

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



Data Request to Pacific Gas and Electric Company Seeking Copies of Data Cited and Used in Preparation of the Targetbase Report

Date: December 16, 2013

Response Due: Monday, December 23, 2013

To: Meredith Allen
Pacific Gas & Electric Company
MEAe@pge.com
415.973.2868

From: Jason Houck
CPUC, Energy Division
505 Van Ness Avenue
San Francisco, CA 94102
jason.houck@cpuc.ca.gov
415.703.1223

Energy Division staff requests information from Pacific Gas and Electric Company (PG&E) regarding data cited and used in the preparation of the report, *California Climate Dividend Public Outreach Program Strategic Road Map* (the Report), prepared by Targetbase under contract with PG&E.

Please respond to this request by Monday, December 23, 2013. Any questions related to this request should be directed to Jason Houck at 415.703.1223, jason.houck@cpuc.ca.gov.

Request 1

Please provide a copy of the report cited as follows in Section 9, Appendix, page 2, of the Report: *JD Franz Research, Inc., "Climate Dividend Quantitative Research," May 2-8, 2013*. Energy Division anticipates that this report includes the raw quantitative survey results used to generate Targetbase's conclusions.

Request 2

Please provide a copy of the report cited as follows in Section 9, Appendix, page 3, of the Report: *Paul Peterson, King Brown Partners, "Climate Dividend Communications: Summary of Qualitative Research," June 2013*. Energy Division anticipates that this report includes the qualitative research guide, content and screening methods used in the qualitative research performed by Targetbase.

Request 3

Please provide all of the focus group recordings generated and/or used by Targetbase as part of its research to prepare this Report. Please provide these recordings in digital format if possible.

Energy Division Data Request, Targetbase Report Raw Data

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Files larger than 10 MB sent in response to this data request must be submitted via CD or via the CPUC's Secure FTP website (instructions attached).

Please let me know if you have any questions.

Thank you,
Jason Houck