

Strategic Memorandum

TO: Interested Parties

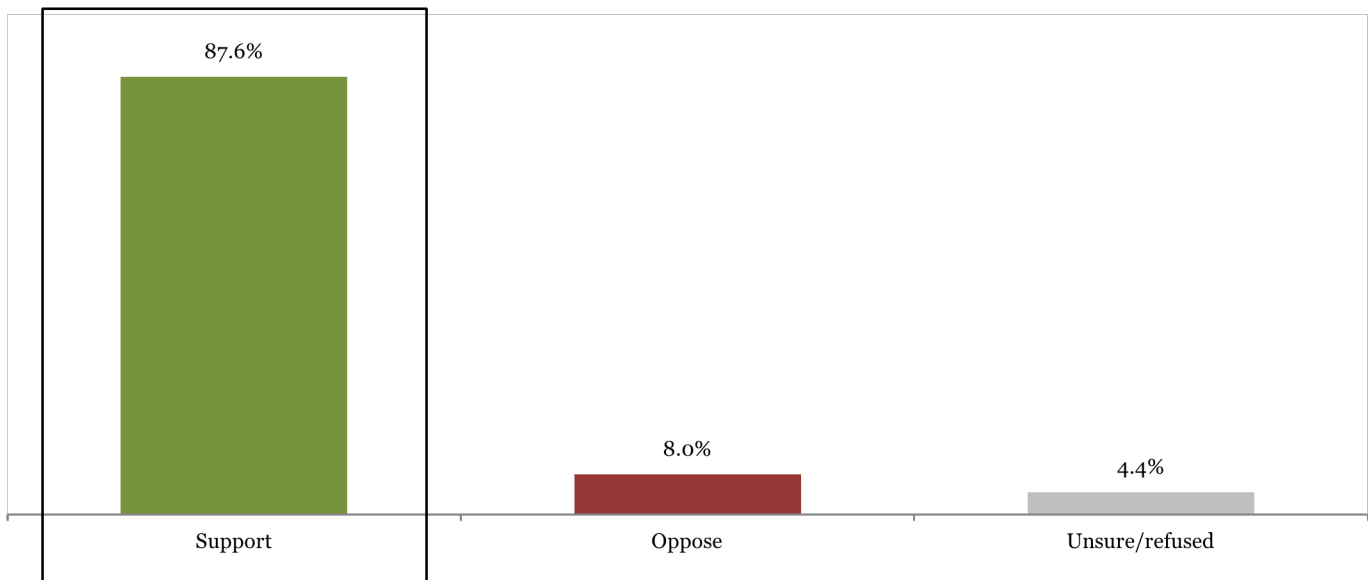
FROM: Adam D. Probolsky
Probolsky Research

SUBJECT: California Statewide Voter Survey – Report on Results – Support for an earthquake early warning system (or QuakeAlert)

DATE: February 16, 2016

In a recent California statewide poll our research revealed nearly *nine out of ten* likely voters support developing a system that can deliver warnings to most people and infrastructure in harms way of an impending earthquake. It is interesting to note that the *intensity* of voter support is also high, with 62.2% of voters responding that they strongly support developing an earthquake early warning system or ShakeAlert.

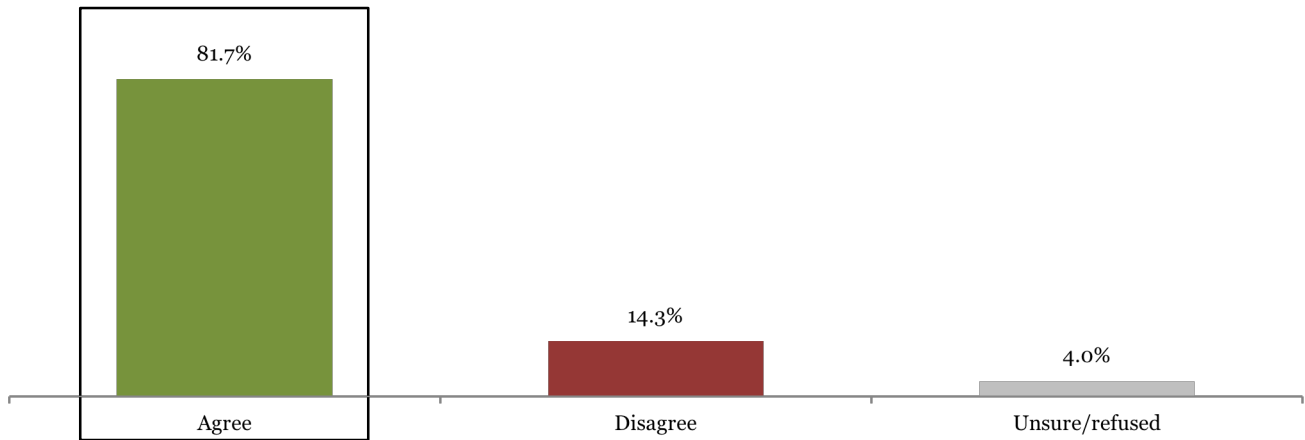
87.6% support developing an earthquake early warning system or ShakeAlert in California



Question: "Earthquake early warning systems, or ShakeAlert, use technology to detect early seismic activity so that warnings can be delivered to most people and infrastructure in harm's way. The warnings could be delivered seconds to minutes before major shaking happens, allowing time for people to take cover or, for example, to pause during critical surgeries or medical treatments, bring elevators to the next floor and open their doors, slow trains to safer speeds or halt them completely, open firehouse doors to avoid trapping important equipment inside and activate emergency systems. Would you say that you support or oppose developing an earthquake early warning system or ShakeAlert in California?"

We were also able to identify that 81.7% of likely voters agree that the state of California should join the federal government to pay for part of the costs to build and operate such a system (55.7% *strongly* agree with the idea).

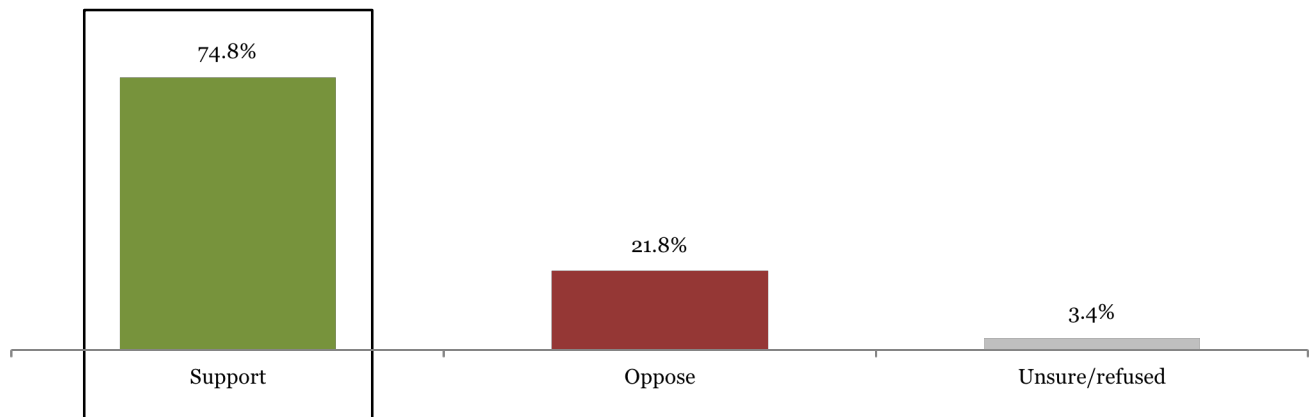
**81.7% agree that California should pay for part of the cost
To build and operate an earthquake early warning system**



Question: "The total cost of building an earthquake early warning system or ShakeAlert in California is estimated at 23 million dollars, plus 12 million dollars a year to operate it. The federal government has dedicated 8 million dollars this year toward operation and development costs. Do you agree that the State of California should pay for part of the cost to build and operate an earthquake early warning system or ShakeAlert statewide?"

What is more, nearly three-quarters (74.8%) support the State of California dedicating funds to help pay for an earthquake early warning system or ShakeAlert in California, even if it cost every taxpayer in California a small amount in taxes to pay for it.

**74.8% support California dedicating funds to help pay
For an earthquake early warning system**



Question: "If it cost every taxpayer in California a small amount in taxes to pay for an earthquake early warning system or ShakeAlert, would you support or oppose the state of California dedicating funds to help pay for an earthquake early warning system or ShakeAlert in California?"

Methodology: From Thursday, February 11 through Sunday, February 14, 2016, Probolsky Research conducted a telephone survey of likely November, 2016 General Election voters throughout the state of California. A total of 1,000 voters were surveyed by professional interviewers. A survey of this size yields a margin of error of +/-3.1% with a confidence level of 95%. Interviews were conducted with voters on both landline and mobile phones and were offered in English and Spanish languages. The research was commissioned by the Gordon and Betty Moore Foundation.

Our turnout universe (PDI Universe 16P8) consisted of: (Voted at least 1 of 6/14 or 11/14), Or (Voted at least 2 of 2/08, 6/08, 11/08, 6/10, 11/10, 6/12 or 11/12), Or (Registered since 11/14), Or (PAV Registered since 6/12 & Voted 11/12) & to qualify for universe all voters had to have voted on 11/12, in 2014 or 2015, or any Registered since 11/14. This represents 12,484,581 voters (a 72.3% turnout) and 7,565,143 households (78%).

Probolsky Research specializes in opinion research on behalf of business, government, non-profit and special interest clients.

