

# **FINAL REPORT**

## **Univision Television Energy Efficiency Marketing Research**

### **Six Hispanic Focus Groups**

**Riverside, California  
November 11, 2003  
and  
Fresno, California  
November 12, 2003**

**By  
Research 360  
Mari Ramirez Lindemann**

Final Report on  
Univision Television Energy Efficiency Marketing  
Research: Six Hispanic Focus Groups

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# I. INTRODUCTION

## OBJECTIVES

The purpose of this research is to gain insight into the perceptions, beliefs, and attitudes of Hispanic energy consumers in California. The focus of this study is to evaluate the effectiveness of various materials at communicating energy and money saving information to the target population.

## METHODOLOGY

Three groups of Hispanic consumers were convened in Riverside, California on November 11, 2003:

The groups consisted of twenty-two respondents of Hispanic decent – 9 male, 13 female - for a total of 22 respondents, 14 of whom are homeowners. The education levels ranged from no high school diploma to some college courses. Annual incomes ranged from less than \$28K to more than \$75K. All respondents were planning to purchase a major household appliance.

Three groups of Hispanic consumers were convened in Fresno, California on November 12, 2003:

The groups consisted of twenty-two respondents of Hispanic decent – 13 male, 10 female - for a total of 23 respondents. The education levels ranged from no high school diploma to college/technical school graduates. Annual incomes ranged from \$28K to \$74K. All respondents were planning to purchase a major household appliance.

## STATEMENT OF LIMITATIONS

Focus groups seek to develop insight and direction rather than quantitatively precise measures. Because of the limited number of respondents and the restrictions of recruiting, this research must be considered in a qualitative frame of reference.

The reader is reminded that this report is intended to clarify cloudy issues and indicate possible direction for future research. The data presented here cannot be projected to a universe of similar respondents.

The value of focus groups is in their ability to provide observers with unfiltered, unbiased comments from a segment of the target population. Focus groups give decision-makers insight into the belief, knowledge, attitudes, and perceptions of their consumer base.

## II. KEY FINDINGS

### RESPONSES

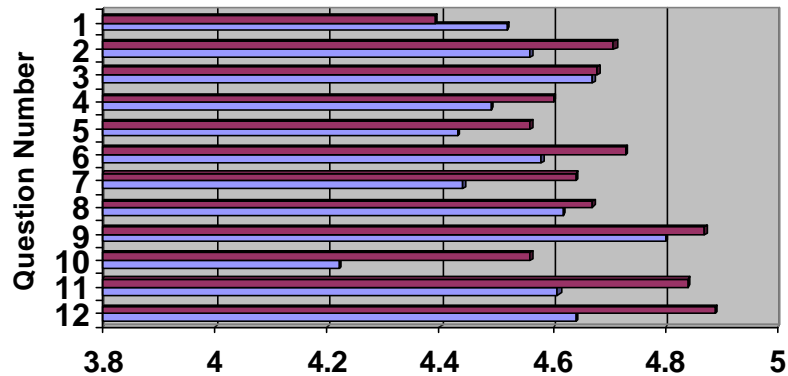
In general, both the broadcast and printed materials on energy efficiency were very well-received by all six groups. As depicted in the charts and graphs below, all groups responded very positively to the concepts shown to them. No significant differences in attitudes were demonstrated between respondents in the two cities, Riverside and Fresno. The respondents seemed persuaded that it is necessary to save energy and welcomed the concept of saving money simultaneously. The rebate program was especially well received.

However, a deadline of December 31<sup>st</sup> was seen as too soon. Many respondents commented without prompting that appliances such as those referred to in the materials were very large purchases for their household, requiring more time to evaluate and save money. No matter how well-received the message, they not only did not like feeling pressured to make a quick decision on such a major purchase, but also did not want to miss out on rebates.

Respondents were asked to evaluate the following 12 statements about each of the messages they saw and heard and to rank each on a scale of 1 (strongly disagree) to 5 (strongly agree).

1. Interesting to watch and listen to
2. Has a message for people like me
3. Made me interested in energy efficiency
4. Gives me valuable information about energy efficiency
5. Has information that I really can use
6. I found out about those products that save energy
7. I understand and can relate to this message
8. Contains information that is good for all Californians to hear
9. Shows me how to get in contact with my utility company to obtain more information
10. Contains a message that is relevant to my life
11. Makes me consider energy saving products for the future
12. I had received information about the availability of reimbursement programs

**Average Scores per Question**



	12	11	10	9	8	7	6	5	4	3	2	1
■ Collateral	4.89	4.84	4.56	4.87	4.67	4.64	4.73	4.56	4.6	4.68	4.71	4.39
■ TV	4.64	4.61	4.22	4.8	4.62	4.44	4.58	4.43	4.49	4.67	4.56	4.52

## SUGGESTIONS

- ◆ The concept of saving money while saving energy was very attractive to the respondents.
- ◆ Respondents were willing to pay more money up front for energy conscious appliances.
- ◆ The message was considered to be directed to Latinos, but needs more exposure in the Hispanic community.
- ◆ Both broadcast and print materials are necessary - IN SPANISH and ENGLISH!
  - ◆ Many Latinos are bilingual, and it is also helpful to have a valid English translation available for those who speak Spanish-only to communicate.
  - ◆ Broadcast to capture attention and persuade/motivate
    - ◆ Some respondents suggested to play the commercials on weekday afternoons
  - ◆ Print to remind individuals and give clear, visual instructions
    - ◆ It was suggested to include a pamphlet in with the utility bills.
- ◆ However, the messages they are exposed to, be it broadcast or in print, need to make it clear that the money will be regained through energy cost savings.
- ◆ A timetable outlining projected savings would be an attractive feature
- ◆ More charts and graphs for easy reference – the more simple and visual, the better.

- ◆ Rebate program should be emphasized and look easy to execute

**III. FOCUS GROUP DISCUSSION GUIDE SUMMARY**

For the tables below, the following key applies:

1 = Strongly Disagree

4 = Somewhat Agree

2 = Somewhat Disagree

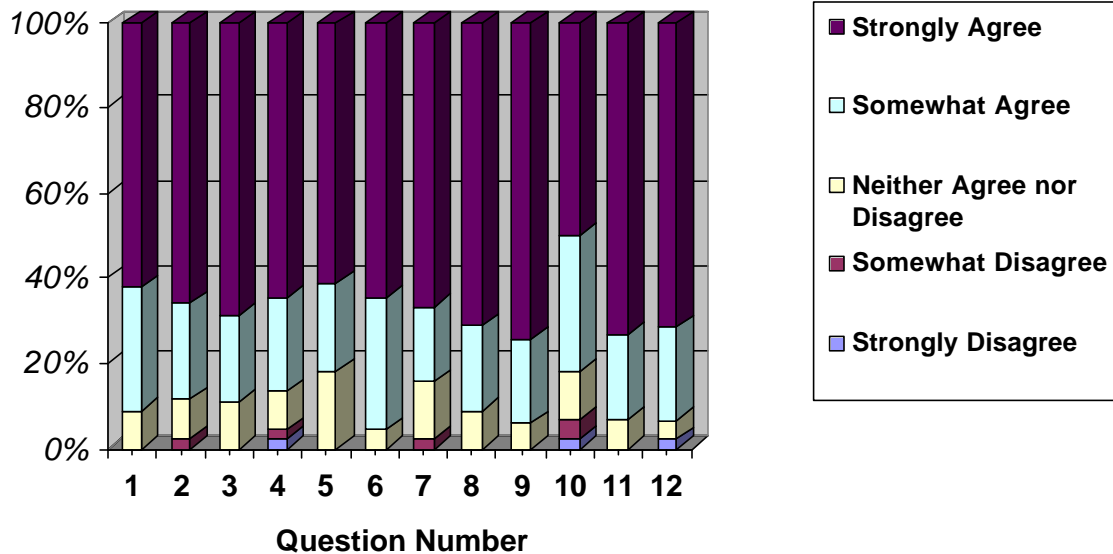
5 = Strongly Agree

3 = Neither Agree Nor Disagree

**BROADCAST CAMPAIGN****A. QUANTITATIVE SCORES**

	Riverside					Fresno					Total				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1. Interesting to watch and listen to	-	-	3	8	1	-	-	1	5	1	-	-	4	1	2
					1					7				3	8
2. Has a message for people like me	-	1	2	6	1	-	-	2	4	1	-	1	4	1	2
					3					6				0	9
3. Made me interested in energy efficiency	-	-	4	6	1	-	-	1	3	1	-	-	5	9	3
					2					9					1
4. Gives me valuable information about energy efficiency	-	1	4	7	1	1	-	-	3	1	1	1	4	1	2
					0					9				0	9
5. Has information that I really can use	-	-	4	6	1	-	-	4	3	1	-	-	8	9	2
					2					5					7
6. I found out about those products that save energy	-	-	1	8	1	-	-	1	6	1	-	-	2	1	2
					3					6				4	9
7. I understand and can relate to this message	-	-	3	6	1	-	1	3	2	1	-	1	6	8	3
					3					7					0
8. Contains information that is good for all Californians to hear	-	-	2	6	1	-	-	2	3	1	-	-	4		3
					4					8				9	2
9. Shows me how to get in contact with my utility company to obtain more information	-	-	-	5	1	-	-	2	2	1	-	-	2	7	3
					7					9					6
10. Contains a message that is relevant to my life	-	-	5	8	9	1	2	-	6	1	1	2	5	1	2
										3				4	2
11. Makes me consider energy saving products for the future	-	-	-	8	1	-	-	3	1	1	-	-	3	9	3
					4					9					3
12. I had received information about the availability of reimbursement programs	-	-	1	5	1	1	-	1	5	1	1	-	2	1	3
					6					7				0	3

### Broadcast Material



## B. REACTIONS

The following italicized statements [translated] are from respondents:

### FIRST IMPRESSIONS:

- *Funny, informative, you can get information over the telephone.*
- *We should save energy and buy newer products that don't waste so much energy.*
- *There are products like Energy Star that you can buy to save money and use energy efficiently.*
- *You can obtain more information about Energy Star.*
- *We save money even though they cost a little more and over time it will make up for it.*
- *You can save money by saving energy.*
- *There are reimbursements!*
- *They told us how to save on heating...to save money.*
- *We should save energy because it's going to run out if we keep using it the way we are now- we won't have light or television.*
- *It's very important to change your filters to save money.*
- *For example, [the information] about the thermostat- when you don't use it you have to turn it off.*
- *They're on the web.*
- *They give you the phone number to contact the company.*

### COMMUNICATION:



- Few of the respondents had seen the commercials before on Spanish-language television.
- The main messages perceived were
  - The importance of saving energy/being energy-efficient
  - There are many easy ways to do so
  - You can save money at the same time
- Attitudes were positive except for the deadline.
- *It makes us think* [about energy conservation].
- *We should try to make saving energy a habit*
- Various comments were made about the humor incorporated into the message. It was very appreciated by all groups.

#### **PERSUASION:**

- Respondents were definitely motivated to save energy
- Main motivating factors were
  - REBATES!
  - Easy ways to decrease energy usage were presented
  - Lowering utility bills
  - Preventing Black-outs

#### **TARGETING:**

- Most respondents felt that the message applied to everyone in California, but the ads more specifically:
  - *for Latinos*
  - *Head of household/ Whomever pays the bills*
  - *It's not as important to young people*
  - *It is important for people of all ages, men and women*
- A few felt that they already save energy by turning off lights, etc., but most respondents felt, after watching the commercial, that they could be doing more to save energy and money.

#### **EXECUTIONAL ELEMENTS:**

- Likes/Dislikes
  - First one: *Funny, not too funny, but just enough. It grabs your attention*
  - Second: *Not as funny. Boring. Hard to understand. They are mumbling*
  - Some respondents did not like the actors used, and described them as lacking grace, and too forceful.
- Confusing
  - *They speak a little too quickly*
  - *Some of the words are different- I didn't understand the part about the shoes.*

#### **SUMMARY:**

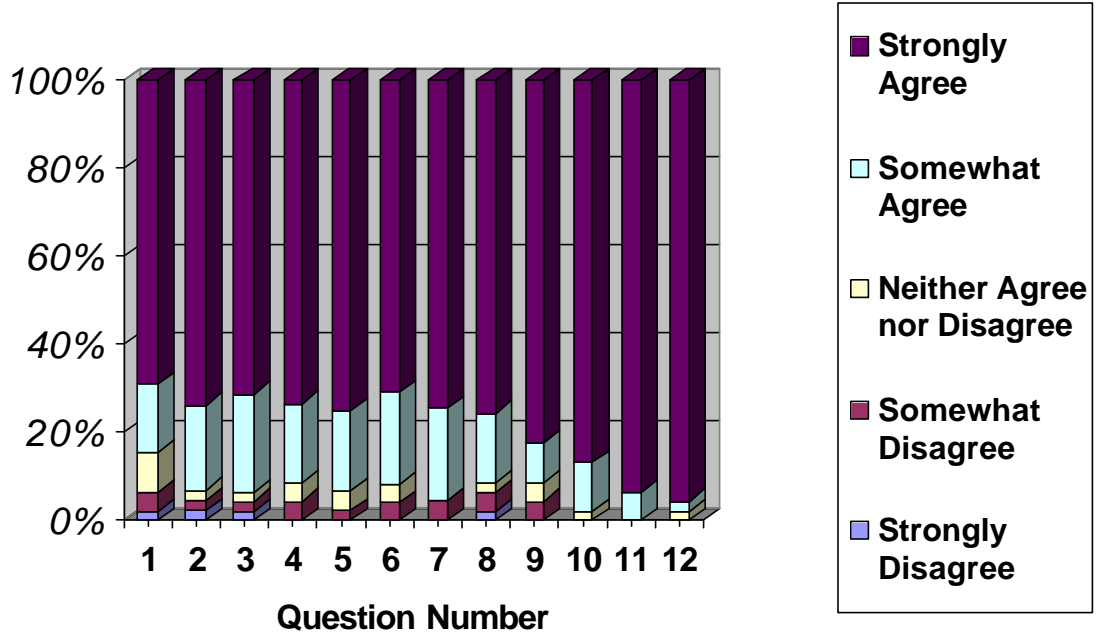
- All slogans were well-received
- Attitudes were generally positive and motivated
- One-word descriptions used were *Informative/Educational, Important, Conservation, Necessary, Humorous, Boring*

## COLLATERAL CAMPAIGN

### A. QUANTITATIVE SCORES

	Riverside					Fresno					Total				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1. Interesting to watch and listen to	1	2	3	4	1 2	-	-	1	3	1 9	1	2	4	7	3 1
2. Has a message for people like me	1	1	1	4	1 2	-	-	-	4	1 9	1	1	1	8	3 1
3. Made me interested in energy efficiency	1	1	1	5	1 3	-	-	-	5	1 8	1	1	1	1	3 0 2
4. Gives me valuable information about energy efficiency	-	2	2	4	1 4	-	-	-	4	1 9	-	2	2	8	3 3
5. Has information that I really can use	-	1	3	4	1 4	-	-	-	4	1 9	-	1	2	8	3 3
6. I found out about those products that save energy	-	2	2	6	1 3	-	-	-	4	2 1	-	2	2	1	3 0 4
7. I understand and can relate to this message	-	2	-	4	1 3	-	-	-	5	1 9	-	2	-	9	3 2
8. Contains information that is good for all Californians to hear	1	2	1	4	1 4	-	-	-	3	2 0	1	2	1	7	3 4
9. Shows me how to get in contact with my utility company to obtain more information	-	2	2	3	1 5	-	-	-	1	2 2	-	2	2	4	3 7
10. Contains a message that is relevant to my life	-	-	-	2	2 0	-	-	1	3	1 9	-	-	1	5	3 9
11. Makes me consider energy saving products for the future	-	-	-	2	2 0	-	-	-	1	2 2	-	-	-	3	4 2
12. I had received information about the availability of reimbursement programs	-	-	1	1	2 0	-	-	-	-	2 3	-	-	1	1	4 3

## Printed Material



### B. REACTIONS

#### FIRST IMPRESSIONS:

- *I don't like the color; the color is childish*
- *It's too busy; Too much information to read through*
- *It should in both languages- English/Spanish*
- *Needs to be more concise*
- *It should advertise saving money on the front*
- *I like that they give the reimbursement values*
- *Convincing*
- *Why is there a limited time??*

#### COMMUNICATION / EXECUTIONAL ELEMENTS:

In general, the message was understood and well-received; however, the pamphlet itself was considered difficult to read through.

- *It should be shorter, more concise, more summarized*
- *It is clear and complete, but people won't read something so large*
- *It needs English and Spanish.*

#### PERSUASION / TARGETING:

The printed materials were seen as equal to the broadcast materials in these topics.

**ATTACHMENT B**

**SPECIAL EVENTS SUMMARY**

**KUVS-TV Sacramento**

KUVS Blood Drive  
July 25 - Sacramento  
Attendance: 303

Hispanic Day at California State Fair  
August 24 – Sacramento  
Attendance: 84,000

Mexican Independence Day  
September 14 – Modesto  
Attendance: 2,300

13<sup>th</sup> Annual International Festival  
October 5 – Modesto  
Attendance: 45,000

**KMPR-TV Santa Barbara**

Santa Barbara County Fair  
June – Santa Maria  
Attendance: 3,600

Old Spanish Days Festival  
July 30 – Santa Barbara  
Attendance: 2,500

**KSMS-TV Monterey/Salinas**

Monterey County Fair  
August 17 – Monterey  
Attendance: 60,000+

Dia L Familia  
August 10 – Salinas  
Attendance: 20,000

**KMEX-TV Los Angeles**

Staples/Hutchinson  
And Associates, Inc.

Univision  
Television Group

Mexican Independence Parade and Festival  
September 7 – Belvedere Park  
Attendance: 45,000

Central American Independence Day Parade and Festival  
September 14 – MacArthur Park  
Attendance: 30,000

Fiesta de la Familia  
October 12 – Riverside/Imperial Valley  
Attendance: 20,000

### KVER-TV Palm Springs

Coachella Valley Univision Soccer Tournament  
July 5 and July 18 in Palm Springs  
Attendance: 1,200

Fourth of July Indio Grounds Celebration  
July 4 – Palm Springs  
Attendance: 2,500

### KDTV-TV San Francisco

Carnival Latino  
September 7 – Six Flags Marine World  
Attendance: 30,000

Viva Las Americas  
September 14 – San Francisco  
Attendance: 70,000

### KABE-TV Bakersfield

El Dia De La Meujer Hispana  
Bakersfield  
Attendance: 20,000

Fiesta Patrias  
September 16 – Bakersfield

Staples/Hutchinson  
And Associates, Inc.

Univision  
Television Group

Attendance: 11,000

KFTV-TV Fresno

Dia De La Familia Hispana en el Zologico  
July in Fresno  
Attendance: 12,500

Dia de la Familia Hispano at Fresno Fair  
October 5 - Fresno  
Attendance: 50,000

Univision Plaza at the Big Fresno Fair  
October 6 - Fresno  
Attendance 62,000

Fiestas Patrias  
September 16 – Fresno  
Attendance: 12,000

KBNT-TV San Diego

Copa Univision  
August 23-24 - San Diego  
Attendance: 10,000

Fiestas Patrias  
September 13 – San Diego  
Attendance: 10,000

KVYE-TV Yuma/EI Centro

Independence Day Celebration  
July 4 in Calexico  
Attendance: 2,500

Pre-Reventon Party Ticket Give-away  
July 16 – Yuma Jacques & Jills Health Club  
Attendance: 600

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**Place, Date and Manner of Service:**

11/16/04

15

Tim Drew  
California Public Utilities Commission  
505 Van Ness Avenue, #5021  
San Francisco, CA 94102  
(415) 703-2310  
zap@cpuc.ca.gov

January 19, 2004

Hardcopy submitted by Federal Express to Tim Drew, Don Aramubla and Docket Office.  
Notification submitted by email to Ariana Merlino and Tim Drew. Final Report has been  
posted on the Staples/Hutchinson and Associates, Inc. Web site at [www.staples-ad.com](http://www.staples-ad.com)

**Signature:**

A handwritten signature in black ink that reads "James R. Staples". The signature is written in a cursive style with a large, looping initial "J".

James R. Staples President  
President  
Staples/Hutchinson and Associates, Inc.