



the **gandalf** group



Ontario

Cabinet Office Questionnaire

March 2017

V4

TORONTO
65 Queen Street West, Suite 510
Toronto, ON M5H 2M5
T 416.644.4120

info@gandalfgroup.ca | gandalfgroup.ca

OTTAWA
116 Albert Street, Suite 300
Ottawa, ON K1P 5G3
T 613.699.8910



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Good evening/afternoon. My name is (_____) from _____, a national public opinion research firm. We are conducting a survey of people living in Ontario about current issues. We are not selling anything – this is strictly a public opinion survey. Would you mind if I asked you some questions? It will take up to 15 minutes of your time, depending on your answers, and your participation is very important. Let me assure you that all of your responses will be kept strictly confidential.

(IF YES) Thank you.

(IF NO) When is a better time for me to call back? (SCHEDULE CALL APPOINTMENT)

(IF REFUSED) Thank and terminate.

PERSUADERS (IF NECESSARY):

[IF NECESSARY, READ: This is not an attempt to sell anything – you have been chosen at random to obtain your opinions and input. Your opinions are important. Your responses will be kept strictly confidential and used for statistical purposes only. Individual participants in the survey will not be identified in any way.]

A. First, would you mind telling me what year you were born? [RECORD NUMBER]

(If 1997) Are you under 18 years of age?

[If 1998 or later or yes to previous: May I speak with someone over 18 please?]

IF YES JUMP BACK TO INTRODUCTION

Don't know/Refused **[THANK AND TERMINATE]**

B. Are you, or anyone in your household, a member of – or employed by – a media outlet (that is, TV, radio, newspaper or magazines), a public opinion or market research firm, a public relations or advertising agency, or a political party?

Yes **[THANK AND TERMINATE]**

No

Don't Know **[THANK AND TERMINATE]**

C. [RECORD GENDER]

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To begin...

1. OVERALL, do you feel that the Ontario provincial government is on the right track or the wrong track, in terms of how it is governing the province? **PROBE:** Would you say the government is strongly or somewhat on the [right/wrong] track?
 - a. Strongly right track
 - b. Somewhat right track
 - c. Somewhat wrong track
 - d. Strongly wrong track
 - e. Don't know
 - f. Refused

[ACCEPT, DO NOT READ]
[ACCEPT, DO NOT READ]
2. Using a scale where 1 means "poor" and 9 means "excellent", how would you rate the performance of Ontario government at managing:
[RANDOMIZE] [ACCEPT 'DON'T KNOW']
 - a. Controlling electricity prices
 - b. Building the provincial economy
 - c. Responsibly managing provincial government finances
 - d. Balancing the budget
 - e. Helping reduce the cost of living
3. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement: Recently it feels like the provincial government has been doing a better job at listening to the concerns of average Ontarians?
[ACCEPT 'DON'T KNOW']
4. How much have you heard about the changing cost of hydro lately? Would you say you have:
 - a. Heard a great deal about this
 - b. Heard something about this, or you
 - c. Haven't heard anything about this?
 - d. Don't know **[ACCEPT]**
5. What, if anything, do you know about the changing cost of hydro in Ontario?
[OPEN-END. DO NOT READ LIST. RECORD UP TO 5.]
 - a. Nothing **[DO NOT OFFER]**
 - b. OTHER: SPECIFY
 - c. Don't Know
 - d. Refused
6. Recently, the government announced they will be reducing the cost of hydro by 25%. They have also announced that hydro rates will not increase more than the rate of the inflation for the next four years. Prior to now, would you say that you have:
 - a. Heard a great deal about this



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- b. Heard something about this, or you
 - c. Haven't heard anything about this?
 - d. Don't know **[ACCEPT]**
7. And would you say that you strongly support, somewhat support, somewhat oppose or strongly this reduction in the cost of hydro? **[ACCEPT 'DON'T KNOW']**
8. Now, I'd like to know if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements about various topics. **[RANDOMIZE ACCEPT 'DON'T KNOW']**
- a. Reducing hydro bills by 25% will help my family.
 - b. Electricity in Ontario is reliable
 - c. Electricity in Ontario is affordable
 - d. Once the 25% reduction in hydro bills comes into effect, my electricity will be affordable
 - e. Once the 25% reduction in hydro bills comes into effect, the cost of electricity will be fair
 - f. Over the past decade, the Ontario government has made many investments in Ontario's electrical grid
 - g. The Ontario government has transformed and upgraded the electricity system.
 - h. Ontario's electricity system is environmentally friendly
 - i. The Government's change to the cost of electricity will be good for citizens today
 - j. The Government's change to the cost of electricity will be good for the next generation
 - k. I understand why hydro rates increased so much
 - l. I don't understand how the government can afford to lower hydro rates now
 - m. I expect big increases to hydro rates this year
 - n. My hydro bill will not increase past the rate of inflation for the next four years.
 - o. My hydro bill will decrease by 25%
 - p. The government can afford the 25% decrease in hydro bills
 - q. I'm worried about my taxes increasing to pay for this cut to the cost of electricity.
 - r. The government is on track to balance the budget this year.

Demographics

Now we have just a few final questions.

9. Which of the following sources do you use to heat your home?
- a. Electricity

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- b. Natural gas
- c. Other
- d. Don't know **[DON'T OFFER]**

10. Would you describe the community you live in as a rural area, suburban area, or urban area?

- a. Rural area
- b. Suburban area
- c. Urban area
- d. Don't know

[ACCEPT, DO NOT READ]

11. **[RECORD REGION]**

12. What is the highest level of education that you have completed?

- a. Elementary School
- b. High School
- c. College
- d. Technical/Trade School/Apprenticeship
- e. Undergraduate Degree
- f. Graduate/Professional Degree
- g. Don't know
- h. Refused

[ACCEPT, DO NOT READ]

[ACCEPT, DO NOT READ]

13. Were you or your parents born outside of Canada?

- a. Yes – I was born outside Canada
- b. Yes – parents born outside Canada
- c. Yes – both
- d. No
- e. Don't know
- f. Refused

[ACCEPT, DO NOT READ]

[ACCEPT, DO NOT READ]

14. Finally, into which of the following groups does your total annual household income fall, before taxes?

- a. No personal income
- b. Under \$20,000
- c. \$20,000 - Less than \$40,000
- d. \$40,000 - Less than \$60,000
- e. \$60,000 - Less than \$80,000
- f. \$80,000 - Less than \$100,000
- g. \$100,000 - \$150,000
- h. \$150,000 or More



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- i. Don't know
- j. Refused

[DO NOT READ]

[DO NOT READ]

Thank you, those are all the questions we have for you today.

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