



**Ontario Ministry of Energy – Energy Literacy Tracking
November 1, 2017 Wave - Draft 4**

Notes to Reader:

Questions have been colour-coded to indicate those that are intended to gauge reaction to the Ontario Fair Hydro Plan, as well as those which will be used to create the Energy Literacy Index.

- No Shading = Existing/tracking measures
- Grey = New (i.e., New question, or wording/response categories have been modified)
- Yellow = New Ontario Fair Hydro measures
- Green = New Energy Literacy Index measures
- Blue = Energy Literacy Index measures that were already included in previous waves of the study
- Purple = Additional questions/changes made

The reference to **(T)** indicates that this question has been tracked from a previous Energy Literacy Survey undertaken by MOE.

Hello, this is _____ calling from *The Strategic Counsel*, a professional public opinion research company. We are not trying to sell you anything - this is strictly a brief survey and your responses will be kept confidential. Today we're talking to Ontarians about some important issues in your community. May I please speak to the person in your household who is responsible for paying your household's electricity bill?

Yes – Continue

No – Schedule call-back

Refused – Thank and terminate

Do not pay for electricity / Rent – Thank and terminate

(HARD PRE-SCREEN – ASK ALL) Just to confirm are you 18 years of age or older?

Screening Questions

A. Do you or does any member of your household currently work for... (Read list)

An advertising agency or market research firm

A public relations company

News media, such as television, radio or a newspaper

A utility or electricity-related company

The Provincial Government

Yes

No

[If yes to any Thank and Terminate, else continue]



- B. Are you the person in your household who is responsible or jointly responsible for dealing with household bills, specifically your utility bills for electricity or natural gas, for example? (Do not read)

Yes

No

Household does not pay the cost of electricity is included in my rent or the condo fees

[If yes continue, if no or don't know then ask for person who pays utility bill and re-read introduction, if not available schedule re-contact, if do not pay electricity then Thank and Terminate]

- C. In order to ensure that we talk to people from various parts of the province can you please tell me the first three characters of your postal code?

[Record FSA]

- D. Record Gender (Do not read)

Male

Female

Other

- E. In order to ensure that we talk to people from various age groups please tell me what year you were born in?

[Record Year] **IF AFTER 1999, THANK AND TERMINATE**

Main Questionnaire

Electricity Issues: Importance, Satisfaction and Knowledge

1. What, if anything, have you recently read, seen, or heard about electricity in Ontario? (T)

[RECORD RESPONSE]

Nothing

2. Please rate the importance of the following to you on a scale from 1 to 10 where 1 is not at all important and 10 is extremely important. How important is... (READ LIST. RANDOMIZE.) (T)

Keeping electricity affordable

A steady and reliable supply of electricity

Generating electricity from clean sources

Helping people in Ontario conserve and manage their electricity use

Access to information about how electricity is generated, managed, and priced in Ontario

3. Now I would like you to rate your satisfaction with the same energy related topics using a scale from 1 to 10 where 1 means that you are not at all satisfied and 10 means that you are extremely satisfied. How satisfied would you say you are that Ontario is... (READ LIST. RANDOMIZE.) (T)

Keeping electricity affordable

Ensuring a steady and reliable supply of electricity

Generating electricity from clean sources

Helping people in Ontario conserve and manage their electricity use



Providing consumers with access to information about how electricity is generated, managed, and priced in Ontario

4. Now, I would like you to rate your level of knowledge with the following topics using the same scale of 1 to 10 where 1 means not at all knowledgeable and 10 means extremely knowledgeable. How about... (READ LIST. RANDOMIZE.) (T)

The electricity system in Ontario [ask first]

How electricity prices are set in Ontario

The development of the smart grid in Ontario

Electricity conservation

Home energy efficiency

The different sources used to generate electricity in Ontario

Ontario's proposal for Cap and Trade system to control greenhouse gas emissions

The closing of coal fired power plants in Ontario

Investments that the Ontario government is making to refurbish nuclear power plants

What the Ontario government is doing to manage the cost of electricity

What the various charges on your electricity bill pay for

The amount of electricity being generated from renewable sources like wind and solar

5. How interested are you in learning more about the electricity system in Ontario? (T)

Very interested

Interested

Only a little interested

Not at all interested

6. What if anything is there about the electricity system in Ontario that you would like to know more about? (T)

[RECORD RESPONSE]

Nothing

7. How would you prefer to receive information about the electricity system? How about ... (READ LIST. RANDOMIZE. ACCEPT MULTIPLE RESPONSES.) (T)

With your bill

From your local electricity distributor

Through the news media

Online through various websites

Through a flyer in the mail

Email

In your local or national newspaper

In your community newspaper

From the Ontario government/your Member of Provincial Parliament

From your municipal or city councillor

Social media

TV

Radio

Word of mouth

Other (PLEASE SPECIFY)



Attitudes and Opinions about Electricity-Related Issues

8. Would you say that you have a favourable or unfavorable impression of the following using a scale of 1 to 10 where 1 is extremely unfavorable and 10 means extremely favorable? How about ... (READ LIST. RANDOMIZE.) (T)

Renewable energy

Clean energy

Electricity conservation programs

Wind farms

Smart meters

Time-of-use pricing

Nuclear energy

Being able to generate your own electricity from solar panels

The Smart Grid, including the introduction of new technologies, renewable energy sources, and energy efficient products to better manage electricity

The trustworthiness of the provincial government to manage the electricity system in Ontario [ASK LAST]

9. How concerned are you about the following issues? Would you say that you are very concerned, somewhat concerned, not very concerned, or not at all concerned? How about... (READ LIST. RANDOMIZE.) (T)

The reliability of Ontario's electricity supply system

The cost of electricity

Finding more ways to reduce my electricity usage

The impact of generating power on public health and the environment

Finding more ways to conserve electricity

Very concerned

Somewhat concerned

Not very concerned

Not at all concerned

10. Would you say that you trust, neither trust nor distrust, or distrust the following organizations when it comes to learning about electricity? (T)

Environmental organizations

Consumer associations

Your local utility

The provincial government

Retailers (i.e., those who sell online or door-to-door)

Media – TV, radio, newspaper, on-line

Trust

Neither trust nor distrust

Distrust



Focus on Price

11. Would you say that you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following? How about... **(READ AND RANDOMIZE LIST)** (T)

I am doing everything I can to reduce my household electricity consumption

I believe the government should be subsidizing my electricity bill The cost of electricity is making it hard for me and my family to make ends meet

There are new technologies available that can help me to easily reduce my electricity consumption

[Split sample] Electricity bills will rise no matter what / Electricity bills will rise no matter what I do to conserve or reduce my energy use

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

12. In the last six months, has the price that you pay for electricity increased, stayed the same, or decreased? (T)

Increased

Stayed the same

Decreased

50/50 SPLIT SAMPLE: Q.13 AND Q14 – ROTATE ORDER OF WHICH QUESTION IS READ FIRST

13. What, if anything, have you recently read, seen, or heard over the past 12 months that could make electricity less expensive in Ontario?

[Record response]

Nothing

14. What, if anything, have you recently read, seen, or heard over the past 12 months that could make electricity more expensive in Ontario?

[Record response]

Nothing

15. Would you say that the reliability of your electricity service is better or worse compared to 10 years ago? (T)

Better

The same (do not read)

Worse

16. How do you think Ontario compares to other parts of Canada in each of the following areas. The first one is ... **(ROTATE ITEMS A AND B).**

- a. Electricity prices or rates. Do you think that electricity rates in Ontario are... **(READ LIST)** (T)

Among the lowest in Canada



About the same as other regions

Among the highest in Canada

Don't Know (Volunteered)

b. Development of renewable or green energy. Do you think Ontario is ... (READ LIST)

Among the most active in Canada in this area

About the same as other regions

Among the least active in Canada in this area

Don't Know (Volunteered)

17. How effective or ineffective would the following be at controlling rising electricity costs? How about... (READ LIST. RANDOMIZE.) Would you say that it would be very effective, somewhat effective, somewhat ineffective, or very ineffective? (T)

Giving a tax break to people who renovate their home to make it more energy efficient

Changing time-of-use pricing to reward those who use electricity at off-peak times

Offering new pricing options that are different from the current time-of-use models

Importing electricity from neighboring provinces or states

Buying more power from Quebec

Forcing the merger of small electricity utilities to cut operating costs

Developing new conservation programs for people so they can use less electricity

Producing less electricity from more expensive renewable sources

Increasing private sector management of Ontario's electricity system

Very effective

Somewhat effective

Only a little effective

Not at all effective

Generation and Supply

18. Would you say that you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following? How about... (READ LIST. RANDOMIZE.) (T)

Ontario should import clean energy from other jurisdictions when it is cost-effective to do so

Ontario should increase the number of solar and wind

Ontario should extend the life of the Darlington and Bruce nuclear power plants

Ontario should not build any new electricity infrastructure in the province

It is worth it to more pay for clean green energy

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

19. Do you think that Ontario is generating more than enough, enough, or not enough electricity from renewable source of energy like wind, solar, and hydroelectric power? (T)

More than enough

Enough

Not enough

Commented [VV1]: Reworded with the below statement – simpler language selected



20. Currently, does Ontario have more than enough, enough, or not enough electricity for our own needs? (T)

More than enough

Enough

Not enough

21. Looking forward over the next five years, do you think the demand for electricity in Ontario will increase, stay the same, or decrease? (T)

Increase

Stay the same

Decrease

Conservation and Concepts for Forward Planning Questions

22. When thinking about energy conservation, how important is each of the following to you on a scale of 1 to 10 where 1 means not important at all and 10 means extremely important? How about conserving electricity to ... (READ LIST. RANDOMIZE.) (T)

Lower my energy bill

Have a more energy efficient home

Have a more comfortable home

Help the environment

Help my community become more efficient

Be less wasteful

23. Do you think that there is a lot more that you can do, a little more, or that you have done all that you can do to reduce the amount of electricity that you use at home? (T)

A lot more to do

A little more to do

No more to do

24. In your opinion, is it worth it or not worth it to conserve electricity? (T)

Worth it

Not worth it

25. How much of a reduction in your monthly electricity bill do you think you can gain if you conserve more electricity? (T)

A large reduction

A little reduction

No reduction

26. How much of an effort, including time and money, are you willing to use to reduce the amount of electricity that you use? (READ LIST.) (T)

A great deal of effort, I can do so much more (SKIP TO Q28)

Some effort, I think I can make some changes (GO TO Q27)



Only a little bit of effort, there isn't much I can do **(GO TO Q27)**

No effort, I can't control my electricity use **(GO TO Q27)**

27. Why would you say that you are only willing to put in **[INSERT RESPONSE FROM Q26 → Some effort / Only a little effort / No effort]** into reducing the amount of electricity that you use? **(T)**

[Record response]

28. What is the most effective thing that you can do to reduce the cost of your electricity bill? (RECORD UP TO THREE MENTIONS.) **(T)**

[Record response]

29. What actions have you undertaken in the last three years to reduce your electricity consumption? (DO NOT READ. PROBE FOR UP TO 5 MENTIONS.) **(T)**

Installed energy efficient lighting
Installed timers for electricity use
Had a home energy audit conducted
Installed solar panels
Replaced or upgraded insulation
Replaced windows or exterior doors
Upgraded to a high efficiency heating equipment
Upgraded to a high efficiency water heater
Installed high efficiency air conditioning equipment
Weatherproofed home/sealed cracks
Installed a programmable thermostat
Replaced old appliances such as a refrigerator with a high efficiency model
Installed a home energy storage system
Other (specify)

30. How likely are you to undertake energy efficiency improvements to your home in the next 2 years? (READ LIST.) **(T)**

Very likely
Somewhat likely
Not very likely
Not at all likely

[If likely ask]

31. What are you planning to do in the next three years? (DO NOT READ. PROBE FOR UP TO 5 MENTIONS.) **(T)**

Install energy efficient lighting
Install timers for electricity use
Have a home energy audit conducted
Install solar panels
Replace or upgrade insulation
Replace windows or exterior doors
Upgrade to a high efficiency heating equipment
Upgrade to a high efficiency water heater
Install a high efficiency air conditioning equipment
Weatherproof home/seal cracks



Install a programmable thermostat

Replace old appliances such as a refrigerator with a high efficiency model

Install a home energy storage system

Other (specify)

Switching topics...

32. Municipalities in Ontario will be required to develop their own municipal energy plan. What do you think should be the first priority for your local municipality's energy plan? **[READ AND ROTATE LIST. RECORD FIRST MENTION, THEN PROBE FOR SECOND MENTION SEPARATELY. READ REMAINING ITEMS.]** What should be the second priority? (T)

Keeping electricity costs low

Maintaining the electricity poles, wires, and other infrastructure to keep the system reliable

Installing more renewable sources of electricity

Providing you with more energy conservation programs

None of the above (do not read)

33. A number of municipalities in Ontario are considering the electrification of public transit, meaning that trains (such as the GO Train) and new light rail transportation or LRTs would be powered by electricity, instead of fossil fuels like gasoline or diesel. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose the electrification of public transportation? (T)

Strongly support

Somewhat support

Somewhat oppose

Strongly oppose/

34. Within the next five years, or the next time you purchase a car, how likely are you to purchase ... (READ AND ROTATE ITEMS A & B).

Very likely

Somewhat likely

Not very likely

Not at all likely

a. An electric vehicle (EXPLAIN IF NECESSARY ... which is powered entirely by electricity)? (T)

b. A hybrid vehicle (EXPLAIN IF NECESSARY ... which is powered by electricity and a conventional gasoline engine)?

35. Why would you be [insert response from Q34A] to purchase an electric car? (T)

[Record response]

36. Why would you be [insert response from Q34B] to purchase a hybrid vehicle?

[Record response]



37. Overall, would you say the Ontario Government is doing a very good, good, only fair, poor or very poor job managing the province's energy system?

Very good

Good

Only fair

Poor

Very poor

38. Please tell me whether knowing each of the following makes you feel much better, a little better, a little worse, or much worse about the electricity system in Ontario, or has no impact. How about ... (READ LIST. RANDOMIZE.) (T)

Ontario has invested over \$70 billion dollars in improving the reliability of the electricity system over the past decade

Ontario has increased the amount of electricity generated from clean sources in the past decade

Ontario has closed coal plants and increased generation of electricity from renewable sources like wind, solar, hydro and bio energy

Ontario is investing in renewing the province's nuclear power plants to keep electricity prices from increasing

Ontario is using new and innovative technologies to better manage electricity consumption in the province

Feel much better

Feel a little better

Have no impact

Feel a little worse

Feel much worse

Electricity Bill and Fair Hydro Plan Rebate

39. Have you gone online to view your electricity usage details in the past year? (T)

Yes

No

40. What would you say is the average cost of your electricity bill? (T)

[Record number range 1 to 999]

41. Did you receive a reduction on your electricity bill lately?

Yes (ASK Q42)

No (SKIP TO Q44)

Not sure (SKIP TO Q44)

42. Approximately how much was the reduction? Was it ... (READ LIST. ACCEPT ONE RESPONSE ONLY).

8%

10%

15%

20%

25%



The Strategic Counsel

50%
Don't know

43. To what extent has this reduction helped to make electricity more affordable for your household? Has it had ... (ACCEPT ONE RESPONSE ONLY.)

A big impact
A moderate impact
A minor impact
No real impact

44. Do you believe current ratepayers should be responsible for paying for recent investments made to build a clean and reliable electricity system, or should future ratepayers that will benefit from these investments also be responsible for paying for these upgrades?

Commented [VV2]: Strategic Counsel to determine potential responses.

45. Which of the following statements best describes what you usually do with your electricity bill? (T)

I usually read most of the bill in detail
I usually browse the bill and look at the amount due and compare my electricity use
I only look at the amount due each time
I don't look at my electricity bill often

46. On a scale of 1 to 10, where 1 means you have no understanding at all, and 10 means you understand completely, how much do you feel you understand what your electricity bill pays for and provides?

47. To the best of your knowledge, what does the amount you pay on your electricity bill cover and provide? [OPEN; PROBE: *Is there anything else that this amount pays for?*] [ACCEPT UP TO 5 RESPONSES. DO NOT READ.] (T)

Electricity/power/ usage
Delivery/distribution
Debt retirement charge
Producing/generating electricity
Maintenance of current infrastructure
Taxes/HST
Service charges/ subsidies
Employees' salaries
Research and development
Alternative/Renewable energy
New infrastructure
Other (Please specify)

48. Using a scale where 1 means you are not at all satisfied, and 10 means you are completely satisfied, how satisfied are you with the value provided to you for what you pay on your electricity bill? (T)

49. Compared to other bills that you receive for utilities, telephone, and other services, would you say that your electricity bill is easier to understand or more confusing? (T)

Easier to understand



The same (do not read)
More confusing

NEW Energy Literacy Index Questions

The next few questions focus on your household energy use.

50. When it comes to energy use, would you describe your household as ...

- A very high energy user
- Moderately high energy user
- Medium energy user
- Moderately low energy user
- A very low energy user
- Don't know/not sure (Volunteered Only)

51. Is the amount of electricity we use is measured in units called ... (READ AND ROTATE – ACCEPT ONE RESPONSE ONLY)

- Kilowatts
- Kilowatt hours
- Volts
- Horsepower
- British Thermal Units or BTUs
- Watts
- Don't know/not sure (Volunteered Only)

52. To what extent do you agree or disagree with each of the following statements? (READ AND ROTATE ORDER OF ITEMS)

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

- a. I would do more to save energy if I knew how.
- b. The way my household uses energy doesn't really make a difference to the energy problems that face Ontario.
- c. I talk to my family regularly about ways we can save energy in and around our home.
- d. We should find more ways to develop renewable energy technologies, even if it means that energy could cost more.
- e. My family buys energy efficient devices and appliances.

Ontario's Fair Hydro Plan: Awareness and Impressions

53. Have you seen, heard or read anything about Ontario's Fair Hydro Plan?

- Yes, definitely (GO TO Q.55)
- Yes, maybe (GO TO Q.55)
- No (SKIP TO Q.58)
- Not sure (volunteered) (SKIP TO Q.58)



54. What have you seen, heard or read about the Plan?

(RECORD RESPONSE)

55. Where did you see, hear or read about it? **(READ AND ROTATE LIST. ACCEPT ALL THAT APPLY)**

TV

Radio

Newspaper or magazine

Online news

Ontario Government website

Social networking site (Facebook, Twitter, etc.)

My hydro company website

Information accompanying my hydro bill

Friends or Family

Other (Please specify)

56. Based on what you know or have heard about Ontario's Fair Hydro Plan, is your impression of the Plan positive or negative? **(READ LIST. ONE RESPONSE ONLY).**

Very positive

Somewhat positive

Neither positive nor negative (Volunteered)

Somewhat negative

Very negative

Demographics

These final few questions are for statistical purposes only and will help us to classify your responses.

57. Which of the following categories applies to your total household income for the year 2015? Please stop me when I reach your category. **(READ – CODE ONE ONLY – STOP ONCE RESPONDENT CONFIRMS CATEGORY)**

(T)

Under \$20,000

\$20,000 to under \$40,000

\$40,000 to under \$60,000

\$60,000 to under \$80,000

\$80,000 to under \$100,000

\$100,000 to under \$120,000

\$120,000 to under \$150,000

\$150,000 to under \$200,000

\$200,000 or more



58. What is the highest level of education that you have completed? **(READ LIST ACCEPT ONE RESPONSE ONLY)**

Less than elementary school
Public or elementary school (Grade 1-8)
High school
Community college
Some university
Completed university
Graduate degree

59. Which of the following best describes the type of dwelling you live in?

A detached or semi-detached house
An apartment or condo
A Mobile home
Other

60. Do you own or rent your residence?

Own
Rent

61. How would you describe your household living situation? Do you live ... **(READ LIST. 'ALONE' SHOULD BE SINGLE SELECT ONLY BUT ACCEPT MULTIPLE MENTIONS OF OTHER CATEGORIES. DO NOT RANDOMIZE.)**

Alone
With a spouse or partner
With a child/children under the age of 18
With a child/children ages 18+
With a parent/partner
With someone else

[IF 'CHILD/CHILDREN' AT Q.62, ASK Q63, OTHERWISE SKIP TO Q64]

62. (IF 'CHILD/CHILDREN' AT Q.62, ASK) How many children are currently living with you in your household?
READ LIST. ONE RESPONSE ONLY.

1
2
3
4
5 or more

63. What is the main way in which you heat your home? **(READ AND ROTATE LIST. ACCEPT ONE RESPONSE ONLY)**

Ground source heat pump
Radiators
Wood stove
Electric baseboards
Natural gas furnace



The Strategic Counsel

Propane furnace
Heating oil furnace
Other: Please specify
Don't know/not sure

64. How would you describe the area in which you reside? Is it ... **(READ LIST. ACCEPT ONE RESPONSE ONLY)**

Rural
Urban
Suburban

Thank you very much for taking the time to participate in this important survey. Your responses have been very helpful!