

SEVERE WEATHER EVENTS

Topline Report

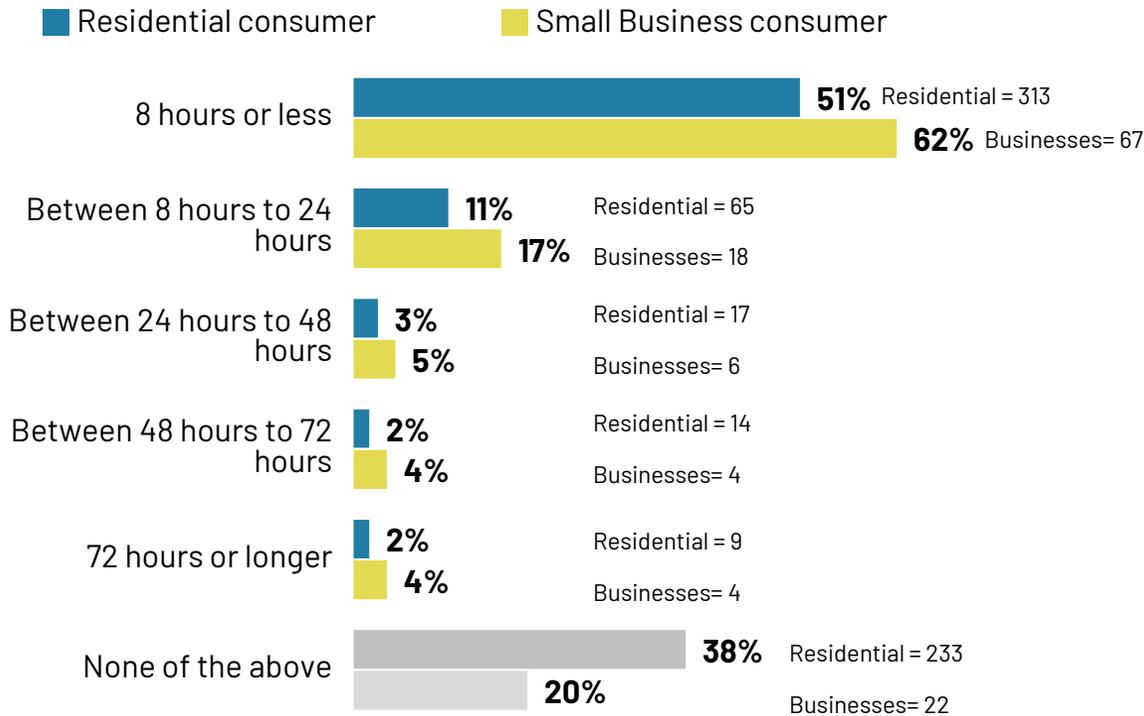
July 2024



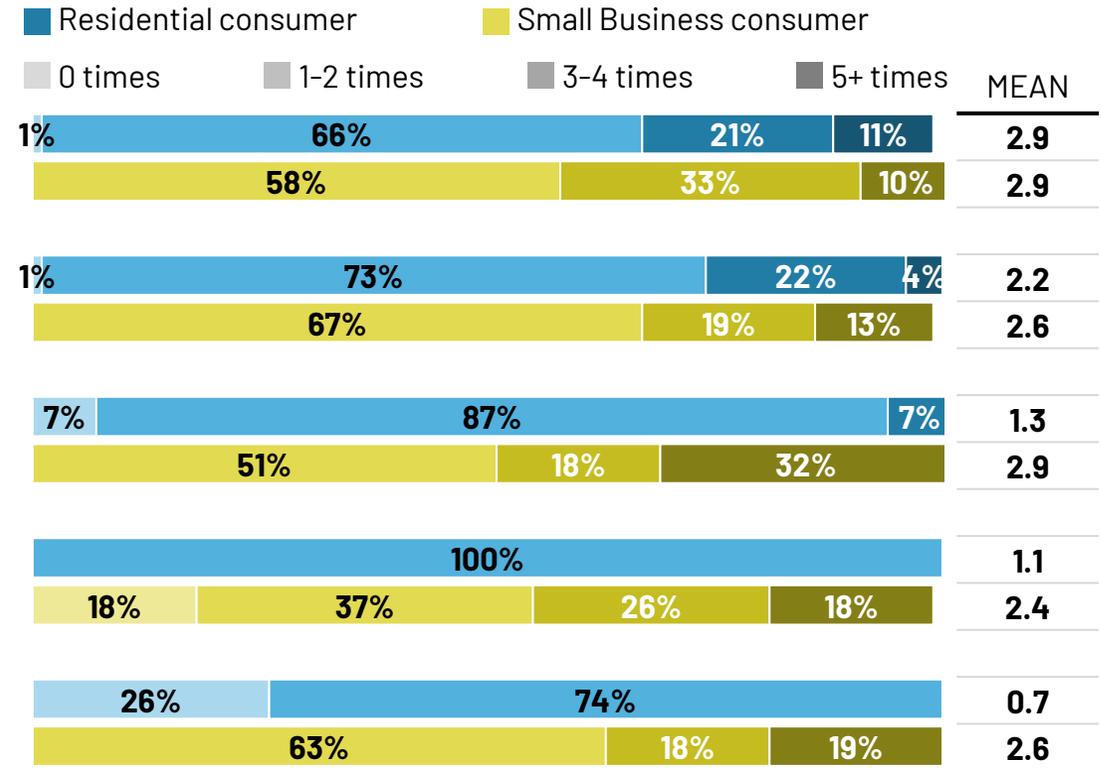
01 GENERAL INFORMATION



Severe Weather Power Interruption and the Frequency of Power Interruptions



Base: All respondents (n=721) - Residential consumers (n=613), Small Business consumers (n=108)
 Q2. Have you experienced a power interruption due to a severe weather event for any of the following lengths of time within the past two years? Please select all that apply.

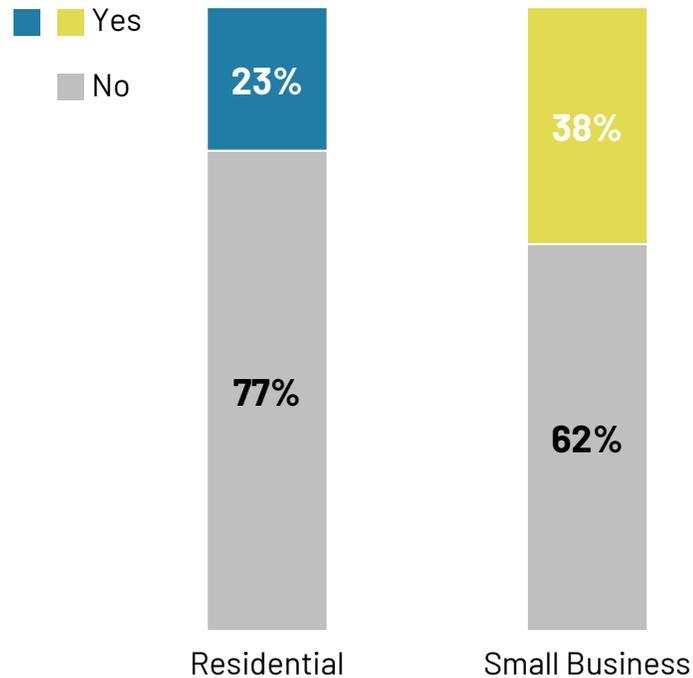


Base: Those who had experienced a power interruption due to a severe weather event within the past two years (n=466) - Residential consumers (n=380), Small Business consumers (n=86)
 Q3. How many times have you experienced a power interruption for each of the following lengths of time within the past 2 years?

02 UTILITY COMPANY COMMUNICATIONS

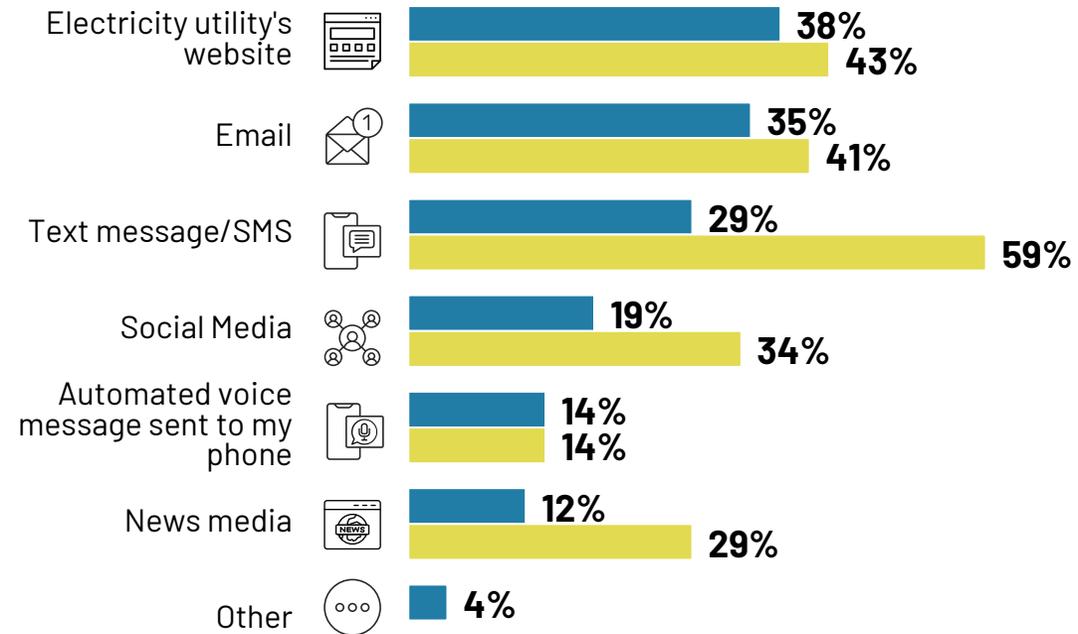
Receiving Past Communications from the Electricity Utility

Past communications from utility



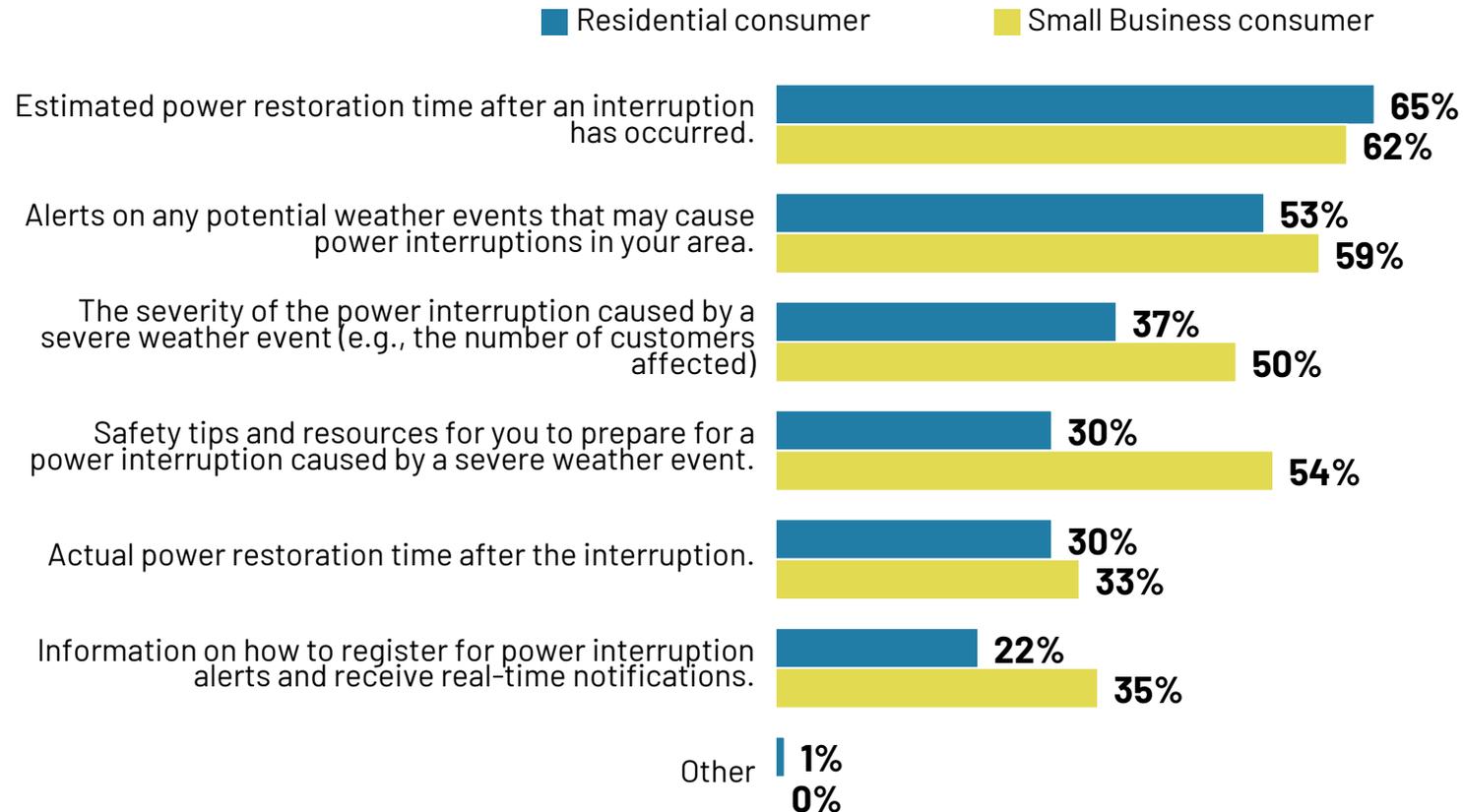
Base: All respondents (n=721) - Residential consumers (n=613), Small Business consumers (n=108)
 Q4. In the past, do you recall receiving any communications from your electricity utility regarding power interruptions due to a severe weather event (whether through email, text, social media or distributor's website)?

Communication channels used



Base: Those who recall receiving any communications from your electricity utility regarding power interruptions due to a severe weather event (n=188)
 Residential consumers (n=150), Small Business consumers (n=38)
 Q5. How did you receive the communications from your local utility company? Please select all that apply.

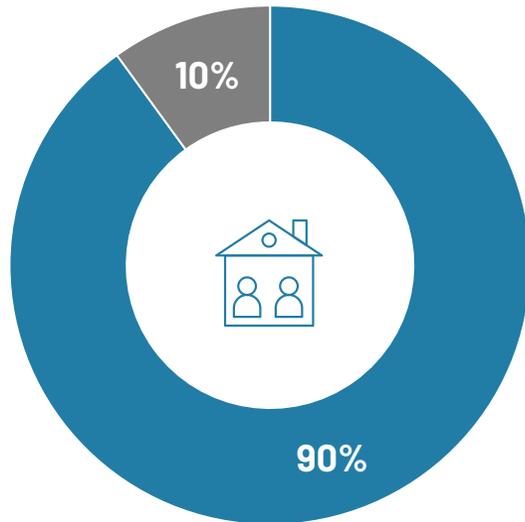
Information Communicated by Utility



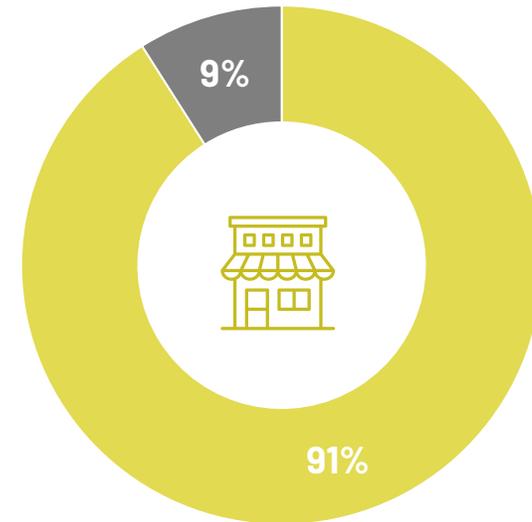
Base: Those who recall receiving any communications from your electricity utility regarding power interruptions due to a severe weather event (n=188) - Residential consumers (n=150), Small Business consumers (n=38)
Q6. What type of information was communicated by your electricity utility? Please select all that apply.

Future Communication Preferences

Residential consumer

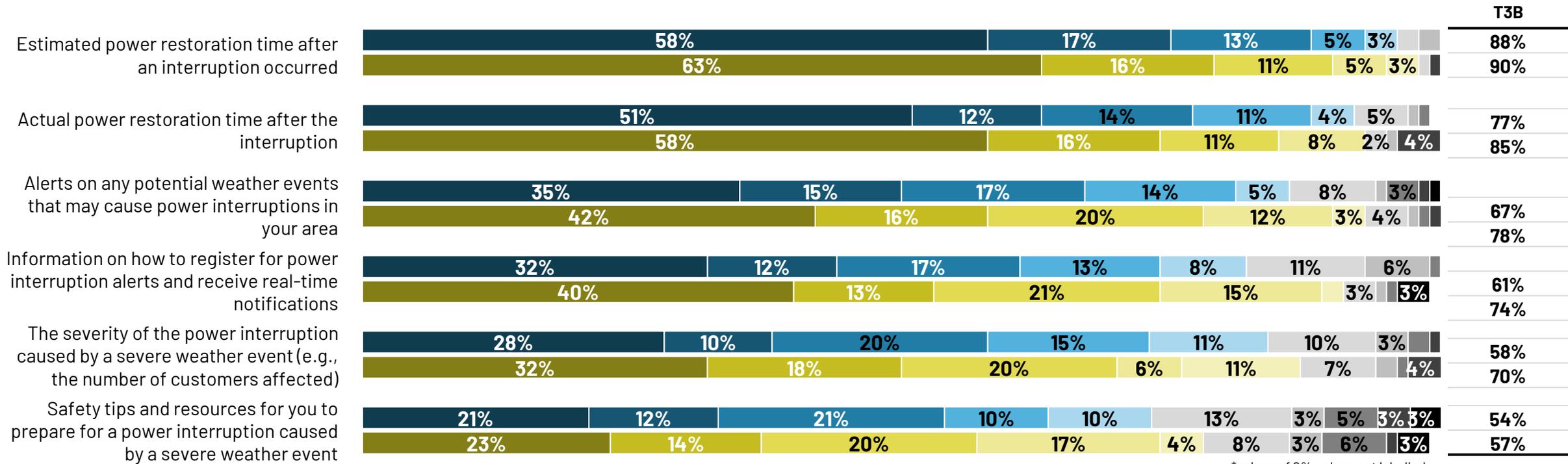


Small Business consumer



Base: Those who do not recall receiving any communications from their electricity utility (n=533) - Residential consumers (n=463), Small Business consumers (n=70)
Q7. Would you like to receive communications from your electricity utility about power interruptions due to severe weather events in the future?

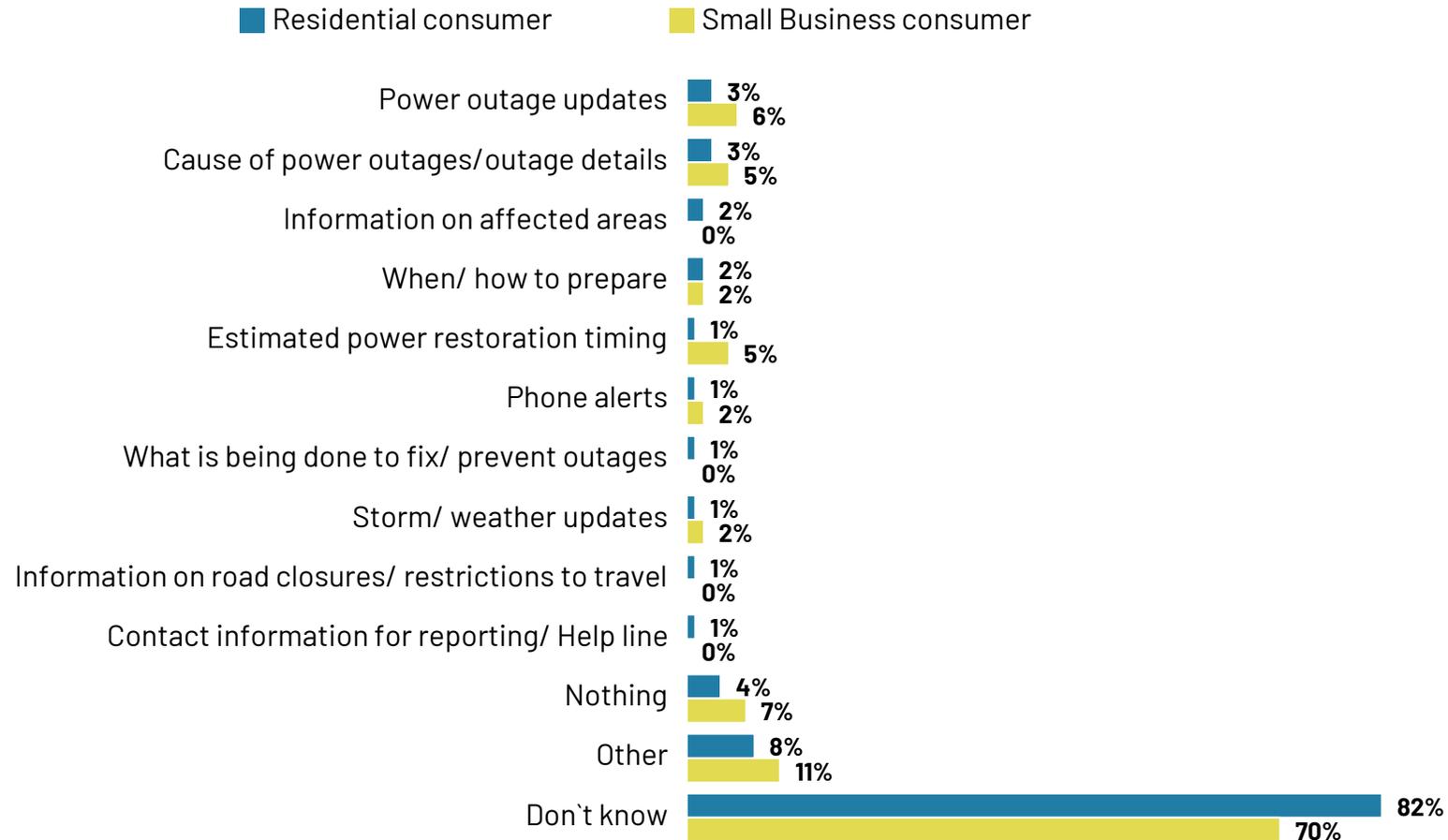
Importance of Information Types



*values of 2% or less not labelled

Base: Those who would you like to receive communications from their electricity utility about power interruptions due to severe weather events in the future (n=671) - Residential consumers (n=570), Small Business consumers (n=101) Q8. And, how important is it to you to receive each of the following types of information from your electricity utility regarding a power interruption due a severe weather event? Using a scale from 1 to 10, where 1 is not at all important and 10 is very important.

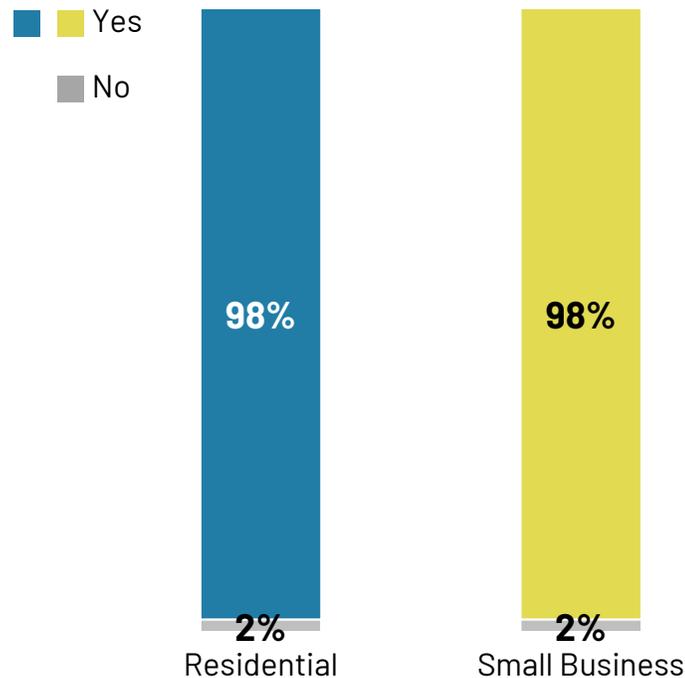
Additional Information Desired from Utility



Base: Want to receive communications in the future (n=671) - Residential consumers (n=570), Small Business consumers (n=101)
 Q9. Are there any additional types of information that you would like to receive from your electricity utility regarding power interruptions due a severe weather events?

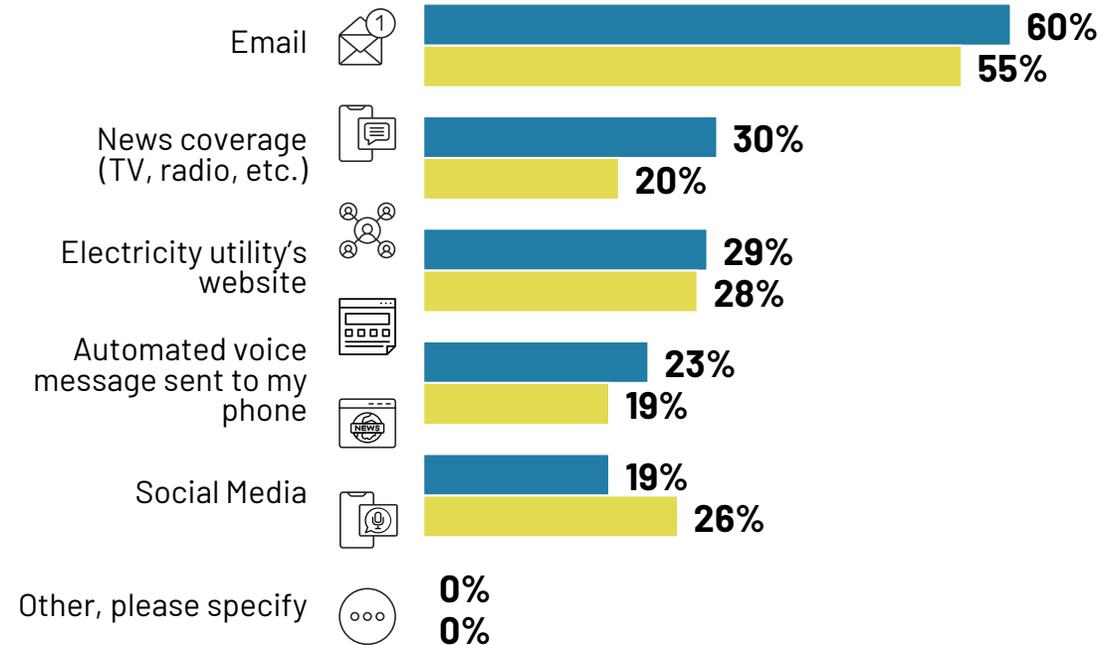
Utility Communication Preferences: Power Outage Updates & Channels

Updates on restoration time



Base: Want to receive communications in the future (n=671)
 Residential consumers (n=570), Small Business consumers (n=101)
 Q10. Thinking about information provided by your electricity utility about the estimated time the power would be restored after an interruption. Would you like to be updated if the original estimated time of power restoration changes?

Preferred communication channels



Base: Want to receive communications in the future (n=671)
 Residential consumers (n=570), Small Business consumers (n=101)
 Q11. Through which of the following communication channel(s) would you prefer to receive information and updates from your electricity utility about power interruptions due to severe weather events? Please select all that apply.

03 OVERALL SATISFACTION AND SUGGESTIONS



Satisfaction with Utility Communications

■ Residential consumer

■ Small Business consumer

■ 10 - Very satisfied

■ 9

■ 8

■ 7

■ 6

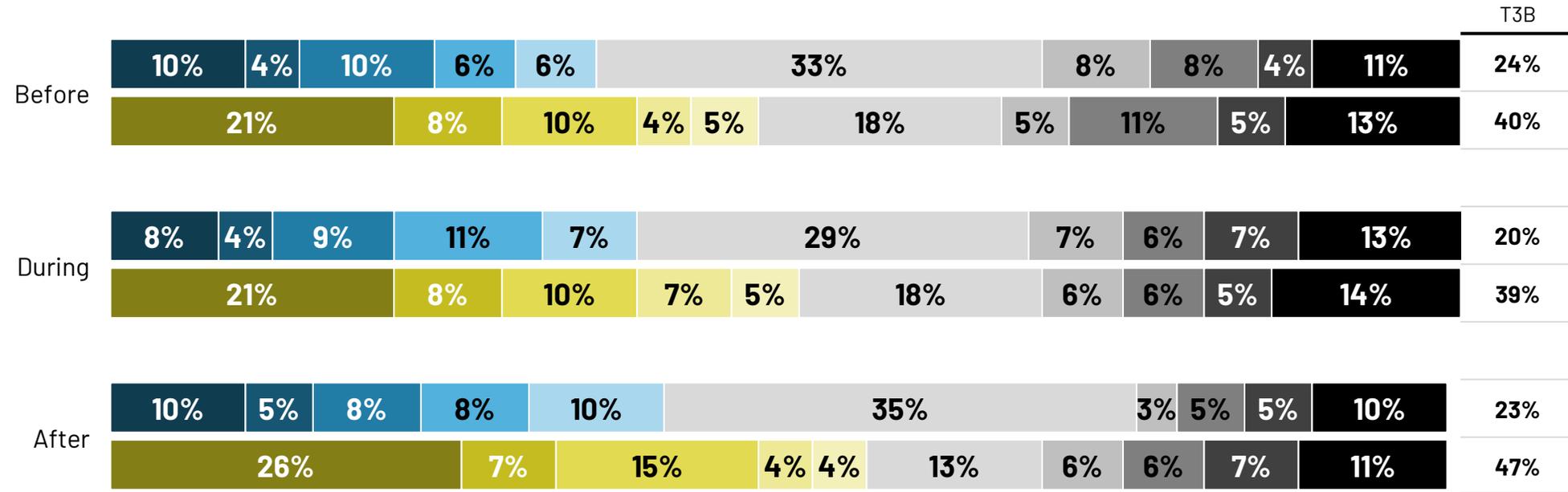
■ 5 - Neither satisfied nor dissatisfied

■ 4

■ 3

■ 2

■ 1 - Very dissatisfied



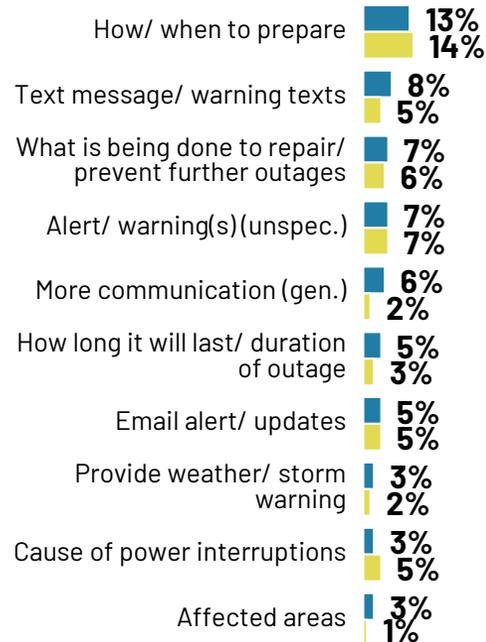
Base: Those who had experienced a power interruption due to a severe weather event within the past two years (n=452) - Residential consumers (n=370), Small Business consumers (n=82)
 Q12. Overall, how satisfied are you with communications you received from your electricity utility before, during, and after a power interruption caused by a severe weather event? Using a scale from 1 to 10, where 1 is very dissatisfied, 10 is very satisfied and 5 is neither satisfied nor dissatisfied.

Desired Communication Improvements

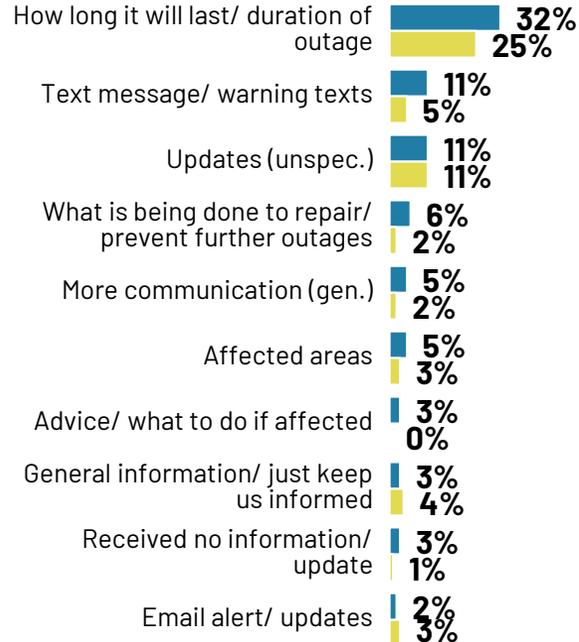
■ Residential consumer

■ Small Business consumer

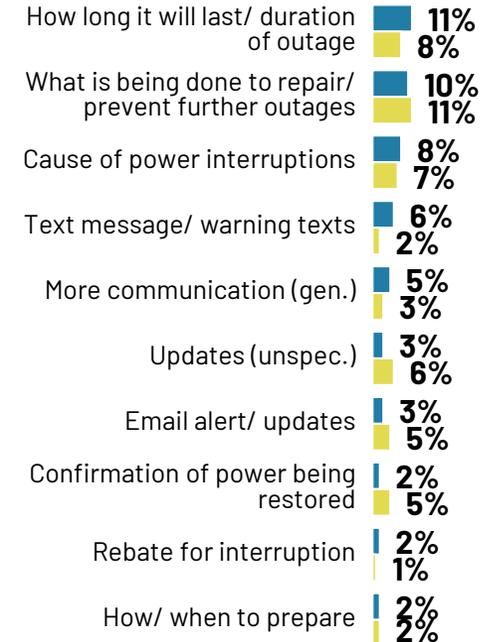
Before



During

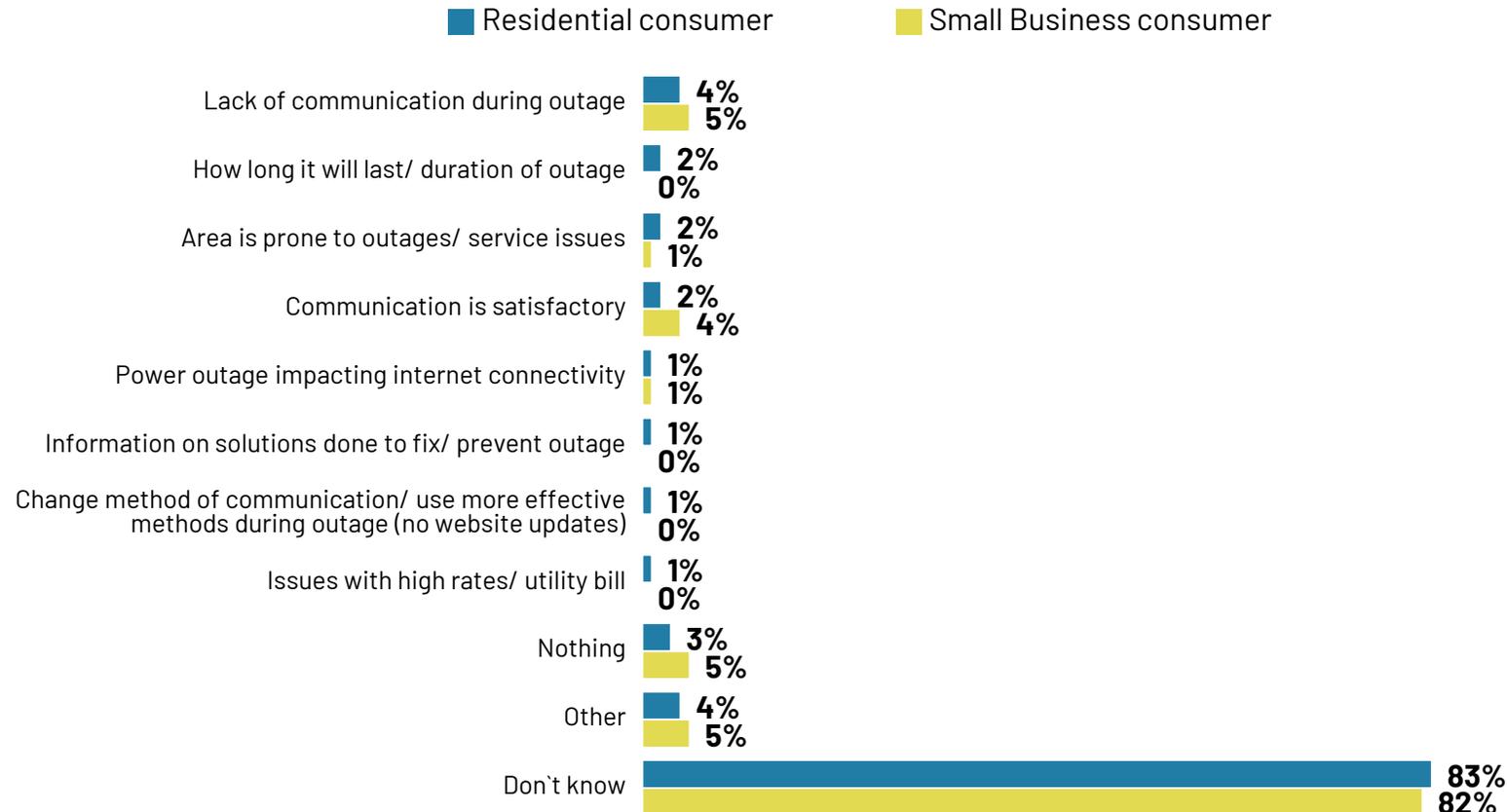


After



Base: Those who had experienced a power interruption due to a severe weather event within the past two years (n=452) - Residential consumers (n=370), Small Business consumers (n=82)
 Q13. What improvements, if any, would you to see regarding communications from your electricity utility before, during, and after a power interruption caused by a severe weather event?

Additional Feedback on Utility Communications



Base: Those who had experienced a power interruption due to a severe weather event within the past two years (n=452) - Residential consumers (n=370), Small Business consumers (n=82)
 Q14. Is there anything else you would like to share regarding your experiences with your electricity utility and their communication efforts regarding power interruptions caused by severe weather events?