

Ipsos Research

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Date: Fri, 13 Oct 2017 16:45:51 -0400
Attachments: MOE Literacy Questionnaire FINAL Oct 12.docx (64.94 kB); New Questions for telephone Survey Draft.docx (14.27 kB)

Hi Andrew,

Wanted to provide an update on the energy literacy research status. Yesterday, The Strategic Counsel was selected as our vendor. We didn't select Innovative as they were the most expensive and TSC provided the best situation analysis, methodology and reporting standards while being the most inexpensive.

Attached is our existing telephone questionnaire. Please note the following:

- 1) We have reached out to IESO to check whether they already track the conservation questions that are in our existing survey attached. If so, we would consider removing seven questions from our survey.
- 2) We may also consider removing the questions about electricity bills from the existing questionnaire, since they may be duplicated in the upcoming bill redesign survey.
- 3) While above deletions are in consideration, it would be valuable to review and provide comment on our draft additional questions on affordability/OFHP (attached). The research firm will help craft questions to know if bill reduction knowledge is a result of OFHP, OESP or conservation.

We are still tracking for end of the month launch.

Thanks,
Martin