



**Ontario Ministry of Energy – Energy Literacy Tracking
Oct 2017 Wave - Draft 2**

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]

Commented [DN1]: Switched the order of A and B so as not to tip off respondent to 'electricity' or 'utilities' as the topic of the survey.

Commented [DN2]: Added some clarification so that respondents understand what we are referring to (i.e., not cable or telephone).



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

Importance, Satisfaction and Knowledge with General Electricity Issues

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

[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]

Keeping electricity affordable
A steady and reliable supply of electricity
Generating electricity from clean sources
Giving people a say about how the electricity system works
Helping people in Ontario conserve and manage their electricity use
Access to information about how electricity is generated, managed, and priced in Ontario

[Scale 1 to 10]

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]
Keeping electricity affordable
A steady and reliable supply of electricity
Generating electricity from clean sources
Giving people a say about how the electricity system works
Helping people in Ontario conserve and manage their electricity use
Access to information about how electricity is generated, managed, and priced in Ontario

Commented [EK(3)]: Incomplete sentence?

Commented [PR4R4]: This is a commonly used way of phrasing battery question introductions on telephone surveys



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 as necessary) [Randomize]

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 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 rising 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

[Scale 1 to 10]

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

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?

[Record response]

Nothing

7. How would you prefer to receive information about the electricity system? How about...(read the list)

With your bill

From your local electricity distributor

Through media

Online through various websites

Through a flyer in the mail

Email

Newspapers

From the government/MPP

Social media

TV

Word of mouth

Other



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]

Renewable energy
Clean energy
Conservation programs
Wind farms
Smart meters
Time of use pricing
Nuclear energy
The Smart Grid, including the introduction of new technologies, renewable energy sources, and energy efficient products to better manage electricity
Trustworthiness of the provincial government to manage the electricity system in Ontario [ask last]

[Scale 1 to 10]

9. BLANK

Commented [PR5]: Same as Question 16

10. 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]

The reliability of Ontario's electricity supply
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

Commented [EK(6)]: Costs or use?

Commented [PR7R7]: Revised but very similar to the last statement

Commented [DN8]: Suggest we eliminate one or the other, no need to keep both.

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

Environmental organizations
Consumer associations
Your local utility
The provincial government
Retailers



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Trust
Neither trust nor distrust
Distrust

Focus on Price

12. Would you say that you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following? How about... (Read list) [Randomize]

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

I am willing to pay the true cost of electricity

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

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

Increased
Stayed the same
Decreased

SPLIT SAMPLE: Q.14 AND 14.A – ROTATE ORDER OF WHICH IS READ FIRST

14. 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

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

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

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).

Commented [EK(9)]: Does this one need an edit post FHP?

Commented [PR10R10]: Revised to be about cost, not rising costs. I wonder, though, if consumers will still perceive costs to be rising?

Commented [PR11]: Revised based on comments from kick-off meeting

Commented [DN12]: This should get at Karen's question re electricity bill reductions.

Commented [DN13]: I retained this question given the AG's comments today about Ont. Fair Hydro Plan.

Commented [EK(14)]: Is this a supply or infrastructure question?

Commented [PR15R15]: Revised



- a. Electricity prices or rates. Do you think that electricity rates in Ontario are... (read list)

Among the lowest in Canada
About the same as other regions
Among the highest in Canada
Don't Know (Volunteered)

Commented [EK16]: Suggest we delete this question or add more questions tied to Ontario and renewable inroads

- b. Development of renewable or green energy alternatives. 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? Would you say that it would be very effective, somewhat effective, somewhat ineffective, or very ineffective? How about... (Read list) [Randomize]

Giving a tax break to people who renovate their home to make it more energy efficient
Expanding the use of smart meters and time-of-use pricing to reward those who use electricity at off-peak times

Offering new pricing options that are different from the current TOU 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 and relying more on nuclear and gas electricity generation
Increasing private sector management to Ontario's electricity system

Commented [EK17]: Does this need an edit post new OEB pricing pilots?

Commented [PR18R18]: Will need details on the OEB pilots

Very effective
Somewhat effective
Only a little effective
Not at all effective

Commented [EK19]: Hmm. Relying less of renewables means relying more on nukes and gas generation. Should that be part of the question?

Also, this LTEP contemplates new market reforms. Should we add something on that?

Commented [PR20R20]: Revised to include nuclear and gas

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]

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 farms in locations that already have them
Ontario should extend the life of the Darlington and Bruce nuclear power plants
Ontario should not build any new electricity infrastructure in Ontario
The investments made to improve reliability, close coal power plants, and generate electricity from renewable source have been worth the increased price I pay for electricity



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?

More than enough
Enough
Not enough

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

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?

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]

Lower my energy bill
Have a more energy efficient home
Have a more comfortable home
Help the environment
Help my community become more efficient
To be less wasteful

[Scale 1 to 10]

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?

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?

Worth it
Not worth it

Commented [DN21]: Possible question for deletion. Seems redundant with other questions we have asked about electricity conservation and results should mirror those of next question.

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

A large reduction
A little reduction
No reduction

[Scale 1 to 10]

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)

A great deal of effort, I can do so much more
Some effort, I think I can make some changes
Only a little bit of effort, there isn't much I can do
No effort, I can't control my electricity use

[If mention some effort, only a little, or no effort ask]

27. Why would you say that you are only willing to put in [insert item] into reducing the amount of electricity that you use?

[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)

[Record response]

29. What actions have you undertaken in the last three years to reduce your electricity consumption? (Do not read) (Probe up to 5 mentions)

Installed energy efficient lighting
Installed timers for electricity use
Had a home energy audit conducted
Installed solar panels
Replaced or upgraded your insulation
Replaced windows or exterior doors
Upgraded to a high efficiency heating equipment
Upgrade to a high efficiency water heater
Installed high efficiency air conditioning equipment



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Weatherproofing 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)

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) (Accept up to 5 mentions)

Install energy efficient lighting
Install timers for electricity use
Have a home energy audit conducted
Install solar panels
Replace or upgraded your 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? [Record first mention, then second mention separately] (Read **list**)

Keeping electricity costs low
Maintaining the electricity poles, wires, and other infrastructure keeping 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 networks) and new light rail transportation or LRTs would be

Commented [EK(22)]: Ask IESO if they are doing a conservation study. If yes, delete all conservation program questions.

Commented [PR23R23]: Will need confirmation of which questions to delete

Commented [EK(24)]: Do we still need this question?



powered by electricity, instead of fossil fuels like gasoline or diesel. Would you say that you strongly support, somewhat support, somewhat oppose, or strongly oppose the electrification of public transportation in various communities in Ontario?

Strongly support
Somewhat support
Somewhat oppose
Strongly oppose

34. How likely are you to purchase an electric car in the next five years or the next time that you purchase a car? Are you... (Read list)

Very likely
Somewhat likely
Not very likely
Not at all likely

[If answered very likely skip next question]

35. Why would you be [insert response] to purchase an electric car?

[Record response]

36. How likely are you to purchase a hybrid car in the next five years or the next time that you purchase a car? Are you... (Read list)

Very likely
Somewhat likely
Not very likely
Not at all likely

[If answered very likely skip next question]

37. Why would you be [insert response] to purchase an electric car?

[Record response]

37A. 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

Commented [EK(25)]: Do we still need this question? Or is it, do you support investing in the electricity system so that Go trains and LRTs are less reliant on Fossil Fuels

Commented [PR26R26]: We think the question still works well as worded



38. Please tell me whether knowing each of the following makes you feel much better, feel a little better, have no impact, feel a little worse, feel much worse about the electricity system in Ontario. How about... (Read list) [Randomize]

Ontario has invested over \$XX 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 by XX% in the past decade
Ontario generates XX% of electricity from renewable sources like wind, solar, and hydro
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

Electricity Bill Questions

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

Yes
No

40. What would you say is the average cost of your electricity bill? If you receive an electricity bill every two month please estimate your monthly charges.

[Record number range 1 to 999]

- 38a. Did you receive a rebate on your electricity bill lately?

Yes
No
Not sure

- 38b. (IF 'YES' AT Q.38A, ASK): Approximately how much was the rebate? Was it ... (READ LIST. ACCEPT ONE RESPONSE ONLY).

3%
5%
8%
10%
15%
20%
25%
50%
Don't know

- 38c. To what extent has this rebate helped to make electricity more affordable for your household? Has it had ... (READ LIST. ACCEPT ONE RESPONSE ONLY.)

A big impact

Commented [EK(27)]: Do you think the government is doing a good job managing the energy system? And then, does your opinion change if I tell you the following:

Commented [PR28R28]: Added Q36A

Commented [PR29]: Will need these data points for final survey version

Commented [EK(30)]: Next question should be why or why not?

Is Dorin including this question?

Commented [PR31R31]: Can you view your usage details on your actual bills, without going online?



A moderate impact
A minor impact
No real impact

41. Do you receive your electricity bill in paper through the mail or electronically by email?

In paper (**ASK Q39B**)
By email (**SKIP TO Q40**)

39B. What is the main reason why you don't receive your bill by e-mail? (**DO NOT READ LIST, CODE OPEN END RESPONSES APPROPRIATELY OR USE OTHER SPECIFY**)

Prefer paper/hard copy
Don't trust email
Don't use email/the Internet
Have never thought of doing so
Other (Specify) _____

42. Which of the following statements best describes what you usually do with your electricity bill?

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

43. 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?

[Scale 1 to 10]

44. 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)

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 (specify)

Commented [EK(32): Why or why not

Commented [PR33R33]: Added Q39B



45. 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?

[Scale 1 to 10]

46. 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?

Easier to understand
The same (do not read)
More confusing

- 44a. Have you seen, heard or read anything about Ontario's Fair Hydro Plan?

Yes, definitely
Yes, maybe
No
Not sure (volunteered)

- 44b. What was the main message of what you saw, read or heard on Ontario's Fair Hydro Plan? That is, what was it trying to tell you?

- 44c. Where did you see, hear or read about it? READ LIST. CHECK ALL THAT APPLY.

TV
Radio
Print newspaper
Online news
Magazines, in print or online
Ontario Government website
Other website
Social networking site (Facebook, Twitter, etc.)
Internet blog
My hydro company website
Information accompanying my hydro bill
My hydro
Friends
Family
Other (Please specify)

Demographics

47. For statistical purposes only, please tell me 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)

Commented [EK(34)]: It's good value or not good value. Should we change the scale?

Commented [PR35R35]: Would recommend leaving as is. It is a value question



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

47a. What is the highest level of education that you have completed? ONE RESPONSE ONLY.

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

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

Detached single-family home
Semi-detached single-family home
Attached single-family home
Multiunit home (duplex, triplex, etc.)
Multi-unit apartment/condominium
Moveable dwelling/Mobile home
Other

49. Do you own or rent your residence?

Own
Rent

50. How would you describe your household living situation? Do you live ... (READ LIST. 'ALONE' SHOULD BE SINGLE SELECT ONLY. 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

51. (IF 'CHILD/CHILDREN' AT Q.50, ASK) How many children are currently living with you in your household? READ LIST. ONE RESPONSE ONLY.



- 1
- 2
- 3
- 4
- 5 or more

52. What is the main way in which you heat your home? READ LIST. ACCEPT ONE RESPONSE ONLY.

Ground source heat pump
Radiators
Wood stove
Electric baseboards
Natural gas furnace
Propane furnace
Heating oil furnace
Other: Please specify

53. 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!