



Interim Topline Results: Energy & Electricity



Methodology and Sample

An online questionnaire was distributed by the OCC to its chambers. Members were sent an email invitation by their respective chambers.

The following topline results represent interim data from fieldwork conducted between May 9th 2017 and May 30th 2017. Fieldwork is still in progress.

The results are based on 456 completes.

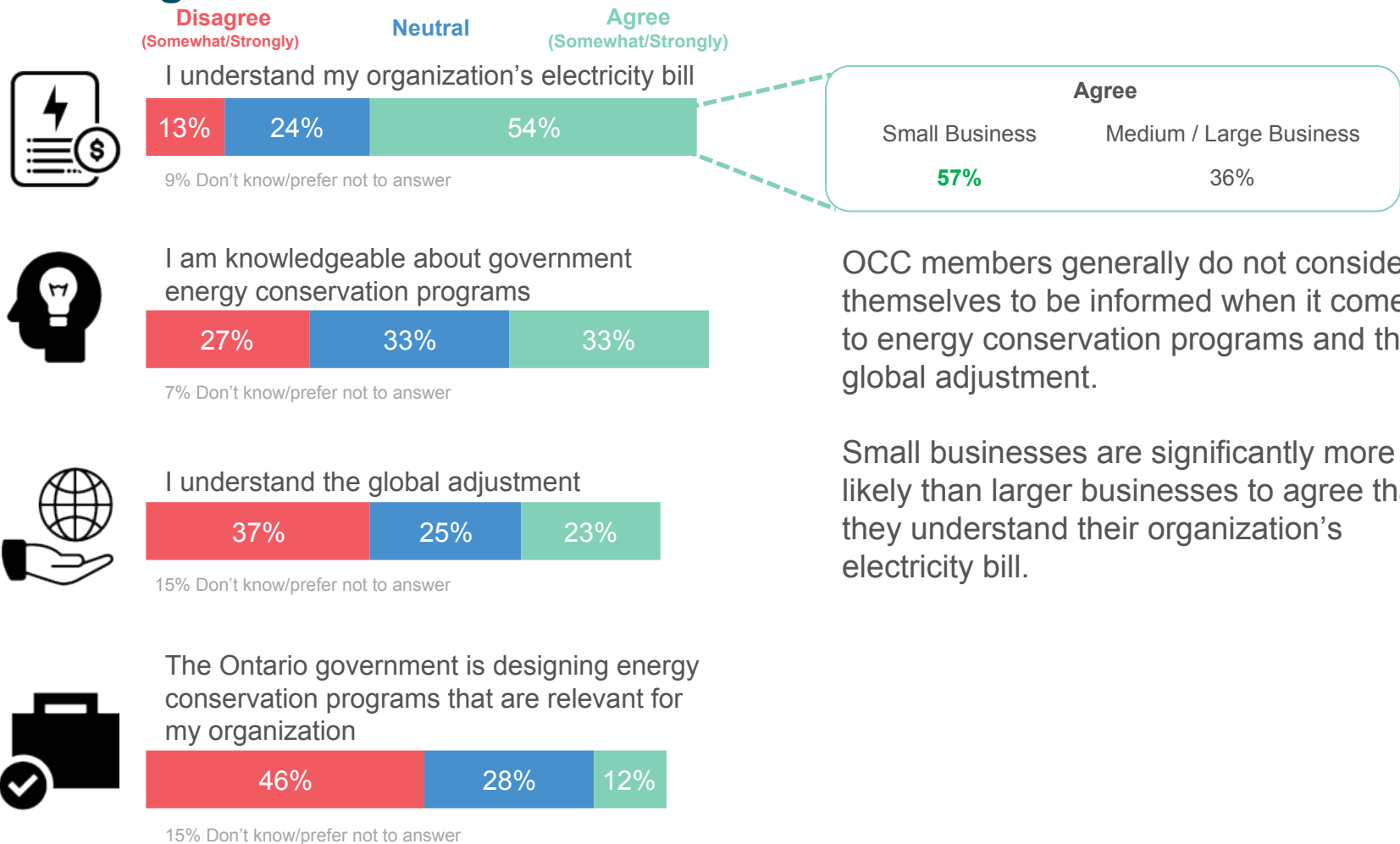


Energy & Electricity



Energy and Electricity Perceptions

Only one in ten (12%) of OCC members agree that the Ontario government is designing programs relevant for their organizations.



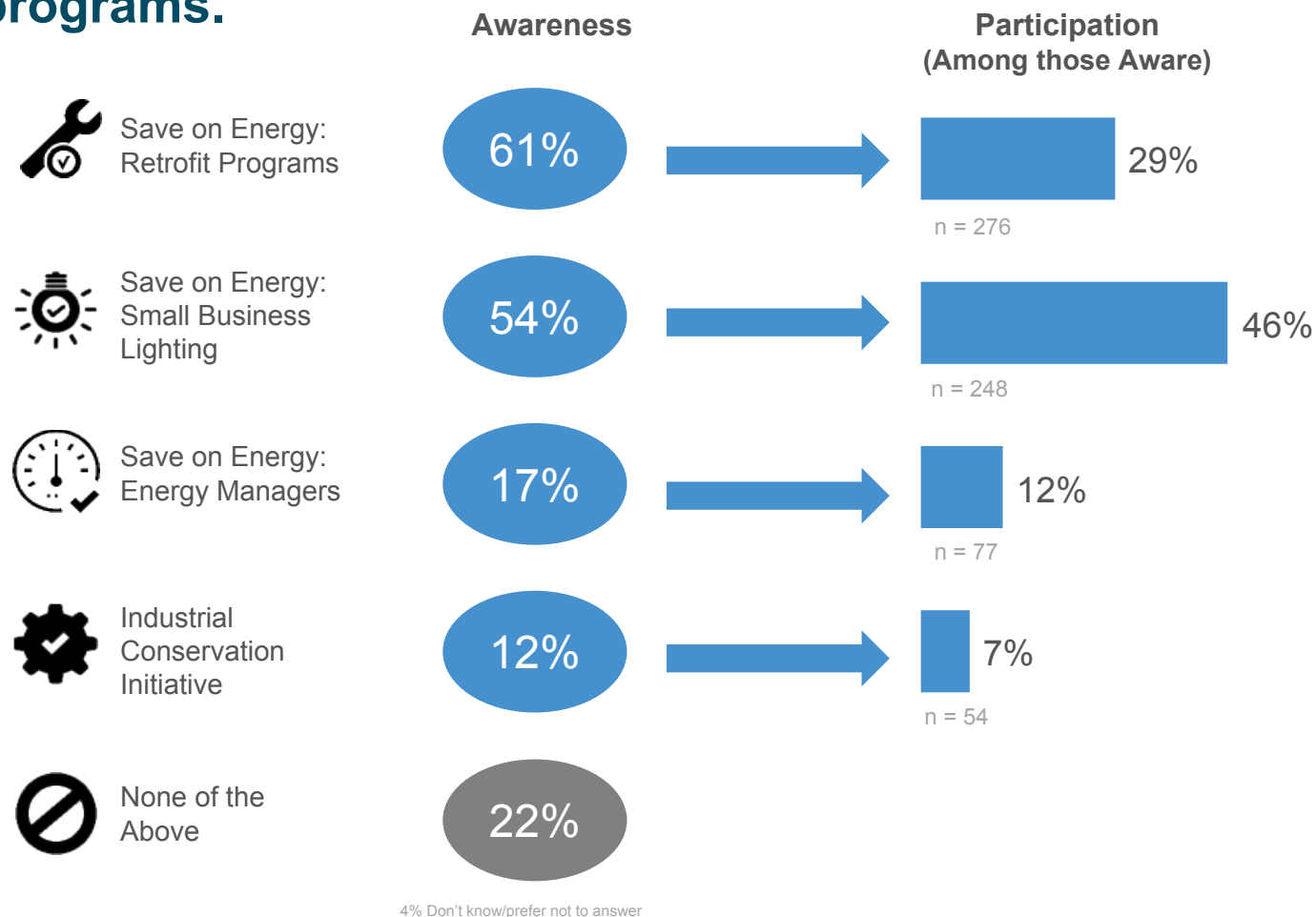
OCC members generally do not consider themselves to be informed when it comes to energy conservation programs and the global adjustment.

Small businesses are significantly more likely than larger businesses to agree that they understand their organization's electricity bill.



Program Awareness and Participation

OCC members are most likely to be aware of, and to be participating in, Save on Energy Retrofit and Lighting programs.



OCC members are largely unaware of, and unlikely to be participating in, the Save on Energy: Energy Managers and Industrial Conservation Initiative programs.

Base: Total Sample, n = 456

Q11. Which of the following government energy conservation programs have you heard of?

Base: Aware of Program

Q12. Does your organization currently participate in any of the following government energy conservation programs?



Ease of Program Participation

A majority of OCC members engaged in either of the Save on Energy programs find them easy to participate in.



Save on Energy:
Retrofit Programs



Save on Energy: Small
Business Lighting

Easy / Very Easy

65%

62%

Very Easy

28%

28%

Easy

37%

34%

Neutral

22%

22%

Difficult / Very
Difficult

13%

15%

1% Don't know/prefer not
to answer

1% Don't know/prefer not
to answer

n=

79

113

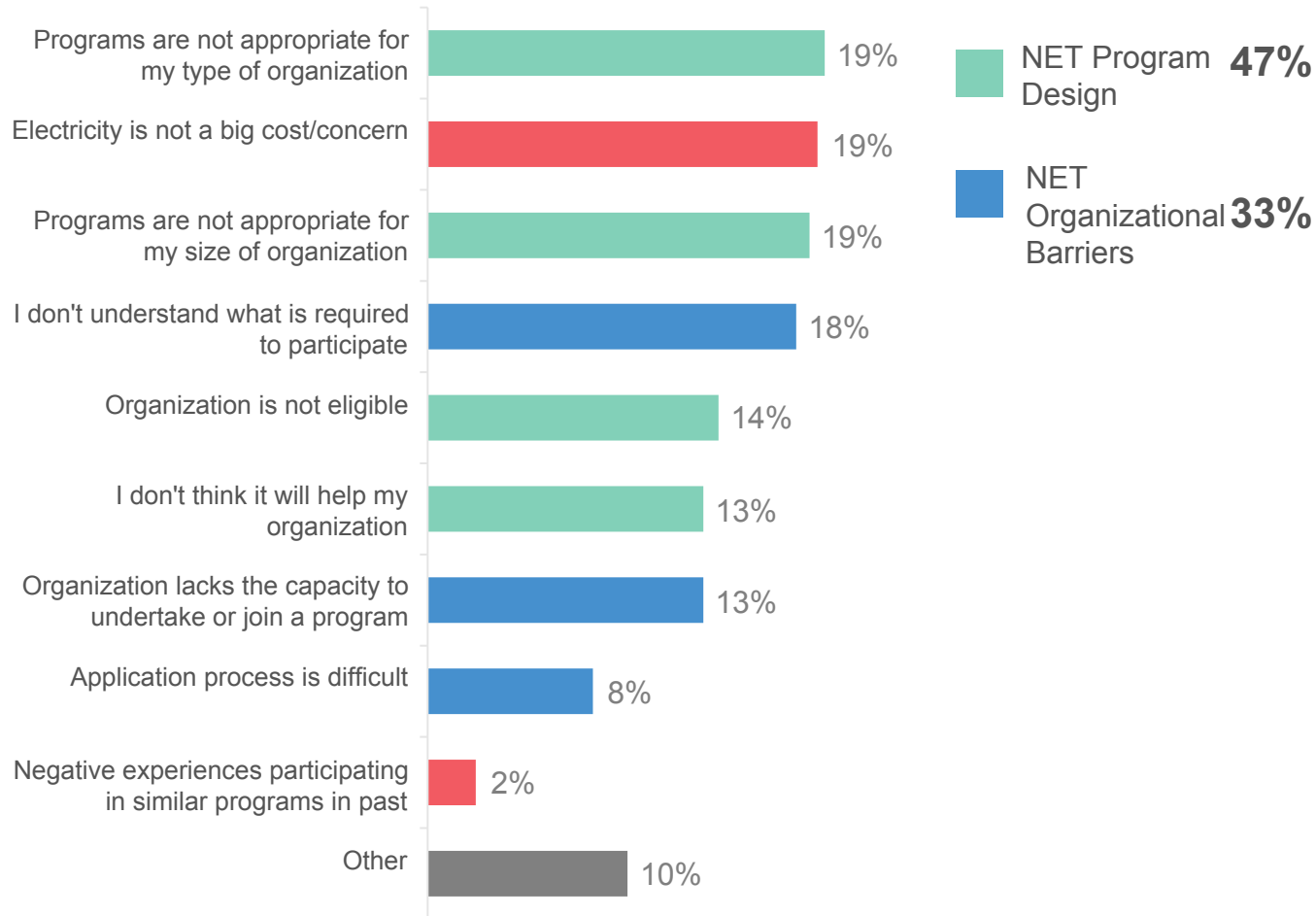


Base: Businesses who participated in above programs

Q13. How easy, or difficult, is it for your organization to participate in the following:

Reasons for not participating in government energy conservation programs

Top reasons for lack of participation relate primarily to perceived program design issues.



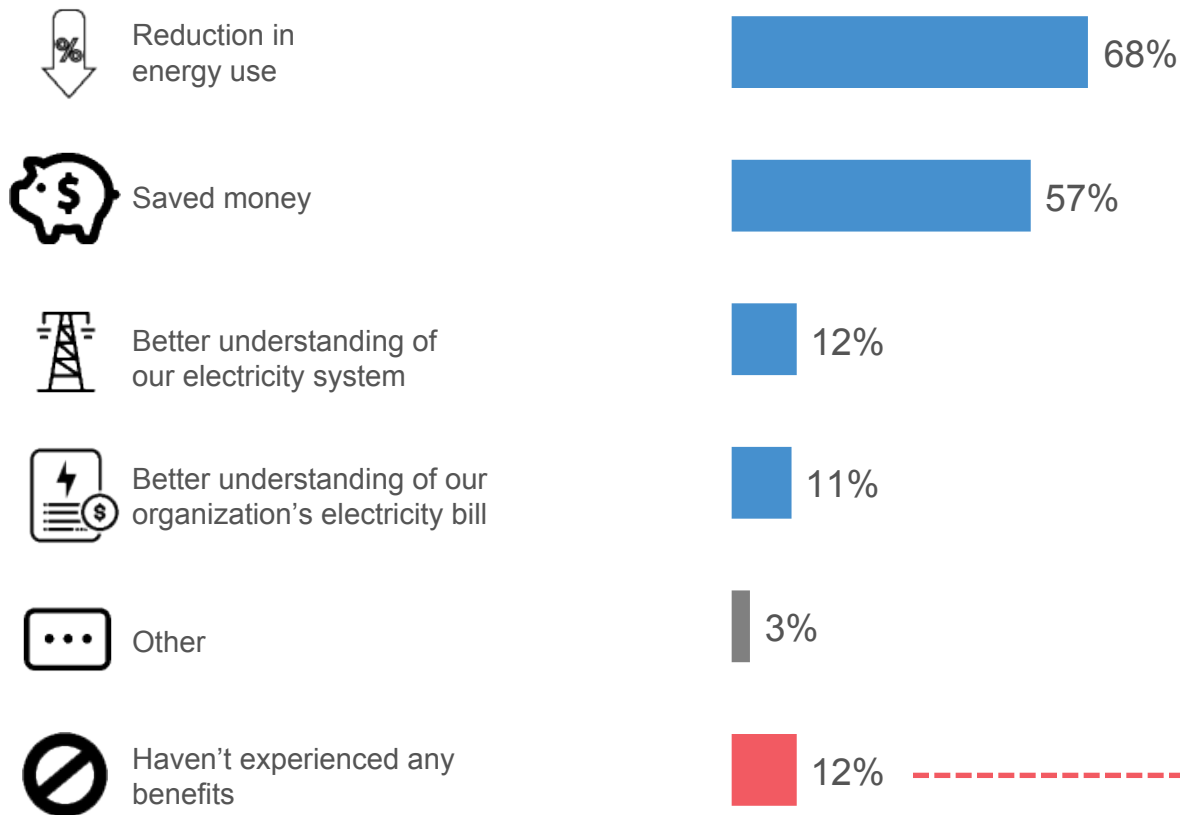
Only one-fifth of those not currently participating cite a lack of concern towards electricity as their reason.

7% Don't know/prefer not to answer



Benefits Observed from Participation

Among those who have participated in at least one program, top benefits include a reduction in energy usage and saving money.



Small businesses are significantly more likely than larger businesses to say that they have NOT experienced ANY benefits.

Small Businesses	Medium / Large Businesses
14%	5%

1% Don't know/prefer not to answer



Significantly higher than business size indicated by letter at 95%

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Customer Contact Preference

One-half of OCC members prefer to be contacted via email when it comes to their electricity providers.

