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Climate Credit Assessment

Final

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1. Executive Summary

This report presents the results from an assessment of the California Climate Credit marketing campaign conducted in April and May 2014. The State of California’s cap-and-trade program generates revenues in the electricity-generation sector. The California investor owned utilities (IOUs) distribute a share of these revenues to residential and small business customers via the California Climate Credit initiative, as directed by D.12-12-033. The IOUs distribute the credit through customers’ electric bills, with residential customers receiving a credit twice a year, and small business customers receiving a credit every month.

In accordance with Resolution E-4611, the Center for Sustainable Energy (CSE) conducted a campaign under the Energy Upgrade California™ (EUC) brand to educate customers about the California Climate Credit. The outreach conducted by CSE included a climate credit page on the EUC website, digital ads, search term ads, community-based outreach, community event attendance, earned media, and social media.

CSE developed eight metrics of campaign success. This assessment focused on the four metrics that were measurable through a customer survey (see Table 1). Opinion Dynamics conducted a survey with 1,083 California residents who were eligible to receive the Climate Credit between April 30 and June 19, 2014. The key findings are shown in Table 1.

Table 1. Performance on Survey-Based Metrics

Metrics	Description	Key Findings
2	Increase awareness of the California Climate Credit initiative among California residents and California small businesses by May 15	<ul style="list-style-type: none"> • 43% knew they received a credit • 27% aware of “Climate Credit”
3	Among those aware of the credit, knowledge that it was provided by the State of California (for both California residents and California small businesses)	<ul style="list-style-type: none"> • 28% correctly identified source of credit
4	Among those aware of the credit, knowledge that it is provided as part of the state’s effort to slow climate change and/or reduce pollution (for both California residents and California small businesses)	<ul style="list-style-type: none"> • 63% are aware that California has policies to fight climate change • 3% mentioned the Climate Credit when describing a policy, unaided • 17% of those aware of the Climate Credit said its purpose was to encourage energy saving actions (4% of all)
5	Among those aware of the credit, agreement that it has improved motivation to take some form of action in improving personal energy efficiency (for both California residents and Californian small business)	<ul style="list-style-type: none"> • 49% of those aware of the Climate Credit said they were motivated to take action (10% of all)

Approximately two out of five California residents recalled receiving a credit on their April electric bill (43%). Most of these residents did not know why they received a credit (74%). When asked directly, approximately one-quarter of Californians had heard about the Climate Credit (27%). Just over one-quarter of those who had heard of the Climate Credit knew that the state of California provided the credit (28%). Slightly under one in five correctly identified the purpose of the Climate Credit as encouraging Californians to save energy (17%). Nearly half of those who were aware of the Credit said that it motivated them to save energy (49%). Nearly two-thirds of Californians are aware that the state has policies to fight climate change, but few can name a specific policy.

2. Introduction

This report presents the results from an assessment of the California Climate Credit marketing campaign conducted in April and May 2014. The State of California's cap-and-trade program generates revenues in the electricity-generation sector. The California investor owned utilities (IOUs) distribute a share of these revenues to residential and small business customers via the California Climate Credit initiative, as directed by D.12-12-033. The IOUs distribute the credit through customers' electric bills, with residential customers receiving a credit twice a year, and small business customers receiving a credit every month.

In accordance with Resolution E-4611, the Center for Sustainable Energy (CSE) conducted a campaign under the Energy Upgrade California™ (EUC) brand to educate customers about the California Climate Credit. The primary goal of this campaign was to promote awareness and understanding of the credit among residential and small business IOU customers. Furthermore, the campaign aimed to make the target audience feel connected to and generally positive about California's climate policies and comprehensive approach to greenhouse gas (GHG) reduction, thereby encouraging Californians to take action to reduce their energy consumption and GHG emissions. Resolution E-4611 also specifies that CSE has \$3.85 million to perform this outreach in 2013, and that this budget would be allowed to carry over into 2014.

The outreach conducted by CSE included a climate credit page on the EUC website, digital ads, search term ads, community-based outreach, community event attendance, earned media, and social media. Campaign achievements include¹:

- **Website:** More than 126,000 unique visitors (approximately 25,000 of whom are non-English speakers). All of the non-English speakers came to the website by clicking on paid digital advertisements compared to 71% of English speakers. The rest of the English speakers typed in the website name (19%), came from a paid search term advertising (8%) or a referral (1%).
- **Paid Digital Advertisements:** More than 200 million impressions and approximately 125,000 clicks for a click-through rate of .07%.
- **Paid Search Term Advertising:** More than 2.1 million impressions and approximately 28,000 clicks for a click-through rate of 1.3%
- **Community-Based Outreach:** Provided collateral to 10 community-based organizations and attended two partner events.
- **Community Events:** Attended 43 community events and engaged with close to 16,000 attendees.
- **Earned Media:** Earned 345 media placements, which had the potential for more than 45 million potential impressions.
- **Social Media:** As of April 28, 2014, the campaign's Facebook page had 4,005 "Likes".

¹ For a more detailed breakdown of campaign achievements, please see Appendix A.

3. Study Overview and Objectives

The Center for Sustainable Energy (CSE) developed eight metrics of campaign success, four of which are measurable through a customer survey. The objective of this study is to measure campaign performance against those four metrics (Metrics 2-5 as can be seen in Table 2 **Error! Reference source not found.**).

Table 2. Campaign Metrics and Data Sources

Metrics	Description	Data Source
1	Reach 84% of Californians (adults 24-54) with a 3+ reach of 62%. Hispanic reach: 92% with 3+ each of 62%	Nielsen, ComScore, Arbitron, Double Click
2	Increase awareness of the California Climate Credit initiative among California residents and California small businesses by May 15	Opinion Dynamics Survey
3	Among those aware of the credit, knowledge that it was provided by the State of California (for both California residents and California small businesses)	Opinion Dynamics Survey
4	Among those aware of the credit, knowledge that it is provided as part of the state’s effort to slow climate change and/or reduce pollution (for both California residents and California small businesses)	Opinion Dynamics Survey
5	Among those aware of the credit, agreement that it has improved motivation to take some form of action in improving personal energy efficiency (for both California residents and Californian small business)	Opinion Dynamics Survey
6	Drive unique visitors to the “Credit” page of the EUC website over the course of the campaign look-back window to account for digital assets driving view-through traffic	Extractable and Lowe Campbell Ewald
7	Compare traffic sources to the “Credit” page of the EUC website for the course of the 3.5-week campaign and 30-day look-back window to account for digital assets driving view-through traffic	Extractable and Lowe Campbell Ewald
8	Engagement measure of visitors on the EUC website beyond the “Credit” landing page for the course of the 3.5-week campaign and 30-day look-back window to account for digital assets driving view-through traffic	Extractable and Lowe Campbell Ewald

4. Survey Methods

To assess awareness and understanding of the California Climate Credit, Opinion Dynamics designed and fielded a survey with a representative sample of California residents who were eligible to receive the credit.² In addition, survey respondents had to be aware of or pay their electric bill. We completed an internet survey with English-speaking respondents, and a telephone survey in Spanish, Mandarin, and Cantonese to ensure representation of these non-English-speaking populations. We had to use a multi-method approach because no internet panel currently exists with sufficient numbers of non-English speakers.

We utilized the YouGov internet panel to complete the English survey. YouGov employs a sample-matching approach to draw a representative sample of the target population from its panel members. The sample for this survey was matched to the California population in terms race, gender, and age. We completed 883 interviews in English between April 30 and May 12, 2014.

CSE conducted Climate Credit marketing in four languages (including English) to reach the diverse California population. To ensure representation of non-English speakers in our survey, we conducted telephone surveys in three languages that represent a large proportion of California non-English speakers: Spanish, Mandarin, and Cantonese. We limited the survey to respondents whose English skills were limited to ensure representation of the target population for the non-English marketing campaign. We completed 100 interviews in Spanish and 100 total interviews in the two Chinese languages between June 3 and 19, 2014.

Upon completion of the surveys, we combined the three data files and weighted the combined file so that it was representative of the California population in terms of age, gender, and race. Table 3 shows the sample sizes and associated precision levels at the 90% confidence level.

Table 3. Survey Sample Sizes and Precision

Language/Mode	Respondents	Precision at 90% CL
English – Internet	883	0.02
Spanish – Telephone	100	0.05
Chinese Languages – Telephone	100	0.05
<i>Mandarin – Telephone</i>	46	0.07
<i>Cantonese – Telephone</i>	54	0.07
Total	1,083	0.01

² Electric customers of Liberty Utilities, Pacific Power, PG&E, SCE, and SDG&E received the credit.

5. Detailed Findings

In this section, we present the findings of the survey as they relate to the campaign’s achievement of Metrics 2-5, four of the eight metrics developed to measure campaign success. We also present findings on awareness of the Energy Upgrade California™ (EUC) brand in general.

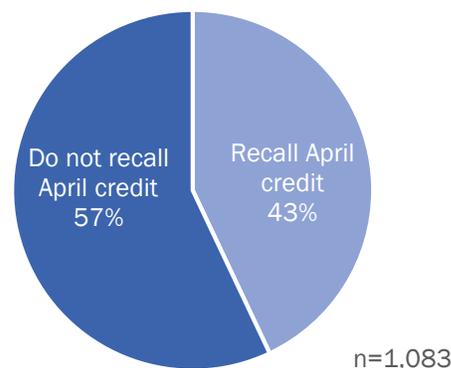
5.1 Metrics of Campaign Success

5.1.1 Metric #2: Awareness of the California Climate Credit

Key Finding: Not quite half of California residents who received the Climate Credit noticed it on their bill (43%). One-quarter knew why they received a credit on their bill (24%). Just over one-quarter had heard specifically of the California Climate Credit (27%).

We asked about awareness of the California Climate Credit using both unaided and aided questions. Customers might recall receiving a credit on their electric bill, but may not know that it was the Climate Credit or understand why they received it. Before asking about awareness of the Climate Credit by name, we first asked respondents if they received a credit on their April electric bill. Approximately two out of five said they received a credit (43%).³

Figure 1. Recall of April Bill Credit



We asked respondents how they knew that they received a credit. Seeing the credit on their bills was the most frequently mentioned response—either on their paper bill (51%) or their electronic bill (20%). Fewer respondents said they read the descriptions of the credit that came with their bill (see Table 4).

³ It is possible that customers could have received other credits on their bill. We asked those who said they received a credit why they received it. To restrict this question to awareness of a credit that could be the Climate Credit, respondents who mentioned other valid credits, such as a low-income credit, were classified as being unaware that they received a credit. This reclassification caused awareness to drop from 46% to the 43% reported here.

Table 4. How Respondents Knew They Received the Credit

How do you know that you received the credit? (Multiple Response)	Percent of Responses (n=556)
Saw the credit on paper bill	51%
Saw the credit on electronic bill/online account	20%
Read an insert that came with paper bill	13%
Received an email telling me about it	6%
Read an attachment that came with electronic bill	5%
Someone in my household told me	3%
The news media	1%
Direct communication with utility	1%
Other	1%

Base: Those who reported that they received a credit on their April bill.

Before describing the Climate Credit, we asked some additional questions to assess people's knowledge and understanding of their April bill credit. Table 5 shows the credit amount that each respondent estimated, listed by electric utility company. The grey squares represent the value ranges of the actual credit amount. The most frequent response was the correct dollar amount, though a majority either gave an incorrect response or said they did not the amount of their credit.⁴

Table 5. Estimated Climate Credit Amount by Electric Utility

Electric Service Provider	Actual Climate Credit Amount	Count of Respondent by Estimated Credit Amount								
		\$0-10	\$11-20	\$21-25	\$26-30	\$31-35	\$36-40	\$40-50	>\$50	DK
PG&E (n=183)	\$29.81	4%	5%	5%	37%	7%	4%	6%	6%	28%
SCE (n=221)	\$40.00	7%	7%	7%	5%	1%	42%	8%	3%	20%
SDG&E (n=56)	\$36.24	6%	11%	2%	9%	19%	17%	4%	4%	30%
Pacific Power (n=5)	\$194.37	0%	0%	0%	33%	0%	0%	0%	67%	0%
Liberty Utilities (n=1)	\$41.60	0%	0%	0%	0%	0%	0%	100%	0%	0%

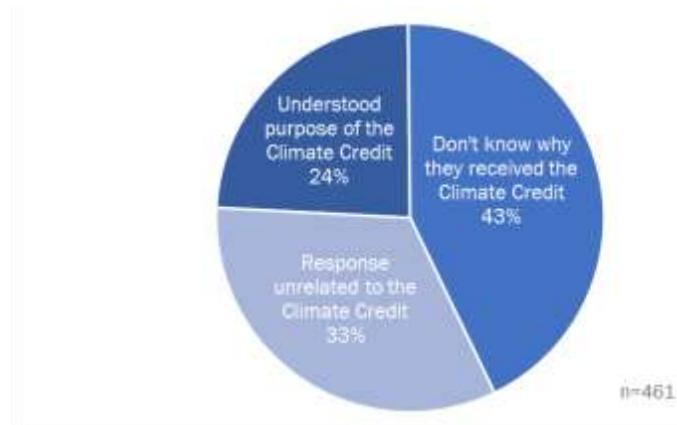
Base: Those who reported that they received a credit on their April bill.

Note: The grey squares represent the value ranges of the actual credit amount.

We asked respondents why they received a credit on their bill. Nearly one-quarter (24%) gave a response that indicated that they understood the reason behind or purpose of the Climate Credit. The remaining respondents either gave an answer that had nothing to do with the Climate Credit (33%), or said they did not know why they received the credit (43%).

⁴ We interviewed only five Pacific Power customers and one Liberty Utilities customer. A majority of these respondents gave the correct dollar amount of the credit, but the sample size is too small to draw any firm conclusions about these customers.

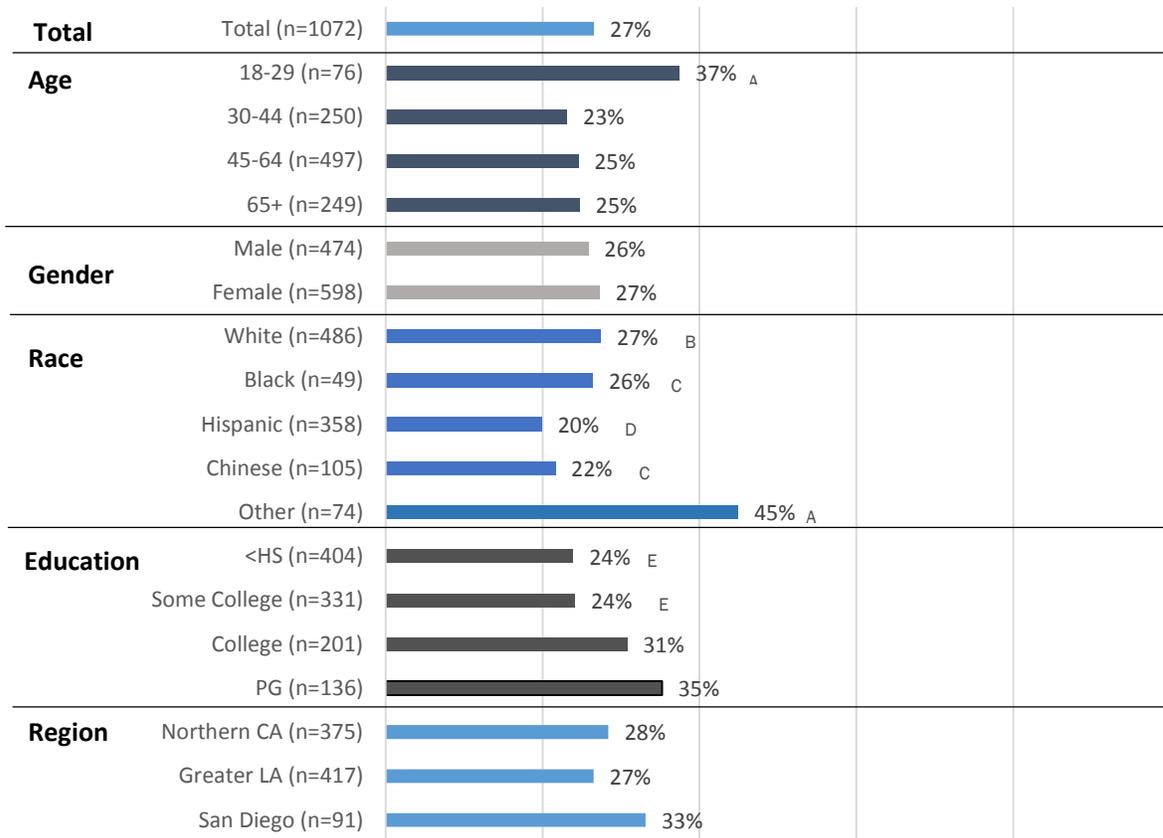
Figure 2. Understanding of the Climate Credit



Following the unaided awareness questions, we asked respondents directly if they had heard of the California Climate Credit, which we described as a credit that California residents would receive on their electric bills in April and October. Approximately one-quarter (27%) said they had heard of the Climate Credit before taking the survey. Awareness of the climate credit varied across some demographic groups, including:

- Younger respondents (age 18-29) were more likely than all other age groups to have heard of the Climate Credit.
- Those with a college or postgraduate education were more likely to have heard about the Climate Credit than those who only completed high school or some college.
- Whites had a significantly higher level of awareness of the Climate Credit than Hispanics or Chinese respondents.

Figure 3. Percent Aware of California Climate Credit



Notes:

- (A) The difference is statistically significant compared to all other cohorts at the 90% level in this group
- (B) The difference is statistically significant compared to Chinese and Hispanic respondents at the 90% level in this group
- (C) The difference is statistically significant compared to “other” races at the 90% level in this group
- (D) The difference is statistically significant compared to whites and “other” races at the 90% level in this group
- (E) The difference is statistically significant compared to respondents with college and postgraduate education at the 90% level in this group

5.1.2 Metric #3: Knowledge of the State of California as the Credit’s Provider

Key Finding: Slightly over one-quarter of California residents knew that the State of California provided the Climate Credit (28%). Nearly equal numbers thought it was provided by their electric utility (24%).

We asked the respondents who were aware of the Climate Credit who they thought provided the credit. Slightly over one-quarter (28%) gave an answer that could be considered correct—either the State of California, or some mention of carbon offsets paid by businesses.

More frequently, respondents gave an incorrect response (43%), the most common one being their utility (24%). Three in ten also admitted that they did not know who provided the credit (30%).

Table 6. Knowledge of Who Provides the Climate Credit among Those Aware of the Credit

To the best of your knowledge, who provides the California Climate Credit?	Percent of Respondents (n=259)
Correct Response	28%
Incorrect Response	43%
...Utility Companies	24%
Don't know	30%

Base: Those aware of the California Climate Credit.

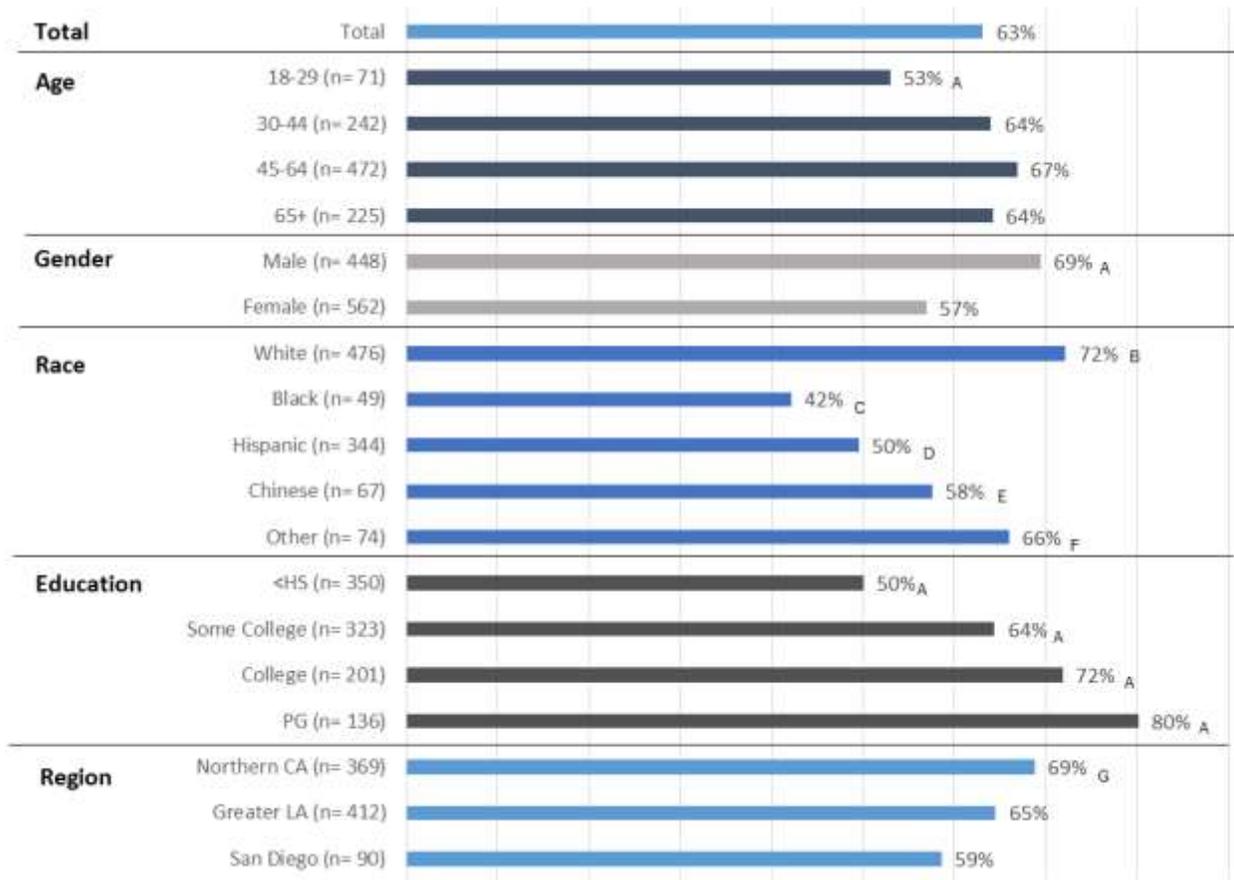
5.1.3 Metric #4: Knowledge of the Credit’s Role in California’s Efforts to Slow Climate Change and/or Reduce Pollution

Key Finding: While close to two-thirds of California residents said they know that California has policies in place to fight climate change (63%), very few made the connection between the Climate Credit they received and these efforts (3%).

Prior to asking any questions about the Climate Credit or Energy Upgrade California, we asked respondents whether, to the best of their knowledge, California has any policies in place to fight climate change. Close to two-thirds said California did have policies in place (63%). Differences among demographic groups include:

- Respondents age 30 or older were more likely than younger respondents (age 18-29) to know that California has policies in place to fight climate change.
- White respondents were more likely than black, Hispanic, or Chinese respondents to say they were aware of California’s climate policies.
- Respondents who are college-educated or completed postgraduate studies were more likely than those with less education to state that California has policies in place to fight climate change.
- Residents of Northern California were more likely than those living in the San Diego area to say that California has policies to fight climate change.

Figure 4. Awareness of California’s Policies to Fight Climate Change



Notes:

- (A) The difference is statistically significant compared to all other cohorts in this group at the 90% level
- (B) The difference is statistically significant compared to black, Hispanic and Chinese respondents at the 90% level
- (C) The difference is statistically significant compared to white, Chinese and “other” races at the 90% level
- (D) The difference is statistically significant compared to white and “other” races at the 90% level
- (E) The difference is statistically significant compared to white and black respondents at the 90% level
- (F) The difference is statistically significant compared to black and Hispanic respondents at the 90% level
- (G) The difference is statistically significant compared to San Diego respondents at the 90% level

When respondents were asked to describe what the climate change policies entail, 59% gave a response, while 41% said they did not know. The most common answer among those who responded had to do with renewable or green energy, mentioned by 22%. Transportation was also a common theme among answers, including vehicle inspections, electric vehicles, and inspections (19%). Notably, 3% of respondents mentioned the California Climate Credit unaided (this question came before all other Climate Credit-related questions in the survey).

Table 7. Unaided Awareness of Specific Policies to Fight Climate Change

Policies to Fight Climate Change	Percent of Respondents (n=581) (Multiple Response)
Don't know	41%
Renewable/green energy	22%
Transportation-related (inspections, electric vehicles, ethanol)	19%
GHG emission reduction/emissions	11%
Energy conservation	7%
Cap and trade/carbon exchanges/carbon tax	7%
Incentives for EE appliances/upgrades	5%
Air pollution (general)	4%
Water (general)	4%
Regulation/legislation (mix of specific and general)	4%
California Climate Credit	3%
No Burn Days	3%
Recycling	2%
Various institutions	2%

Base: Those who think that California has policies in place to fight climate change.

Note: Responses mentioned by less than 2% of respondents are not included.

We asked respondents who specifically said they were aware of the Climate Credit why California residents were receiving it. Half said they did not know (49%). Most did not give a response that had to do with the State's efforts to fight climate change. The most frequent response was that the Credit was given to encourage California residents to save energy (17%). Even though this response does not mention climate change directly, it is consistent with the Climate Credit campaign, which encouraged California residents to use the credit to make their homes more energy-efficient. Another frequent response was that it was a reward for having already saved energy (15%), which is the opposite of the campaign message. A few respondents did tie the credit to climate change and cap and trade (5%).

Table 8. Respondent Understanding of Reason for California Climate Credit

Why are California residents receiving this credit on their electric bills?	Percent of Respondents (n=285)
Don't know	49%
To encourage residents to save energy	17%
Reward for having conserved/saved energy	15%
High utility rates/past overcharges	9%
To fight climate change/cap and trade	5%
Reducing emissions	2%

Encourage renewable energy	2%
To get political support	1%
Fee/penalty paid by utilities	1%

Base: Those aware of the California Climate Credit.

5.1.4 Metric #5: The Credit as a Motivator to Take Action

Key Finding: Among those aware, learning about the Climate Credit generally improved motivation to take energy-saving actions.

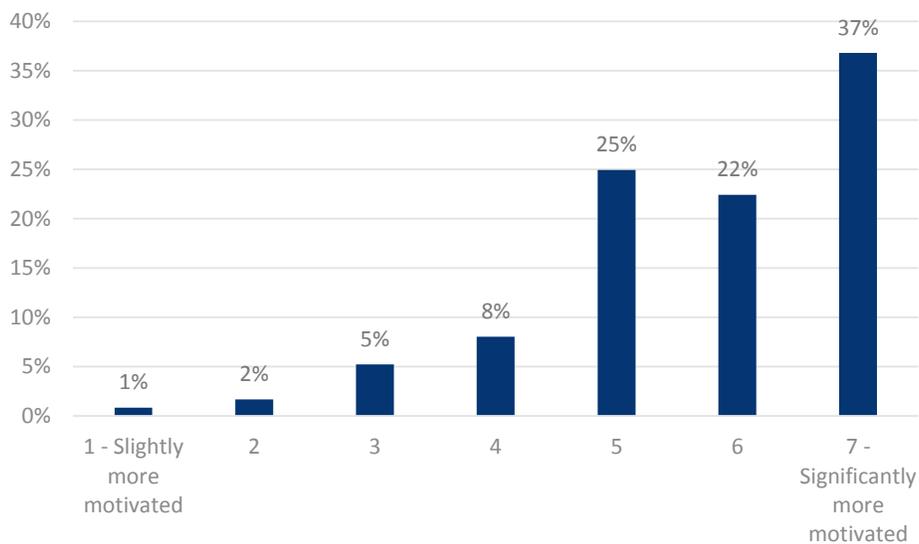
In order to determine whether the credit motivated people to take steps to save energy, we first asked respondents whether they attempted to get additional information about the Climate Credit after they learned about it. One in five (20%) looked for additional information once they became aware of the credit. The internet was a popular information source; over one-third of respondents who looked for additional information went to the website that was provided on their bill (38%) or (37%) conducted a general internet search to find out more. A few also went to the website named in an advertisement they had seen (11%).

Table 9. Information about the Climate Credit

Where did you go to get more information about the California Climate Credit? (Multiple Response)	Percent of Responses (n=60)
Website provided in bill	38%
Internet search	37%
Website named in an advertisement	11%
Energy Upgrade California	6%
CPUC	5%
Friends and family	4%

Despite this relatively low level of information-seeking about the Climate Credit itself, what people did know about the credit appeared to motivate many to take actions to save energy in their homes. Almost half of those aware of the credit indicated that learning about it motivated them (49%). As can be seen in Figure 5, those who were more motivated were generally much more motivated—84% ranked their motivation as a 5 or greater on a 1-7 scale, where 1 is “slightly more motivated” and 7 is “significantly more motivated.”

Figure 5. Additional Motivation to Save Energy in the Home since Learning about the Credit (n=95)



Base: Those who were motivated to take actions to save energy in their home by learning about the Climate Credit.

5.2 Climate Credit Marketing Campaign

We asked respondents who were aware of the Climate Credit where they had heard about it. More than half (59%) heard about it in the media (TV, radio, newspaper, etc.). The next most common source of Climate Credit awareness was people’s electric bills—either directly on the bill or through inserts or other attachments (37%).

Table 10. Sources of Climate Credit Awareness

Where have you heard about the Climate Credit? (Multiple Response)	Percent of Responses (n=335)
Media (TV, radio, newspaper)	59%
Electric bill	37%
Email	15%
Direct communication with utility company	13%
Someone in household	9%
Don’t know	1%

Base: Those aware of the California Climate Credit.

The internet survey allowed us to display a banner ad and play a radio ad for respondents to measure awareness of those ads. A small percentage of internet respondents (9%) said they had seen a banner advertisement like the one shown in Figure 6. A slightly higher percentage (15%) had heard the radio spot we included in the survey.

Figure 6. Climate Credit Banner Advertisement



5.3 Awareness of the Energy Upgrade California Brand

The team also used the Climate Credit survey to assess awareness of the Energy Upgrade California brand, as Climate Credit marketing utilized many images and themes that will be part of the broader brand strategy.

5.3.1 Unaided Awareness

Energy brands or campaigns are not a top-of-the-mind concept for most Californians. When we asked respondents “what brands, campaigns, or initiatives” they had heard of in the past year that “encourage people in California to save energy” close to two-thirds (66%) could not name a brand or campaign. When they did provide a response, two-thirds of the responses (67%) had to do with a general energy efficiency topic that was unrelated to a specific brand or campaign, such as renewable energy or conservation (respondents could give more than one response). Utilities were the most frequently mentioned specific brand (11%). Other efficiency brands comprised a smattering of responses, but no other brand had more responses than ENERGY STAR™ (4%) or Energy Upgrade California (2%).

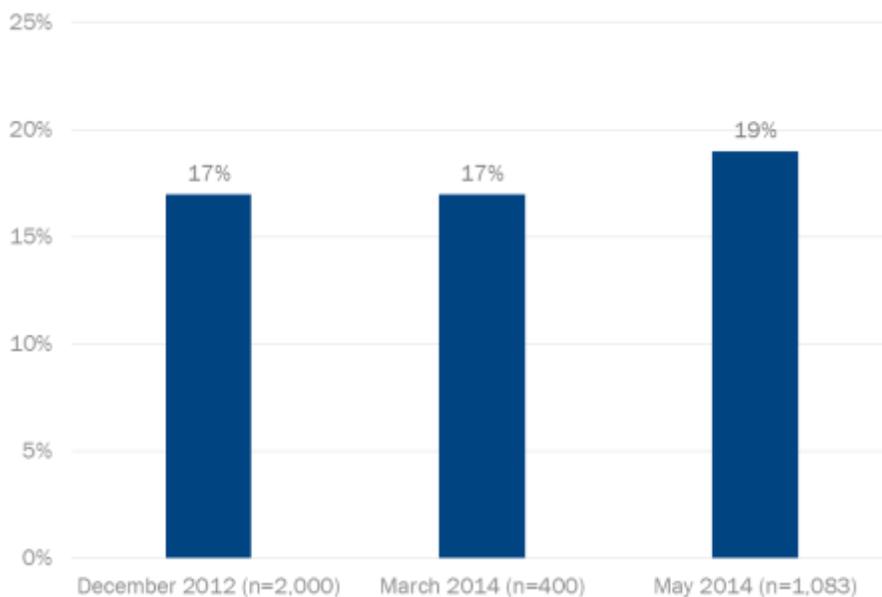
Table 11. Unaided Awareness of Energy-Related Brands, Campaigns and Initiatives

What brands, campaigns, or initiatives have you heard of in the last year that encourage people to save energy in California? (Multiple Response)	Percent of Responses (n=636)
Other energy topic, not brand- or campaign-related	67%
Utility name	11%
Other non-energy brands/campaigns	11%
ENERGY STAR	4%
Energy Upgrade California	2%
Flex Your Power	2%
Other energy brands/campaigns	2%
California Solar Initiative	1%

5.3.2 Aided Awareness

We also measured aided awareness of Energy Upgrade California. The survey asked respondents whether they had heard of several campaign names, including the Energy Upgrade California name. Overall, 19% of respondents had heard of Energy Upgrade California, which is not a statistically significant increase from two previous surveys. Opinion Dynamics conducted a brand assessment study in December 2012, and found that aided awareness was 17% (see Figure 8). More recently, in March 2014, before the launch of the Climate Credit campaign, we conducted a short telephone survey to see if awareness had changed since the brand assessment survey. Awareness remained steady at 17% in March 2014.⁵

Figure 7. Aided Awareness of Energy Upgrade California



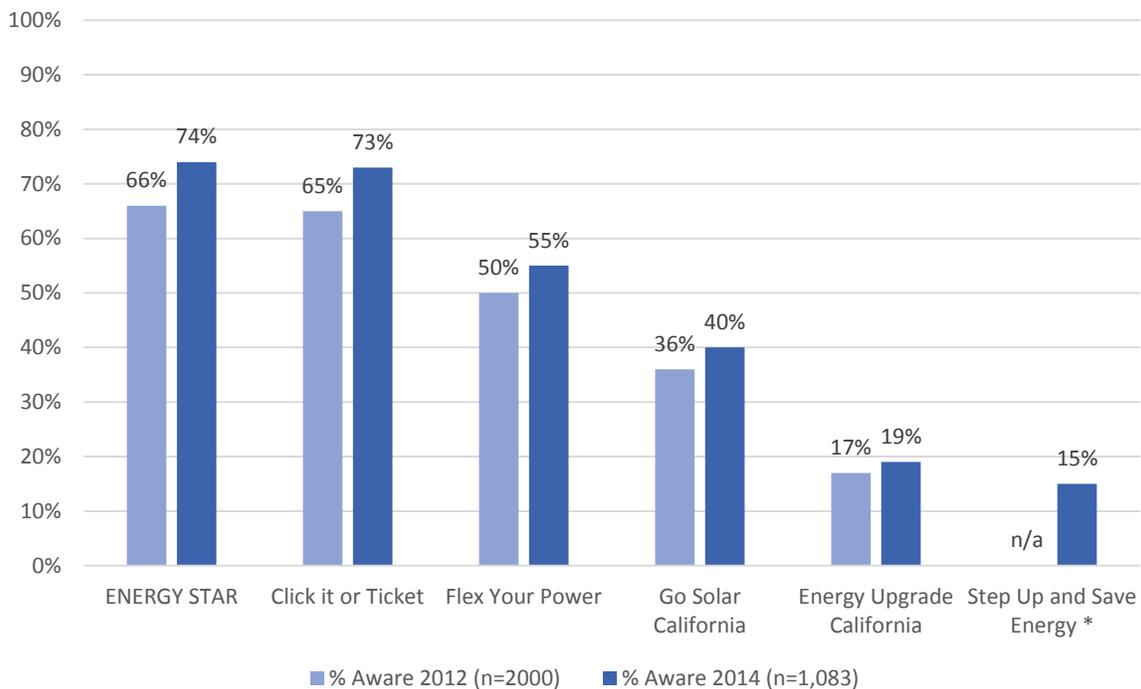
In both the prior brand assessment survey and the Climate Credit survey, we asked about awareness of other brands for comparison purposes. We asked about the Click-It or Ticket campaign, a non-energy social media campaign encouraging residents to wear seat belts, which has been in California for many years. We also asked about ENERGY STAR, an energy brand that has been widely promoted nationally and in California for many years, as well as awareness of two other California energy brands. These alternative brands and campaigns provide some context for the Energy Upgrade California, in terms of what may be possible. Finally, we asked about “Step Up and Save Energy,” a “red herring” brand to assess the level of false positives that might plague our responses.⁶

⁵ The 2012 brand assessment survey contained interviews in English and Spanish. The March 2014 survey was conducted in English only.

⁶ We asked about a different red herring in 2012: “Energy Save It,” which had 24% awareness. We felt that this brand might sound too familiar or common, so we changed it for this survey.

Awareness of Energy Upgrade California is lower than all other brands except for the red herring. Awareness has also increased for all of the other brands, while that of Energy Upgrade California has remained the same. It is not surprising that there was little change in overall awareness of the Energy Upgrade California brand as there had been little marketing of the brand between the December 2012 survey and the Climate Credit campaign.

Figure 8. Aided Awareness of Brands, Campaigns, and Initiatives

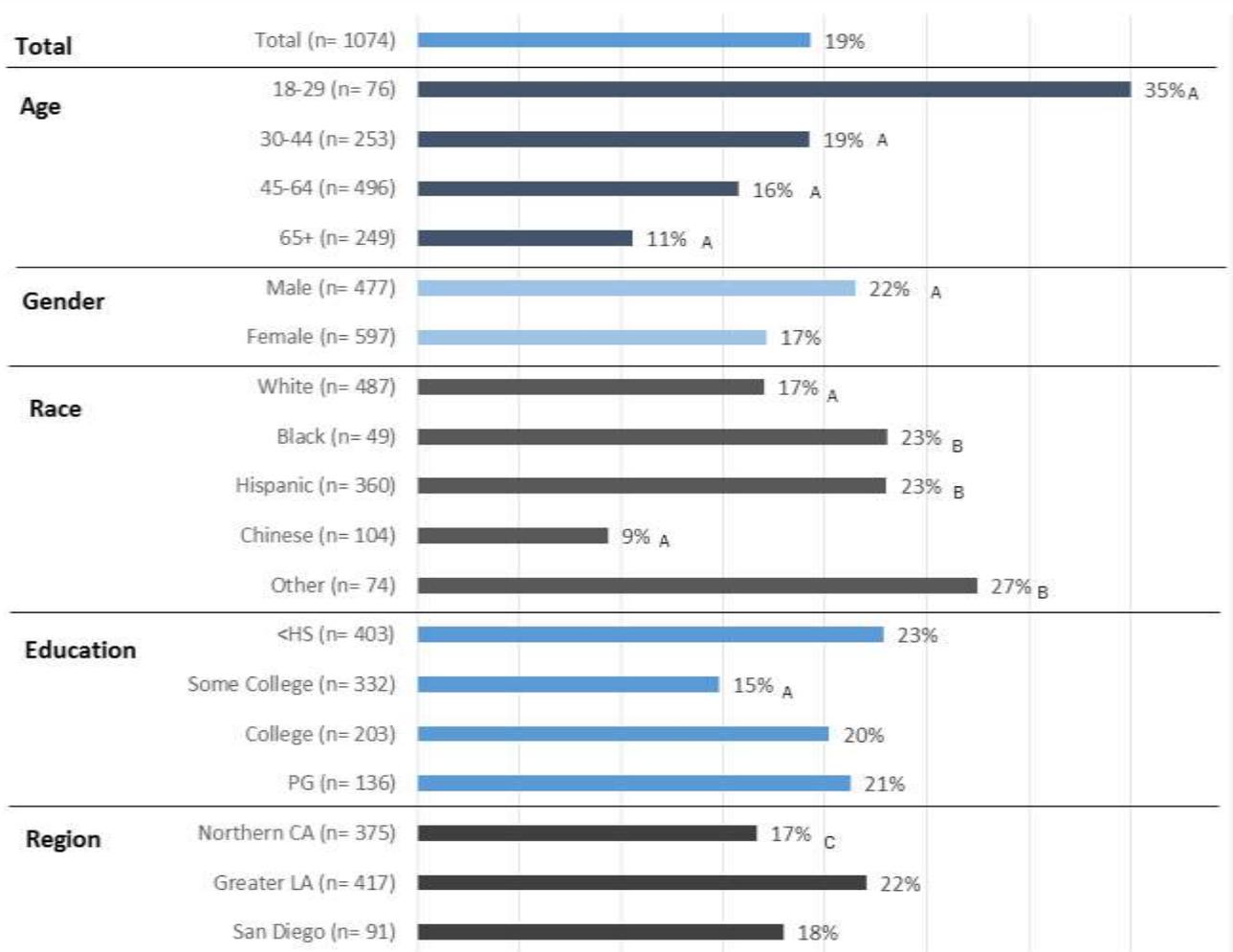


*Note: Step Up and Save Energy is a red herring included as a possible measure of false positives, and was not included in the 2012 Energy Upgrade California brand assessment study.

We found several differences in Energy Upgrade California awareness among demographic groups, including:

- Younger respondents (age 18-29) were more likely than all other age groups to have heard of Energy Upgrade California.
- All groups were more likely to be aware of Energy Upgrade California than Chinese respondents. Additionally, Hispanic and black respondents were more likely to have heard of Energy Upgrade California than white respondents.

Figure 9. Energy Upgrade California Awareness



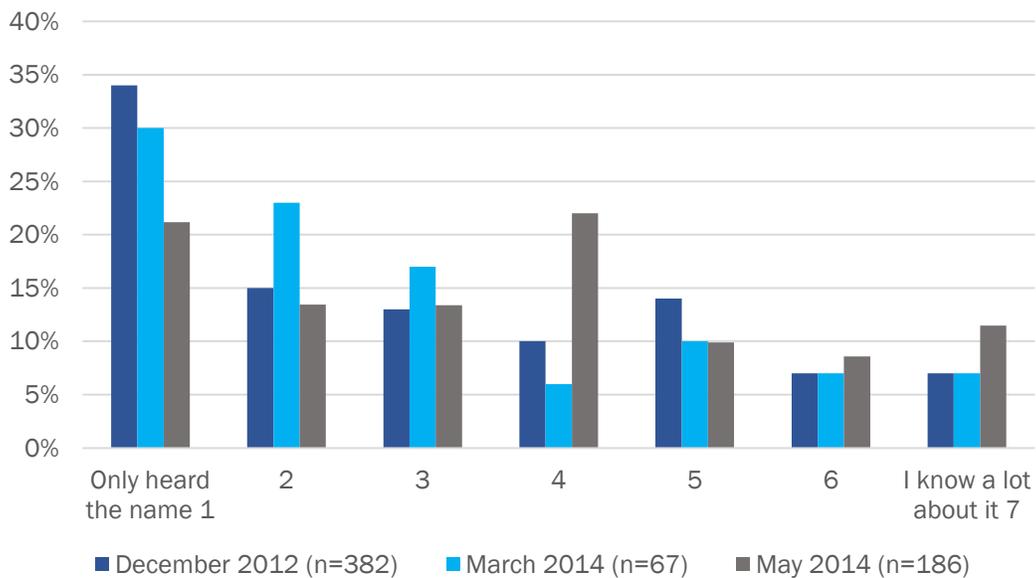
Notes:

- (A) The difference is statistically significant compared to all other cohorts in this group at the 90% level
- (B) The difference is statistically significant compared to white and Chinese respondents at the 90% level
- (C) The difference is statistically significant compared to Greater LA at the 90% level

Although the absolute level of awareness of Energy Upgrade California has not changed, the degree of familiarity among those who are aware has increased slightly. Fewer respondents report having “only heard the name” Energy Upgrade California, and more indicate that they “know a lot about” the brand (see Figure 10)

In December 2012, nearly half rated their familiarity with EUC as a 1 or 2 on 7-point scale where 1 meant “only heard the name.” In May 2014, we found that 35% rated their knowledge as a 1 or 2. In December 2012, 14% rated their knowledge as a 6 or a 7, where 7 meant “I know a lot,” compared to 20% in May 2014.

Figure 10. Familiarity with Energy Upgrade California



Base: Those aware of the Energy Upgrade California.

5.3.3 Energy Upgrade California Marketing

We asked respondents who were aware of EUC where they had heard of it. No single information source dominated the responses. Utility bills (21%) and television (21%) were the most frequently given responses, with radio (14%) and newspapers and magazines (14%) mentioned somewhat less frequently.

Table 12. Where Respondent Heard about Energy Upgrade California

Where have you heard about Energy Upgrade California? (Multiple Response)	Percent of Responses (n=321)
Utility/utility bill	21%
Television	21%
Radio	14%
Newspaper or magazine	14%
Internet	10%
Event	9%
Social media	6%
Word of mouth	4%
Contractor	1%
Other	1%
Phone	< 1%

The bear from the California state flag plays a prominent role in EUC marketing and has the potential to leave a lasting impression. We asked questions specifically about the bear that was featured in the Climate Credit marketing. We specifically noted that we were asking about a bear other than Smokey the Bear. Overall, we found that 21% of respondents report that they had seen or heard an advertisement in which the bear from the California state flag talks with Californians about energy use.

We asked respondents who said they had seen or heard the bear a few follow-up questions. First, we asked where they saw the bear ad. Nearly half of the responses mentioned television (47%), while one in five mentioned the radio (19%).

Table 13. Where Respondent Saw/Heard Bear Advertisement

Where have you heard or seen an advertisement like this one? (Multiple Response)	Percentage of Responses (n=298)
Television	47%
Radio	19%
Utility bill	8%
Newspaper	8%
Internet	7%
Social media	5%
Billboard	3%
Event	2%
Local park	1%
Other	2%

To ensure that respondents were truly remembering the EUC bear and not Smokey the Bear, we asked some additional questions. We asked respondents when they last saw the bear advertisement. About one-third of the respondents (32%) who said they had seen the advertisement more than two months prior to taking the survey, which would have been prior to the EUC bear campaign launch, suggesting some confusion with another ad.

Table 14. Last Time Respondent Last Saw Advertisement with Bear

Last Time Respondent Saw Advertisement with Bear	Percentage of Respondents (n=213)
Within the past week	17%
Between one week and one month ago	33%
Between one and two months ago	17%
Over two months ago	32%

Furthermore, when we asked what the bear was asking Californians to do, nearly equal numbers said something dealing with saving energy and something dealing with preventing forest fires (45% compared to 43%). In the early stages of the EUC campaign, there was clearly some confusion of the EUC bear with Smokey the Bear.

Table 15. Understanding of Bear Advertising

To the best of your knowledge, what was the bear asking Californians to do? (Multiple Response)	Percentage of Responses (n=187)
Save energy/conserve/green message/use renewables	45%
Prevent fires/save forests	43%
Look for Climate Credit on bill	4%
General safety	4%
Save water	4%

Appendix A. Climate Credit Marketing Dashboard

WEBSITE					
Splash Page Summary	English	Spanish	Chinese	Korean	TOTAL
Unique Visitors	101,273	12,368	8,760	4,560	126,961
Visits	108,410	17,379	9,549	4,854	140,192
Unique Visitors/Visits	1.1	1.4	1.1	1.1	1.2
Average Visit Duration	0:00:53	0:01:21	0:00:23	0:00:31	0:00:57
Bounce Rate	64.77%	73.61%	81.62%	73.79%	73.45%

Splash Page Traffic Sources	English	Spanish	Chinese	Korean
Paid Display	71%	100%	100%	100%
Typed In	19%	0%	0%	0%
Paid Search	8%	0%	0%	0%
Referral	1%	0%	0%	0%
Social	0%	0%	0%	0%
Natural Search	0%	0%	0%	0%

Paid Display	3/27/2014	4/3/2014	4/10/2014	4/17/2014	TOTAL
Impressions	46,902,110	69,734,542	64,099,122	20,958,700	201,694,474
Clicks	26,556	33,779	40,281	24,061	124,677
Click-Through Rate (Clicks/Impressions)	0.06%	0.05%	0.06%	0.09%	0.07%
Cost-per-Click	\$7.94	\$7.02	\$5.56	\$2.77	\$5.82
Activity Rate	68.47%	202.52%	177.86%	102.40%	137.81%

Paid Search	3/27/2014	4/3/2014	4/10/2014	4/17/2014	TOTAL
Impressions	112,337	266,466	254,871	1,526,122	2,159,796
Clicks	1,308	2,892	3,689	20,399	28,288
Click-Through Rate (Clicks/Impressions)	1.16%	1.09%	1.45%	1.34%	1.26%
Cost-per-Click	\$1.55	\$1.74	\$1.62	\$1.47	\$1.60

Earned Media	3/31/2014	4/7/2014	4/14/2014	4/21/2014	TOTAL
Total Placements	324	12	3	6	345
Potential Impressions	44,884,871	13,818	69,512	86,400	45,054,601

Social Media	Benchmark	3/17/2014	3/24/2014	3/31/2014	4/7/2014	4/14/2014	4/21/2014	4/28/2014	TOTAL	Goal	Growth
Facebook Total Likes	812	826	1,265	1,881	2,456	2,861	3,481	4,005	4005	4,562	152.30%
Facebook Weekly Growth	812	14	439	616	574	405	620	524	4,004		
Facebook Paid Likes		4	314	529	510	375	579	464	2,775		
Facebook Promoted Account		\$0	\$125	\$210	\$210	\$150	\$275	\$200	\$1,170		
Facebook Promoted Post		\$66	\$38	\$200	\$0	\$30	\$100	\$0	434		
Twitter Total Followers	896	987	1,022	1,183	1,303	1,427	1,589	1,760	N/A	2,688	59%
Twitter Weekly Growth	896	91	35	161	120	124	162	171	1,760		
Twitter Paid Follows		N/A	N/A	176	142	164	231	241	954		
Twitter Promoted Account		\$0	\$0	\$201	\$168	\$299	\$524	\$521	\$1,712		
Twitter Promoted Tweet		0	0	0	0	0	0	0	0		
YouTube Lifetime Views	8,377	8,414	8,450	8,496	8,555	8,585	8,637	8,703	8703	16,754	2.40%
YouTube Weekly Growth	8,377	37	36	46	59	30	52	66	8,703		
Instagram Followers	1	0	1	1	1	1	0	3	8	300	
Pinterest Followers	3	3	10	10	10	10	10	10	10	200	
Social URL Clicks	0	0	23	61	5	12	3	6	110	1,000	
FB Likes, Comments, Shares	12	166	147	106	36	47	552	50	1,104	640	
TW mentions, retweets, favorites	0	5	10	41	32	14	31	32	1,214	320	
Social Mentions (Average Monthly)	354	72	104	352	136	144	120	112	1,394	708	

Community Events	4/9/2014	4/15/2014	TOTAL
Total Events	18	25	43
Engagements	5,305	10,555	15,860
Impressions	62,000	102,750	164,750
Event Attendance	105,991	155,491	261,482
Average Engagement Length			
<2 min.	45%	44%	45%
2-5 min.	36%	36%	36%
5-10 min.	17%	17%	17%
10+ min.	3%	3%	3%

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