1. Yes
2. No
98. Don't know

[ASK IF Q24=1]

Q47. [D3] Do you pay your own electric bill or is it included in your rent?

1. Pay bill
2. Included in rent

[ASK IF Q24=1 AND Q42<>97]

Q48. [D4] Do you pay your own gas bill or is it included in your rent?

1. Pay bill
2. Included in rent
3. Don't have gas service to my home

CL1. Thank you for taking the time to complete this survey. We appreciate your responses.

SPANISH TRANSLATIONS FOR NEW (MONTH 3) QUESTIONS:

[RQB5] [ASK ALL]

[IF Q41 AND Q42 = 1, 2, 3, OR 4] {El programa de Asistencia de Ahorro de Energía de} {PIPE IN RESPONSE FROM Q41 AND "y" Q42}}

[IF Q41 > 3 AND Q42 > 4] {El programa de Asistencia de Ahorro de Energía}

, o ESA por sus siglas en inglés, ofrece una evaluación energética gratuita e instalación de equipos y electrodomésticos que ahorran energía en los hogares de los clientes elegibles. ¿Ha oído hablar del programa ESA antes de hoy?

[RESPUESTA ÚNICA]

1. Sí
2. No
3. No sé

[RQB6] [ASK ALL]

[IF Q41 AND Q42 = 1, 2, 3, OR 4, {PIPE IN RESPONSE FROM Q41 AND "y" Q42} {ofrece}]

[IF Q41 > 3 AND Q42 > 4, {"Algunas compañías de servicios públicos ofrecen..."}]

un programa de descuento de la tarifa de energía que proporciona hasta un 35% de descuento en las facturas mensuales de energía de los clientes que son elegibles de acuerdo con los ingresos anuales de su hogar y el número de miembros en el hogar. El programa se llama California Alternate Rates for Energy (Tarifas Alternativas de Energía para California), o CARE por sus siglas en inglés. ¿Ha oído hablar del programa de descuento CARE antes de hoy?

[RESPUESTA ÚNICA]

1. Sí
2. No
3. No sé

[RQB7] [ASK ALL]

La situación del coronavirus COVID-19 puede afectar a los hogares de múltiples maneras. Para cada una de las siguientes opciones, por favor indique si ya ha sucedido en su hogar, si espera que suceda en las próximas semanas o meses, si no espera que suceda pronto, o si no se aplica a su hogar.

[RESPUESTA ÚNICA]

- A. Teletrabajo desde casa en lugar de trabajar en la ubicación del empleador
- B. Reducción de las horas de trabajo semanales
- C. Permiso o licencia temporal de un trabajo
- D. Ser despedido o perder un trabajo
- E. Perder ingresos, ahorros u otro tipo de apoyo financiero
- F. Perder o reducir los beneficios del seguro de salud
- G. No pagar o tener dificultades para pagar facturas mensuales
- H. Tener dificultades para pagar necesidades básicas como alimentos, atención médica, productos de limpieza, etc.
- I. Necesitar una prueba de coronavirus COVID-19
- J. Enfermarse con coronavirus COVID-19
- K. Asumir responsabilidades adicionales para cuidar a niños, personas mayores o discapacitadas, o personas enfermas en su hogar
- L. Solicitar cualquier tipo de asistencia financiera que usted no tenga que pagar luego de parte de gobiernos locales, estatales o federales, organizaciones sin fines de lucro, familiares/amigos u otros
- M. Solicitar o pedir préstamos u otros tipos de apoyo financiero que usted tendrá que pagar luego de parte de bancos, prestamistas financieros, familiares o amigos, u otros

[OPCIONES DE RESPUESTA]

1. Ya ha sucedido
2. No ha sucedido aún, pero es probable que suceda pronto en las próximas semanas o meses
3. No ha sucedido aún y no es probable que suceda pronto
97. No se aplica a mi hogar

CPUC Statewide Marketing Education and Outreach (ME&O): Monthly Residential Tracking Survey, Month 4, February 2021

January 26, 2020

Instrument Information

Table 1. Overview of Data Collection Activity

Descriptor	This Instrument
Instrument Type	Web survey
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Population Description	California 18+ population
Sampling Strata Definitions	NA
Population Size	NA
Contact List Size	NA
Completion Goal(s)	500
Contact List Source and Date	YouGov
Type of Sampling	Other: YouGov panel sample
Fielding period	February 1 – February 14, 2020

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	Unaided EUC awareness	Q4
	To what extent is the EUC brand recognized compared to other brands in the energy space? (Aided EUC awareness)	Q5
	How familiar are Californians with EUC?	Q6
	How are Californians learning about EUC?	Q7
Brand salience	What topics do Californians associate with the Keep It Golden slogan?	Q3
Understanding how EUC brand is perceived	How relevant is the mission of EUC to Californians?	Q9
	How much do Californians need EUC?	Q10
	How much is EUC trusted by Californians?	Q11
Social norms	To what extent do Californians believe that energy-management is valued and encouraged among Californians? (injunctive norm) To what extent do Californians believe that energy-management is practiced among Californians? (descriptive norm)	Q12-Q13

Research Objective	Research Issue	Associated Questions
Self-efficacy	To what extent do Californians believe that they personally have the ability to use less energy?	Q14, Q17-Q23
Social diffusion	To what extent do Californians share energy management tips?	Q15, Q16
Assessing Californians' energy-management perceptions, attitudes, intentions	How much more energy efficient can Californians make their home?	Q29, Q31
	How concerned are Californians with managing their energy use?	Q26
	How important is it to Californians to do their part to make California more energy efficient?	Q27
	How often do Californians make efforts to live in ways to reduce energy use?	Q25
	Are Californians taking EUC-targeted actions?	Q28
	How likely are Californians to make energy efficiency changes in the next 12 months?	Q30, Q32
	How many day-to-day actions do Californians think they can change?	Q33
	How likely are Californians to attempt to change their day-to-day actions in the next 12 months?	Q34
Understanding barriers Californians have to make energy efficiency upgrades	How much can renters do to make their home more energy efficient?	Q31
Demographics	Housing type, language spoken at home, disabled household members (deaf, blind, other physical, mental, emotion challenges), proportion of housing cost to household income, rent/own, pay electric bill (if renter), pay gas bill (if renter), electric utility, gas utility, California identity SUPPLIED BY YOU GOV: year born, education, employment status, affiliated political party, political leaning, ethnicity, race, household income	Q39-Q48
Rotating Question Block	Program awareness (ESA, CARE), COVID-19 impacts, media consumption	RQB5. RQB6. RQB7, RBQ8

Instrument

Introduction (Landing Page)

Q1. [SL] What is your preferred language to take this survey?

¿Cuál es su idioma preferido para realizar esta encuesta?

1. English
2. Spanish (Español)

Slogan Awareness

[ASK ALL]

Q2. [SAW1] Do you recognize the advertising slogan *Keep It Golden*?



[SINGLE RESPONSE]

1. Yes
2. No

KIG Salience

[ASK ALL]

Q3. [KIGS1] [IF Q2=1: To the best of your knowledge] [IF Q2=2: If you had to guess], what is the mission of this slogan?



[SINGLE RESPONSE; RANDOMIZE]

1. California tourism
2. Water conservation
3. Forest fire prevention
4. Energy conservation
5. Maintenance of California shorelines
6. Sunscreen use
7. California milk
96. Other, please specify: [OPEN-ENDED RESPONSE]

98. Don't know

Brand Awareness

[ASK ALL]

Q4. [BAW1] When you think of brands, campaigns, or initiatives that encourage Californians to save energy, which ones come to mind? *Please provide up to 5 responses.* [DO NOT FORCE A RESPONSE]

1. [OPEN-ENDED RESPONSE]

[ASK ALL]

Q5. [BAW2] Below is a list of several brands, organizations, or campaigns. For each one, please tell us if you have heard of it before today.

[DISPLAY AS A MATRIX, RANDOMIZE ALL ITEMS]

[LOGIC]	Response Text	1 Yes	2 No
	A. Energy Upgrade California	<input type="radio"/>	<input type="radio"/>
	B. Go Solar California	<input type="radio"/>	<input type="radio"/>
	C. ENERGY STAR	<input type="radio"/>	<input type="radio"/>
	D. Save Our Water	<input type="radio"/>	<input type="radio"/>
	E. Flex Your Power	<input type="radio"/>	<input type="radio"/>
	F. Green Deal California	<input type="radio"/>	<input type="radio"/>
	G. Flex Alert	<input type="radio"/>	<input type="radio"/>

[ASK IF Q5A=1]

Q6. [BAW3] How familiar are you with **Energy Upgrade California**?

[SINGLE RESPONSE]

1. Extremely familiar
2. Very familiar
3. Somewhat familiar
4. A little familiar
5. I have only heard the name

[ASK IF Q5A=1]

Q7. [BAW4] Where did you see or hear something about **Energy Upgrade California**? *Please select all that apply.*

[MULTIPLE RESPONSE, RANDOMIZE ITEMS 1-11]

1. A website
2. An advertisement on television
3. A video advertisement on a streamed online service (YouTube, Netflix, Hulu, etc.)
4. An outdoor display such as a billboard or a bus shelter
5. An advertisement on the radio
6. Friends or family
7. A local event such as a festival or community fair or parade
8. A community group or non-profit agency in your community
9. An article in the newspaper
10. Social media (Facebook, Twitter, Instagram, etc.)

- 11. Goldie energy text reminder program
- 96. Other, please specify: [OPEN-ENDED RESPONSE]

[ASK ALL]

Q8. [BAW5] Have you ever seen this logo?



[SINGLE RESPONSE]

- 1. Yes
- 2. No
- 98. Don't recall

Brand Attitudes

The following is the mission statement for Energy Upgrade California:

Energy Upgrade California is committed to empowering and inspiring Californians to save energy to help fight climate change, save money and protect the state for future generations. We're asking you Californians across the state to join together to Keep it Golden by using energy better. We'll provide you with the tools, knowledge and inspiration to Keep it Golden, as it takes every one of us to keep moving California forward as a smart energy leader. We can't succeed without you.

Now that you know more about Energy Upgrade California, we would like your opinion about the campaign and its mission.

[ASK ALL]

Q9. [BAT1] How relevant is the mission of Energy Upgrade California for you?

[SINGLE RESPONSE]

- 1. A great deal
- 2. Quite a bit
- 3. Somewhat
- 4. A little
- 5. Not at all

[ASK ALL]

Q10. [BAT2] How much do you think the people of California need a campaign like Energy Upgrade California?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all

[ASK ALL]

Q11. [BAT3] How much do you think you can trust Energy Upgrade California to do the right thing for the people of California?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all

Norms and Self Efficacy

Please indicate the extent to which you agree or disagree with the following statements.

[RANDOMIZE ORDER OF Q12-Q13]

[ASK ALL]

Q12. [NORM_IN] Conserving energy is the right thing to do.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q13. [NORM_DE] Most Californians take actions to save energy.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q14. [SE_CAP] I am already doing all that I can do to conserve energy.

[SINGLE RESPONSE]

1. Strongly agree

2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Social Diffusion

[ASK ALL]

Q15. [SD1] How frequently do you share energy-saving actions or tips with friends or family?

[SINGLE RESPONSE]

1. Often
2. Sometimes
3. Rarely
4. Never

[ASK ALL]

Q16. [SD2] How likely are you to discuss energy-saving actions or tips with friends or family in the future?

[SINGLE RESPONSE]

1. Extremely likely
2. Very likely
3. Somewhat likely
4. A little likely
5. Not at all likely

Self-Efficacy

Please indicate the extent to which you agree or disagree with the following statements.

[ASK ALL]

Q17. [EF1] It is possible for individual citizens to help address climate change by reducing their energy use.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Q18. [EF2] REMOVED

[ASK ALL]

Q19. [EF3] I feel a responsibility to manage my energy use.

[SINGLE RESPONSE]

1. Strongly agree

2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q20. [EF4] I do not feel responsible for conserving energy because my personal contribution is small.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q21. [EF5] I am more informed about ways I can save energy than most people in California.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q22. [EF6] I have a good understanding of the important energy issues facing California.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

[ASK ALL]

Q23. [EF7] Compared to most people in California, I do a better job of saving energy.

[SINGLE RESPONSE]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

Energy Management Mindset

[ASK ALL]

Q24. [D2] Do you rent or own your home?

1. Rent
2. Own
3. Other (specify)

[ASK ALL]

Q25. [EM2] How often, if ever, do you make an effort to live in ways that reduce your energy use?

[SINGLE RESPONSE]

1. All of the time
2. Some of the time
3. Rarely
4. Never

[ASK ALL]

Q26. [EM3] How concerned are you about managing your energy use as you go about your daily life?

[SINGLE RESPONSE]

1. Very concerned
2. Moderately concerned
3. Slightly concerned
4. Not at all concerned

[ASK ALL]

Q27. [EM5] How important is it for your household to do its part in making California more energy efficient?

[SINGLE RESPONSE]

1. Very important
2. Somewhat important
3. Slightly important
4. Not at all important

Q28. [EM9] How often do you take each of the following actions?

[DISPLAY EACH ITEM ON ITS OWN PAGE; RANDOMIZE]

[LOGIC] Item	1 Never	2 Rarely	3 Sometimes	4 Often	5 Almost always	99 Not applicable
A. Turning off lights when not used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Unplugging power cords or appliances when not being used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Adjusting the heat or AC a few degrees to save energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Washing laundry on cold water cycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

E. Setting electronic devices (desktop, mobile, tablet, TV) to energy-saving modes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Setting the heat to 68 degrees or lower on cool days	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[ASK IF Q24=2]

Q29. [EM12] Next, think about how much more energy efficient you could make your home. *Please consider physical upgrades you could make to your home’s lighting, appliances, electronics, heating and cooling systems, and building shell items such as windows and insulation. Could you change...?*

[SINGLE RESPONSE]

1. A lot of things
2. Some things
3. A few things
4. My home is already as energy efficient as possible

[ASK IF Q24=2 AND Q29<>4]

Q30. [EM13] How likely or unlikely are you to make your home more energy efficient in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely

[ASK IF Q24=1]

Q31. [EM15] Next, think about how much more energy efficient you and/or your landlord could make your home. *Please consider physical upgrades that could be made to your home’s lighting, appliances, electronics, heating and cooling systems, and building shell items such as windows and insulation. Could you and/or your landlord change...?*

[SINGLE RESPONSE]

1. A lot of things
2. Some things
3. A few things
4. My home is already as energy efficient as possible

[ASK IF Q24=1 AND Q31<>4]

Q32. [EM17] How likely or unlikely are you to make your home more energy efficient in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely

4. Extremely unlikely

[ASK ALL]

Q33. [EM19] Now, how many of your day-to-day actions could you change to save energy if you tried? Please consider possible changes at home with how you use lighting, appliances, electronics, and heating and cooling systems.

[SINGLE RESPONSE]

1. I have a lot that I could change
2. I have some things I could change
3. I have a few things I could change
4. I have already done all that I can do

[ASK IF Q33<>4]

Q34. [EM20] How likely or unlikely are you to attempt to change your day-to-day actions to save energy in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely

Rotating Question Block [MOVED FOR MONTH 3]

Q35. [RQB1] REMOVED

Q36. [RQB2] REMOVED

Q37. [RQB3] REMOVED

Q38. [RQB4] REMOVED

[SEE QUESTIONS BEFORE DEMOGRAPHICS]

Social Identity

[ASK ALL]

Q39. [CAID1] How important is being a Californian to your identity?

[SINGLE RESPONSE]

1. Extremely important
2. Moderately important
3. Somewhat important
4. Slightly important
5. Not at all important

[ASK ALL]

Q40. [CAID2] How much do you feel strong ties to Californians as a group?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all

Electric and Gas Utilities

[ASK ALL]

Q41. [D5] Do you receive an electric bill from any of the following service providers?

1. Pacific Gas and Electric Company (PG&E)
2. Southern California Edison (Edison/SCE)
3. San Diego Gas & Electric (SDG&E)
96. Another provider, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

[ASK ALL]

Q42. [D6] Who provides gas service to your home?

1. Pacific Gas and Electric Company (PG&E)
2. Southern California Gas (SoCalGas/SCG)
3. San Diego Gas & Electric (SDG&E)
4. Southern California Edison (Edison Catalina)
96. Another provider, please specify: [OPEN-ENDED RESPONSE]
97. None / don't have gas
98. Don't know

Rotating Question Block

[RQB5] [ASK ALL]

[IF Q41 AND Q42 = 1, 2, 3, OR 4, {PIPE IN RESPONSE FROM Q41 "and" Q42} {'s}]

[IF Q41 > 3 AND Q42 > 4, {The}]

Energy Savings Assistance, or ESA, program provides a free energy assessment and installation of energy-saving appliances and equipment in the homes of eligible customers. Have you heard of the ESA program before today?

[SINGLE RESPONSE]

1. Yes
2. No
3. Don't know

[RBQ6] [ASK ALL]

[IF Q41 AND Q42 = 1, 2, 3, OR 4, {PIPE IN RESPONSE FROM Q41 "and" Q42} {offers}]

[IF Q41 > 3 AND Q42 > 4, {Some utilities offer}]

an energy rate discount program that provides up to a 35% discount on the monthly energy bills of customers who are eligible based on their annual household income and number of household members. The program is called the California Alternate Rates for Energy, or CARE. Have you ever heard of the CARE discount program before today?

[SINGLE RESPONSE]

1. Yes
2. No
3. Don't know

[RBQ7] [ASK ALL]

The COVID-19 coronavirus situation can affect households in multiple ways. For each of the following ways, please indicate whether it has already happened for your household, if you expect it to happen in the next few weeks or months, if you do not expect it to happen anytime soon, or if it is not applicable to your household.

[SINGLE RESPONSE]

- A. Tele-work from home instead of working at the employer's location
- B. Reduce weekly working hours
- C. Go on a furlough or temporary leave from a job
- D. Get laid-off from or lose a job
- E. Lose income, savings, or other financial support
- F. Lose or reduce health insurance benefits
- G. Miss or have difficulty paying monthly bills
- H. Have difficulty affording basic needs like food, medical care, cleaning products, etc.
- I. Need a COVID-19 coronavirus test
- J. Get sick from the COVID-19 coronavirus
- K. Take on additional responsibilities caring for child(ren), senior, or disabled or medically ill household members
- L. Apply for any type of financial assistance that you don't have to pay back from local, state, or federal governments, nonprofit organizations, family/friends, or others
- M. Apply or ask for loans or other types of financial support that you will have to pay back from banks, financial lenders, family or friends, or others

[RESPONSE OPTIONS]

1. Has already happened
2. Has not already happened but will likely happen soon during the next few weeks or months
3. Has not already happened and will not likely happen anytime soon
97. Not applicable to my household

[RBQ8] [ASK ALL]

How often would you say you watch, listen, read, or use each of the following media sources, on average?

Source [RANDOMIZE A-L]	1. Never	2. Less than once a month	3. Once to several times a month	4. Once to several times a week	5. Once a day or more	98. Don't Know
A. Broadcast TV (ABC, CBS, PBS, MSNBC, etc.)						
B. TV Network websites or apps (ABC, CBS, PBS, MSNBC, etc.)						
C. AM/FM/Satellite radio stations						
D. Radio or music streaming websites or apps						
E. Podcast websites or apps						
F. Print newspapers						
G. Newspaper websites or apps						
H. Print magazines (Economist, Cosmopolitan, Atlantic, National Review, People, Vanity Fair, etc.)						
I. Magazine websites or apps (Economist, Cosmopolitan, Atlantic, National Review, People, Vanity Fair, etc.)						
J. Online video streaming services (Netflix, Hulu, Amazon Prime, YouTube, etc.)						
K. Online social media websites or apps (Facebook, Twitter, Instagram, Tik Tok, LinkedIn, Reddit, Pinterest, Twitch, SnapChat, etc.)						
L. Email newsletters						

Demographics

[ASK ALL]

Q43. [D8] Which of the following best describes your home/residence? [RESPONSE REQUIRED]

[SINGLE RESPONSE]

1. Single-family detached home (Not a duplex, townhome, or apartment; attached garage is OK)

2. Single family attached home (includes townhouse)
3. Mobile home
4. Apartment or condominium with 1 unit
5. Apartment or condominium with 2-3 units
6. Apartment or condominium with 4-9 units
7. Apartment or condominium with 10 or more units
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

[ASK ALL]

Q44. [D20] What is the primary language spoken in your home? [RESPONSE REQUIRED]

[SINGLE RESPONSE]

1. English
2. Spanish
3. Mandarin
4. Cantonese
5. Tagalog
6. Korean
7. Vietnamese
8. Russian
9. Japanese
96. Other, please specify: [OPEN-ENDED RESPONSE]

[ASK ALL]

Q45. [D21] Does anyone in your household have the following medical conditions? *Please select all that apply.* [RESPONSE REQUIRED]

[MULTIPLE RESPONSE]

1. Deaf or serious hearing issue
2. Blind or serious difficulty seeing even when wearing glasses
3. Serious difficulty concentrating, remembering, making decisions
4. Serious difficulty walking or climbing stairs
5. Serious difficulty dressing or bathing
6. 15 years or older who have serious difficulty doing errands alone such as visiting a doctor's office or shopping
7. None of the above [EXCLUSIVE]

[ASK ALL]

Q46. [D22] Do you spend more than half of your yearly income on housing costs? *Housing costs include rent payments, mortgage payments, utility bills, condominium fees, real estate taxes, and home insurance premiums.* [RESPONSE REQUIRED]

[SINGLE RESPONSE]

1. Yes
2. No
98. Don't know

[ASK IF Q24=1]

Q47. [D3] Do you pay your own electric bill or is it included in your rent?

1. Pay bill
2. Included in rent

[ASK IF Q24=1 AND Q42<>97]

Q48. [D4] Do you pay your own gas bill or is it included in your rent?

1. Pay bill
2. Included in rent
3. Don't have gas service to my home

CL1. Thank you for taking the time to complete this survey. We appreciate your responses.

SPANISH TRANSLATIONS FOR ADDED QUESTIONS:

[RQB5] [ASK ALL]

[IF Q41 AND Q42 = 1, 2, 3, OR 4] {El programa de Asistencia de Ahorro de Energía de} {PIPE IN RESPONSE FROM Q41 AND "y" Q42}}

[IF Q41 > 3 AND Q42 > 4] {El programa de Asistencia de Ahorro de Energía}

, o ESA por sus siglas en inglés, ofrece una evaluación energética gratuita e instalación de equipos y electrodomésticos que ahorran energía en los hogares de los clientes elegibles. ¿Ha oído hablar del programa ESA antes de hoy?

[RESPUESTA ÚNICA]

1. Sí
2. No
3. No sé

[RQB6] [ASK ALL]

[IF Q41 AND Q42 = 1, 2, 3, OR 4, {PIPE IN RESPONSE FROM Q41 AND "y" Q42} {ofrece}}

[IF Q41 > 3 AND Q42 > 4, {"Algunas compañías de servicios públicos ofrecen..."}]

un programa de descuento de la tarifa de energía que proporciona hasta un 35% de descuento en las facturas mensuales de energía de los clientes que son elegibles de acuerdo con los ingresos anuales de su hogar y el número de miembros en el hogar. El programa se llama California Alternate Rates for Energy (Tarifas Alternativas de Energía para California), o CARE por sus siglas en inglés. ¿Ha oído hablar del programa de descuento CARE antes de hoy?

[RESPUESTA ÚNICA]

1. Sí
2. No
3. No sé

[RQB7] [ASK ALL]

La situación del coronavirus COVID-19 puede afectar a los hogares de múltiples maneras. Para cada una de las siguientes opciones, por favor indique si ya ha sucedido en su hogar, si espera que suceda en las próximas semanas o meses, si no espera que suceda pronto, o si no se aplica a su hogar.

[RESPUESTA ÚNICA]

- A. Teletrabajo desde casa en lugar de trabajar en la ubicación del empleador
- B. Reducción de las horas de trabajo semanales
- C. Permiso o licencia temporal de un trabajo
- D. Ser despedido o perder un trabajo
- E. Perder ingresos, ahorros u otro tipo de apoyo financiero
- F. Perder o reducir los beneficios del seguro de salud
- G. No pagar o tener dificultades para pagar facturas mensuales
- H. Tener dificultades para pagar necesidades básicas como alimentos, atención médica, productos de limpieza, etc.
- I. Necesitar una prueba de coronavirus COVID-19
- J. Enfermarse con coronavirus COVID-19
- K. Asumir responsabilidades adicionales para cuidar a niños, personas mayores o discapacitadas, o personas enfermas en su hogar
- L. Solicitar cualquier tipo de asistencia financiera que usted no tenga que pagar luego de parte de gobiernos locales, estatales o federales, organizaciones sin fines de lucro, familiares/amigos u otros
- M. Solicitar o pedir préstamos u otros tipos de apoyo financiero que usted tendrá que pagar luego de parte de bancos, prestamistas financieros, familiares o amigos, u otros

[OPCIONES DE RESPUESTA]

- 1. Ya ha sucedido
- 2. No ha sucedido aún, pero es probable que suceda pronto en las próximas semanas o meses
- 3. No ha sucedido aún y no es probable que suceda pronto
- 97. No se aplica a mi hogar

[RQB8] [ASK ALL]

¿Como promedio, con qué frecuencia diría usted que mira, escucha, lee o usa cada uno de los siguientes medios de difusión?

Medios de Difusión [RANDOMIZE A-L]	1. Nunca	2. Menos de una vez al mes	3. De una a varias veces al mes	4. De una a varias veces a la semana	5. Una vez al día o más	98. No sé
A. Televisión (ABC, CBS, PBS, MSNBC, etc.)						
B. Páginas web o aplicaciones de redes de televisión (ABC, CBS, PBS, MSNBC, etc.)						
C. AM/FM/Estaciones de radio satélite						
D. Páginas web o aplicaciones de radio o de reproducción (“streaming”) de música.						
E. Páginas web o aplicaciones de podcasts						
F. Periódicos impresos						
G. Páginas web o aplicaciones de periódicos						
H. Revistas impresas (Economist, Cosmopolitan, Atlantic, National Review, People, Vanity Fair, etc.)						
I. Páginas web o aplicaciones de revistas (Economist, Cosmopolitan, Atlantic, National Review, People, Vanity Fair, etc.)						
J. Servicios de transmisión (“streaming”) en línea (Netflix, Hulu, Amazon Prime, YouTube, etc.)						
K. Páginas web o aplicaciones de redes sociales en línea (Facebook, Twitter, Instagram, Tik Tok, LinkedIn, Reddit, Pinterest, Twitch, SnapChat, etc.)						
L. Boletín informativo por correo electrónico						

CPUC Statewide Marketing Education and Outreach (ME&O): Residential Tracking Survey Wave 2, Winter 2020, FINAL

February 14, 2020

Instrument Information

Table 1. Overview of Data Collection Activity

Descriptor	This Instrument
Instrument Type	Web survey (mail – pushed to web, with call-in option in the reminders)
Estimated Time to Complete	18 minutes
Population Description	California statewide household population
Sampling Strata Definitions	Simple random sample
Population Size	Entire California residents excluding PO Boxes, vacant, seasonal, throwbacks
Contact List Size	8,500 addresses
Completion Goal(s)	Similar to W1. W1 1,285 (RR 19%)
Contact List Source and Date	MSG ABS
Type of Sampling	Random

Table 2. Research Objectives and Associated Questions

Research Objective	Research Issue	Associated Questions
Screening and quota management	CA resident, age, homeownership, electric utility, gas utility	S1-S7
Understanding the extent to which the campaign is reaching	To what extent are the campaign's slogan and logo (Do your thing, Keep it Golden) recognized?	Q1-Q2, Q7
	Unaided EUC awareness	Q3
	To what extent is the EUC brand recognized compared to other brands in the energy space?	Q4
	How familiar are Californians with EUC?	Q5
	How are Californians learning about EUC?	Q6
Understanding how EUC brand is perceived	How relevant is the mission of EUC to Californians?	Q8
	How much do Californians need EUC?	Q9
	How much is EUC trusted by Californians?	Q10
Assessing Californian's knowledge about how to save energy	How knowledgeable are Californians about how to save energy at home?	Q11
	To what extent are Californians aware of different electricity rate plans? Tiered, TOU, NEM, EV	Q16

Research Objective	Research Issue	Associated Questions
Assessing Californians perceptions, attitudes, intentions in regard to energy management	How much more energy efficient can Californians make their home?	Q22, Q25
	How concerned are Californians with managing their energy use? (For segmentation)	Q13, Q14
	How important is it to Californians to do their part to make California more energy efficient?	Q15
	How often do Californians make efforts to live in ways to reduce energy use? (For segmentation)	Q12
	How often do Californians look at utility bill/energy usage?	Q17
	How often do Californians purchase products based on the energy it uses?	Q18
	Are Californians taking EUC-targeted actions?	Q19-Q21
	How likely are Californians to make energy efficiency changes in the next 12 months?	Q23, Q27
	How many day-to-day actions do Californians think they can change?	Q29
	How likely are Californians to attempt to change their day-to-day actions in the next 12 months?	Q30
Understanding barriers Californians have to make energy efficiency upgrades	What barriers prevent Californians from making energy efficiency changes?	Q24, Q28, Q31
	How much can renters do to make their home more energy efficient?	Q26
For DDB segmentation	What motivates Californians to become more energy efficient?	Q32 (MaxDiff)
	Attitudes	Q33
Assessing access to technology and information	What is the incidence of internet use and broadband subscription among Californians?	Q34-Q35
	What is the incidence of smart phone users among Californians?	Q36
	How familiar are Californians with smart home devices?	Q37
Demographics	Housing type, years lived in the current residence, the number of full-time residents, house vintage, house size, education, employment status, affiliated political party, political leaning, ethnicity, language spoken at home, disabled household members (deaf, blind, other physical, mental, emotion challenges), proportion of housing cost to household income, household income	Q38-Q54

Instrument

Introduction (Landing Page)

Thank you for taking the time to complete this survey. The California Public Utilities Commission (CPUC) will use the results to help California meet its future energy needs so it is very important that we hear from households like yours.

CPUC has partnered with Opinion Dynamics, an independent research firm, to administer the survey. If you have any questions or technical difficulties with the survey, you may contact Morgan Parker at Opinion Dynamics at 1-888-308-3845 or morgan.parker@opiniondynamics.com.

Any information you provide will remain confidential.

To begin the survey, please enter your 7-digit Survey Access Code that is provided with the survey link in the letter you received.

Ingrese su código de acceso a la encuesta en el cuadro a continuación. Puede seleccionar su idioma preferido en la página siguiente.

请在下面的框中输入调查访问密码。您可以在下一页上选择您喜欢的语言。

Survey Access Code:

What is your preferred language to take this survey?

¿Cuál es su idioma preferido para realizar esta encuesta?

您參加本調查的首選語言是什麼？

1. English
2. Spanish (Español)
3. Chinese (中國)

In this survey, we will ask for your opinions and feedback about your energy usage and some energy efficiency programs available to California residents. Please be as detailed and honest as possible in your answers. We sincerely appreciate your time and effort.

Screening [ASK ALL]

S1. Do you live in the state of California? [RESPONSE REQUIRED]

1. Yes
2. No [THANK AND TERMINATE]

S2. In what year were you born? [RESPONSE REQUIRED]

1. NUMERIC RESPONSE (1910-2002) [THANK AND TERMINATE IF GREATER THAN 2002]

S3. Do you rent or own your home?

1. Rent
2. Own
3. Other (specify)

[ASK IF S3=1]

S4. Do you pay your own electric bill or is it included in your rent?

1. Pay bill
2. Included in rent

[ASK IF S3=1]

S5. Do you pay your own gas bill or is it included in your rent?

1. Pay bill
2. Included in rent
3. Don't have gas service to my home

[ASK IF S4 <> 2]

S6. Do you receive an electric bill from any of the following service providers?

1. Pacific Gas and Electric Company (PG&E)
2. Southern California Edison (Edison/SCE)
3. San Diego Gas & Electric (SDG&E)
96. Another provider, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

[ASK IF S5 <> 2-3]

S7. Who provides gas service to your home?

1. Pacific Gas and Electric Company (PG&E)
2. Southern California Gas (SoCalGas/SCG)
3. San Diego Gas & Electric (SDG&E)
4. Southern California Edison (Edison Catalina)
96. Another provider, please specify: [OPEN-ENDED RESPONSE]
97. None / don't have gas
98. Don't know

TERMINATE TEXT: "Unfortunately you do not qualify for this survey. Thank you for your time."

Slogan Awareness

[ASK ALL]

Q1. Do you recognize the advertising slogan *Keep It Golden*?



[SINGLE RESPONSE]

- 1. Yes
- 2. No
- 98. Don't know

[ASK IF Q1=1]

Q2. What brand is associated with the *Keep It Golden* slogan?



- 1. [OPEN-ENDED RESPONSE]
- 98. Don't know

Brand Awareness

[ASK ALL]

Q3. When you think of brands, campaigns, or initiatives that encourage Californians to save energy, which ones come to mind? [Up to 5 responses]

- 1. [OPEN-ENDED RESPONSE]
- 2. None
- 98. Don't know

[ASK ALL]

Q4. Below is a list of several brands, organizations, or campaigns. For each one, please tell us if you have heard of it before today.

[MATRIX QUESTION, RANDOMIZE ALL ITEMS]

[LOGIC]	Response Text	1 Yes	2 No
	A. Energy Upgrade California	<input type="radio"/>	<input type="radio"/>
	B. Go Solar California	<input type="radio"/>	<input type="radio"/>
	C. ENERGY STAR	<input type="radio"/>	<input type="radio"/>
	D. Save Our Water	<input type="radio"/>	<input type="radio"/>
	E. Flex Your Power	<input type="radio"/>	<input type="radio"/>
	F. Green Deal California	<input type="radio"/>	<input type="radio"/>
	G. Flex Alert	<input type="radio"/>	<input type="radio"/>

[ASK IF Q4A=1]

Q5. How familiar are you with **Energy Upgrade California**?

[SINGLE RESPONSE]

1. Extremely familiar
2. Very familiar
3. Somewhat familiar
4. A little familiar
5. I have only heard the name
98. Don't know

[ASK IF Q4A=1]

Q6. Where did you see or hear something about **Energy Upgrade California**? Select all that apply.

[MULTIPLE RESPONSE, RANDOMIZE ITEMS 1-9]

1. A website
2. An advertisement on television
3. A video advertisement on a streamed online service (YouTube, Netflix, Hulu, etc.)
4. An outdoor display such as a billboard or a bus shelter
5. An advertisement on the radio
6. Friends or family
7. A local event such as a festival or community fair or parade
8. A community group or non-profit agency in your community
9. An article in the newspaper
10. Social media (Facebook, Twitter, Instagram, etc.)
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know [EXCLUSIVE]

[ASK ALL]

Q7. Have you ever seen this logo? [ALLOW SKIP ON THIS QUESTION]



[SINGLE RESPONSE]

1. Yes
2. No
98. Don't know

Brand Attitudes

Energy Upgrade California is a statewide campaign with a mission to help Californians better manage their energy use by providing tools, knowledge, and inspiration. The campaign is a partnership between the State of California, utilities, regional energy networks, local governments, community choice aggregators, businesses, and non-profits.

Now that you know more about Energy Upgrade California, we would like your opinion about the campaign and its mission.

[ASK ALL]

Q8. How relevant is the mission of Energy Upgrade California for you?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all
98. Don't know

[ASK ALL]

Q9. How much do you think the people of California need a campaign like Energy Upgrade California?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all
98. Don't know

[ASK ALL]

Q10. How much do you think you can trust Energy Upgrade California to do the right thing for the people of California?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all
98. Don't know

Energy Management Mindset

[ASK ALL]

Q11. How knowledgeable would you say you are about saving energy in your home?

[SINGLE RESPONSE]

1. Extremely
2. Moderately
3. Somewhat
4. Slightly
5. Not at all
98. Don't know

[ASK ALL]

Q12. How often, if ever, do you make an effort to live in ways that reduce your energy use?

[SINGLE RESPONSE]

1. All the time
2. Some of the time
3. Rarely
4. Never
98. Don't know

[SPLIT SAMPLE RANDOMLY TO A1 AND A2]

[ASK IF SPLIT SAMPLE = A1; LEAST FILL BASED ON COMPLETES AND IN-PROGRESS]

Q13. How concerned are you about managing your energy use as you go about your daily life?

[SINGLE RESPONSE]

1. Very concerned
2. Moderately concerned
3. Slightly concerned
4. Not at all concerned
98. Don't know

[ASK IF SPLIT SAMPLE = A2; LEAST FILL BASED ON COMPLETES AND IN-PROGRESS]

Q14. Would you describe yourself as particularly concerned or not particularly concerned about managing your energy use as you go about your daily life?

[SINGLE RESPONSE]

1. Particularly concerned
2. Not particularly concerned
98. Don't know

[ASK ALL]

Q15. How important is it for your household to do its part in making California more energy efficient?

[SINGLE RESPONSE]

1. Very important
2. Somewhat important
3. Slightly important
4. Not at all important
98. Don't know

[ASK ALL]

Q16. Please tell us if you have heard of each of the following home electricity rate plans.

[MATRIX QUESTION, RANDOMIZE ALL ITEMS]

[LOGIC]	Response Text	1 Yes	2 No
	A. Tiered rate plan: Your price for electricity will increase over the month if you use more than a certain amount of electricity	<input type="radio"/>	<input type="radio"/>
	B. Time-of-Use or T-O-U or time-varying rate plan: You pay a different price for electricity depending on the time of day you use that electricity	<input type="radio"/>	<input type="radio"/>
	C. Net Energy Metering or NEM: The rate plan for customers who have rooftop solar and are still connected to the grid	<input type="radio"/>	<input type="radio"/>
	D. Electric Vehicle or EV rate plan: Has lower prices during the night and morning hours when demand is lowest, making this the best time to charge a vehicle	<input type="radio"/>	<input type="radio"/>

[ASK ALL]

Q17. How often does someone in your household look at your household’s utility bill or energy usage to see if you used more or less energy than usual?

[SINGLE RESPONSE]

1. More than once a month
2. Every month
3. Most months but not every month
4. Every few months
5. About once a year
6. Never, we just pay the bill
98. Don't know

[ASK ALL]

Q18. When purchasing products that use energy such as electronics or household appliances, how often does the amount of energy used by the product influence your decision about which product to buy?

[SINGLE RESPONSE]

1. Always
2. Most of the time
3. Sometimes
4. Rarely
5. Never
98. Don't know

[ASK ALL]

Q19. How often do you take each of the following actions?

[MATRIX QUESTION]

[LOGIC] Item	1 Never	2 Rarely	3 Sometimes	4 Often	5 Almost always	98 Don't know	99 Not applicable
A. Turning off lights when not used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>	<input type="radio"/>

B. Unplugging power cords or appliances when not being used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>	<input type="radio"/>
C. Using advanced or smart power strip to save energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>	<input type="radio"/>
D. Adjusting the heat or AC a few degrees to save energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>	<input type="radio"/>
E. Washing laundry on cold water cycle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>	<input type="radio"/>
F. Setting electronic devices (desktop, mobile, tablet, TV) to energy-saving modes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			<input type="radio"/>	<input type="radio"/>

[ASK ALL]

Q20. Approximately what percent of the light bulbs in your house (including exterior lights) have been switched to LED light bulbs?




[SINGLE RESPONSE]

- 1. 0% to less than 25%
- 2. 25% to less than 50%
- 3. 50% to less than 75%
- 4. 75% to 100%
- 98. Don't know

[ASK ALL]

Q21. Which of the following types of thermostats do you currently have in your home? Select all that apply.

[MULTIPLE RESPONSE]

<p>1. Standard/manual thermostat Allows the user to set the temperature and adjust it up or down as desired by manually turning a dial or moving a lever; the temperature setting only changes when the user adjusts the thermostat.</p>	
<p>2. Programmable thermostat Uses the built-in calendar and clock to adjust the temperature according to programmed settings by day and time but are <u>not</u> Wi-Fi-connected. These thermostats are also called “setback thermostats” or “clock thermostats”.</p>	
<p>3. Smart thermostat (Wi-Fi-connected) In addition to doing everything a programmable thermostat does, these thermostats connect to the Internet and allow the user to adjust the temperature through smartphones or tablets. Some also automatically tailor settings based on occupant preferences, heating system type, home energy profile, and outdoor temperature.</p>	
<p>4. Other, please specify: [OPEN END TEXT]</p>	
<p>5. None, I don't have a thermostat in my home [EXCLUSIVE]</p>	
<p>98. Don't know [EXCLUSIVE]</p>	

[ASK IF S3=2]

Q22. Next, think about how much more energy efficient you could make your home. Please consider physical upgrades you could make to your home’s lighting, appliances, electronics, heating and cooling systems, and building shell items such as windows and insulation. Could you change...?

[SINGLE RESPONSE]

1. A lot of things
2. Some things
3. A few things
4. My home is already as energy efficient as possible
98. Don't know

[ASK IF S3=2 AND Q22 <> 4]

Q23. How likely or unlikely are you to make changes to your home to make it more efficient in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely
98. Don't know

[ASK IF S3=2 AND Q23=3-4]

Q24. Why are you unlikely to try to make your home more energy efficient? Select all that apply.

[MULTIPLE RESPONSE, RANDOMIZE ITEMS 1-5]

1. The upfront costs of the improvements would be too high
2. The energy savings are not big enough to justify the costs
3. Improvements to my home would not bring a return on investment
4. I plan to sell my home soon
5. I am waiting for appliances/equipment to fail before making changes
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know [EXCLUSIVE]

[ASK IF S3=1]

Q25. Next, think about how much more energy efficient you and/or your landlord could make your home. Please consider physical upgrades that could be made to your home's lighting, appliances, electronics, heating and cooling systems, and building shell items such as windows and insulation. Could you and/or your landlord change...?

[SINGLE RESPONSE]

1. A lot of things
2. Some things
3. A few things
4. My home is already as energy efficient as possible
98. Don't know

[ASK IF S3=1 AND Q25 <> 4]

Q26. How many of the changes to make your home more efficient are things that you could do versus things your landlord would need to do?

[SINGLE RESPONSE]

1. Most are things my landlord would need to do
2. Some are things that I could do and some are things my landlord could do
3. Most are things that I could do
98. Don't know

[ASK IF S3=1 AND Q26=2-3]

Q27. How likely or unlikely are you to make your home more efficient in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely
98. Don't know

[ASK IF S3=1 AND Q27=3-4]

Q28. Why are you unlikely to try to make your home more energy efficient? Select all that apply.

[MULTIPLE RESPONSE, RANDOMIZE ITEMS 1-4]

1. The upfront costs of the improvements would be too high
2. The energy savings are not big enough to justify the costs
3. As a renter, it isn't worth the investment
4. I plan to move soon
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

[ASK ALL]

Q29. Now, how many of your day-to-day actions could you change to save energy if you tried? Please consider possible changes at home with how you use lighting, appliances, electronics, and heating and cooling systems.

[SINGLE RESPONSE]

1. I have a lot that I could change
2. I have some things I could change
3. I have a few things I could change
4. I have already done all that I can do
98. Don't know

[ASK IF Q29 <> 4]

Q30. How likely or unlikely are you to attempt to change your day-to-day actions to save energy in the next 12 months?

[SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely
98. Don't know

[ASK IF Q30=3-4]

Q31. Why are you unlikely to change your actions to save energy? Select all that apply.

[MULTIPLE RESPONSE, RANDOMIZE ITEMS 1-6]

1. My energy bill is not high enough that I feel the need to make changes to my life
2. It's not convenient
3. I often forget even though I'd like to do more
4. My actions alone aren't enough to make a difference in the world
5. I can't control the actions of others in my household and/or don't have control over most things that use energy
6. I would be uncomfortable in my home if I made any more changes
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

Segmentation Typing Tool

[ASK ALL]

Q32. [SHOWN ON FIRST CHOICE SET SCREEN] Now, we are going to show you several pairs of reasons for why you may want to personally become more energy efficient.

For each pair, we'd like you to pick the one reason that is more important. We'll go through this activity multiple times to determine what matters most to you.

Which of these reasons to become more energy efficient is more important to you? [INSTRUCTION: ACCEPT ONE ANSWER PER SET.]

[SHOWN FOR EACH ADDITIONAL CHOICE SET] Please pick the one reason that is more important for why you may want to personally become more energy efficient. [ON CHOICE SET 7, ADD: We're almost done, there are just six more pairs left to choose among.] [ALLOW SKIPS FOR SETS 8-13]

[13 SEPARATE SINGLE RESPONSE QUESTIONS – ONE QUESTION PER PAGE]

Desire to help lower carbon emissions	1
Cost savings on energy bill	
Being true to my values	2
Making my home more comfortable (i.e. warmer, dryer, cooler, etc.)	
Being a responsible, thoughtful human	3
Cost savings on energy bill	
Passing responsible values to my family/children	4
Making my home more comfortable (i.e. warmer, dryer, cooler, etc.)	
Contributing to a movement to keep my state number one in energy efficiency	5
Cost savings on energy bill	
Contributing to a movement to keep my state number one in energy efficiency	6
Being true to my values	
Helping my state set an example that can be replicated by other states and nations	7
Making my home more comfortable (i.e. warmer, dryer, cooler, etc.)	
Helping my state set an example that can be replicated by other states and nations	8
Passing responsible values to my family/children	
Helping my state meet its 2030 goals of 50% renewable energy and 40% less carbon emissions	9
Making my home more comfortable (i.e. warmer, dryer, cooler, etc.)	
Helping my state meet its 2030 goals of 50% renewable energy and 40% less carbon emissions	10
Making my home safer (e.g. replacing old/faulty appliances, eliminating dust, etc.)	
Helping my state meet its 2030 goals of 50% renewable energy and 40% less carbon emissions	11
Being a responsible, thoughtful human	
Helping my state meet its 2030 goals of 50% renewable energy and 40% less carbon emissions	12
Not being wasteful	
Not leaving energy issues to the next generation	13
Upgrading my home with technology that can help reduce my energy consumption	

[ASK ALL]

Q33. How well does each of the following statements describe you?

[MATRIX QUESTION]

[RANDOMIZE ALL ITEMS]	5 Strongly agree	4 Somewhat agree	3 Neither	2 Somewhat disagree	1 Strongly disagree
A. Environmental challenges like climate change are important issues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. It is important for others to see me as environmentally conscious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

C. We have to change our lifestyles to reduce energy consumption.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. I play an important role in making California more energy efficient.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. I am proud when I figure out ways to save a few dollars on my energy bill.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Climate change is really just a hoax propelled by politics and the media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. It takes too much effort to be energy efficient.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Access to Technology and Information

Now we have some questions about your technology use at home.

[ASK ALL]

Q34. Do you...

[MATRIX QUESTION, RANDOMIZE ALL ITEMS]

	1 Yes	2 No
A. Use the internet or email at HOME?	<input type="radio"/>	<input type="radio"/>
B. Subscribe to internet service at HOME?	<input type="radio"/>	<input type="radio"/>
C. Have a cell phone?	<input type="radio"/>	<input type="radio"/>

[ASK IF Q34_B=1]

Q35. Do you subscribe to a dial-up internet service at home OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?

[SINGLE RESPONSE]

1. Subscribe to a dial-up internet service
2. Subscribe to high speed broadband service
98. Don't know

[ASK IF Q34_C=1]

Q36. Is your cell phone a smartphone such as an iPhone, Android, Blackberry, or Windows phone?

[SINGLE RESPONSE]

1. Yes
2. No
98. Don't know

[ASK ALL]

Q37. How familiar are you with smart home devices? *Smart home devices are electronic versions of household products (i.e. TVs, thermostats, sensors, cameras, light switches, speakers) that are usually connected to the internet and have advanced features including being able to be controlled or monitored remotely through a smartphone, tablet, computer (laptop or desktop), or voice assistant.*

[SINGLE RESPONSE]

1. Have heard of them and know a lot about them but do not own one
2. Have heard of them before but don't know much about them
3. Have never heard of them before
4. My household owns a smart home device
98. Don't know

Demographics

[ASK ALL]

Q31a. How important is being a Californian to your identity?

[SINGLE RESPONSE]

1. Extremely important
2. Moderately important
3. Somewhat important
4. Slightly important
5. Not at all important
98. Don't know

[ASK ALL]

Q31b. How much do you feel strong ties to Californians as a group?

[SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all
98. Don't know

[ASK ALL]

Q39a. Approximately how many total years have you lived in the state of California? If you have lived in California for less than one year, please enter a 0.

[SINGLE RESPONSE]

1. My entire life
2. _____ Years [NUMERIC BETWEEN 0 and 110]
98. Don't know

[ASK ALL]

Q38. Which of the following best describes your home/residence?

[SINGLE RESPONSE]

1. Single-family detached home (Not a duplex, townhome, or apartment; attached garage is OK)
2. Single family attached home (includes townhouse)
3. Mobile home
4. Apartment or condominium (includes multifamily home)

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know

[ASK IF Q38=4]

Q39. How many housing units are in your building?

[SINGLE RESPONSE]

- 1. 1
- 2. 2 to 3
- 3. 4 to 9
- 4. 10 or more
- 98. Don't know

[ASK ALL]

Q40. How long have you lived in this residence?

[SINGLE RESPONSE]

- 1. Less than 1 year
- 2. 1 to 3 years
- 3. 4 to 10 years
- 4. 11 to 20 years
- 5. More than 20 years
- 98. Don't know

[ASK ALL]

Q41. Including yourself, how many people currently live in your residence year-round?

[SINGLE RESPONSE]

- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9
- 10. 10 or more
- 98. Don't know

[ASK ALL]

Q42. Approximately when was your residence first built?

[SINGLE RESPONSE]

- 1. Before 1950
- 2. 1950 to 1959
- 3. 1960 to 1969
- 4. 1970 to 1979
- 5. 1980 to 1989

6. 1990 to 1999
7. 2000 to 2005
8. 2006 to 2009
9. 2010 or later
98. Don't know

[ASK ALL]

Q43. Approximately how many square feet is your residence?

[SINGLE RESPONSE]

1. Less than 1,000
2. Between 1,000 and 1,999
3. Between 2,000 and 2,999
4. Between 3,000 and 3,999
5. Between 4,000 and 4,999
6. Greater than 5,000
98. Don't know

[ASK ALL]

Q44. What is your highest level of education? [RESPONSE NOT REQUIRED]

[SINGLE RESPONSE]

1. Less than a high school degree
2. High school degree
3. Technical/trade school program
4. Associates degree or some college
5. Bachelor's degree
6. Graduate / professional degree, e.g., J.D., MBA, MD, Ph.D.
98. Don't know

[ASK ALL]

Q45. What best describes your current employment status? [RESPONSE NOT REQUIRED]

[SINGLE RESPONSE]

1. Employed full-time
2. Employed part-time
3. Retired
4. Not employed, but actively looking
5. Not employed, and not looking
98. Don't know

[ASK ALL]

Q46. In politics today, do you consider yourself a Republican, Democrat, Independent, or something else?
[RESPONSE NOT REQUIRED]

[SINGLE RESPONSE]

1. Republican
2. Democrat

- 3. Independent
- 4. No preference
- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know

[ASK ALL]

Q47. Generally speaking, would you describe your political views as very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal? [RESPONSE NOT REQUIRED]

[SINGLE RESPONSE]

- 1. Very conservative
- 2. Somewhat conservative
- 3. Moderate
- 4. Somewhat liberal
- 5. Very liberal
- 98. Don't know

[ASK ALL]

Q48. Are you of Hispanic, Latino, or Spanish descent? [RESPONSE NOT REQUIRED]

[SINGLE RESPONSE]

- 1. Yes
- 2. No

[ASK IF Q48=2]

Q49. Which of the following describes your race? [RESPONSE NOT REQUIRED]

[MULTIPLE RESPONSE]

- 1. White or Caucasian
- 2. Black or African American
- 3. American Indian or Alaskan Native
- 4. Chinese
- 5. Korean
- 6. Vietnamese
- 7. Japanese
- 8. Filipino
- 9. Native Hawaiian
- 10. Guamanian or Chamorro
- 11. Samoan
- 12. Other Asian
- 13. Other Pacific Islander
- 96. Other, please specify: [OPEN-ENDED RESPONSE]

[ASK ALL]

Q50. What is the primary language spoken in your home? [RESPONSE NOT REQUIRED]

[SINGLE RESPONSE]

- 1. English
- 2. Spanish

3. Mandarin
4. Cantonese
5. Tagalog
6. Korean
7. Vietnamese
8. Russian
9. Japanese
96. Other, please specify: [OPEN-ENDED RESPONSE]

[ASK ALL]

Q51. Does anyone in your household have the following medical conditions? Please select all that apply.
[RESPONSE NOT REQUIRED]

[MULTIPLE RESPONSE]

1. Deaf or serious hearing issue
2. Blind or serious difficulty seeing even when wearing glasses
3. Serious difficulty concentrating, remembering, making decisions
4. Serious difficulty walking or climbing stairs
5. Serious difficulty dressing or bathing
6. 15 years or older who have serious difficulty doing errands alone such as visiting a doctor's office or shopping
7. None of the above [EXCLUSIVE]

[ASK ALL]

Q52. Do you spend more than half of your yearly income on housing costs? *Housing costs include rent payments, mortgage payments, utility bills, condominium fees, real estate taxes, and home insurance premiums.* [RESPONSE NOT REQUIRED]

[SINGLE RESPONSE]

1. Yes
2. No
98. Don't know

[ASK ALL]

Q53. What was your annual household income from all sources in 2019, before taxes? [RESPONSE NOT REQUIRED]

[SINGLE RESPONSE]

1. Less than \$20,000 per year
2. \$20,000 to \$29,999
3. \$30,000 to \$39,999
4. \$40,000 to \$49,999
5. \$50,000 to \$59,999
6. \$60,000 to \$74,999
7. \$75,000 to \$99,999
8. \$100,000 to \$149,999
9. \$150,000 to \$199,999
10. \$200,000 or more
98. Don't know

[ASK IF Q53=1]

Q54. Is it . . .? [RESPONSE NOT REQUIRED]

[SINGLE RESPONSE]

- 1. Less than \$10,000
- 2. \$10,000 to \$14,999
- 3. \$15,000 to \$19,999
- 98. Don't know

CL1. Thank you for your participation in this important study. To be eligible to receive your \$10 emailed gift card, please provide the information below. You can use the gift card with dozens of popular retailers such as Target, Amazon, Lowe’s, Walmart, and many others. If you do not wish to receive a gift card, please check the box below and leave all other fields blank. **[PHONE INTERVIEWER NOTE: IF RESPONDENT DOES NOT HAVE AN EMAIL ADDRESS AND DOES WANT A GIFT CARD, ENTER “MAIL CARD” IN THE NAME FIELD AND MAIL.CARD@MAIL.COM IN THE EMAIL ADDRESS FIELD, AND LET THEM KNOW WE WILL MAIL THEM A CARD INSTEAD TO THE SAME ADDRESS WHERE THEY RECEIVED OUR SURVEY LETTER.]**

Please allow 6-8 weeks for processing and delivery of the gift cards.

- 1. Name [Text box]
- 2. Email Address [text box]
- 99. No gift card

CL2. Thank you for taking the time to complete this survey. We appreciate your responses.

CPUC Statewide Marketing Education and Outreach (ME&O): COVID-19 Customer Support Campaign Effectiveness Survey, FINAL

May 14, 2020

Instrument Information

Table 1. Overview of Data Collection Activity

Descriptor	This Instrument
Instrument Type	Web survey via YouGov Panel
Estimated Time to Complete	15 minutes
Population Description	California statewide household population
Sampling Strata Definitions	28% Households that speak Spanish as their primary language, 72% primary English-speaking households, the survey will be offered in both Spanish and English
Population Size	Entire population of California residents
Completion Goal(s)	2,000
Contact List Source and Date	YouGov Panel
Type of Sampling	Non-probability Opt-in

Table 2. Research Objectives and Associated Questions

Research Objective	Research Issue	Associated Questions
Screening and quota management	CA resident, electric utility, gas utility	0-S6
Understanding the extent to which the COVID-19 Customer Support Campaign is reaching Californians	Are Californians aware that their bills might increase?	Q7- Q11
	Have Californians seen or heard anything about how to save energy at home while sheltering in place?	Q1- Q3
	Do Californians recall seeing COVID-19 Customer Support Campaign assets?	Q12- Q13
	Where are Californians learning about tips to save energy at home while sheltering in place?	Q2
Understanding the extent to which the EUC is reaching Californians	How are Californians learning about EUC?	Q20
	To what extent is the EUC brand recognized compared to other brands in the energy space?	Q19
	To what extent are the campaign's slogan and logo (Do your thing, Keep it Golden) recognized?	Q17- Q18
Assessing Californian's reactions to the COVID-19	How does the campaign content and messaging make Californians feel? (e.g. comforted, annoyed)	Q14- Q15

Research Objective	Research Issue	Associated Questions
Customer Support Campaign Content and messaging	What are customers' attitudes towards what the state is asking them to do?	Q16
Understanding how the EUC brand is perceived	How much do Californians need EUC?	Q22
	How much is EUC trusted by Californians?	Q23
	How relevant is the mission of EUC to Californians?	Q21
Assessing Californians perceptions, attitudes, intentions in regard to energy management	How much more energy efficient can Californians make their home?	Q27
	How concerned are Californians with managing their energy use?	Q25
	How important is it to Californians to do their part to make California more energy efficient?	Q26
	How often do Californians make efforts to live in ways to reduce energy use?	Q24
	Are Californians taking COVID-19 Customer Support Campaign-targeted actions?	Q3-Q4
	How likely are Californians to make energy efficiency changes in the next 12 months?	Q28
	Did customers who recall seeing the COVID-19 Support Campaign-promoted tips take action?	Q4
	How many day-to-day actions do Californians think they can change?	Q30
	How likely are Californians to attempt to change their day-to-day actions in the next 12 months?	Q31
Understanding barriers Californians face to making energy efficiency upgrades	What barriers prevent Californians from making energy efficiency changes?	Q29, Q32
Media Consumption	What are Californians' media consumption habits during this time? Which information sources do Californians trust?	Q33- Q36
COVID-19 Covariates	How has the COVID-19 Pandemic impacted Californians? (These questions will be used as co-variates to help understand changes in key metrics)	Q37, Q38 Q39- Q48
Demographics	Housing type, years lived in the current residence, the number of full-time residents, house vintage, house size, education, employment status, affiliated political party, political leaning, ethnicity, language spoken at home, disabled household members (deaf, blind, other physical, mental, emotion challenges), household income, homeownership	Q49-Q53

Instrument

Introduction (Landing Page)

Thank you for agreeing to participate in this survey. The California Public Utilities Commission hired Opinion Dynamics, an independent third-party research company, to conduct this study. Your responses will be kept confidential and your identity will not be revealed. If you have only a short amount of time right now, you may complete part of the survey and come back to it where you left off when you have more time.

In this survey, we will ask for your opinions and feedback about your energy management practices and some advertisements you may have seen. Please be as detailed and honest as possible in your answers. We sincerely appreciate your time and effort.

What is your preferred language to take this survey?

¿Cuál es su idioma preferido para realizar esta encuesta?

1. English
2. Spanish (Español)

Screening [ASK ALL]

[This is shown in YouGov's initial screeners]

S1. Do you live in the state of California?

1. Yes
2. No [THANK AND TERMINATE]

S2. In what year were you born?

1. NUMERIC RESPONSE (1910-2002) [THANK AND TERMINATE IF GREATER THAN 2002]

[ASK IF RESPONDENT IS A RENTER]

S3. Do you pay your own electric bill or is it included in your rent?

1. Pay bill
2. Included in rent

[ASK IF RESPONDENT IS A RENTER]

S4. Do you pay your own gas bill or is it included in your rent?

1. Pay bill
2. Included in rent
3. Don't have gas service to my home

[ASK IF 1.S3<> 2]

S5. Do you receive an electric bill from any of the following service providers?

1. Pacific Gas and Electric Company (PG&E)
2. Southern California Edison (Edison/SCE)
3. San Diego Gas & Electric (SDG&E)

- 96. Another provider, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know

[ASK IF 2.S4 <> 2-3]

- S6. Who provides gas service to your home?
- 1. Pacific Gas and Electric Company (PG&E)
 - 2. Southern California Gas (SoCalGas/SCG)
 - 3. San Diego Gas & Electric (SDG&E)
 - 96. Another provider, please specify: [OPEN-ENDED RESPONSE]
 - 97. None / don't have gas
 - 98. Don't know

TERMINATE TEXT: "Unfortunately you do not qualify for this survey. Thank you for your time."

COVID-19 Customer Support Campaign Reach

INTRO. These next few questions are about your household's energy usage and concerns since the California statewide shelter-in-place order took effect on March 19, 2020 in response to the coronavirus, or COVID-19, pandemic. The order directs all non-essential employees to remain in a place of shelter except to go out for essential services like food shopping, pharmacies, health care, banking, laundry services, government services, and the like. Essential employees can also go to work.

[ASK ALL]

- Q1. Have you seen or heard anything about how to save energy at home since California's shelter-in-place order took effect on March 19?

[SINGLE RESPONSE]

- 1. Yes
- 2. No
- 98. Don't know

[ASK IF Q1=1]

- Q2. Where have you seen or heard tips about how to save energy at home since California's March 19th shelter-in-place order? *Please select all that apply.*

[MULTIPLE RESPONSE, RANDOMIZE ITEMS 1-8]

- 1. A website
- 2. An advertisement on television
- 3. A video advertisement on a streamed online service (YouTube, Netflix, Hulu, etc.)
- 4. An advertisement on the radio
- 5. Friends or family
- 6. A community group or non-profit agency in your community
- 7. A newspaper
- 8. Social media (Facebook, Instagram, etc.)
- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know [EXCLUSIVE]

[ASK IF Q1=1]

Q3. Since March 19, have you seen or heard about any of the following tips on how to save energy at home? *Please select all that apply.*

[MULTIPLE RESPONSE; RANDOMIZE 1-8]

1. Unplugging power cords or devices when not being used
2. Turning down the brightness on the screens of your electronic devices
3. Set heat to 68 degrees or lower
4. Putting your computer in sleep mode or shutting it down when not in use
5. Setting electronic devices (desktop, mobile, tablet, TV) to eco-friendly modes
6. Letting the sun light your home
7. Using an advanced or smart power strip to save energy
8. Running the dishwasher only when full
9. None of the above [EXCLUSIVE]
98. Don't know [EXCLUSIVE]

[ASKIF Q3= 1 OR 2 OR 3 OR 4 OR 5 OR 6 OR 7 OR 8]

Q4. Did you take any of the following actions more frequently after seeing or hearing about them? *Please select all that apply.*

[MULTIPLE RESPONSE; RANDOMIZE 1-8]

1. [DISPLAY IF Q2=1] Unplugging power cords or devices when not being used
2. [DISPLAY IF Q2=2] Turning down the brightness on the screens of your electronic devices
3. [DISPLAY IF Q2=3] Set heat to 68 degrees or lower
4. [DISPLAY IF Q2=4] Putting your computer in sleep mode or shutting it down when not in use
5. [DISPLAY IF Q2=5] Setting electronic devices (desktop, mobile, tablet, TV) to eco-friendly modes
6. [DISPLAY IF Q2=6] Letting the sun light your home
7. [DISPLAY IF Q2=7] Using an advanced or smart power strip to save energy
8. [DISPLAY IF Q2=8] Running the dishwasher only when full
9. None of the above [EXCLUSIVE]
98. [DISPLAY TO ALL] Don't know [EXCLUSIVE]

[[ASK ALL]

Q5. How often did you take each of the following actions before the shelter-place-order on March 19?
[MATRIX QUESTION] [ROTATE ITEMS A-K]

[LOGIC] Item	1 Never	2 Rarely	3 Sometimes	4 Often	5 Almost always	98 Don't know	99 Not applicable
A. Unplugging power cords or devices when not being used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Using an advanced or smart power strip to save energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Setting heat to 68 degrees or lower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[LOGIC] Item	1 Never	2 Rarely	3 Sometimes	4 Often	5 Almost always	98 Don't know	99 Not applicable
D. Running the dishwasher only when full	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Setting electronic devices (desktop, mobile, tablet, TV) to eco-friendly modes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. On bright sunny days, turning off lights and opening blinds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. Putting your computer in sleep mode or shutting it down when not in use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H. Turning down the brightness on the screens of your electronic devices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I. Keeping the oven door closed when cooking or baking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J. Using a cooking pan that matches the size of the cooktop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
K. Washing only full loads of laundry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now we would like to ask you to think about your current habits.

[ASK ALL]

Q6. How often do you **currently** take each of the following actions? [ROTATE ITEMS A-K]

[LOGIC] Item	1 Never	2 Rarely	3 Sometimes	4 Often	5 Almost always	98 Don't know	99 Not applicable
A. Unplugging power cords or devices when not being used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Using an advanced or smart power strip to save energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Setting heat to 68 degrees or lower	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Running the dishwasher only when full	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Setting electronic devices (desktop, mobile, tablet, TV) to eco-friendly modes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. On bright sunny days, turning off lights and opening blinds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[LOGIC] Item	1 Never	2 Rarely	3 Sometimes	4 Often	5 Almost always	98 Don't know	99 Not applicable
G. Putting your computer in sleep mode or shutting it down when not in use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H. Turning down the brightness on the screens of your electronic devices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I. Keeping the oven door closed when cooking or baking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J. Using a cooking pan that matches the size of the cooktop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
K. Washing only full loads of laundry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7. Have you seen or heard anything about the impact of the shelter-in-place order on Californian’s utility bills?

[SINGLE RESPONSE]

- 1. Yes
- 2. No
- 98. Don’t know

[ASK IF Q7 =1]

Q8. What have you seen or heard about the impact of the shelter-in-place order on Californian’s utility bills?

[SINGLE RESPONSE]

- 1. Californians’ utility bills will increase
- 2. Californians’ utility bills will decrease
- 3. Californians’ utility bills will stay the same
- 98. Don’t know

[ASK ALL]

Q9. To what extent do you think your monthly energy bills will change during California’s shelter-in-place order? They will...

[SINGLE RESPONSE]

- 1. Increase a great deal
- 2. Increase quite a bit
- 3. Increase somewhat
- 4. Increase a little
- 5. No change
- 6. Decrease a little

- 7. Decrease somewhat
- 8. Decrease quite a bit
- 9. Decrease a great deal
- 98. Don't know

[IF Q9=1-4]

Q10. Why do you think your energy bills will increase during the California shelter-in-place order? *Please select all that apply.*

[MULTIPLE RESPONSE]

- 1. My household is using more energy during this time
- 2. California in general is using more energy during this time
- 3. My utility will raise my rate
- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know [EXCLUSIVE]

[IF Q9=6-9]

Q11. Why do you think your energy bill will decrease during California shelter-in-place order? *Please select all that apply.*

[MULTIPLE RESPONSE]

- 1. My household is using less energy during this time
- 2. My household will receive a credit on our utility bill
- 3. Oil prices have dropped
- 4. California in general is using less energy during this time
- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know [EXCLUSIVE]

Reactions to Campaign Content and Messaging [ASK ALL]

[CREATE VARIABLE SPLIT_SAMPLE WHERE SAMPLE IS RANDOMLY SPLIT INTO EITHER A1 OR A2]

[ASK IF SPLIT_SAMPLE = A1]

Please watch the following video:

<https://www.youtube.com/watch?v=9dqgg6UXpW4&list=PLN0R4pNnb4GHLwLZe2J04Ibk8eyoonMys>

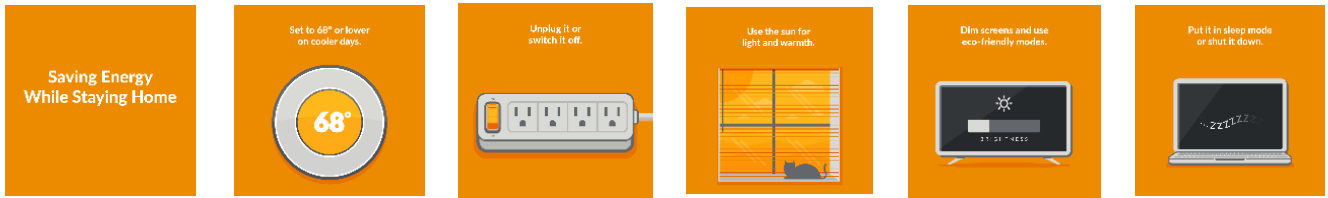
Q12. Prior to today, had you seen this video on TV or the internet?

[SINGLE RESPONSE]

- 1. Yes
- 2. No
- 3. Unsure

[ASK IF SPLIT_SAMPLE = A2; LEAST FILL BASED ON COMPLETES AND IN-PROGRESS]

Q13. Prior to today, had you seen this content on Instagram or Facebook?



[SINGLE RESPONSE]

1. Yes
2. No
3. Unsure

[ASK ALL]

Q14. After seeing the [IF SPLIT_SAMPLE = A1: video] [IF SPLIT_SAMPLE = A2: content] to what extent do you feel the following emotions? [SINGLE RESPONSE]

	1. Slightly or not at all	2. A little	3. Moderately	4. Quite a bit	5. Extremely	98 Don't know
A. Encouraged						
B. Worried						
D. Comforted						
E. Annoyed						
G. Confused						
I. Inspired						
J. Insulted						
K. Frustrated						

[ASK ALL]

Q15. How would you characterize the tips provided in this [IF SPLIT SAMPLE = A1: video] [IF SPLIT SAMPLE = A2: content]? The tips were...

[MATRIX]

Scale				
Useless (1)	(2)	(3)	(4)	Useful (5)
Confusing (1)	(2)	(3)	(4)	Understandable (5)

Scale				
Irrelevant (1)	(2)	(3)	(4)	Relevant (5)
Unreasonable (1)	(2)	(3)	(4)	Reasonable (5)
Unfair (1)	(2)	(3)	(4)	Fair (5)
Boring (1)	(2)	(3)	(4)	Interesting (5)

[ASK ALL]

Q16. To what extent do you agree or disagree with the following statement? [MATRIX QUESTION]

[RANDOMIZE ITEMS A-I]	1 Strongly disagree	2 Somewhat disagree	3 Neither	4 Somewhat agree	5 Strongly agree	98 Don't know
A. Now is <u>not</u> the time to ask Californians to save energy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. I can't save more energy without being uncomfortable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Californians have already experienced too much to be expected to save more energy at this time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Climate change is really just a hoax propelled by politics and the media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. I am already doing all that I can do to conserve energy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. I believe that my electricity provider wouldn't ask me to save energy unless they really needed me to.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. Environmental challenges like climate change are important issues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H. By saving energy, I will be helping others in my community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I. I want to save more energy to reduce my bills during this time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Energy Upgrade California Brand Awareness

[ASK ALL]

Q17. Do you recognize the advertising slogan *Keep It Golden*?



[SINGLE RESPONSE]

- 1. Yes
- 2. No
- 98. Don't know

[ASK IF Q17=1]

Q18. What brand is associated with the *Keep It Golden* slogan?



- 1. [OPEN-ENDED RESPONSE]
- 98. Don't know

[ASK ALL]

Q19. Below is a list of several brands, organizations, or campaigns. For each one, please tell us if you have heard of it before today.

[MATRIX QUESTION, RANDOMIZE ALL ITEMS]

[LOGIC]	Response Text	1 Yes	2 No
	A. Energy Upgrade California	<input type="radio"/>	<input type="radio"/>
	B. Go Solar California	<input type="radio"/>	<input type="radio"/>
	C. ENERGY STAR	<input type="radio"/>	<input type="radio"/>
	D. Save Our Water	<input type="radio"/>	<input type="radio"/>
	E. Flex Your Power	<input type="radio"/>	<input type="radio"/>
	F. Green Deal California	<input type="radio"/>	<input type="radio"/>
	G. Flex Alert	<input type="radio"/>	<input type="radio"/>

[ASK IF Q19_A=1]

Q20. Where did you see or hear something about **Energy Upgrade California**? Please select all that apply.

[MULTIPLE RESPONSE, RANDOMIZE ITEMS 1-10]

- 1. A website
- 2. An advertisement on television
- 3. A video advertisement on a streamed online service (YouTube, Netflix, Hulu, etc.)
- 4. An outdoor display such as a billboard or a bus shelter

- 5. An advertisement on the radio
- 6. Friends or family
- 7. A community group or non-profit agency in your community
- 8. An article in the newspaper
- 9. Social media (Facebook, Instagram, etc.)
- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know [EXCLUSIVE]

Brand Attitudes

Energy Upgrade California is a statewide campaign with a mission to help Californians better manage their energy use by providing tools, knowledge, and inspiration. The campaign is a partnership between the State of California, utilities, regional energy networks, local governments, community choice aggregators, businesses, and non-profits.

Now that you know more about Energy Upgrade California, we would like your opinion about the campaign and its mission.

[ASK ALL]

Q21. How relevant is the mission of Energy Upgrade California for you? [SINGLE RESPONSE]

- 1. A great deal
- 2. Quite a bit
- 3. Somewhat
- 4. A little
- 5. Not at all
- 98. Don't know

[ASK ALL]

Q22. How much do you think the people of California need a campaign like Energy Upgrade California? [SINGLE RESPONSE]

- 1. A great deal
- 2. Quite a bit
- 3. Somewhat
- 4. A little
- 5. Not at all
- 98. Don't know

[ASK ALL]

Q23. How much do you think you can trust Energy Upgrade California to do the right thing for the people of California? [SINGLE RESPONSE]

- 1. A great deal
- 2. Quite a bit
- 3. Somewhat
- 4. A little
- 5. Not at all
- 98. Don't know

Energy Management Mindset

[ASK ALL]

Q24. How often, if ever, do you make an effort to live in ways that reduce your energy use? [SINGLE RESPONSE]

1. All the time
2. Some of the time
3. Rarely
4. Never
98. Don't know

Q25. Would you describe yourself as particularly concerned or not particularly concerned about managing your energy use as you go about your daily life? [SINGLE RESPONSE]

1. Particularly concerned
2. Not particularly concerned
98. Don't know

[ASK ALL]

Q26. How important is it for your household to do its part in making California more energy efficient? [SINGLE RESPONSE]

1. Very important
2. Somewhat important
3. Slightly important
4. Not at all important

[ASK ALL]

Q27. Next, think about how much more energy efficient you could make your home. Please consider physical upgrades you could make to your home's lighting, appliances, electronics, heating and cooling systems, and building shell items such as windows and insulation. Could you change...?

[SINGLE RESPONSE]

1. A lot of things
2. Some things
3. A few things
4. My home is already as energy efficient as possible
98. Don't know

[ASK IF Q27 <> 4]

Q28. How likely or unlikely are you to make changes to your home to make it more efficient in the next 12 months? [SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely
98. Don't know

[ASK IF Q28=3-4]

Q29. Why are you unlikely to try to make your home more energy efficient? *Select all that apply.*
[MULTIPLE RESPONSE, RANDOMIZE ITEMS 1-9]

1. The upfront costs of the improvements would be too high
2. I am concerned about having a contractor come into my home
3. I am not in a financial situation to make home upgrades
4. The energy savings are not big enough to justify the costs
5. [DISPLAY IF RESPONDENT IS HOMEOWNER] Improvements to my home would not bring a return on investment
6. [DISPLAY IF RESPONDENT IS HOMEOWNER] I plan to sell my home soon
7. [DISPLAY IF RESPONDENT IS HOMEOWNER] I am waiting for appliances/equipment to fail before making changes
8. [DISPLAY IF RESPONDENT IS A RENTER] As a renter, it isn't worth the investment
9. I plan to move soon
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know [EXCLUSIVE]

[ASK ALL]

Q30. Now, how many of your day-to-day actions could you change to save energy if you tried? Please consider possible changes at home with how you use lighting, appliances, electronics, and heating and cooling systems.

[SINGLE RESPONSE]

1. I have a lot that I could change
2. I have some things I could change
3. I have a few things I could change
4. I have already done all that I can do
98. Don't know

[ASK IF Q30 <> 4]

Q31. How likely are you to change your day-to-day actions to save energy in the next 12 months? [SINGLE RESPONSE]

1. Extremely likely
2. Somewhat likely
3. Somewhat unlikely
4. Extremely unlikely
98. Don't know

[ASK IF Q31=3-4]

Q32. Why are you unlikely to change your actions to save energy? *Select all that apply.* [MULTIPLE RESPONSE, RANDOMIZE ITEMS 1-6]

1. My energy bill is not high enough that I feel the need to make changes to my life
2. It's not convenient
3. I often forget even though I'd like to do more
4. My actions alone aren't enough to make a difference in the world
5. I can't control the actions of others in my household and/or don't have control over most things that use energy
6. I would be uncomfortable in my home if I made any more changes

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know [EXCLUSIVE]

Media Consumption

[ASK ALL]

Q33. Since California's March 19 shelter-in-place order, how often would you say you watch, listen, read, or use each of the following media sources, on average?

Source [RANDOMIZE A-K]	1. Never	2. Less than once a month	3. Once to several times a month	4. Once to several times a week	5. Once a day or more	98. Don't Know
A. Broadcast TV (ABC, CBS, PBS, MSNBC, etc.)						
B. TV Network websites or apps (ABC, CBS, PBS, MSNBC, etc.)						
C. AM/FM/Satellite radio stations						
D. Radio or music streaming websites or apps						
E. Podcast websites or apps						
F. Local, regional, or national print newspapers						
G. Local, regional, or national newspaper websites or apps						
H. Print magazines or other periodical publications (Economist, Cosmopolitan, Atlantic, National Review, People, Vanity Fair, etc.)						
I. Magazines or other periodical publication websites or apps (Economist, Cosmopolitan, Atlantic, National Review, People, Vanity Fair, etc.)						
J. Online video streaming services (Netflix, Hulu, Amazon Prime, YouTube, etc.)						
K. Online social media websites or apps (Facebook, Twitter, Instagram, Tik Tok, LinkedIn, Reddit, Pinterest, Twitch, SnapChat, etc.)						

[ASK IF Q33J or Q33K>1]

Q34. Which three online video streaming and social media sources do you use most frequently? [ALLOW UP TO 3 RESPONSES] [RANDOMIZE 1-13]

- 1. Twitter

2. Hulu
3. Facebook
4. Instagram
5. TikTok
6. Netflix
7. LinkedIn
8. YouTube
9. Twitch
10. Amazon Prime Video
11. SnapChat
12. Pinterest
13. Reddit
14. Other, please specify: [OPEN-END]
15. Other, please specify: [OPEN-END]
16. Other, please specify: [OPEN-END]

[ASK ALL]

Q35. Please list the name of a group or organization that you find most trustworthy for information about issues in your community.

1. [OPEN END]
98. Don't know [EXCLUSIVE]

[ASK ALL]

Q36. Generally speaking, please rate how much you trust information coming from each of the following.
[ROTATE ITEMS A-J]

	0=Do Not Trust	1	2	3	4	5=Moderately Trust	6	7	8	9	10= Completely Trust	Not applicable 97
A. People in your neighborhood												
B. People at your church or place of worship												
C. Social media influencers												
D. Your city or town government												
E. The California state government												
F. Your electric or gas utility												
G. Celebrities												
H. Local businesses in your community (e.g. markets, bodegas, or coffee shops)												

	0=Do Not Trust	1	2	3	4	5=Moderately Trust	6	7	8	9	10= Completely Trust	Not applicable 97
I. The federal government												
J. Family and friends												
L. Community-based organizations in your local area (e.g. chambers of commerce, cultural resource centers, and environmental groups)												

COVID-19 Covariates

These next few questions are about how the coronavirus (COVID-19) situation has impacted your household.

[ASK ALL]

Q37. How concerned are you about being able to afford to pay your household’s energy bills during California’s shelter-in-place order?

[SINGLE RESPONSE]

0=Not at all Concerned	1	2	3	4	5=Moderately Concerned	6	7	8	9	10= Extremely Concerned

[ASK ALL]

Q38. Looking ahead, how concerned are you about whether you will be able to afford to pay your household’s energy bills this upcoming summer?

[SINGLE RESPONSE]

0=Not at all Concerned	1	2	3	4	5=Moderately Concerned	6	7	8	9	10= Extremely Concerned

[ASK ALL]

Q39. How informed do you think you and other members of your household are about the COVID-19 coronavirus situation in California?

[SINGLE RESPONSE]

0=Not at all Informed	1	2	3	4	5=Moderately Informed	6	7	8	9	10=Extremely Informed

[ASK ALL]

Q40. Overall, how concerned is your household about the current COVID-19 coronavirus situation?

[SINGLE RESPONSE]

0=Not at all Concerned	1	2	3	4	5=Moderately Concerned	6	7	8	9	10=Extremely Concerned

[ASK ALL]

Q41. How much, if any, has your household’s daily routines been disrupted by the COVID-19 coronavirus situation?

[SINGLE RESPONSE]

1. A lot
2. Some
3. A little
4. None

[ASK ALL]

Q42. Overall, has your household’s standard of living improved, not changed, or declined since the March 19th shelter-in-place order?

[SINGLE RESPONSE]

1. Improved a lot
2. Improved some
3. Improved a little
4. Not changed
5. Declined a little
6. Declined some
7. Declined a lot

[ASK ALL]

Q43. The COVID-19 coronavirus situation can affect households in multiple ways. For each of the following ways, please indicate whether it has already happened for your household, if you expect it to happen in the next few weeks or months, if you do not expect it to happen anytime soon, or if it is not applicable to your household.

[SINGLE RESPONSE]

- A. Tele-work from home instead of working at the employer’s location

- B. Reduce weekly working hours
- C. Go on a furlough or temporary leave from a job
- D. Get laid-off from or lose a job
- E. Lose income, savings, or other financial support
- F. Lose or reduce health insurance benefits
- G. Miss or have difficulty paying monthly bills
- H. Have difficulty affording basic needs like food, medical care, cleaning products, etc.
- I. Need a COVID-19 coronavirus test
- J. Get sick from the COVID-19 coronavirus
- K. Take on additional responsibilities caring for child(ren), senior, or disabled or medically ill household members
- L. Apply for any type of financial assistance that you don't have to pay back from local, state, or federal governments, nonprofit organizations, family/friends, or others
- M. Apply or ask for loans or other types of financial support that you will have to pay back from banks, financial lenders, family or friends, or others

[RESPONSE OPTIONS]

- 1. Has already happened
- 2. Has not already happened but will likely happen soon during the next few weeks or months
- 3. Has not already happened and will not likely happen anytime soon
- 97. Not applicable to my household
- 99. Prefer not to answer

[ASK ALL]

Q44. When do you think the COVID-19 coronavirus situation will improve to the point that most Californians will shift their focus away from coronavirus?

[SINGLE RESPONSE]

- 1. By the end of spring in late June
- 2. By the end of summer in mid-September
- 3. By the end of fall in mid-December
- 4. One year from now
- 5. Longer than one year from now
- 98. Don't know

[ASK ALL]

Q45. Certain groups have been found to be at higher risk for developing major health complications if they get the COVID-19 coronavirus. Higher-risk groups include seniors over 60 years old, people of any age with compromised or weak immune systems, and people of any age with respiratory or other major illnesses. Are you or any members of your household considered to be in a COVID-19 coronavirus higher-risk group?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

- 98. Don't know
- 99. Prefer not to answer

[ASK ALL]

Q46. How many people under the age of 18 live in your residence?

[OPEN END NUMERIC; ALLOW NO RESPONSE]

[ASK ALL]

Q47. Do you or anyone in your household work in an essential services sector like health care, transportation, delivery or distribution, grocery, or other basic needs store?

[SINGLE RESPONSE]

- 1. Yes
- 2. No
- 99. Prefer not to answer

[ASK ALL]

Q48. Have you heard of the California Alternate Rates for Energy (CARE) program that provides energy bill discounts for eligible customers? [SINGLE RESPONSE]

- 1. Yes
- 2. No
- 98. Don't know

Demographics

[ASK ALL]

Q49. How important is being a Californian to your identity? [SINGLE RESPONSE]

- 1. Extremely important
- 2. Moderately important
- 3. Somewhat important
- 4. Slightly important
- 5. Not at all important
- 98. Don't know

[ASK ALL]

Q50. How much do you feel strong ties to Californians as a group? [SINGLE RESPONSE]

- 1. A great deal
- 2. Quite a bit
- 3. Somewhat
- 4. A little
- 5. Not at all
- 98. Don't know

[ASK ALL]

Q51. Approximately how many total years have you lived in the state of California? If you have lived in California for less than one year, please enter a 0. [SINGLE RESPONSE]

1. My entire life
2. _____ years [NUMERIC BETWEEN 0 and 110]
98. Don't know

Q52. In general, how attached do you feel to your city or town? [SINGLE RESPONSE]

1. Very
2. Somewhat
3. A little
4. Not at all

[ASK ALL]

Q53. Does anyone in your household have the following medical conditions? *Please select all that apply.*
[RESPONSE NOT REQUIRED] [MULTIPLE RESPONSE]

1. Deaf or serious hearing issue
2. Blind or serious difficulty seeing even when wearing glasses
3. Serious difficulty concentrating, remembering, making decisions
4. Serious difficulty walking or climbing stairs
5. Serious difficulty dressing or bathing
6. 15 years or older who have serious difficulty doing errands alone such as visiting a doctor's office or shopping
7. None of the above [EXCLUSIVE]

CL2. Thank you for taking the time to complete this survey. We appreciate your responses.

CPUC ME&O Experimental Content Testing: Civis Panel, Experiment Questionnaire

December 2, 2020

Research Objectives Information

Table 1 maps the research objectives and questions to specific questions in the instrument.

Table 1. Research Objectives and Associated Questions

Research Objective	Research Issue	Associated Questions
The influence of campaign content on behavior	Does the campaign content increase the likelihood that Californians will seek more information about saving energy in their home?	Q25, Q26
The influence of campaign content on behavioral intentions	Does the campaign content influence Californians' perceived opportunity and likelihood of changing their behavior to save energy within the next 12 months?	Q15, Q16
The influence of campaign content on social diffusion	Does the campaign content increase Californians' perceived likelihood of discussing energy saving tips or actions with their friends and family in the future?	Q17
The influence of campaign content on energy conservation attitudes	Does the campaign content influence Californian's attitudes toward energy conservation and concern over energy management?	Q20-Q24
The influence of campaign content on Californians' energy-conservation self-efficacy	Does the campaign content increase Californians' feelings of self-efficacy to manage their energy use?	Q18, Q19
Why is the campaign content effective at promoting energy-conservation behavior and behavioral intentions?	If Californians who are exposed to campaign content are more likely to change their behavior (compared to those who did not view the content), was this due to changes in their emotions, attitudes, and/or self-efficacy?	Q14-Q26

Research Objective	Research Issue	Associated Questions
The influence of demographic factors on receptivity to campaign content	Which groups of Californians are most likely to change their attitudes and behavior after exposure to the campaign content? (in regard to California identity, education, political party affiliation, political ideology, gender, ethnicity, race, primary language, and income)	Q2-Q12. Q20-Q26
Demographics	Homeownership education, employment status, political party affiliation, political ideology, gender, ethnicity, race, primary language spoken at home, household income	Q1-Q10

Programmer Information

Programming note style conventions in this document:

[PROGRAMMING] Programming instructions are in bracketed CAPS.

[Interviewer notes] Onscreen interviewer instructions are in *italics*.

<Piped value> Database inputs are inside <greater and less than symbols>.

For each multiple response question, create separate binary variables for each response option.

Instrument

Screening [ASK ALL]

S1. Do you live in the state of California?

1. Yes
2. No [THANK AND TERMINATE]

S2. In what year were you born?

1. NUMERIC RESPONSE (1910-2002) [THANK AND TERMINATE IF GREATER THAN 2002]

Demographics [ASK ALL]

[ASK ALL]

Q1. Do you rent or own your home?

[SINGLE RESPONSE]

1. Rent
2. Own
3. Other (specify)

[ASK ALL]

Q2. What is your highest level of education?

[SINGLE RESPONSE]

1. Less than a high school degree
2. High school degree
3. Technical/trade school program
4. Associates degree or some college
5. Bachelor's degree
6. Graduate / professional degree, e.g., J.D., MBA, MD, Ph.D.
98. Don't know

[ASK ALL]

Q3. What best describes your current employment status?

[SINGLE RESPONSE]

1. Employed full-time
2. Employed part-time
3. Retired
4. Not employed, but actively looking
5. Not employed, and not looking
98. Don't know

[ASK ALL]

Q4. In politics today, do you consider yourself a Republican, Democrat, Independent, or something else?

[SINGLE RESPONSE]

1. Republican
2. Democrat
3. Independent
4. No preference
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

[ASK ALL]

Q5. Generally speaking, would you describe your political views as very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal?

[SINGLE RESPONSE]

1. Very conservative
2. Somewhat conservative

3. Moderate
4. Somewhat liberal
5. Very liberal
98. Don't know

[ASK ALL]

Q6. What is your gender?

[SINGLE RESPONSE]

1. Female
2. Male
3. Prefer to self-describe: [OPEN-ENDED RESPONSE]

[ASK ALL]

Q7. Are you of Hispanic, Latino, or Spanish descent?

[SINGLE RESPONSE]

1. Yes
2. No

[ASK ALL]

Q8. Which of the following describes your race?

[MULTIPLE RESPONSE]

1. White or Caucasian
2. Black or African American
3. American Indian or Alaska Native
4. Asian
5. Native Hawaiian or Other Pacific Islander
96. Other, please specify: [OPEN-ENDED RESPONSE]

[ASK ALL]

Q9. What is the primary language spoken in your home?

[SINGLE RESPONSE]

1. English
2. Spanish
3. Mandarin
4. Cantonese
5. Tagalog
6. Korean
7. Vietnamese
8. Russian
9. Japanese
96. Other, please specify: [OPEN-ENDED RESPONSE]

[ASK ALL]

Q10. What was your annual household income from all sources in 2020 before taxes?

[SINGLE RESPONSE]

1. Less than \$10,000

2. \$10,000 to 14,999
3. \$15,000 to 19,999
4. \$20,000 to \$29,999
5. \$30,000 to \$39,999
6. \$40,000 to \$49,999
7. \$50,000 to \$59,999
8. \$60,000 to \$74,999
9. \$75,000 to \$99,999
10. \$100,000 to \$149,999
11. \$150,000 to \$199,999
12. \$200,000 or more
98. Don't know

California Social Identity [ASK ALL]

[ASK ALL]

Q11. How important is being a Californian to your identity? [SINGLE RESPONSE]

1. Extremely important
2. Moderately important
3. Somewhat important
4. Slightly important
5. Not at all important

[ASK ALL]

Q12. How much do you feel strong ties to Californians as a group? [SINGLE RESPONSE]

1. A great deal
2. Quite a bit
3. Somewhat
4. A little
5. Not at all

Treatment

[CREATE VARIABLE SPLIT_SAMPLE WHERE SAMPLE IS RANDOMLY SPLIT INTO EITHER A1 OR A2]

[ASK IF SPLIT_SAMPLE = A1]

Please watch the following video:

[Manifesto video]

[ASK IF SPLIT_SAMPLE = A1]

Q13. Prior to today, had you seen this video on TV or the internet?

[SINGLE RESPONSE]

1. Yes

- 2. No
- 3. Unsure

Emotions [ASK ALL]

[ASK ALL]

Q14. To what extent do you currently feel the following emotions? [RANDOMIZE; SINGLE RESPONSE]

	1. Slightly or not at all	2. A little	3. Moderately	4. Quite a bit	5. Extremely
A. Annoyed					
B. Excited					
C. Upset					
D. Inspired					
E. Determined					
F. Skeptical					

Behavioral Intentions [ASK ALL]

[ASK ALL]

Q15. How much more could you do to reduce the amount of energy you use in your home if you tried? Please consider your day-to-day actions and physical upgrades to your home's insulation or windows, lighting, appliances, electronics, and heating and cooling systems.

[SINGLE RESPONSE]

- 1. I have a lot that I could do
- 2. I have some things I could do
- 3. I have a few things I could do
- 4. I am already doing all that I can

[ASK ALL]

Q16. How likely are you to reduce the amount of energy you use in your home in the next 12 months?

[SINGLE RESPONSE]

- 1. Extremely likely
- 2. Somewhat likely
- 3. Somewhat unlikely
- 4. Extremely unlikely

Social Diffusion [ASK ALL]

[ASK ALL]

Q17. How likely are you to discuss energy-saving actions or tips with friends or family in the future?

[SINGLE RESPONSE]

1. Extremely likely
2. Very likely
3. Somewhat likely
4. A little likely
5. Not at all likely

Self-Efficacy

Please indicate the extent to which you agree or disagree with the following statements.

[ASK ALL]

Q18. It is possible for individual citizens to help address climate change by reducing their energy use.

[SINGLE RESPONSE]

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

[ASK ALL]

Q19. I do not feel responsible for conserving energy because my personal contribution is small.

[SINGLE RESPONSE]

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

Attitudes [ASK ALL]

[ASK ALL]

Q20. Environmental challenges like climate change are important issues.

[SINGLE RESPONSE]

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

[ASK ALL]

Q21. By saving energy, I will be helping others in my community.

[SINGLE RESPONSE]

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree

5. Strongly disagree

[ASK ALL]

Q22. I am motivated to save energy.

[SINGLE RESPONSE]

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

[ASK ALL]

Q23. How important is it for your household to do its part in making California more energy efficient?

[SINGLE RESPONSE]

1. Very important
2. Somewhat important
3. Slightly important
4. Not at all important

[ASK ALL]

Q24. How concerned are you about managing your energy use as you go about your daily life?

[SINGLE RESPONSE]

1. Very concerned
2. Moderately concerned
3. Slightly concerned
4. Not at all concerned

Behavior [ASK ALL]

[ASK ALL]

Q25. Would you like to learn more about ways you can save energy in your home? If so, please click the following link and you will be taken to a page with helpful tips.

[SINGLE RESPONSE]

[LINK; measure whether people click this link]

1. No, thank you [SKIP TO END OF SURVEY MESSAGE]

[IF RESPONDENT CLICKS LINK, DISPLAY THIS PAGE]

Q26. [DISPLAY PAGE; measure how long people stay on this page before clicking to end the survey]

How to Save Energy

Check out these tips to see what action you can take this season or year round.



Space to Vent

Move furniture away from vents. Obstructing vents blocks heat, wastes energy and may even pose a fire hazard.



Cover the Floor

Rugs and carpeting aid with heat retention, and they're more comfortable on bare feet.



Lower the Heat

Switch the thermostat to 68°F or lower to stay comfortable and save energy.



Power to the Strip

Using a power strip for electronic equipment, will help reduce phantom loads. Remember to turn the strip off when you're not using it.



Adjust your Water Heater

Turn your water heater down to 120°F to save energy.



Unplug the Charger

Leaving charged smartphones and laptops plugged in wastes energy and can damage the battery.

Closing [ASK ALL]

CL. Thank you for taking the time to complete this survey. We appreciate your responses.

Energy Upgrade California: DDC Interview Guide

August 12, 2020

Instrument

Introduction

Thanks for making the time to talk with me today. The purpose of the conversation is to learn more about how DDC is currently working with the CBOs. I'd like to hear if there's any major changes since the JCAP was filed earlier this year, and I have a couple questions on what information the CBOs provide back to DDC.

I'll be taking notes as we talk, but I'd like to record the conversation to help with my notetaking. Is that ok with you?

Any questions for me before we begin?

Changes due to COVID

Q1. How has COVID changed DDC's strategy for engaging CBOs?

1. Has the role of CBO outreach in the larger EUC campaign, changed at all? [If needed: Is there less emphasis on CBOs as a communication channel, or perhaps more given that their aim is disadvantaged or hard-to-reach populations?]
2. How have you been working with the Chambers of Commerce given that many businesses might be closed right now?

Q2. Is there any new support DDC is providing during COVID times?

Q3. What do you know about CBOs' use of the digital toolkits?

1. Is one type or category of CBOs using them more effectively than other types?
2. [If unclear] Do the digital toolkits seem like a worthwhile strategy to continue?
3. Are any other digital resources being planned for the CBOs?

Q4. What, if anything, has changed from the JCAP filed earlier this year?

1. The JCAP mentioned a "train the trainer" activity and how the CBO leaders would form a "core team" in year 4. Can you give me an update on that?
2. The JCAP also mentioned youth outreach at schools and youth groups like the YMCA and Boys and Girls club. How have those plans been affected?

Communication, Feedback, and Outcomes

- Q5. What feedback do you receive from the CBOs about their participation in the campaign? [If needed: Do they tell about how it's going or what they're doing?]
1. How do they provide that feedback? [Regular phone calls, ad hoc calls, emails?]
 2. How does DDC take that feedback into account?
- Q6. How does DDC communicate with DDB on CBO needs and collateral content?
- Q7. What kind of outcomes data do the CBOs report to you? [If needed: Things like how many people they've reached, how many events they've held, if anyone is requesting further information]
1. [If newsletter not mentioned] Do you get specific information about newsletter open rates or number of folks that it was distributed to?

Data Request

- Q8. I know DDC also works with CBOs on Time-of-Use messaging. What's the approximate breakdown among CBOs who focus on energy efficiency, Time-of-Use, or both?
- Q9. Similar to last year, we'd like to contact the CBOs to hear from their points of view how their outreach is going with the people and business they serve. Can you please provide us with an updated comprehensive list of the EE-related CBOs with contact information? I can send an email with this request, if that helps.

Closing [ASK ALL]

- Q10. Those were the main questions I wanted to ask. What else do you think is important for me to know about DDC's work with CBOs that we haven't talked about?

Energy Upgrade California Effectiveness Study: CBO Survey Instrument

December 31, 2021

Instrument

Screening [ASK ALL]

- S1. At any time in 2020, was your organization actively involved in Energy Upgrade California? By actively involved, we mean your organization did at least one of the following things: reposted social media content, distributed newsletters or other materials to constituents, or attended events to promote Energy Upgrade California's message.
1. Yes
 2. No [TERMINATE] → SKIP TO CLOSING SECTION
 98. Don't know [TERMINATE] → SKIP TO CLOSING SECTION

EUC Involvement

[FORCED RESPONSE; ASK ALL]

- Q1. Did your organization receive a grant from Energy Upgrade California to support your involvement in the campaign?
1. Yes
 2. No
 98. Don't know

[FORCED RESPONSE; ASK ALL]

- Q2. Where in California does your organization provide services to clients or members?

[SINGLE RESPONSE]

1. All over the state
2. In multiple cities or counties in California
3. In only one city or county in California
4. In a specific community or zip code

[ANCHOR; *Do not read:*]

0. Other, please specify: [OPEN-ENDED RESPONSE]

[FORCED RESPONSE; ASK ALL]

Q3. How did your organization engage with Energy Upgrade California (EUC) over the course of 2020?
Please select all that apply.

[MULTIPLE RESPONSE]

1. Posted EUC content on social media
2. Distributed the EUC newsletter to your constituents
3. Attended or hosted events to promote EUC’s message (online or in-person)
4. Distributed physical EUC materials such as palm cards or fliers
5. Distributed electronic EUC materials such as the digital toolkit

[ANCHOR; 98 EXCLUSIVE:]

0. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

[SKIP Q4 IF Q3_98=1]

Q4. How effective do you think these actions were at helping your constituents know how to manage their energy use? Please answer to the best of your knowledge.

[SINGLE RESPONSE: SCALE]

	1 Not at all effective	2 Slightly effective	3 Moderately effective	4 Very effective	5 Extremely effective	98 Don't know
[DISPLAY IF Q3_1=1] a. Posting EUC content on social media						
[DISPLAY IF Q3_2=1] b. Distributing the EUC newsletter						
[DISPLAY IF Q3_3=1] c. Attending or hosting events to promote EUC’s message (online or in-person)						
[DISPLAY IF Q3_4=1] d. Distributing physical EUC materials such as palm cards or fliers						
[DISPLAY IF Q3_5=1] e. Distributing electronic EUC materials such as the digital toolkit						

[DISPLAY IF Q3_0=1] f. [PIPE IN Q3_0 TEXT]						
---	--	--	--	--	--	--

[SKIP Q5 IF Q3_98=1; FORCED RESPONSE]

Q5. Which of the following, if any, does your organization track metrics for? *Please select all that apply.*

[MULTIPLE RESPONSE; RANDOMIZE ITEMS]

1. [DISPLAY IF Q3_1=1] Social media post engagement
2. [DISPLAY IF Q3_2=1] Newsletter or email open rates
3. [DISPLAY IF Q3_3=1] Event participation (either events your organization attended or the attendees at events your organization hosted)
4. [DISPLAY IF Q3_4=1 OR IF Q3_5 =1] Amount of EUC collateral my organization distributes
0. [DISPLAY IF Q3_0 =1] [PIPE IN Q3_0 TEXT]

[ANCHOR; 97-99 EXCLUSIVE; *Do not read:*]

97. My organization does not track any metrics related to our EUC activity
98. Don't know

[FORCED RESPONSE; ASK ALL]

Q6. Did the Energy Upgrade California campaign representatives provide you with sufficient instructions and directions to make you feel confident representing their message?

[SINGLE RESPONSE]

1. Yes, completely
2. Yes, somewhat
3. Yes, a little
4. No
5. Not necessary, we did not need instructions to feel confident
98. Don't know

[FORCED RESPONSE; ASK ALL]

Q7. In your opinion, how important is it that a campaign like Energy Upgrade California work with organizations like yours to ensure your constituents hear the campaign's message?

[SINGLE RESPONSE]

1. Extremely important
2. Very important
3. Moderately important
4. Slightly important
5. Not at all important
98. Don't know

[FORCED RESPONSE; ASK ALL]

Q8. We would like to learn more about your experience with the Energy Upgrade California campaign. Which of the following would you be interested in?

[SINGLE RESPONSE]

1. 30-minute phone interview
2. Longer web survey
3. Neither, not interested in providing more feedback

[ASK IF Q8=3; FORCED RESPONSE]

Q8a. What if we provided a \$25 gift card? Would you be interested in completing a phone interview or web survey?

[SINGLE RESPONSE]

1. 30-minute phone interview with gift card
2. Longer web survey with gift card
3. Neither, I'm still not interested

[DO NOT FORCE RESPONSE; ASK ALL]

Q9. If you have any additional comments about your experience working with Energy Upgrade California, please provide them below. Then, click next to submit your answers.

1. [OPEN-ENDED RESPONSE]

Closing [ASK ALL]

Thank you for taking the time to complete our survey. We really appreciate your feedback.

[WEB SURVEYS: REDIRECT TO [HTTPS://ENERGYUPGRADECACOMMUNITY.ORG/](https://energyupgradecacommunity.org/)]

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