BEFORE THE WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION

Docket Nos. UE-151871 UG-151872
Puget Sound Energy's
Electric and Natural Gas Equipment Lease Service

PUBLIC COUNSEL DATA REQUEST NO. 043

PUBLIC COUNSEL DATA REQUEST NO. 043:

Re: Testimony of Mr. Malcolm B. McCulloch, Exhibit No. MBM-4.

Please provide a clear explanation as to the protocol followed by Cocker Fennessy to disseminate the online survey to customer households in Puget Sound Energy's service territory. In addition, please provide the following:

a) Identify all websites, sources for e-mail addresses, and any other communication vehicles or mechanisms utilized by Cocker Fennessy to disseminate the online survey to households in PSE's service territory.
b) A screenshot of all communications provided to potential survey respondents to describe the survey.
c) Any analysis of the uptake or participation rate in each of the mechanisms or vehicles identified in response to part (a) of this request.

Response:

Puget Sound Energy ("PSE") objects to Public Counsel Data Request No. 043 as vague and ambiguous. Public Counsel Data Request No. 043 is also overbroad and unduly burdensome to the extent it asks for "all" communications. PSE objects further to the extent the Request seeks documents or information protected by the attorney client privilege and/or the attorney work product doctrine. Without waiving these objections, and subject thereto, PSE responds as follows:

The Cocker Fennessy survey was administered in coordination with its partner, Pacific Market Research. In administering the survey, Cocker Fennessy and Pacific Market Research utilized two survey panels: Research Now and SSI.

Research Now randomly invites survey participants from their database, based on demographics and other criteria specified by the client. For this study, they identified respondents within the PSE service area as well as those who identified themselves as being PSE electric or gas users and those who are homeowners. Once drawn from the database, Research Now sends a survey invitation via email. The invite topic for the

PSE's Response to PUBLIC COUNSEL Data Request No. 043   Page 1
Date of Response: July 5, 2016
Person who Prepared the Response: Malcolm B. McCulloch
Witness Knowledgeable About the Response: Malcom B. McCulloch

PSE study was identified as "consumers." No other information about the subject matter of the survey was shared with survey participants. The response rate for this panel was 30 percent. Attachment A.01 contains a copy of the email sent to survey participants.

Panel number two, SSI, also randomly invites survey participants from their database based on demographics and other specified criteria. Pre-profiled respondents are routed to the survey from SSI's proprietary platform. Most respondents opt into the survey on their own (without an email invite) and are then taken to a survey based on their qualifications. While emails are sent out to let people know there is a survey waiting for them, these invites are not specific to individual studies. As a result, you cannot gauge a response rate. For the PSE survey, SSI participants were not given any pre-survey subject matter information. Attachment A.02 contains a copy of the SSI participation invitation.

Attachments A.03 and A.04 also contain materials by Research Now and SSI. Aside from this information, the methodologies and processes used by both survey firms to retain participants and disseminate surveys is proprietary.

Attachment A.05 contains a copy of screenshots used for the survey.

PSE's Response to PUBLIC COUNSEL Data Request No. 043   Page 2
Date of Response: July 5, 2016
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Email not displaying correctly? View it in your browser.

Opportunity

Hi ,

You have an opportunity waiting!

Topic:
Incentive:
Length:

$ in e-Rewards® Currency
minutes

LET'S BEGIN

Details:

We value your opinions!

– Your e-Rewards Team

Manage your account online .
Contact us if you have any issues.
Read our Member Agreement and Privacy Policy .
Unsubscribe from future e-Rewards emails. Please do not reply to this email.

Survey Length:
11 Minutes

Current Balance:
5 Points

Take Survey Now!

Dear carter,

Thanks for your time and participation!

Regards,
The SurveySpot Team

Start Survey

You received this e-mail as a member of SurveySpot. Please do not click 'Reply' to this e-mail. For help, contact us.

Privacy Policy   Terms and Conditions   Unsubscribe

research now

Panel Quality:
Our Values
Answers to ESOMAR's
28 Questions

01

Introduction

Research Now® is a proud
member of the ESOMAR community
and is pleased to provide our responses
to the ESOMAR 28 Questions.

The primary aim of these 28 Questions
is to increase transparency and raise awareness
of key issues when considering online sampling.
A related aim is to ensure that what clients receive
meets their expectations.

02
Company profile

01.

What experience does your company have in providing online samples for market research?

Research Now has been providing high-quality, proprietary, research only online sample since 2001. We are an independent, single-source for permission-based data collection across the globe.

We manage thousands of projects per month for which we provide sample, survey programming, data processing and other field services. These are executed by industry-leading programming and project management teams. We are experienced, research-literate, multi-lingual data collection specialists, servicing clients from across 23 offices worldwide.

03
Sample sources and recruitment

02.

Please describe and explain the type(s) of online sample sources from which you get respondents.

Are these databases?

Actively managed research panels?

Direct marketing lists?

Social networks?

Web intercept (also known as river) samples?

Research Now has a variety of sample sources such as panel, web intercept sample, and speciality lists available to meet our clients' unique project requirements. All of our panels are actively managed, online access panels which include both the *Valued Opinions*® and *e-Rewards*® Opinion Panels. These panels are proprietary and built from over a decade of experience. All our panels are localized – not just translated – with native language panel support and country-specific reward choices.

We run "open enrollment" and "*by-invitation-only*"® recruitment campaigns, via direct email and through online marketing channels, utilizing hundreds of diverse, online affiliate partners and targeted websites. "*By-Invitation-Only*" is a proprietary method of exclusively inviting pre-validated individuals, or individuals who share known characteristics, to enroll into our market research panels. We achieve "*By-Invitation-Only*" by partnering with a diverse set of globally recognized consumer and business-facing brands.

03.

If you provide more than one type of sample source:

How are the different sample sources blended together to ensure validity?

How can this be replicated over time to provide reliability?

How do you deal with the possibility of duplication of respondents across sources?

Research Now works to optimally blend our proprietary sample sources by conducting comparability tests and modeling the blend that will achieve the closest match to census and social benchmarks.

To ensure reliability over time, we have the ability to control the blend of multiple sample sources based upon our client's research requirements. We ensure full transparency with our clients regarding sample sources used, including times when an external panel partner may be required. To prevent duplication, we utilize third-party digital fingerprint technology.

04.

Are your sample source(s) used solely for market research?

If not, what other purposes are they used for?

Yes, absolutely. Research Now's panels are used for market research only.

This applies to all of our proprietary panels without exception. This is done to prevent biased responses, and therefore ensure the validity of the sample delivered.

05.

How do you source groups that may be hard to reach on the internet?

We design recruitment campaigns to target hard-to-reach population segments by selecting unique sources and applying tailored campaigns.

In order to guarantee detailed knowledge of the specificities of panellists, we employ hundreds of profiling attributes on our panels.

Due to the size of our panels, low incidence groups are accessible. To facilitate this process, we deeply profile our panels and deploy pre-screeners to collect information for niche sample targets such as finance, IT decision makers and health ailments.

06.

If, on a particular project, you need to supplement your samples with samples from other providers, how do you select those partners?

Is it your policy to notify a client in advance when using a third-party provider?

Should an external panel partner be required, we operate a policy of complete transparency with our clients. We only use trusted panel partners and maintain a preferred supplier list.

We always communicate to our clients in the event of using a non-proprietary panel. Our dedicated panel partner team has built, and maintains, an extensive global database of quality panel suppliers.

Before employing third-party sample, external providers must comply with a pre-identified set of questions and provide credentials. For example, we would ask them whether they have specialty panels, which countries they can cover, what profiles their panels include, whether they have a set minimum incidence or a maximum LOI, etc.

04

Sampling and project management

07.

What steps do you take to achieve a representative sample of the target population?

Sample selection is based on the sample needs and client requirements for each individual survey, driven by a study's research objectives. Where possible, pre-profiled sample is used to minimize screen-outs and provide a better quality panelist experience.

Customized sampling, e.g. nationally representative, is also available. Research Now has the ability to balance sample on outbound invitations, inbound responses, or complete quotas. We do this using a wide range of targeting criteria, from simple demographics to more complex behavioral and attitudinal profiling.

Once a sample has been selected, email invites are automatically randomized so as not to induce bias.

08.

Do you employ a survey router?

Yes, Research Now uses a router in selected countries with sufficient volumes of surveys and members to support proper randomization. Research Now's next generation router has been carefully designed to both improve the research respondent experience and improve sample feasibility while maintaining sampling quality. The amount of sample sourced through our router can be customized per project to meet our clients' unique research requirements.

09.

If you use a router:

Please describe the allocation process within your router.

How do you decide which surveys might be considered for a respondent?

On what priority basis are respondents allocated to surveys?

Research Now's router is a serial router that uses weighted randomization to assign surveys to respondents. Upon entry into the router, panelists are checked to ensure they have not exceeded survey participation limits. A list of potential survey matches is determined for each panelist based upon their profile information. Panelists may be asked additional screening questions within the router to ensure they meet the project criteria. Priority may be given to surveys that are behind schedule; however, this is kept to a minimum as survey randomization must remain in place as a key element for preventing bias.

10.

If you use a router:

What measures do you take to guard against, or mitigate, any bias arising from employing a router?

How do you measure and report any bias?

From the outset, Research Now's router was designed to ensure high-quality sampling and prevent router bias. In the development of our router, we believed an element of randomization was essential to prevent router bias.

Research Now routinely tests its router, using multiple data points to continually ensure that bias is limited. Ongoing surveys are conducted within the router solely for the purpose of measuring performance and analyzing the data for consistency over time. Research Now has also partnered with external consultants to review and validate its router design. Finally, we review daily reports of system statistics and conversion rates to ensure consistency.

11.

If you use a router:

Who in your company sets the parameters of the router?
Is it a dedicated team or individual project managers?

No single person at Research Now is authorized to unilaterally change router settings. Our Research Standards team is responsible for router practices, configuration and settings. This team establishes, tests, and measures all aspects of system performance, including sampling rules, router settings, data quality, and panelist participation limits and guidelines, and works together to propose and approve any needed changes.

These leaders also head a global team of sampling and research experts who assist with thought leadership and research on research best practices and methodologies.

12.

What profiling data is held on respondents?

How is it done?

How does this differ across sample sources?

How is it kept up-to-date?

If no relevant profiling data is held, how are low incidence projects dealt with?

We profile both of our proprietary panels (*Valued Opinions* and *e-Rewards*) with the same criteria. The collection and update of this profiling is ensured through various approaches.

Basic demographic information (e.g. age, gender, region, household demographic) is collected at registration. A verification email and short survey are immediately sent to collect further profiling. Panelists also have the option to enter profile information via their member page at any point.

Specific screeners or profiling surveys are run when Research Now is building a particular sub-panel (e.g. automotive, mobile phone habits, financial services) or for a particular project. If the data collected as part of this process is reusable it becomes part of the member profile.

Profiling data is consistently updated through Dynamic Profile Enrichment. Panelists are periodically re-asked profile questions both to qualify them for surveys and to refresh data as appropriate.

13.

Please describe your survey invitation process. What is the proposition people are offered to take part in individual surveys?

What information about the project itself is given in the process?

Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to?

You should note that not all invitations to participate take the form of emails.

At the time of enrollment, new panelists are asked to join an online market research panel. At this point it is made clear that it is for research-only purposes and that this is not part of a sales process.

Our survey invitations provide only basic links and information that is non-leading. Panelists are rewarded for taking part in surveys according to a structured incentive scheme, with the incentive amount offered for a survey determined by the length of survey and nature of the sample.

Panelists are supported by a dedicated team and have the option to unsubscribe at any time. Our panel management is compliant with market research industry standards, data protection and privacy laws.

For examples of our Terms and Conditions in individual markets, please refer to:
• http://www.valuedopinions.com/eng/terms-and-conditions
• http://www.e-rewards.com/memberagreement.do

14.

Please describe the (various) incentives that respondents are offered for taking part in your surveys.

How does this differ by sample source, by interview length, by respondent characteristics?

Research Now uses an incentive scale which is based on set time increments and the panelist profile. For example, a medical practitioner would generally be paid a significantly higher incentive per completed survey than the average consumer.

The incentives to be awarded for these "specialist" opinions are discussed with the client so that they are attractive enough for time-poor/money-rich individuals to want to participate. All incentives are awarded only once the survey has been completed.

The incentive options allow panelists to redeem from a large range of gift cards, points programs, charitable contributions, and partner products or services.

15.

What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

In order to accurately assess whether we will be able to help with a particular project, we require the following information:

- Target country
- Profile of the target audience
- Desired sample size
- Expected incidence on targeted sample and/or incidence on general population
- Presence of sub-quotas
- Time in field for completion
- Length of the interview (as this can affect response and abandon rates)
- Survey topic and content

With this information, we will be able to accurately measure to what extent we are able to deliver on a certain target or find solutions to help our clients get the data they need.

16.

Do you measure respondent satisfaction?

Is this made available to clients?

Yes, we conduct member satisfaction surveys and project feedback studies. We regularly measure panelist satisfaction on elements such as frequency of invitations, value and diversity of incentives and redemption choices, their willingness to complete various lengths of surveys, and our level of responsiveness to any questions or concerns they share with our Member Services team.

Additionally, at the end of selected completed surveys, we gather feedback from participants on their experience. This data is available to clients on aggregate as a benchmark and for each of the surveys they run.

17.

What information do you provide to debrief your client after the project has finished?

For projects where Research Now provides programming and hosting services, we capture all participation history, the date of entry and panel recruitment source for each member. Provided it does not involve the disclosure of personally-identifiable information, we are able to provide this to clients as a report upon request. For projects where Research Now hosts the survey, it is also possible to see a full survey activity report for each project.

The key statistics from such a report detail:
- Fieldwork dates
- Total number of survey invitations sent
- Number of surveys started
- Number of screen-outs/quota-fulls and survey drop-outs
- Number of completes

Additionally, we collect our panelists' feedback about their survey experience in order to measure their satisfaction. We can provide this data on demand. It can be helpful to spot strong points and weaknesses in the research design itself.
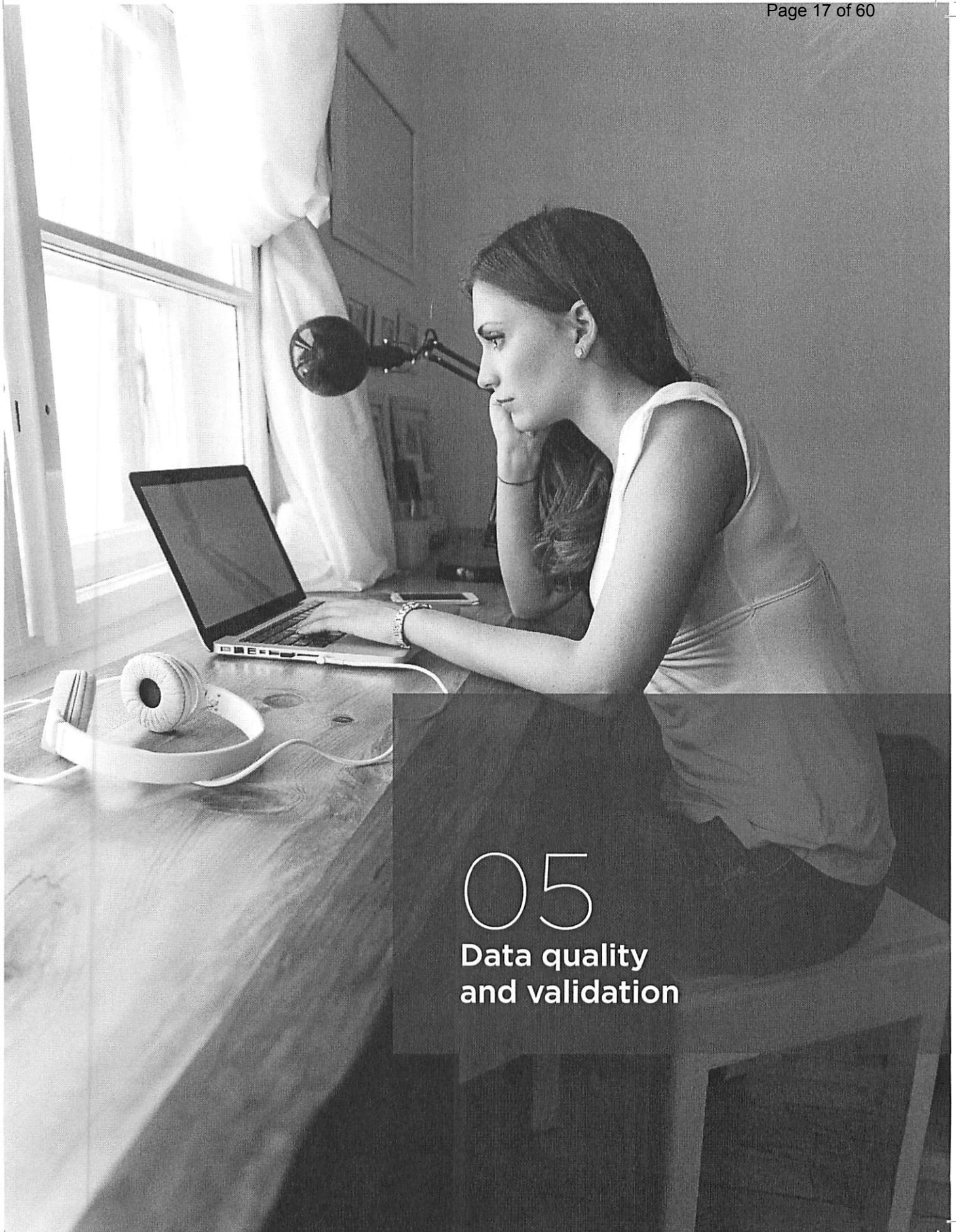
05
**Data quality
and validation**

18.

Who is responsible for data quality checks?

If it is you, do you have in place procedures to reduce or eliminate undesired within survey behaviors, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item non-response (e.g. "Don't Know"), or (d) speeding (too rapid survey completion).

Please describe these procedures.

Research Now believes that data quality is a shared responsibility, and that a well-designed survey is the best way to reduce data quality issues and reduce the chance of error from removing too much data. Research Now can help clients and provide feedback based on our rich experience and industry best practices.

Data quality is at the forefront of Research Now's role as a provider of digital data, so for surveys where Research Now provides the hosting and programming. we will run a series of quality checks on the data collected.

We monitor the quality of our data as follows:

a. Random responding
   Review of the data to ensure that answers are logical; we also have additional logic checks that can be built into the script to ensure respondents cannot continue if they try to submit an illogical answer.

b. Illogical or inconsistent responding
   This is monitored and detected by use of logic checks that can be programmed into the script. To ensure that these are fully activated, the project manager completes the survey and attempts to bypass the logic. The quality assurance team will also re-check the link to ensure that the programmed logic is operating correctly, prior to the survey going live.

c. Overuse of item non-response (e.g. 'Don't Know')
   Research Now refers to these respondents as flat-liners, who can be identified and removed from the final data during our quality checks.

d. Speeding (overly quick survey completion)
   Responses where the completion time is less than 30% of the median length of the survey are identified across the entire sample. The project manager checks the route that the respondent followed to ensure they have not bypassed a significant section of the survey, and completes a sense check of any verbatim. Based on these checks, fast responders are classified as speeders and are removed from the final data.

We work closely with our clients in order to reduce occurrences of survey offending and monitor offenders, employing different techniques to address the behavior of respondents who regularly provide poor quality data.

19.

How often can any individual be contacted to take part in a survey whether they respond to the contact or not?

How does this vary across your sample sources?

Each panelist is assigned an individual ID, so that we can record their entire survey participation history. This means we can carefully select panel members for each survey to ensure that they are not only relevant, but also not being over-contacted.

We therefore have limits on how many survey invitations panelists are sent. These limits vary depending on country and sample source. For example, our B2C panelists may receive up to one invitation every eight hours, while our hard to-reach respondents – such as C-Level panelists – will receive invites much less frequently in order to safeguard them from over-emailing.

For an additional level of protection, we also impose cumulative weekly and monthly limits on participation.

Upon request, we can exclude re-invites to respondents who have participated in either a survey of the same topic or for the same client. The timeframe on these limits can be stipulated by the client.

20.

How often can any individual take part in a survey?

How does this vary across your sample sources?

How do you manage this within categories and/or time periods?

In order to avoid "professional" panelists, we limit survey participation. This avoids excessive survey participation which would otherwise create survey fatigue and potential bias.

We place a limit on both the number of invites available to all our members and on the number of qualified completes.

21.

Do you maintain individual level data, such as recent participation history, date of entry, source, etc., on your survey respondents?

Are you able to supply your client with a project analysis of such individual level data?

We hold the complete survey participation history of every respondent on our panel. Each panelist is assigned an individual ID number which stays with them throughout their entire panel membership and allows us to track their history, date of entry, source, etc. We can also provide a per-job analysis to clients.

22.

Do you have a confirmation of respondent identity procedure?

Do you have procedures to detect fraudulent respondents?

Please describe these procedures as they are implemented at sample source registration or at the point of entry to a survey or router.

If you offer B2B samples what are the procedures there, if any?

Yes, we have a series of defined processes in place to ensure the high quality of our respondents. It includes checking for duplicate respondents by evaluating variables such as email address, matches across several demographic data, and device-related data through our use of digital fingerprint technology. Additionally, the nature of our *"By-Invitation Only"*® panelist recruitment allows us to be fully confident real people with valid identities are enrolling in our program. Research Now supports a wide variety of other techniques to ensure sample quality such as external list matching.
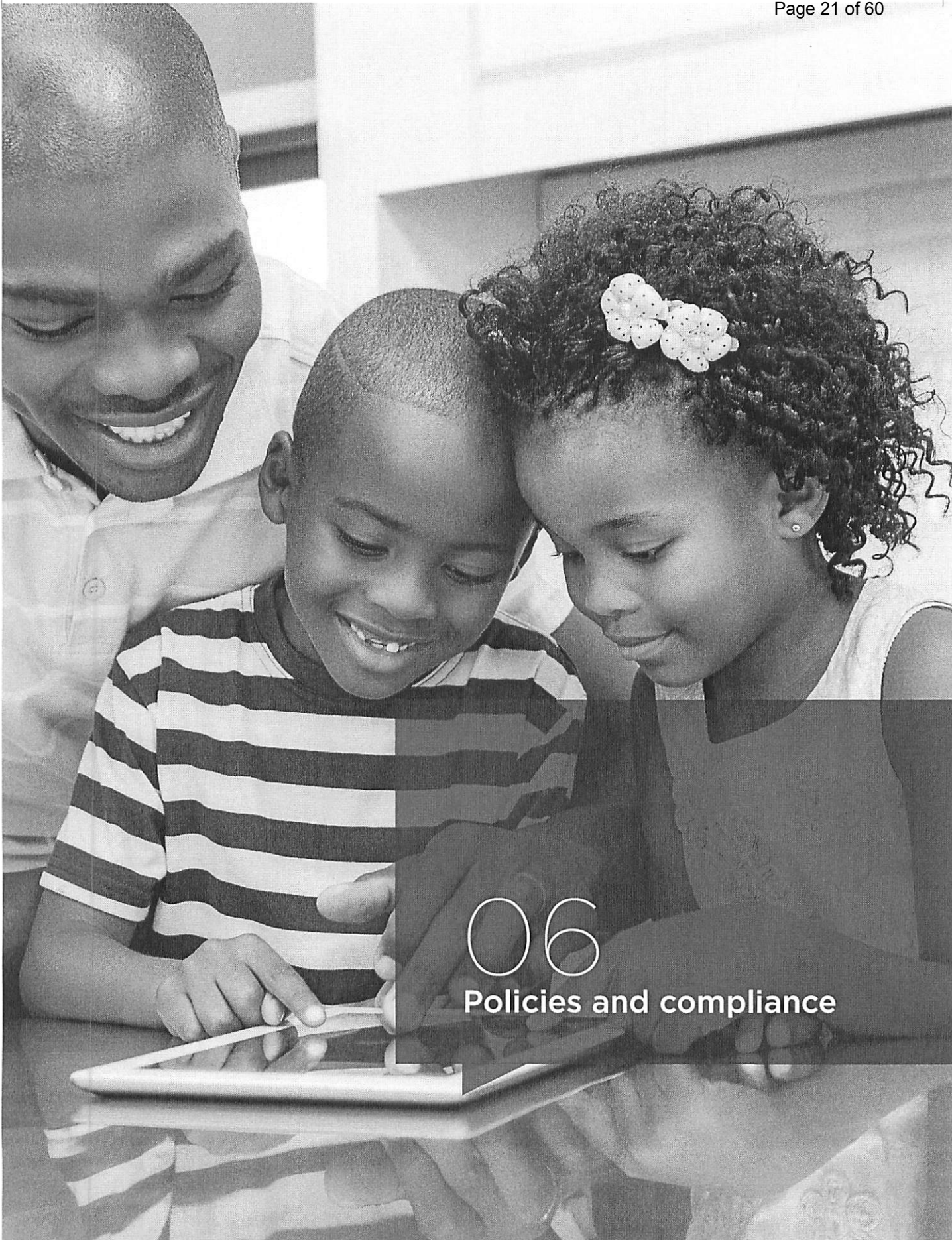
06
Policies and compliance

23.

Please describe the
'opt-in for market research'
processes for all your
online sample sources.

All of our research activities are opt-in and permission-based. Initial enrollment messaging is clear about the purpose of their membership, with complete and detailed information provided at the time of enrollment. New panelists who click through an invitation to join our panels must complete enrollment at the panel registration website and opt-in to all terms and conditions.
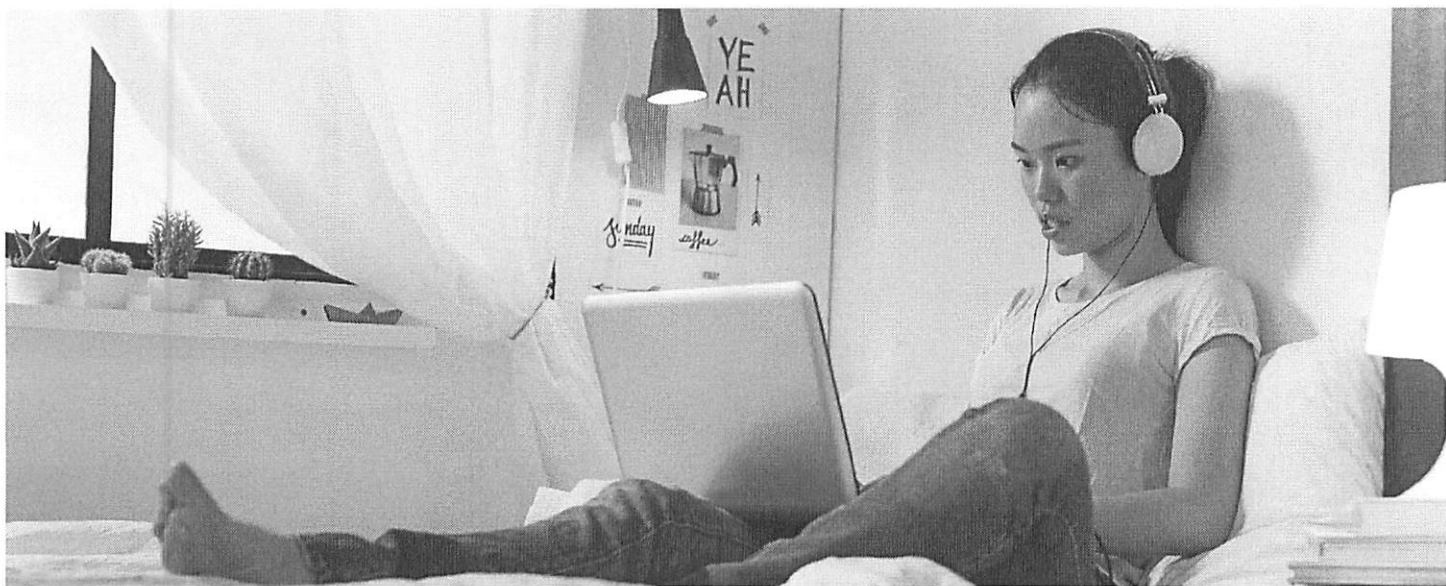
24.

Please provide a link
to your Privacy Policy.

How is your Privacy
Policy provided to your
respondents?

We follow all national, regional and local laws with respect to privacy and data protection. As such, the privacy policy for each panel adheres to local law.

We ensure our panels comply with all applicable industry standards set by ESOMAR, MRS (UK), AMSRS (Australia), BVM (Germany), CASRO (U.S.), MRA (U.S.), MRIA (Canada), etc.

Amongst others, this includes observing the following guidelines:
• Voluntary co-operation of panelists
• Protection of researchers' and respondents' identities
• Terms & conditions and privacy policies compliant with local laws
• State-of-the-art data security policies and measures
• Reliable and validated data procedures
• Strict adherence to rules governing the interviewing of children and young people.

In our main markets, panel privacy policies are audited and approved by TRUSTe, the online privacy trust mark.

For examples of our privacy policies in individual markets, please refer to:
• http://www.valuedopinions.com/eng/privacy-policy
• http://www.e-rewards.com/privacypolicy.do
• http://www.peanutlabs.com/media/privacy_policy.php

25.

Please describe the
measures you take
to ensure data protection
and data security.

Data Protection
Research Now follows all local data protection regulations. Our
training teams conduct extensive trainings on Data Protection with
client-facing staff highlighting industry (ESOMAR, CASRO, etc.)
and legal recommendations. Our in-house legal team is available
for advice in any situation. Reflecting our dedication to highest
level of data privacy, our largest country panels are all approved
by TRUSTe, the industry's most recognized and respected privacy
seal.

Data Security
We have secure servers to carry out the collection of survey
data. Sampling is undertaken with highly encrypted links to the
database servers. Personal information is fully protected and
can only be communicated following a strict procedure. We also
use randomization procedures to ensure there is no preferential
treatment of certain parts of the database.
Our sampling teams do not have direct access to the database
to reveal the identity of users. Survey data remains anonymous
and is linked to the panel database using numeric IDs so the
identity of the end-user (panelist) is always protected.

26.

What practices do you
follow to decide whether
online research should
be used to present
commercially sensitive
client data or materials
to survey respondents?

Upon the commission of fieldwork, we will make sure the client
is comfortable with any commercially-sensitive material being
presented or discussed in the course of the project.

During sign-up, our panelists agree that they will treat the
information they come across in confidence.

There are two levels of security features for scripting. Standard
security is available by default on all projects, while premium
security is only enabled on request and may incur an additional
charge to the client.

For example, among the solutions developed by our scripting
teams, we have tools to disable screenshots and copy-pasting
on a computer and we use streaming video to circumvent
video buffering and web browser storage of files. We can also
watermark an image with the respondent's ID number.

27.

Are you certified to any specific quality system ?

If so, which one(s)?

Research Now has established a defined project management process and associated systems for each of the thousands of projects managed each month globally. Research Now routinely reviews quality metrics to maintain high quality. For example, in APAC our Australian office is certified and complies with ISO 20252 standards.

28.

Do you conduct online surveys with children and young people?

If so, do you adhere to the standards that ESOMAR provides?

What other rules or standards, for example COPPA in the United States, do you comply with?

Yes, we conduct online surveys with children and young adults. In these instances, we adhere to ESOMAR standards and all applicable local regulatory and legal requirements, including COPPA in the U.S.

over **35** countries

23 global offices

over **8** milion
active members

Voted no. 1 in client satisfaction for 7 years running

2014, 2015 & 2016 winner in 4 categories:

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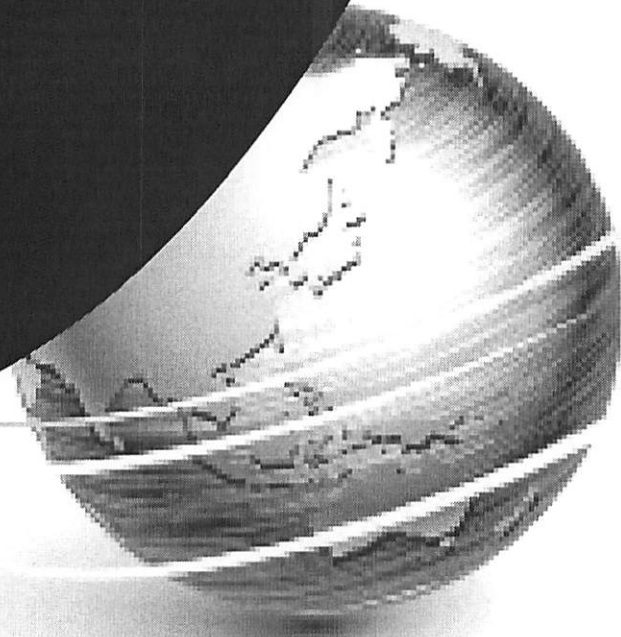
SSI GLOBAL PANEL BOOK
By Country

SSI®

info@surveysampling.com | surveysampling.com

SSI GLOBAL PANEL BOOK

SSI brings nearly four decades of experience to every project, including 17 years of experience in creating and managing global online panels.

SSI panels connect you to any respondent – consumer, business or specialty population – to measure and track attitudes and behaviors in almost any market around the world, quickly and efficiently.

Participants who would never join a research panel are incorporated into SSI sample through SSI Dynamix™ – the dynamic sampling platform that links to SSI's own panels, as well as social media, online communities, affiliate partners and more for a diverse and representative sample.

SSI's Global Knowledge Team of senior methodologists focus on advancing sampling science via extensive "research on research," and active contributions to 30 industry associations around the world.
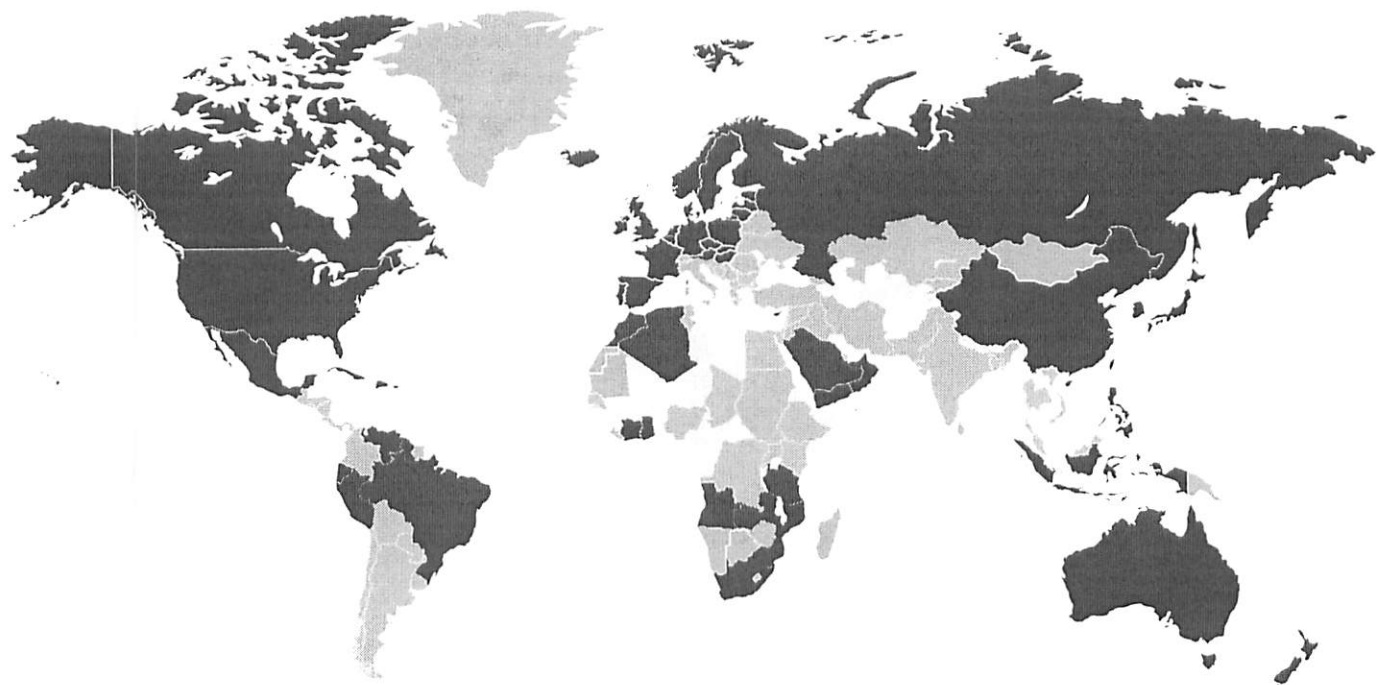
RESPONDENT MAP

Afghanistan	Colombia	Germany	Kazakhstan	New Zealand	Singapore	Uganda
Algeria	Congo,Democratic	Ghana	Kenya	Nicaragua	Slovakia	UK
Andorra	Republic	Greece	Kuwait	Nigeria	Slovenia	Ukraine
Angola	Costa Rica	Guatemala	Kyrgyzstan	Norway	South Africa	Uruguay
Argentina	Croatia	Guyana	Latvia	Oman	South Sudan	USA
Australia	Cuba	Honduras	Lebanon	Pakistan	South-Korea	Venezuela
Austria	Cyprus	Hong Kong	Lithuania	Panama	Spain	Vietnam
Bahrain	Czech Republic	Hungary	Luxembourg	Paraguay	Sri Lanka	Yemen
Bangladesh	Denmark	Iceland	Macedonia	Peru	Suriname	Zambia
Belarus	Dominican Republic	India	Malaysia	Philippines	Swaziland	Zimbabwe
Belgium	Ecuador	Indonesia	Malta	Poland	Sweden	
Bolivia	Egypt	Iran	Mauritius	Portugal	Switzerland	
Bosnia	El Salvador	Iraq	Mexico	Puerto Rico	Syria	
Brazil	Estonia	Ireland	Morocco	Qatar	Taiwan	
Bulgaria	Ethiopia	Israel	Mozambique	Romania	Tanzania	
Canada	Fiji	Italy	Myanmar	Rwanda	Thailand	
Chad	Finland	Ivory Coast	Netherlands	Saudi Arabia	Tunisia	
Chile	France	Japan	Netherlands	Senegal	Turkey	
China	Georgia	Jordan	Antilles	Serbia	UAE	

 = geography covered by SSI sample

SSI PANEL FAST FACTS

> SSI panels cover the globe, with over **11.5 million qualified respondents** from certified sources in over 100 countries.

> SSI successfully completed **32 million surveys** across **31,000 projects** in 2014.

> SSI holds over 4 billion data points on their respondents, covering interests, lifestyles, communication, shopping, by brand, by frequency, by recency and more. So you can be confident that however narrow your target market, SSI will get the completes you need.

> More of today's respondents are taking surveys on mobile devices: **SSI's top-rated QuickThoughts™ app** provides the best mobile survey-taking experience available in Australia, Austria, Belgium, Brazil, Canada, China, Denmark, France, Germany, Japan, Netherlands, New Zealand, Norway, South Korea, Spain, Sweden, Switzerland, UK, and US.

> Millions of SSI panelists are **permission-based cookie-enabled**, providing even richer and more detailed information on their lifestyles, interests, browsing and internet usage patterns.

> A **wealth of geographic and demographic selects** are available so you target precisely the people you need and get your completes on time and on budget.

HOW SSI PANELS ARE RECRUITED

Respondents are recruited from thousands of sources to maximize reach and representation.

SSI's recruitment policy is broad in scope and is combined with multiple quality controls and checks to ensure all potential respondents are eligible to take a survey.

SSI'S BLEND METHODOLOGY INCREASES CONSISTENCY AND REPRESENTIVITY

Because sources are not only different from each other, but can also change over time, SSI uses a combination of personality and psychographic characteristics to understand and identify the underlying traits which impact the way people answer survey questions.

By controlling the characteristics of people within the sample, based on asking them a short set of key questions, SSI has created an online sample blend which is exceptionally consistent when measured by comparison with external benchmarks, including telephone sample studies and industry measures such as the Grand Mean.

The SSI Blend is continuously monitored and calibrated by a dedicated team of methodologists and analysts.

Every respondent fully authenticated:

> Digital fingerprinting
> Source certification
> Third-party verification
> Geo-IP control
> Time stamps
> Questionnaire quality controls
> Reward claim authentication

*Every respondent matched to a **relevant** survey:*

> Real-time profiling
> Methodologically-sound questions
> Customized incentives improve engagement
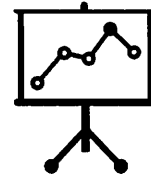
*Proven **consistency**, sample after sample:*

> SSI Blend controls consistency
> Multiple points of randomization
> Monitoring by dedicated team

HOW SSI CONTROLS QUALITY

SSI uses a multi-faceted approach to quality, integrating controls and best practices into every phase of the process.

Panel members come from diverse fully-certified sources
A dedicated team monitors performance by source using feedback loops and continuous reporting.

Strict monitoring controls and prevents fraud
SSI's advances in fraud prevention have put us ahead of the market. A dedicated team monitors the panels for potentially fraudulent behavior, and blocks these people from ever entering a survey via safeguards including:

> A two-factor authentication process anchored in real-world data before rewards can be claimed

> Monitoring of behavior patterns over time

> Immediate examination of suspicious email addresses, suspicious behavior or unrealistic completion times

> Fast and permanent removal of offenders

> SSI TrustScore for every respondent allowing continuous monitoring of behavior patterns over time

4

RESPONDENT VALIDATION AND QUALITY CONTROL VIA SSI VERIFY

SSI Verify is a suite of quality control procedures including digital fingerprinting, address verification against USPS databases (standard in the US) and third-party verification on request.

SSI also makes available industry standard verification systems such as True Sample and participates in third-party sample validations, including the ARF's Foundations of Quality and MKTG Inc's Grand Mean Consistency Audits.

THE RESULTS SPEAK FOR THEMSELVES

Our passion and expertise lead the industry; but don't take our word for it. SSI has exceeded the highest independent industry standards.

" No panel company has achieved this level of excellence...SSI has clearly demonstrated an ability to be **consistent in more markets than any other company. "**

Sample Source Auditors™
A division of Mktg, Inc.

" The entire job ran so smoothly. It was finished before I could blink. **"**

DOZENS OF SPECIALTY PANELS LET YOU REACH YOUR TARGETS EFFICIENTLY AND ACCURATELY

SSI Auto Panel

Identify your automotive targets across the globe via your choice of powerful selection options. Reach anyone who wants to share their thoughts and opinions on cars and other vehicles. Among the selects at your fingertips:

Car brand and model
Year of manufacture
New/used ownership
Year of purchase
Lease/own car
Intent to purchase a new car and timeframe of purchase
Average kms or miles/year
Purchase budget for a new car
Mileage of current car

SSI Mothers of Babies Panel

Select precisely the target you need from this key population segment. Select by:

Age of child
Income
Purchase intent
Past purchase behavior
Lifestyle and living situation
Parent's employment
Age of siblings
And dozens of other selections

SSI IT Decision-Maker Panel

In a fast-changing business sector, it's critical to use a panel with up to date profiling and accurate selections which reflect today's technology. The SSI IT Decision-Maker Panel includes current and in-depth selections in these key areas:

Software purchase responsibility
Software used
Experience by type
Size of company

Location of company
Company revenue
Years of experience
Hardware ownership by device type and manufacturer

IT Decision-Maker Panel members are verified and carefully managed, with appropriate rewards, custom messaging and dedicated teams focused on ensuring the quality of your responses.

SSI Health and Patient Panels

SSI lets you dig beneath top-line selections to identify and recruit specific and hard-to-reach populations. Via real-time dynamic profiling and detailed refinement questions, our panels have the exact sample to meet your needs, however tight your parameters. Among selects available:

Allergies
Asthma
Diabetes
High blood pressure
High cholesterol
Obesity
ADD/ADHD
Arthritis
Cancer
Chronic pain
Hepatitis
IBS
Incontinence
Lactose intolerance
Multiple sclerosis
Osteoporosis
Skin conditions
Sports injuries

" Flexible PM, daily updates, simple and clear communications, no surprises. "

SSI Business Owners Panel
SSI Business Decision-Makers Panel

SSI brings you access to the executives shaping today's business environment. Reach the movers and shakers who are powering business across hundreds of industries and job titles—including C-level executives, IT decision makers, HR professionals and many more. Whatever the size of the company you're targeting—from large conglomerates to small start-ups—SSI gets you the sample you need in the countries you choose. Select by:

Title
Company type and category
Areas of responsibility
Company size
Number of locations
Geography

" Your team is constantly on top of my project...the turnaround time is fantastic! "

SSI Mobile Panel

With communications habits changing fast, you need to understand how your target market is getting and sharing news and information today. SSI's Mobile Panel, recruited from multiple sources, including SSI's top-ranked QuickThoughts™ survey app, puts you in touch with today's mobile consumer on their terms. Among the selects:

Tablet users by type
Smartphone users by brand and provider
Mobile users by frequency
App users by type and frequency
And many more selects

THOUSANDS OF SELECTS ARE AVAILABLE. AMONG OTHER POPULAR PANEL SELECTS:

Technology
Own, recently purchased or intend to purchase:
Cell phone
PDA
Tablet
PC
Software
Flat screen TV
Cameras and film
Console and handheld computer games
VCRs and videos
Telcom provider consumers by brand

Clothing
Purchased or intend to purchase:
Outerwear/coats
Shoes/Hosiery/Jewelry
Sportswear

Auto
Intend to purchase:
Tires
New or used vehicle
Auto parts
Gas/petrol/oil users by brand

Product usage
Baby products
Air fresheners
Detergents
Cosmetics
Feminine products, soaps, deodorants
Hair care
Shaving products
Dental care
Home improvement products

Entertainment
Movie/film viewing by frequency
Gambling
Magazines by title, category and readership frequency
DVD, video viewers
TV viewing by frequency, channel
Fast food restaurants by brand, frequency
Dining out

" What was almost a really stressful end to a project turned out to be super easy and stress-free once I got SSI on board! "

Finance
- Banking by brand
- Credit card usage
- Users, intend to purchase:
  - Financial services
  - Credit cards
  - Insurance
  - Investments

Food and beverages
- Alcohol by type and consumption
- Carbonated/fizzy drinks
- Frozen foods by type
- Breakfast foods
- Canned/tinned foods
- Dairy
- Frozen desserts
- Gum, mints, candy/sweets
- Health foods
- "Green" consumers
- Snack foods
- Sauces
- Baking products

Health
- Prescription and non-prescription products
- Ailments including:
  - Asthma
  - Allergies
  - Depression
  - Overweight

Household
- Purchasers of:
  - Furniture
  - Appliances
  - Toys
  - Pet ownership by type
  - Pet products by brand

Hobbies and lifestyle
- "Green" consumer
- Voting record
- Political party
- Shop online
- Sport viewing by type (e.g. football, soccer)
- Sport activity by type
- Smokers by frequency, brand
- Smokers, intend to quit
- Frequent travelers

- Cruise vacationers
- Travelers by hotel brand
- Loyalty program members by type

Business-to-Business
- IT Decision makers
- Executives by type
- Small business owners
- Frequent business travelers
- Finance professionals
- Healthcare professionals
- IT application developers
- IT professionals
- Marketing professionals
- Lawyers/solicitors/attorneys
- Teachers
- Business decision makers
- Small business owners
- Contractors
- Human resource professionals
- Software purchasers
- Upper management
- Supervisors

ALL SSI PANELS ARE SELECTABLE BY:

Geography	All local geographic regions, states, cities, cantons, provinces, metropolitan or rural area, designated market areas or radius from location
Ethnicity	
Gender	
Income	Any income break you choose
Age	Any age break you choose

New selects are added to SSI Panels every day. Contact your SSI team member for the latest information.

SSI PANELS BY COUNTRY

Country	Internet Penetration[1]	Smartphone Penetration[2]	SSI Panel Size
Asia Pacific			
Australia	94%	66%	472,293
China	47%	70%	1,623,047
Hong Kong	81%	74%	96,782
India	20%	22%	265,087
Indonesia	28%	28%	113,254
Japan	86%	46%	249,458
Korea, South	92%	80%	137,501
Malaysia	67%	51%	71,232
New Zealand	95%	58%	292,468
Philippines	41%	41%	119,502
Singapore	80%	85%	100,411
Taiwan	80%	67%	132,967
Thailand	30%	40%	82,430
Vietnam	44%	36%	36,316
Americas			
Argentina	75%	33%	157,071
Brazil	54%	29%	397,439
Canada	95%	57%	292,624
Chile	66%	55%	64,176
Colombia	62%	50%	145,739
Mexico	49%	40%	160,800
US	87%	57%	5,247,598

[1] www.internetworldstats.com [2] https://ondeviceresearch.com/blog/global-smartphone-penetration-2014

SSI PANELS BY COUNTRY

Country	Internet Penetration[1]	Smartphone Penetration[2]	SSI Panel Size
Europe			
Austria	87%	56%	34,123
Belgium	90%	40%	179,997
Bulgaria	59%	33%	14,067
Czech Republic	78%	43%	7,373
Denmark	97%	69%	63,187
Finland	97%	57%	41,793
France	83%	49%	393,092
Germany	89%	50%	324,311
Hungary	74%	36%	19,956
Ireland	79%	65%	27,894
Italy	58%	53%	213,785
Netherlands	96%	65%	272,485
Norway	95%	68%	42,610
Poland	67%	41%	170,352
Portugal	65%	44%	72,217
Romania	51%	34%	23,112
Slovakia	82%	50%	4,864
Spain	75%	72%	208,557
Sweden	95%	75%	96,057
Switzerland	89%	60%	43,525
Turkey	57%	39%	148,990
UK	90%	68%	468,551

[1] www.internetworldstats.com [2] https://ondeviceresearch.com/blog/global-smartphone-penetration-2014

FANTASTIC communication and project management skills.

As always, the entire SSI team was responsive and helpful and delivered great results quickly.

Recommended ways to target sample, very responsive client delivery consultant

Excellent service as always!

Contact us to find out more:

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www.surveysampling.com

IMAGINE
the POSSIBILITIES

SSI

info@surveysampling.com | surveysampling.com

PSE SURVEY SCREENSHOTS

Thank you for agreeing to participate in our confidential study.

First, we have a few simple background questions to see if you qualify for the study.

Please click the Next button to start the survey

Next

Do you rent or own your home?

Rent

Own

Other (specify)

Next

1

Are you a Puget Sound Energy customer?

Yes, electric

Yes, gas

Yes, gas and electric

No

Don't know

Next

Do you help make or inform decisions in your household about the purchase of major household appliances such as home heating units, hot water tanks, etc.?

Yes

No

Next

2

In what county do you live?

Island

King

Kitsap

Kittitas

Lewis

Pierce

Skagit

Snohomish

Thurston

Whatcom

Other

Next

Do you own or lease any of the following equipment in your home?

Furnace	Own ⌄
Hot water heater	Please select your answer ⌄
Heat pump	Please select your answer ⌄

Next

Which of the following water heater types are installed in your home?

Gas tank-style

Electric tank-style

Gas tankless

Electric tankless

Electric heat pump

Boiler

Other (specify) [_____]

Don't have a water heater

Next

4

Approximately how old is your hot water heater?

Less than 5 years old

6-10 years old

11-15 years old

16-20 years old

20+ years old

Next

Which of the following do you use to heat the <u>majority</u> of your home?

Natural gas furnace

Electric furnace

Air source heat pump

Ductless heat pump ("mini split")

Zone or room heating (baseboard, wall heater, floor heat or ceiling heat)

Fireplace (gas or wood)

Other (specify) [   ]

Don't have heating equipment

Next

Why did you purchase a new hot water heater?

Please select all that apply

Wanted to improve energy-efficiency

Equipment was on sale/promotion

Was part of a home remodeling project

Dissatisfied with previous equipment

Wanted to upgrade technology (e.g., remote control technology, receive alerts, etc.)

Equipment was old/time to be replaced

Energy-efficiency rebate or program

Equipment broke or failed

Something else (specify:) [   ]

Next

7

How difficult or easy were the following aspects of the equipment purchasing and maintenance experience?

Making a decision about who to buy from

1 - Very difficult	2	3	4	5 - Very easy

How difficult or easy were the following aspects of the equipment purchasing and maintenance experience?

Paying for/affording the equipment

1 - Very difficult	2	3	4	5 - Very easy

How difficult or easy were the following aspects of the equipment purchasing and maintenance experience?

Arranging for delivery and installation

| 1 - Very difficult | 2 | 3 | 4 | 5 - Very easy |

How difficult or easy were the following aspects of the equipment purchasing and maintenance experience?

Understanding ongoing maintenance costs

| 1 - Very difficult | 2 | 3 | 4 | 5 - Very easy |

How difficult or easy were the following aspects of the equipment purchasing and maintenance experience?

Performing ongoing maintenance

| 1 - Very difficult | 2 | 3 | 4 | 5 - Very easy |

How difficult or easy were the following aspects of the equipment purchasing and maintenance experience?

Finding the equipment you wanted

| 1 - Very difficult | 2 | 3 | 4 | 5 - Very easy |

How difficult or easy were the following aspects of the equipment purchasing and maintenance experience?

Understanding your options

| 1 - Very difficult | 2 | 3 | 4 | 5 - Very easy |

Puget Sound Energy (PSE) is considering offering a new service where customers would pay an all-inclusive fixed monthly fee to lease various types of energy equipment. These monthly fees would cover the cost of the equipment, installation, permitting fees, and future maintenance and repair costs. Puget Sound Energy would manage the service to provide additional convenience to customers. The lease would also feature the below service amenities and lease components:

- No upfront cost
- Energy-efficient equipment
- 24-hour customer service
- Ability to transfer the lease when you sell your home
- Option to start a new lease when the term has ended

PROPOSED LEASING PROGRAM CHARACTERISTICS	Natural Gas or Electric Tank-Style Water Heater	Natural Gas Furnace	Electric Air Source Heat Pump
Estimated Monthly Fee	$18/month	$60/month	$85/month
Lease Term	15 years	17 years	17 years
Maintenance	years 6 and 15	every 2 years	every 2 years
Warranty	6 years	10 years	10 years

Please click NEXT to proceed to questions about these services

Next

Below you will see descriptions of each leasing service and follow up questions

PROPOSED LEASING PROGRAM CHARACTERISTICS	Natural Gas or Electric Tank-Style Water Heater
Estimated Monthly Fee	$18/month
Lease Term	15 years
Maintenance	years 6 and 15
Warranty	6 years

Which of the following best describes your interest in the **Natural Gas or Electric Tank-Style Water Heater** leasing program?

Please select your answer ⌄

Why do you feel this way about the **Natural Gas or Electric Tank-Style Water Heater** program?

What is <u>most</u> appealing about the proposed **Natural Gas or Electric Tank-Style Water Heater** program?

Please select your answer ⌄

What is <u>least</u> appealing about the proposed **Natural Gas or Electric Tank-Style Water Heater** program?

Please select your answer ⌄

Next

Below you will see descriptions of each leasing service and follow up questions

PROPOSED LEASING PROGRAM CHARACTERISTICS	Natural Gas Furnace
Estimated Monthly Fee	$60/month
Lease Term	17 years
Maintenance	every 2 years
Warranty	10 years

Which of the following best describes your interest in the **Natural Gas Furnace** leasing program?

Please select your answer ∨

Why do you feel this way about the **Natural Gas Furnace** program?

What is <u>most</u> appealing about the proposed **Natural Gas Furnace** program?

Please select your answer ∨

What is <u>least</u> appealing about the proposed **Natural Gas Furnace** program?

Please select your answer ∨

Next

14

Below you will see descriptions of each leasing service and follow up questions

PROPOSED LEASING PROGRAM CHARACTERISTICS	Electric Air Source Heat Pump
Estimated Monthly Fee	$85/month
Lease Term	17 years
Maintenance	every 2 years
Warranty	10 years

Which of the following best describes your interest in the **Electric Air Source Heat Pump** leasing program?

Please select your answer ⌄

Why do you feel this way about the **Electric Air Source Heat Pump** program?

What is <u>most</u> appealing about the proposed **Electric Air Source Heat Pump** program?

Please select your answer ⌄

What is <u>least</u> appealing about the proposed **Electric Air Source Heat Pump** program?

Please select your answer ⌄

Next

If a leasing program were available, would you replace your home heating or hot water equipment earlier than you would if you had to purchase the equipment and maintain it yourself?

Definitely yes

Probably yes

Possibly

Probably not

Definitely not

Next

16

Smart water heaters can adjust their operations to help the electric grid cope with periods of high demand without impacting your use of your hot water supply. If your leased water heater was equipped with the appropriate technology, would you enroll in such a program in exchange for a monthly incentive or a reduced monthly lease price?

Definitely yes

Probably yes

Possibly

Probably not

Definitely not

Next

Below are a few statements about the proposed space and water heat equipment leasing program. Please rate your level of agreement with each.

Some households can't afford to replace space and water heat equipment on a regular and safe basis. A leasing program would help keep people warm and safe in their homes.

1 - Strongly disagree	2 - Disagree	3 - Neither disagree nor agree	4 - Agree	5 - Strongly agree

Below are a few statements about the proposed space and water heat equipment leasing program. Please rate your level of agreement with each.

The maintenance and repair service offered through a leasing program keeps equipment working and gives customers added peace-of-mind.

1 - Strongly disagree	2 - Disagree	3 - Neither disagree nor agree	4 - Agree	5 - Strongly agree

Below are a few statements about the proposed space and water heat equipment leasing program. Please rate your level of agreement with each.

It's important to help people make the switch to technologically-advanced equipment because it allows consumers and utilities to remotely monitor and administer services (which will improve performance), it increases efficiency and it helps the environment.

1 - Strongly disagree	2 - Disagree	3 - Neither disagree nor agree	4 - Agree	5 - Strongly agree

Below are a few statements about the proposed space and water heat equipment leasing program. Please rate your level of agreement with each.

— —— —

Equipment leasing is unnecessary. Banks and stores provide financing so people can
purchase and maintain the equipment they need.

1 - Strongly disagree	2 - Disagree	3 - Neither disagree nor agree	4 - Agree	5 - Strongly agree

Below are a few statements about the proposed space and water heat equipment leasing program. Please rate your level of agreement with each.

— —— —— ——

Replacing space and water heat equipment before the end of their useful life helps
prevent emergencies and is safer for homeowners.

1 - Strongly disagree	2 - Disagree	3 - Neither disagree nor agree	4 - Agree	5 - Strongly agree

19

Below are a few statements about the proposed space and water heat equipment leasing program. Please rate your level of agreement with each.

Puget Sound Energy is a trusted energy advisor and will help customers get the equipment and services they need.

1 - Strongly disagree	2 - Disagree	3 - Neither disagree nor agree	4 - Agree	5 - Strongly agree

Below are a few statements about the proposed space and water heat equipment leasing program. Please rate your level of agreement with each.

It's important to help people make the switch to technologically-advanced equipment to help them save money on their energy bills over the long term.

1 - Strongly disagree	2 - Disagree	3 - Neither disagree nor agree	4 - Agree	5 - Strongly agree

Below are a few statements about the proposed space and water heat equipment leasing program. Please rate your level of agreement with each.

If something breaks, I want 24-hour customer service and same day repairs.

| 1 - Strongly disagree | 2 - Disagree | 3 - Neither disagree nor agree | 4 - Agree | 5 - Strongly agree |

Below are a few statements about the proposed space and water heat equipment leasing program. Please rate your level of agreement with each.

It's important to me that my furnace, heat pump or water heater last. If a leasing program helps to extend the life of this equipment, it's worth it.

| 1 - Strongly disagree | 2 - Disagree | 3 - Neither disagree nor agree | 4 - Agree | 5 - Strongly agree |

21

What advice do you have for Puget Sound Energy as it evaluates the need for this potential leasing program?

Next

The following demographic questions help us ensure we hear from a diverse group of respondents. If there are any questions you'd rather not answer, you can select "next" and proceed to the next question.

Are you?

Male

Female

Next

22

What is your current age?

18-24

25-34

35-44

45-54

55-64

65-74

75 and older

Next

Which of the following category best estimates your annual household income for the year before taxes? Please include all income for everyone living in your household. Is it...?

Less than $15,000

$15,000 to less than $30,000

$30,000 to less than $60,000

$60,000 to less than $90,000

$90,000 to less than $120,000

$120,000 or more

Next

23

How would you describe your race or ethnicity?

Please select all that apply.

American Indian or Native Alaskan

Asian

Black or African American

Caucasian

Hispanic, Latino, or Latina

Native Hawaiian or Other Pacific Islander

Mixed race

Other (specify.)

Prefer not to answer

Next

Thank you for participating in our survey! Your survey responses will remain completely confidential. Please click "Next" button below to submit your survey.

Next

24