

The energuide program : survey of  
consumers and salespersons

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# CANADIAN FACTS

THE ENERGUIDE PROGRAM  
- SURVEY OF CONSUMERS  
AND SALESPERSONS

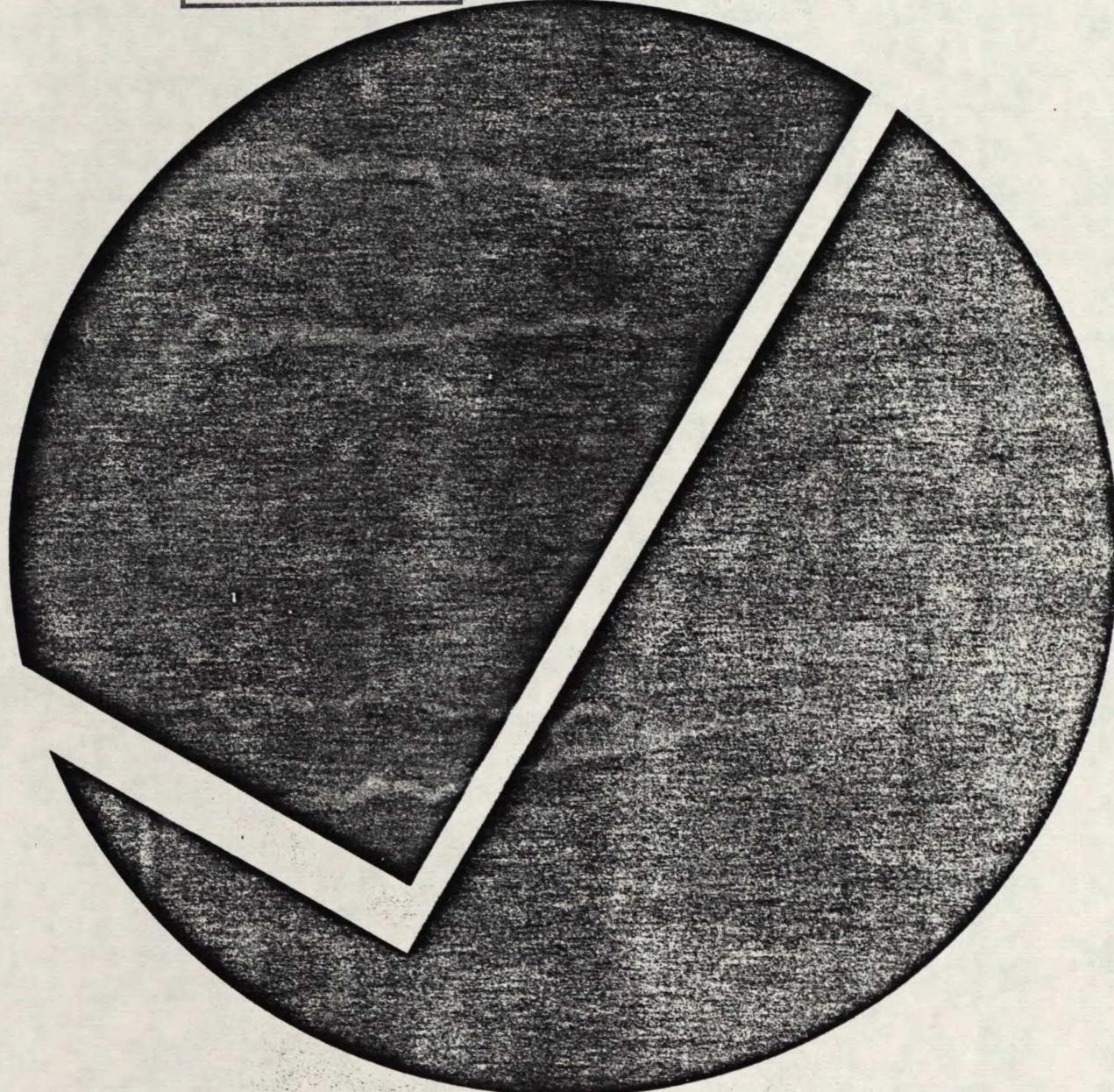
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March, 1984



**THE ENERGUIDE PROGRAM  
- SURVEY OF CONSUMERS  
AND SALESPERSONS**

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**DETAILED TABLES**



## FOREWORD

### I. BACKGROUND AND PURPOSE

The Department of Consumer and Corporate Affairs developed an energy consumption labelling program for major household appliances which went into effect after September 30, 1978. The program, which was named the ENERGUIDE program, is essentially informational and is designed to improve the effectiveness of consumers in the market-place and, thereby, improve the market's efficiency and responsiveness to consumer demands.

The objective of this study is to assess the program's efficacy in motivating consumers to purchase more energy-efficient appliances.

In particular...

the study was to provide general and specific knowledge on the following major points:

- a) The level of awareness of the ENERGUIDE program among recent appliance purchasers;
- b) Use of the program by the buyers of household appliances;
- c) The role of the information provided by the ENERGUIDE program in the purchase decision; and
- d) The role of salespeople in the dissemination of energy information on major appliances at the point of sale.

The study, therefore, was approached from two perspectives:

1. Consumer
2. Salesperson/retailer.



### III. METHODOLOGY

#### 1. CONSUMER SURVEY

##### a) Sample Frame

The sample consisted of 402 recent purchasers of major household appliances distributed as follows in each of the five main Canadian regions:

1. Halifax (For Maritimes) - 80
2. Montreal (For Québec) - 80
3. Toronto (For Ontario) - 80
4. Winnipeg (For Prairies) - 82
5. Vancouver (For British Columbia) - 80

Recruiting and interviewing were conducted through our Consumer Opinion Centre services (a division of Canadian Facts) operating in major shopping centres across Canada. From experience we know that the traffic population in the malls where we are located resembles well the larger metropolitan population.



b) Recruiting and Interviewing

Screening for qualified respondents was conducted using a screening questionnaire. Under the assumption that purchases of major home appliances are usually done by both heads of household, the sample was split approximately 50/50 female/male and resulted in:

189 Males

213 Females

Respondents were 18 years or over, had purchased at least one of the six major home appliances in the past six months, and had personally participated in the in-store shopping experience for same. The six appliances were purchased as follows:

	<u>Number Purchased</u>
Freezers	86
Dishwashers	82
Clothes dryers	69
Stoves	36
Refrigerators	83
Clothes washers	46

A copy each of the screener and questionnaire used in this study is appended to this report.



## 2. SALESPEOPLE SURVEY

### a) Interview Situation

To avoid sensitizing the sample population, the interview of salespersons was conducted in the guise of an actual purchase situation wherein the interviewer pretended to shop for either a refrigerator, a dishwasher or a freezer. The interviewer during the shopping exercise obtained information on how well informed the salesperson was about the Energuide program, the label and directory, and subsequently, out of sight of the salesperson, completed a structured questionnaire. A copy is appended to this report.

This was followed by a second stage wherein salespersons were interviewed directly concerning their perception of the importance of energy consumption to consumers in their purchase decisions. This interview was conducted using a structured questionnaire, a copy of which is appended to this report. For this second stage, a different interviewer returned to the same store to interview an available salesperson who might or might not have been the same person as participated in stage 1.



b) Sample Frame

The yellow pages of the telephone directory of each city served as the sample frame of eligible stores. These stores carried at least two brands or two models of the same brand of the appliances being "shopped" for, i.e. refrigerators, dishwashers or freezers.

Ideally the various types of stores (department stores, specialty appliance stores, etc.) should be represented in the same proportion as they are represented in the market for the sales of these appliances, and this for each region. Since we do not have this market information, the stores were chosen on a random basis. However, under the assumption that the large department stores, such as Eaton, Simpson, Sears, The Bay, represent a significant share of this market, they were all represented in each region.



c) Sample Design

As already mentioned, the sample frame for eligible stores was the yellow pages of the telephone directory in each city and stores were chosen at random all the while ensuring that the major department stores were represented in each region. Interviews were conducted on three appliances and the sample is distributed as follows:

	<u>TOTAL</u>	<u>Halifax</u>	<u>Montreal</u>	<u>Toronto</u>	<u>Winnipeg</u>	<u>Vancouver</u>
Refrigerators	25	5	5	5	5	5
Dishwashers	25	5	5	5	5	5
Freezers	26	5	6	5	5	5
	<hr/> 76	<hr/> 15	<hr/> 16	<hr/> 15	<hr/> 15	<hr/> 15

d) Letter of Introduction

The interview (second stage) with the salesperson was conducted during their working hours. In order to facilitate acceptance of the interview by both the respondent and his/her manager, CCAC prepared a letter on their letterhead explaining that the survey was being conducted on their behalf.



**3. TIMING**

The Consumer Survey was conducted in our shopping mall facilities between February 15th and 23rd. The Salespeople Survey was done between March 5th and 14th.

**III. RESULTS**

Results are presented herein under:

- I. HIGHLIGHTS**
- II. GENERAL SUMMARY**
- III. APPENDIX**
  - Detailed Tables
  - Questionnaires

Preliminary results in the form of computer print-out tables were made available about two weeks after field was completed.

March, 1984

**CANADIAN FACTS**

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**HIGHLIGHTS**



## HIGHLIGHTS

### IMPORTANCE OF ENERGY CONSUMPTION

- Ø As a criterion to be considered when shopping for a major electrical appliance, Energy Consumption is positioned among the least important when compared to Price, Guarantee, Size, Information from salesperson, Delivery date, Special features and Colour. Not only did this become evident during the interviews with the consumers themselves, but it was also the perception of the salespersons subsequently interviewed.
  
- Ø This overall finding notwithstanding, electrical consumption appears to be more important when purchasing certain appliances than when purchasing others. It appears to be more important, for example, in the case of freezers and dishwashers and much less important in the case of clothes washers.



ENERGUIDE LABEL AND DIRECTORY

Awareness:

- ① Since it is a government requirement that all the major appliances in the store bear the Energuide label, it is not surprising that, overall, the vast majority of the consumers interviewed (82%) recalled seeing the label affixed to the appliance.
- ② Regarding the Energide Directory, the label's complementary tool which, unlike the label, is not required to be available in the stores, few respondents (only 12%) recalled seeing it. This low incidence is corroborated by the simulated shopping and by the salespersons interviewed. During the simulated shopping, only 4% of salespersons mentioned the directory, and only 7% of interviewer "shoppers" saw it and/or were shown it. Among the salespersons, 29% admitted, when asked, to not even being aware of the directory, and 59% claimed that it was not available in the store.



Use:

- ① If the ultimate purpose of the label and the directory is to permit consumers to make cost comparisons among various brands or models, it can be said from the consumer interviews that only a minute proportion (2%) actually use it in this manner. This was borne out by the mystery shopping exercises during none of which electrical cost comparisons were made. This was further confirmed by the salespersons themselves, only 7% of whom claimed to ever do it.
- ② Despite the low incidences in the use of these Energuide tools for the purpose for which they were conceived, the Energuide Label nevertheless appears to be of some use to a relatively large proportion of consumers, as:

1. A source of information on KWH consumption

Before any mention of the label and/or the directory was made in the course of the interviews, some 43% of the consumer respondents claimed to have been aware of the amount of electricity consumed by the appliance purchased and, spontaneously, about half of these related this claim to the presence of the label.

In addition, 79% of the salespersons claimed that, when energy consumption is discussed, the Energuide label is responsible for generating the discussion.



2. As a means of comparing the electrical consumption of  
various brands/models

---

After they were shown the actual label, which 82%  
claimed to recognize, 25% of consumers interviewed  
claimed to have used it to compare the different  
brands/models on electrical consumption.



### SUMMARY

- Ø The following table summarizes the level of awareness of the Energuide program among recent appliance purchasers, their involvement in the subject of electrical consumption of major household appliances and the role of the information provided by the Energuide program in the purchase decision.

#### CONSUMERS

<u>AWARENESS</u>	(402)	%
- TOTAL RECALL OF ENERGUIDE LABEL	82	$\pm 4$
- TOTAL RECALL OF ENERGUIDE DIRECTORY	12	$\pm 3$

#### ELECTRICAL CONSUMPTION INFORMATION

- TOTAL AWARE OF AMOUNT OF ELECTRICITY CONSUMED BEFORE PURCHASING	43	$\pm 5$
- TOTAL DISCUSSED ELECTRICAL CONSUMPTION WHILE SHOPPING	41	$\pm 5$

#### USAGE OF LABEL/DIRECTORY

- TOTAL MADE SOME COMPARISON BETWEEN APPLIANCES	25	$\pm 4$
- TOTAL SIMPLY COMPARED <u>KWH</u>	19	$\pm 4$
- TOTAL COMPARED <u>COSTS</u>	6	$\pm 2$
• Without Directory	4	$\pm 2$
• With Directory	2	$\pm 1$



### SALESPERSONS

Both the simulated shopping and the interviews with the salespersons confirm and to some degree explain the low level of use of the Energuide Tools.

- Ø During the simulated shopping, only 7% of salespersons initiated a discussion on electrical consumption. In addition, only 4% of the salespersons mentioned the Directory, in one case only did a salesperson actually show it, and none used it in any way.
- Ø When actually being interviewed, the salespersons claimed to discuss electrical consumption on the average with only 34% of their contacts with customers. Further only 8% of these salespersons maintained that they use the directory during their discussions with consumers.
- Ø With respect to the Directory, not only do the salespersons rarely use it but, in addition, 29% of them admit to not even being aware of its existence and moreover 59% do not have it in their stores.

Only half the salespersons think the Directory is of some use. This is not surprising since, as mentioned above, they are of the opinion that consumers give relatively little importance to the question of electrical consumption with respect to such appliances.

GENERAL SUMMARY

**CHAPTER 1**  
**INTERVIEW OF CONSUMERS**



## GENERAL SUMMARY

### CHAPTER 1

#### I. IMPORTANCE OF ENERGY CONSUMPTION IN PURCHASE DECISION

At the beginning of the actual interviews two questions were asked to all consumer respondents in order to position the question of energy consumption in their decision to purchase the appliance which they claimed to have purchased in the past 6 months.

In the first question, respondents were asked to rate the degree of importance they gave to each of 8 criteria before arriving at their final purchase decision. Apart from the "energy consumption" criteria, the other 7 criteria had been selected arbitrarily; they applied to all 6 appliances and they included both crucial criteria (such as price) and less important ones (such as delivery date and color).

The second question addressed directly the energy consumption issue: respondents were asked whether or not "the amount of electricity consumed was part of the information they had gathered on the appliance they had purchased".

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a) Comparative Importance of Energy consumption

Overall, the energy consumption falls among the least important of the 8 criteria considered by respondents when they shopped for their appliance.

In effect, this criterion (energy consumption) was of no more importance to them than that of "delivery date" and "color"; respondents on the other hand considered the guarantee, the price and the size to be the three most important ones.

PROPORTION FINDING CERTAIN POINTS VERY OR FAIRLY  
IMPORTANT WHEN BUYING APPLIANCES

Total respondents	(402)	%
Guarantee	95	
Price	89	
Size	81	
Information from salesperson	68	
Choice of delivery date	64	
Special features	60	
<b>Energy consumption</b>	<b>58</b>	
Colour	54	

(Table, P. 1)



Further, analyzing the results by type of appliance purchased indicates that energy consumption appears to be more important with respect to the purchase of freezers and dishwashers whereas energy consumption, to the contrary, is of least importance concerning washers.

Nevertheless, as previously noted, energy consumption falls among the least important criteria regardless of the type of appliance purchased.

PROPORTION FINDING CERTAIN POINTS VERY OR FAIRLY  
IMPORTANT WHEN BUYING APPLIANCES

	Total respondents (402) %	Freezer (86) %	Dish- washer (82) %	Refrig. (83) %	Stove (36) %	Dryer (69) %	Washer (46) %
Guarantee	95	95	96	90	92	98	96
Price	89	89	80	94	92	91	91
Size	81	92	62	82	92	80	72
Information from salesperson	68	77	60	66	67	71	69
Choice of delivery date	64	62	60	64	75	67	65
Special features	60	50	67	58	55	64	72
<b>Energy consumption</b>	<b>58</b>	<b>67</b>	<b>62</b>	<b>54</b>	<b>58</b>	<b>59</b>	<b>37</b>
Colour	54	31	69	79	78	38	26

(Tables, Pp. 3 & 4)



## II. THE ENERGUIDE LABEL AND DIRECTORY

### a) Obtaining Energy Consumption Information about the Appliance

A little less than half, 43%, claimed to have obtained information about energy consumption when they were shopping for their appliance.

The Energuide label was the main source of information for those who obtained electrical consumption information (20%), the salesperson was the second source (14%).

#### ENERGY CONSUMPTION PART OF INFORMATION OBTAINED ABOUT APPLIANCE

	<u>TOTAL</u>
(402)	%
NO/can't remember	57
YES	43
- learned about electrical consumption....	
. label	20
. from salesperson	14
. other	14
	48*

\* Percentages total to more than proportion saying "Yes" because of multiple mentions.

(Derived from Table, P. 5)



b) Awareness of ENERGUIDE Label

Due to the fact that it is compulsory for all major appliances to carry the Energuide label, it is not surprising that an overwhelming majority of respondents (82%) were aware of the label.

As noted, a fair proportion, 20%, brought up the label spontaneously when asked how they became aware of the amount of electricity consumed by the appliance purchased.

RECALL OF ENERGUIDE LABEL

	<u>TOTAL</u>
(402)	(402)
	%
TOTAL RECALL	82
- unaided	20
- aided	62
TOTAL DO NOT RECALL	18

(Table, P. 9)



c) Awareness of ENERGUIDE Directory

All respondents were shown a copy of the directory and asked if they recalled having seen it.

Unlike the label, this directory is not required to be in the stores and consequently, few respondents (12%) recall seeing it.

Among the few who had seen it, about half had seen it either in the store where they bought their appliance or in another store.

RECALL OF ENERGUIDE DIRECTORY

	TOTAL <u>(402)</u>	%
TOTAL RECALL (aided)	12	
- in a store	7	12
- elsewhere	5	
TOTAL DO NOT RECALL	88	

(Table, P. 11)



d) Usage of the Label and Directory

The purpose of the label and directory is to permit consumers to make operating cost comparisons among various brands or models of the appliance for which they are shopping.

Results indicate that only a minute proportion (barely 2%) claim to have done this exercise before purchasing their appliance.

Such scant results do not, however, necessarily mean that these Energuide tools were of no use to the consumers interviewed, a worthwhile proportion having actually used the information.

The following summary table showing both awareness (visibility) and use made of the label and directory presents the situation in perspective.

On one hand, the label, undoubtedly because of its very high visibility (82% recall) is used as:

1. a vehicle for information: the fact that 43% of the consumers claimed to have been aware of the amount of electricity consumed by the appliance purchased is largely due to the label.
2. a source of discussion with salesperson: the fact that 41% claimed having discussed the topic of energy consumption while shopping can also be attributable to the label.



3. a means of KWH comparison between models: 25% of the consumers claim to have made such comparisons (and the vast majority of them did not go beyond this direct KWH comparison).

As for the Directory, considering its very low visibility (only 12% recall), it should not come as a surprise that only 2% used it to compare different models on operation costs.

#### SUMMARY

##### AWARENESS

- TOTAL RECALL OF ENERGUIDE LABEL	82
- TOTAL RECALL OF ENERGUIDE DIRECTORY	12

##### ELECTRICAL CONSUMPTION INFORMATION

- TOTAL AWARE OF AMOUNT OF ELECTRICITY CONSUMED BEFORE PURCHASING	43
- TOTAL DISCUSSED ELECTRICAL CONSUMPTION WHILE SHOPPING	41

##### USAGE OF LABEL/DIRECTORY

- TOTAL MADE SOME COMPARISON BETWEEN APPLIANCES	25
- TOTAL SIMPLY COMPARED <u>KWH</u>	19
- TOTAL COMPARED COSTS	6
. Without Directory	4
. With directory	2



### **III. ENERGUIDE INFORMATION**

#### **a) Unit of Measure for Electricity**

The Energuide label shows electrical consumption in kilowatt hours per month. A little over half the respondents (57%) are aware that the measure for electricity is a kilowatt or kilowatt hour.

Interestingly, this knowledge varies by region, sex and age. Halifax, Toronto and Winnipeg are more likely to be familiar with this measure than are Montreal and Vancouver. Also more aware are men, and younger respondents.

See Table on following page.

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**KNOWLEDGE OF UNIT OF MEASURE  
FOR ELECTRICITY**

	(Base)	Kilowatt/ Kilowatt Hour	Don't Know
TOTAL	(402)	57%	43
<b><u>REGION</u></b>			
Halifax	( 80)	65%	35
Montreal	( 80)	49%	51
Toronto	( 80)	63%	37
Winnipeg	( 82)	63%	37
Vancouver	( 80)	46%	54
<b><u>SEX</u></b>			
Male	(189)	66%	34
Female	(213)	50%	50
<b><u>AGE</u></b>			
18 to 24	( 32)	75% ↑	25
25 to 34	(113)	63%	37
35 to 44	(112)	58%	42
45 +	(145)	48%	52

(Derived from Table, P.17)



b) Price of Electricity per kilowatt hour

Cost of electricity per KWH is unfamiliar to nearly all the respondents. It follows, therefore, that they cannot use the information on the Energuide label to make "cost" comparisons until they obtain this information.

Men were more likely than women to chance a cost per KWH. To determine how accurate they were, however, would require a comparison with actual costs in each region.

	<u>TOTAL</u> (402)	<u>MALE</u> %	<u>FEMALE</u> (213)
Don't know	94	90	97
Gave a price (from \$0.02 - \$1.32)	6	10	3

(Table, P. 18)



#### IV. RESPONDENT CHARACTERISTICS

Not surprisingly, respondents were slightly more likely to have purchased washers, dryers and refrigerators than the other appliances. In their households most respondents have what could be expected: washers and dryers, stoves and refrigerators. They are less likely to have freezers and dishwashers.

It is interesting to note that freezers and dishwashers are the appliances for which respondents were more likely to find it important to consider electrical consumption before purchase.

Nearly three-quarter (71%) own their residence and nearly all (92%) pay their own electricity bills.

Nearly half (47%) bought their appliance at a department store.

See Tables on following pages.

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**RESPONDENT CHARACTERISTICS**

(402)

8

**APPLIANCES BOUGHT  
IN LAST 6 MONTHS**

Freezer	22
Dishwasher	22
Dryer	29
Stove	25
Refrigerator	29
Washer	34

**TYPE OF STORE**

Furniture store	28
Department store	49
Electric appliance store	18
Other	5

**SEX**

Male	47
Female	53

**AGE**

18 to 24	8
25 to 34	28
35 to 44	28
45 +	36

**SIZE OF HOUSEHOLD**

1 or 2 persons	43
3 or 4 persons	45
5 or more	12



**RESPONDENT CHARACTERISTICS (Cont'd)**

(402)

%

**OWNERSHIP OF RESIDENCE**

Owns residence	71
Rents residence	29

**RESPONSIBILITY FOR  
PAYING ELECTRICITY**

Household	92
Landlord/Administration	8

**APPLIANCES IN HOUSEHOLD**

Freezer	72
Dishwasher	57
Dryer	86
Stove	97
Refrigerator	100
Washer	92

(Tables, Pp. 25 & 28)



**RESPONDENT CHARACTERISTICS (Cont'd)**

As can be seen below Montreal respondents were much more likely to buy their appliance at a furniture store.

Vancouver respondents, more than the rest of Canada, bought theirs at an electrical appliance store.

	TOTAL (402)	REGION				
		Hali- fax (80)	Mont- real (80)	Tor- onto (80)	Win- nipeg (82)	Van- couver (80)
		%	%	%	%	%
Furniture store	28	37	61	20	17	5
Department store	49	52	28	53	61	50
Electric appliance store	18	11	4	19	17	40
Other	5	-	7	8	5	5

(Table, P.25)

**CHAPTER 2**  
**SIMULATED SHOPPING**



## CHAPTER 2

### INTRODUCTION

As mentioned in the FOREWORD, survey of the salespersons was conducted in two stages. First there was a simulated shopping activity by the interviewer. Secondly there was a direct interview of a salesperson.

This chapter deals with the simulated shopping stage. The information obtained regarding the salesperson's knowledge and attitude regarding Energuide is determined indirectly through the interviewer's perception.



## I. ROLE OF ENERGUIDE AT POINT OF SALE

### a) Role of Salesperson

In order to determine the extent to which salespersons are involved in making use of the Energuide program, several questions were asked of the interviewer about the salesperson's contribution to the discussion.

The answers obtained to these questions indicate that most salespersons play a minor role in the use of the Energuide program.

As can be seen in the Table on the following page, 7% of salespersons initiated the topic of electrical consumption, 25% pointed out the variation in KWH consumption among models (once the topic was raised, usually by the interviewer), and 16% broached themselves the subject of costs attached to electrical consumption.

---



TOTAL

(76)  
%

Subject of energy consumption

initiated by

- salesperson	7
- interviewer	93

Variations in KWH consumption  
among models

pointed out by

- salesperson	25
- interviewer	75

Cost of electrical consumption

initiated by

- salesperson	16
- interviewer	84

(Tables, Pp. 6, 8 & 9)

---



b) Level of Interest of Energy Consumption for Salesperson

Interviewers were asked for their opinion as to the salesperson's interest in the subject of electrical consumption and as to how significant the variations in its cost among appliances appeared to the salesperson.

21% felt that the salesperson was fairly or very interested in the topic and 11% feel the salesperson found the cost differences to be very or quite significant.

This generally low level of interest on the part of the salesperson as observed by the interviewer is confirmed by the low proportion of salespersons who used energy consumption as a sales tool, 12%.

See Table on following page.

---



TOTAL

(76)

%

Salesperson's level of interest  
in topic of electrical consumption

- very interested	5	21
- fairly interested	16	
- not very interested	79	

Significance of cost differences  
to salesperson

- very significant	1	11
- quite significant	10	
- not very significant	36	
- not at all significant	53	

Energy consumption as sales tool  
by salesperson

- Yes	12
- No	88

(Tables, Pp. 14, 15)



### III. SALESPERSONS' KNOWLEDGE OF ENERGUIDE

#### a) Explanation of Energuide Label

Once the subject of energy consumption was raised, and in most cases as was seen under Item I the interviewer brought it up, the majority of salespersons correctly explained the meaning of the Energuide label. One out of ten, however, did mistake the label to mean that the appliance did not use much electricity.

#### SALESPERSONS' EXPLANATION OF ENERGUIDE LABEL

	<u>TOTAL</u>
(76)	(76)
	%
Label....	
- indicates electrical consumption or number of KWH	87
- was affixed because appliance didn't use much electricity	12
- other irrelevant/ erroneous mentions	5

(Table, P. 7)

NOTE: Percentages add to more than 100% because of multiple mentions.



b) The Energuide Directory

The interviewer was instructed not to bring up the topic of the Energuide directory during the simulated shopping. It was left to the salesperson to mention it. Only 4% of all the salespersons broached the subject of the Energuide directory and only 1% of all salespersons actually showed one to the interviewer.

On the other hand, as will be seen in the second stage wherein the salesperson was interviewed directly (see page 30), 71% were aware of the directory when asked.

It can be concluded therefore that although most salespersons have knowledge of the directory, it occupies a low level of priority in their minds.

		<u>TOTAL</u>
		(76)
		%
Salesperson mentioned directory during sale:		
NO		96
YES		4
	- showed directory	1
	- didn't	3

(Table, P. 12)

---



c) Significance of Energuide Program

The aim of the Energuide program is to enable consumers compare energy consumption among brands and models of appliances and thus assisting them in making enlightened purchase decisions. Meaningful comparisons would require that comparisons be made not only according to KWH consumption but also by actual costs over time compared to initial monetary outlay for the appliance.

Keeping this in mind, the results of the simulated shopping cannot confirm that most salespersons realize the significance of the Energuide program.

First of all, only 22% specified what cost per KWH would be. Secondly, no salesperson mentioned costs over 10 years and only a minority mentioned some type of costs per month. When it came to comparing electrical costs, 25% made some comparisons between models and another 20% only made some vague comparisons between models or brands.

See Table on following page.

---



TOTAL

(76)

%

**Q.5 Cost per KWH specified by salesperson**

NO	78
YES	22

**Q.6 Cost per appliance over a period of time**

Not mention by salesperson	70
Mentioned by salesperson	30
- by month	22
- by year	7
- by 10 years	-
- no period mentioned	3

**Q.6 Comparison of costs between models of appliances**

No cost of electricity given	70
Cost given for only one	5
Compared cost for two or more models	25

**Q.6 Allusion to comparison between models of appliances**

Clearly compared two or more appliances	25
Alluded vaguely to a cost comparison between models	20
Did not allude even vaguely to a cost comparison	55

(Derived from Tables, Pp. 9, 10 & 11)

**CHAPTER 3**  
**INTERVIEW OF SALESPERSONS**



## CHAPTER 3

This chapter covers the results of stage 2 of the salesperson phase of the Energuide study, i.e. the direct interview.

### I. IMPORTANCE OF ENERGY CONSUMPTION IN PURCHASE DECISION

Salespersons were asked a similar question as asked the consumer regarding the importance of eight criteria when choosing a major electric appliance. In this case, however, the respondents were asked for their perception, based on their experience as a salesperson, of the importance of these criteria to consumers.

The purpose of this question, as in the case of the consumers, was to determine the relative importance of energy consumption in comparison to other criteria.

The table on the next page compares the answers from both. There are some differences in the case of certain criteria, which is not surprising, however, since the viewpoints of the two types of respondents are different. However, with respect to energy consumption, there is no contradiction; both groups position it low.

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**VERY OR FAIRLY  
IMPORTANT**

	<u>Consumers</u> (402)	<u>Salespersons</u> (75)
	%	%
Guarantee	95	97
Price	89	95
Size	81	69
Information from salesperson	68	97
Choice of delivery date	64	89
Special features	60	65
<b>Energy Consumption</b>	<b>58</b>	<b>49</b>
Colour	54	84

(Tables, Pp. 4 & 5)



Another indication of the level of importance of energy is the proportion of consumers who claim having discussed it with the salesperson while shopping. Only 41% of consumers stated they discussed the topic and this is confirmed by the salespersons themselves who claimed having discussed this criterion with, on the average, 34% of customers.

**DISCUSSED ENERGY CONSUMPTION**

Consumers	41%
Salespersons	34% (of customers, on average)

(Table, P.6)



## II. ENERGUIDE PROGRAM

### a) Energuide Label

Despite the low priority accorded energy consumption compared to other purchase criteria, the Energuide label does stimulate much of the interest that is present. As was pointed out in Chapter 1, the results of the interviews with consumers indicate that the label is used as a source of information; it generates discussion about electrical consumption; it permits comparison of KWH comparison among appliances.

The salespersons confirmed the label's usefulness in this regard. 79% claimed that, when electrical consumption is discussed, the Energide label is at the source.



**NEARLY ALWAYS/  
QUITE OFTEN**

Salespersons (75)

Customer refers to energy consumption because of Energuide label 52%

Salesperson refers to energy consumption by pointing out Energuide label 68%

Energuide label generates discussion of energy consumption (whoever initiates topic) 79%



b) Energuide Directory

Most salespersons (71%) are aware of the directory. However, only 41% of the stores where the interviews were conducted had copies, of which very few were visible as was found out during the simulated shopping (6%). Further, very few salespersons make use of this booklet in their discussions with customers, only 8% claiming to do so. This confirms the low levels of use encountered among consumers (2%) and during the simulated shopping (4% of salesperson mentioned it and 1% showed it to the interviewer).

Total salespersons	(75)
Aware of Energide Directory	71%
Directory available in store	41%
Salesperson uses Directory during discussions with customer	8%

(Table, Pp. 15 & 16)

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Among those who have a directory in the store, perceptions are divided as to its usefulness.

When it is found useful, it is due to the possibility of using it to compare KWH, and costs of electricity among models.

When it is not found useful, it is either because the booklet is found "too technical" or "complicated" for consumers or because consumers are perceived as being disinterested in comparing appliances regarding energy consumption.

(See Detailed Tables, PP. 18 to 20)



### III. ROLE OF SALESPERSON

It should come as no surprise that, when asked directly, the salespersons tend to inflate their role in the dissemination of Energuide information when compared to answers obtained from consumers and to the actual situation in a simulated shopping.

As can be seen in the table below, more than half the salespersons claimed to be the initiators of the topic of energy consumption, to point out the Energide label with its information, and to compare appliances on KWH consumption. These claims are much higher than results obtained from interviewing consumers and from the simulated shopping.

	<u>Consumer Interviews</u> (402)	<u>Simulated shopping</u> (76)	<u>Saleperson interviews</u> (75)
Salesperson initiated topic of energy consumption	30%	7%	51%
Salesperson pointed out Energide label	n/a	0%	68%
Comparison of appliances re KWH consumption	25%	25%	55%
Comparison of appliances re costs of electrical consumption	6%	25%*	15%

\* It must be remembered that during the simulated shopping a certain amount of probing was carried out which could result in more activity on the part of the salesperson.

**DETAILED TABLES**



### EXPLANATION OF NOTATIONS USED IN THE DETAILED TABLES

- \* Frequency < 1
- Rounded Percent = 0
- Percent = 0

NOTES: Percentages derived from "actual" bases of less than 100 should be interpreted with caution.

Percentages derived from "actual" bases of less than 50 should be interpreted with extreme caution.

All sub-totals in the detailed tables are correct even though the items listed below any sub-total may not exactly add to the sub-total through computer "rounding" (applies to (1) weighted frequencies where decimal not shown or (2) where percent shown without decimal).

### STANDARD DEVIATION

The Standard Deviation is calculated by taking the square root of the variance around the mean. It is a summary statistic of variation printed below the mean. The Standard Deviation gives an idea of the likely variation around the mean if we are simply considering the mean as a descriptive statistic. When Standard Deviation scores are small relative to the means, means can be taken as good representations of the individual scores.

### STANDARD ERROR

The Standard Error is calculated by dividing the Standard Deviation by the square root of the sample size. The Standard Error indicates the likely deviations that can be expected, and therefore the confidence limits.

For example, mean  $\pm$  2 standard errors will include the "true mean" 95% of the time.

INTERVIEW OF CONSUMERS

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1	1	G.3 LEVEL OF IMPORTANCE OF POINTS WHEN BUYING APPLIANCES	TOTAL BUYERS OF ELECTRICAL APPLIANCES
3	2	G.3 LEVEL OF IMPORTANCE OF POINTS WHEN BUYING APPLIANCES	TOTAL BUYERS OF ELECTRICAL APPLIANCES
5	3	G.4/5A CONSUMPTION OF ELECTRICITY BY APPLIANCE AS CRITERION WHEN MAKING G.4/5A CONSUMPTION OF ELECTRICITY BY APPLIANCE AS CRITERION WHEN MAKING	TOTAL BUYERS OF ELECTRICAL APPLIANCES
7	4	G.5 RECALL OF ENERGUIDE LABEL	TOTAL BUYERS OF ELECTRICAL APPLIANCES
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11	7	G.5C AIDED RECALL OF ENERGUIDE DIRECTORY AND WHERE SEEN	TOTAL BUYERS OF ELECTRICAL APPLIANCES
12	8	G.5C AIDED RECALL OF ENERGUIDE DIRECTORY AND WHERE SEEN	TOTAL BUYERS OF ELECTRICAL APPLIANCES
13	9	G.5D COMPARISON OF APPLIANCES ON CONSUMPTION AND COST OF ELECTRICITY	TOTAL BUYERS OF ELECTRICAL APPLIANCES
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15	11	G.6 INITIATION OF SUBJECT OF ENERGY CONSUMPTION DURING SALE	TOTAL BUYERS OF ELECTRICAL APPLIANCES
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17	13	G.7 AWARENESS OF UNIT OF MEASURE FOR ELECTRICITY AND COST PER UNIT	TOTAL BUYERS OF ELECTRICAL APPLIANCES
19	14	G.7 AWARENESS OF UNIT OF MEASURE FOR ELECTRICITY AND COST PER UNIT	TOTAL BUYERS OF ELECTRICAL APPLIANCES
21	15	G.8 PERCEPTION OF WHICH OF 6 APPLIANCES CONSUMES THE MOST AND	TOTAL BUYERS OF ELECTRICAL APPLIANCES
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25	17	RESPONDENT CHARACTERISTICS	TOTAL BUYERS OF ELECTRICAL APPLIANCES
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33	19	SUMMARY OF CONTACTS	TOTAL CONTACTS

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TABLE 1  
Q.3 LEVEL OF IMPORTANCE OF POINTS WHEN BUYING APPLIANCES  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION:					SEX:		AGE:			
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEQ	VANC- OUVER	MALE	FE- MALE	18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
COLOUR												
VERY IMPORTANT	141 35.1	23 28.8	34 42.5	20 25.0	28 34.1	36 45.0	63 33.3	78 36.6	8 25.0	30 26.3	35 31.3	68 46.7
FAIRLY IMPORTANT	75 18.7	9 11.3	20 25.0	13 16.3	14 17.1	19 23.8	39 20.6	36 16.9	6 18.8	23 20.4	20 17.9	26 17.9
NOT VERY IMPORTANT	91 22.6	25 31.3	15 18.8	24 30.0	15 18.3	12 15.0	50 26.5	41 19.2	5 15.6	34 30.1	32 28.6	20 13.8
NOT IMPORTANT AT ALL	95 23.6	23 28.8	11 13.8	23 28.8	25 30.3	13 16.3	37 19.6	58 27.2	13 40.6	26 23.0	23 22.3	31 21.4
CHOICE OF DELIVERY DATE												
VERY IMPORTANT	191 47.5	44 55.0	45 56.3	33 41.3	38 46.3	31 38.8	83 43.9	108 50.7	10 31.3	49 43.4	54 48.2	78 53.8
FAIRLY IMPORTANT	67 16.7	8 10.0	16 20.0	11 13.8	14 17.1	18 22.5	31 16.4	36 16.9	7 21.9	15 13.3	24 21.4	21 14.5
NOT VERY IMPORTANT	75 18.7	17 21.3	13 16.3	16 20.0	15 18.3	14 17.5	41 21.7	34 16.0	5 15.6	28 24.8	23 20.5	19 13.1
NOT IMPORTANT AT ALL	69 17.2	11 13.8	6 7.5	20 25.0	15 18.3	17 21.3	34 18.0	35 16.4	10 31.3	21 18.6	11 9.8	27 18.6
ENERGY CONSUMPTION												
VERY IMPORTANT	146 36.3	35 43.8	25 31.3	27 33.8	33 40.2	26 32.5	66 34.9	80 37.6	11 34.4	38 33.6	48 42.9	49 33.8
FAIRLY IMPORTANT	87 21.6	14 17.5	18 22.5	24 30.0	17 20.7	14 17.5	40 21.2	47 22.1	11 34.4	32 28.3	16 14.3	28 19.3
NOT VERY IMPORTANT	97 24.1	21 26.3	20 25.0	19 23.8	18 22.0	19 23.8	48 25.4	49 23.0	6 18.8	22 19.5	33 29.5	36 24.8
NOT IMPORTANT AT ALL	72 17.9	10 12.5	17 21.3	10 12.5	14 17.1	21 26.3	35 18.5	37 17.4	4 12.3	21 18.6	15 13.4	32 22.1
GUARANTEE												
VERY IMPORTANT	304 75.6	66 82.5	57 71.3	59 73.8	61 74.4	61 76.3	133 70.4	171 80.3	25 78.1	84 74.3	81 72.3	114 78.6
FAIRLY IMPORTANT	77 19.2	8 10.0	19 23.8	17 21.3	16 19.5	17 21.3	44 23.3	33 15.5	7 21.9	24 21.2	23 20.5	23 15.9
NOT VERY IMPORTANT	14 3.5	6 7.5	2 2.5	2 2.5	3 3.7	1 1.3	8 4.2	6 2.8	0 0	4 3.5	6 3.4	4 2.8
NOT IMPORTANT AT ALL	7 1.7	0 0	2 2.5	2 2.5	2 2.4	1 1.3	4 2.1	3 1.4	0 0	1 0.9	2 1.8	4 2.8

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TABLE 1  
Q. 3 LEVEL OF IMPORTANCE OF POINTS WHEN BUYING APPLIANCES  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION:					SEX:		AGE:			
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	MALE	FE- MALE	18-24	25-34	35-44	45 +
		80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
BASE FOR PERCENTAGES	402 100.0											
<u>PRICE</u>												
VERY IMPORTANT	259 64.4	58 72.5	56 70.0	41 51.3	52 63.4	52 65.0	117 61.9	142 66.7	17 53.1	77 68.1	74 66.1	91 62.8
FAIRLY IMPORTANT	100 24.9	15 18.8	16 20.0	28 35.0	19 23.2	22 27.5	51 27.0	49 23.0	8 25.0	30 26.5	24 21.4	38 26.2
NOT VERY IMPORTANT	35 8.7	5 6.3	5 6.3	11 13.8	10 12.2	4 5.0	15 7.9	20 9.4	6 18.8	4 3.5	12 10.7	13 9.0
NOT IMPORTANT AT ALL	8 2.0	2 2.5	3 3.8	0 .0	1 1.2	2 2.5	6 3.2	2 .9	1 3.1	2 1.8	2 1.8	3 2.1
<u>SIZE</u>												
VERY IMPORTANT	229 57.0	53 66.3	44 55.0	41 51.3	44 53.7	47 58.8	96 50.8	133 62.4	18 56.3	51 45.1	68 60.7	92 63.4
FAIRLY IMPORTANT	98 24.4	12 15.0	22 27.5	23 28.8	20 24.4	21 26.3	51 27.0	47 22.1	7 21.9	42 37.2	18 16.1	31 21.4
NOT VERY IMPORTANT	51 12.7	10 12.5	10 12.5	8 10.0	16 19.5	7 8.8	26 13.8	25 11.7	6 18.8	12 10.6	19 17.0	14 9.7
NOT IMPORTANT AT ALL	24 6.0	5 6.3	4 5.0	8 10.0	2 2.4	5 6.3	16 8.3	8 3.8	1 3.1	8 7.1	7 6.3	8 5.5
<u>SPECIAL FEATURES</u>												
VERY IMPORTANT	134 33.3	27 33.8	31 38.8	23 28.8	22 26.8	31 38.8	56 29.6	78 36.6	7 21.9	31 27.4	36 32.1	60 41.4
FAIRLY IMPORTANT	109 27.1	23 28.8	21 26.3	22 27.5	26 31.7	17 21.3	59 31.2	50 23.5	8 25.0	32 28.3	32 28.6	37 25.5
NOT VERY IMPORTANT	123 30.6	25 31.3	20 25.0	27 33.8	25 30.5	26 32.5	58 30.7	65 30.3	13 40.6	35 31.0	39 34.8	36 24.8
NOT IMPORTANT AT ALL	36 9.0	5 6.3	8 10.0	8 10.0	9 11.0	6 7.5	16 8.3	20 9.4	4 12.5	15 13.3	5 4.5	12 8.3
<u>INFORMATION OBTAINED FROM SALEMAN</u>												
VERY IMPORTANT	176 43.8	39 48.8	37 46.3	31 38.8	36 43.9	33 41.3	70 37.0	106 49.8	8 25.0	52 46.0	47 42.0	69 47.6
FAIRLY IMPORTANT	99 24.6	17 21.3	20 25.0	21 26.3	20 24.4	21 26.3	52 27.5	47 22.1	13 40.6	19 16.8	33 29.5	34 23.4
NOT VERY IMPORTANT	82 20.4	15 18.8	18 22.5	15 18.8	20 24.4	14 17.5	43 22.8	39 18.3	5 15.6	27 23.9	23 20.5	27 18.6
NOT IMPORTANT AT ALL	45 11.2	9 11.3	5 6.3	13 16.3	6 7.3	12 15.0	24 12.7	21 9.9	6 18.8	15 13.3	9 8.0	15 10.3

TABLE 2  
G.3 LEVEL OF IMPORTANCE OF POINTS WHEN BUYING APPLIANCES  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE						TYPE OF STORE			ELECTRIC BILL		
		FREEZ	DISH-	WSHER	FRIDG	STOVE	DRYER	WASH-	FURN/	APLNC	OTHER	HSHLD	OTHER
		-ER	WER					-ER	DEPT.			PAYS	PAYS
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	67 100.0	46 100.0		195 100.0	190 100.0	16 100.0	369 100.0	32 100.0
<u>COLOUR</u>													
VERY IMPORTANT	141 35.1	15 17.4	45 34.9	41 49.4	24 66.7	10 14.3	6 13.0		64 32.8	70 36.8	7 43.8	132 35.8	8 25.0
FAIRLY IMPORTANT	75 18.7	12 14.0	12 14.6	25 30.1	4 11.1	16 23.2	6 13.0		30 15.4	42 22.1	3 18.8	68 18.4	7 21.9
NOT VERY IMPORTANT	91 22.6	25 29.1	15 18.3	13 15.7	3 8.3	21 30.4	14 30.4		47 24.1	42 22.1	1 6.3	81 22.0	10 31.3
NOT IMPORTANT AT ALL	95 23.6	34 39.5	10 12.2	4 4.8	5 13.9	22 31.9	20 43.5		54 27.7	36 18.9	5 31.3	88 23.8	7 21.9
<u>CHOICE OF DELIVERY DATE</u>													
VERY IMPORTANT	191 47.5	34 39.5	34 41.5	42 50.6	24 66.7	34 49.3	23 50.0		89 45.6	97 51.1	4 25.0	175 47.4	15 46.9
FAIRLY IMPORTANT	67 16.7	19 22.1	15 18.3	11 13.3	3 8.3	12 17.4	7 15.2		33 16.9	29 15.3	5 31.3	62 16.8	5 15.6
NOT VERY IMPORTANT	75 18.7	19 22.1	14 17.1	15 18.1	4 11.1	12 17.4	11 23.9		41 21.0	31 16.3	3 18.8	71 19.2	4 12.5
NOT IMPORTANT AT ALL	69 17.2	14 16.3	19 23.2	15 18.1	5 13.9	11 15.9	5 10.9		32 16.4	33 17.4	4 25.0	61 16.5	8 25.0
<u>ENERGY CONSUMPTION</u>													
VERY IMPORTANT	146 36.3	41 47.7	33 40.2	24 28.9	13 36.1	25 36.2	10 21.7		76 39.0	63 33.2	6 37.3	133 36.0	13 40.6
FAIRLY IMPORTANT	87 21.6	17 19.8	18 22.0	21 25.3	8 22.2	16 23.2	7 15.2		44 22.6	41 21.6	2 12.3	79 21.4	8 25.0
NOT VERY IMPORTANT	97 24.1	19 22.1	17 20.7	20 24.1	9 25.0	19 27.5	13 28.3		51 26.2	43 22.6	3 18.8	93 25.2	4 12.5
NOT IMPORTANT AT ALL	72 17.9	9 10.5	14 17.1	18 21.7	6 16.7	9 13.0	16 34.8		24 12.3	43 22.6	5 31.3	64 17.3	7 21.9
<u>GUARANTEE</u>													
VERY IMPORTANT	304 75.6	70 81.4	58 70.7	59 71.1	25 69.4	55 79.7	37 80.4		155 79.5	136 71.6	12 75.0	278 75.3	26 81.3
FAIRLY IMPORTANT	77 19.2	12 14.0	21 25.6	16 19.3	8 22.2	13 18.8	7 15.2		33 16.9	41 21.6	3 18.8	71 19.2	6 18.8
NOT VERY IMPORTANT	14 3.5	3 3.5	2 2.4	6 7.2	1 2.8	1 1.4	1 2.2		5 2.6	9 4.7	0 .0	13 3.5	0 .0
NOT IMPORTANT AT ALL	7 1.7	1 1.2	1 1.2	2 2.4	2 5.6	0 .0	1 2.2		2 1.0	4 2.1	1 6.3	7 1.9	0 .0

TABLE 2  
Q. 3 LEVEL OF IMPORTANCE OF POINTS WHEN BUYING APPLIANCES  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE						TYPE OF STORE				ELECTRIC BILL		
		FREEZ	DISH-	WASH-	FRIDG	STOVE	DRYER	WASH-	FURN/	OTHER	HSHLD	OTHER		
		ER	WER	WSHER				ER	APLNC	OTHER	PAYS	PAYS		
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0	195 100.0	190 100.0	16 100.0	369 100.0	32 100.0		
<u>PRICE</u>														
VERY IMPORTANT	259 64.4	59 68.6	46 56.1	34 65.1	21 58.3	51 73.9	28 60.9	131 67.2	117 61.6	10 62.3	236 64.0	23 71.9		
FAIRLY IMPORTANT	100 24.9	18 20.9	20 24.4	24 28.9	12 33.3	12 17.4	14 30.4	49 25.1	47 24.7	4 25.0	94 25.3	6 18.8		
NOT VERY IMPORTANT	35 8.7	7 10.5	11 13.4	5 6.0	2 5.6	4 5.8	4 8.7	14 7.2	19 10.0	2 12.5	31 8.4	3 9.4		
NOT IMPORTANT AT ALL	8 2.0	0 .0	5 6.1	0 .0	1 2.8	2 2.9	0 .0	1 .5	7 3.7	0 .0	8 2.2	0 .0		
<u>SIZE</u>														
VERY IMPORTANT	229 57.0	60 69.8	35 42.7	53 63.9	26 72.2	34 49.3	21 45.7	117 60.0	103 54.2	8 50.0	206 55.8	22 68.8		
FAIRLY IMPORTANT	98 24.4	19 22.1	16 19.3	23 27.7	7 19.4	21 30.4	12 26.1	49 25.1	46 24.2	3 18.8	89 24.1	9 28.1		
NOT VERY IMPORTANT	51 12.7	7 8.1	18 22.0	5 6.0	2 5.6	11 15.9	8 17.4	21 10.8	26 13.7	4 25.0	50 13.6	1 3.1		
NOT IMPORTANT AT ALL	24 6.0	0 .0	13 15.9	2 2.4	1 2.8	3 4.3	5 10.9	8 4.1	15 7.9	1 6.3	24 6.3	0 .0		
<u>SPECIAL FEATURES</u>														
VERY IMPORTANT	134 33.3	22 25.6	32 39.0	28 33.7	13 36.1	22 31.9	17 37.0	64 32.8	65 34.2	5 31.3	124 33.6	10 31.3		
FAIRLY IMPORTANT	109 27.1	21 24.4	23 28.0	20 24.1	7 19.4	22 31.9	16 34.8	58 29.7	48 25.3	3 18.8	99 26.8	9 28.1		
NOT VERY IMPORTANT	123 30.6	32 37.2	20 24.4	30 36.1	11 30.6	20 29.0	10 21.7	56 28.7	63 33.2	3 18.8	111 30.1	12 37.5		
NOT IMPORTANT AT ALL	36 9.0	11 12.8	7 8.5	5 6.0	3 13.9	5 7.2	3 6.5	17 8.7	14 7.4	5 31.3	35 9.5	1 3.1		
<u>INFORMATION OBTAINED FROM SALEMAN</u>														
VERY IMPORTANT	176 43.8	45 52.3	36 43.9	30 36.1	19 32.8	32 46.4	14 30.4	94 48.2	76 40.0	5 31.3	158 42.8	17 53.1		
FAIRLY IMPORTANT	99 24.6	21 24.4	13 15.9	25 30.1	5 13.9	17 24.6	18 39.1	46 23.6	50 26.3	3 18.8	91 24.7	8 23.0		
NOT VERY IMPORTANT	82 20.4	13 15.1	19 23.2	20 24.1	7 19.4	17 24.6	6 13.0	37 19.0	41 21.6	4 25.0	79 21.4	3 9.4		
NOT IMPORTANT AT ALL	45 11.2	7 8.1	14 17.1	8 9.6	5 13.9	3 4.3	8 17.4	18 9.2	23 12.1	4 25.0	41 11.1	4 12.5		

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TABLE 3  
Q. 4/5A CONSUMPTION OF ELECTRICITY BY APPLIANCE AS CRITERION WHEN MAKING CHOICE  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION:					SEX:		AGE:			
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEQ	VANC- DUVER	MALE	FE- MALE	18-24	25-34	35-44	45 +
		80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
BASE FOR PERCENTAGES	402 100.0											
INCLUSION OF APPLIANCE'S ELECTRICAL CONSUMPTION AMONG DATA COLLECTED BEFORE PURCHASE												
YES	172 42.8	29 36.3	32 40.0	41 51.3	33 40.2	37 46.3	93 49.2	79 37.1	17 33.1	48 42.5	57 50.9	50 34.5
NO	220 54.7	50 62.5	47 58.8	37 46.3	46 56.1	40 50.0	93 49.2	127 59.6	15 46.9	60 53.1	55 49.1	90 62.1
CAN'T REMEMBER	10 2.5	1 1.3	1 1.3	2 2.5	3 3.7	3 3.8	3 1.6	7 3.3	0 0	5 4.4	0 0	5 3.4
BASE: TOTAL WHO HAD INFORMATION ON ELECTRICAL CONSUMPTION	172 100.0	29 100.0	32 100.0	41 100.0	33 100.0	37 100.0	93 100.0	79 100.0	17 100.0	48 100.0	57 100.0	50 100.0
LEARNED ABOUT APPLIANCE'S ELECTRICAL CONSUMPTION FROM:												
SALESPERSON	57 33.1	10 34.5	13 40.6	10 24.4	11 33.3	13 35.1	26 28.0	31 39.2	6 35.3	17 35.4	20 35.1	14 28.0
INDICATED ON APPLIANCE	89 51.7	19 65.5	17 53.1	18 43.9	18 54.5	17 45.9	53 57.0	36 45.6	7 41.2	28 38.3	31 34.4	23 46.0
BY PEOPLE THAT KNEW ABOUT IT	5 2.9	0 0	1 3.1	3 7.3	0 0	1 2.7	1 1.1	4 5.1	1 5.9	0 0	2 3.5	2 4.0
FROM WIFE/HUSBAND/FRIENDS	7 4.1	3 10.3	1 3.1	1 2.4	1 3.0	1 2.7	3 3.2	4 5.1	0 0	1 2.1	4 7.0	2 4.0
MANUAL WITH MACHINE/WITH GUARANTEE	8 4.7	1 3.4	3 15.6	0 0	0 0	2 5.4	3 5.4	3 3.8	1 5.9	3 6.3	0 0	4 8.0
BOOKLETS /PAMPHLETS/WRITTEN INFORMATION	13 7.6	2 6.9	1 3.1	6 14.6	1 3.0	3 8.1	6 6.5	7 8.9	3 17.6	4 8.3	2 3.5	4 8.0
CONSUMER'S REPORT MAGAZINE/CONSUMER'S ASSOCIATION PAMPHLET	6 3.5	0 0	1 3.1	2 4.9	2 6.1	1 2.7	4 4.3	2 2.5	0 0	1 2.1	3 3.3	2 4.0
ENERGUIDE/ENERGUIDE BOOKLETS	3 1.7	1 3.4	0 0	2 4.9	0 0	0 0	2 2.2	1 1.3	0 0	1 2.1	2 3.5	0 0
INQUIRED FROM UTILITIES	4 2.3	1 3.4	0 0	2 4.9	0 0	1 2.7	1 1.1	3 3.8	0 0	2 4.2	0 0	2 4.0
MISCELLANEOUS	4 2.3	1 3.4	1 3.1	1 2.4	0 0	1 2.7	3 3.2	1 1.3	0 0	1 2.1	1 1.8	2 4.0
CAN'T REMEMBER/DON'T KNOW	2 1.2	0 0	0 0	0 0	0 0	2 3.4	1 1.1	1 1.3	0 0	0 0	1 1.8	1 2.0

TABLE 3  
Q. 4/5A CONSUMPTION OF ELECTRICITY BY APPLIANCE AS CRITERION WHEN MAKING CHOICE  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION:					SEX:		AGE:			
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEQ	VANC- OUVER	MALE	FE- MALE	18-24	25-34	35-44	45 +
BASE: TOTAL FOUND ELECTRICAL CONSUMPTION INDICATED ON APPLIANCE	89 100.0	19 100.0	17 100.0	18 100.0	18 100.0	17 100.0	53 100.0	36 100.0	7 100.0	28 100.0	31 100.0	23 100.0
<u>HOW INDICATED:</u>												
ENERGUIDE/ENERGUIDE STICKER/ENERGY TAG	24 27.0	11 57.9	2 11.8	6 33.3	4 22.2	1 5.9	12 22.6	12 33.3	4 57.1	5 17.9	9 29.0	6 26.1
STICKER ON THE APPLIANCE/BLACK & WHITE STICKER	34 38.2	4 21.1	13 76.5	8 44.4	3 16.7	6 35.3	23 47.2	9 25.0	2 28.6	11 39.3	11 35.5	10 43.5
SEAL/STICKER ON FRONT/TOP/DOOR/INSIDE	19 21.3	3 26.3	0 .0	1 5.6	7 38.9	6 35.3	7 13.2	12 33.3	1 14.3	7 25.0	9 29.0	2 8.7
STICKER SAYING KWH/KW/CONSUMPTION ESTIMATION	23 25.8	0 .0	11 64.7	3 16.7	6 33.3	3 17.6	17 32.1	6 16.7	1 14.3	7 25.0	9 29.0	6 26.1
ROUND STICKER	6 6.7	0 .0	6 35.3	0 .0	0 .0	0 .0	4 7.5	2 5.6	0 .0	1 3.6	2 6.5	3 13.0
TAG SAID "ENERGY EFFICIENT/ENERGY SAVER FEATURES" ON MACHINE	5 5.6	0 .0	3 17.6	0 .0	1 5.6	1 3.9	3 5.7	2 5.6	0 .0	2 7.1	1 3.2	2 8.7
MANUFACTURER'S/APPLIANCE BROCHURE	2 2.2	0 .0	0 .0	0 .0	1 5.6	1 5.9	2 3.8	0 .0	0 .0	0 .0	1 3.2	1 4.3
MISCELLANEOUS	4 4.5	0 .0	3 17.6	0 .0	1 5.6	0 .0	3 5.7	1 2.8	0 .0	2 7.1	1 3.2	1 4.3
DON'T KNOW/NOT STATED	2 2.2	1 5.3	0 .0	0 .0	0 .0	1 5.9	2 3.8	0 .0	0 .0	0 .0	1 3.2	1 4.3

TABLE 4  
Q. 4/5A CONSUMPTION OF ELECTRICITY BY APPLIANCE AS CRITERION WHEN MAKING CHOICE  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE-----						TYPE OF STORE----				ELECTRIC BILL	
		FREEZ	DISH-	WSHER	FRIDG	STOVE	DRYER	WASH-	FURN/	APLNC	OTHER	HSHLD	OTHER
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0		195 100.0	190 100.0	16 100.0	369 100.0	32 100.0
INCLUSION OF APPLIANCE'S ELECTRICAL CONSUMPTION AMONG DATA COLLECTED BEFORE PURCHASE													
YES	172 42.8	48 55.8	45 54.9	32 38.6	13 36.1	22 31.9	12 26.1		90 46.2	75 39.5	6 37.5	156 42.3	15 46.9
NO	220 54.7	37 43.0	35 42.7	49 59.0	22 61.1	44 63.8	33 71.7		101 51.8	109 57.4	10 62.5	203 55.0	17 53.1
CAN'T REMEMBER	10 2.5	1 1.2	2 2.4	2 2.4	1 2.8	3 4.3	1 2.2		4 2.1	6 3.2	0 0	10 2.7	0 0
BASE: TOTAL WHO HAD INFORMATION ON ELECTRICAL CONSUMPTION	172 100.0	48 100.0	45 100.0	32 100.0	13 100.0	22 100.0	12 100.0		90 100.0	75 100.0	6 100.0	156 100.0	15 100.0
LEARNED ABOUT APPLIANCE'S ELECTRICAL CONSUMPTION FROM:													
SALESPERSON	57 33.1	16 33.3	12 26.7	13 40.6	4 30.8	7 31.8	5 41.7		37 41.1	18 24.0	1 16.7	52 33.3	5 33.3
INDICATED ON APPLIANCE	89 51.7	28 58.3	23 51.1	16 50.0	2 15.4	12 34.5	8 66.7		41 45.6	45 60.0	3 50.0	81 51.9	7 46.7
BY PEOPLE THAT KNEW ABOUT IT	5 2.9	2 4.2	3 6.7	0 .0	0 .0	0 .0	0 .0		2 2.2	3 4.0	0 .0	5 3.2	0 .0
FROM WIFE/HUSBAND/FRIENDS	7 4.1	1 2.1	3 6.7	0 .0	0 .0	2 9.1	1 8.3		4 4.4	2 2.7	1 16.7	7 4.5	0 .0
MANUAL WITH MACHINE/WITH GUARANTEE	8 4.7	0 .0	5 11.1	1 3.1	1 7.7	0 .0	1 8.3		3 3.3	5 6.7	0 .0	8 5.1	0 .0
BOOKLETS /PAMPHLETS/WRITTEN INFORMATION	13 7.6	3 6.3	2 4.4	1 3.1	3 38.5	2 9.1	0 .0		5 5.6	7 9.3	1 16.7	12 7.7	1 6.7
CONSUMER'S REPORT MAGAZINE/CONSUMER'S ASSOCIATION PAMPHLET	6 3.5	1 2.1	1 2.2	2 6.3	1 7.7	1 4.3	0 .0		5 5.6	1 1.3	0 .0	3 3.2	1 6.7
ENERGUIDE/ENERGUIDE BOOKLETS	3 1.7	1 2.1	0 .0	2 6.3	0 .0	0 .0	0 .0		2 2.2	1 1.3	0 .0	3 1.9	0 .0
INQUIRED FROM UTILITIES	4 2.3	1 2.1	1 2.2	0 .0	1 7.7	1 4.3	0 .0		2 2.2	1 1.3	1 16.7	2 1.3	2 13.3
MISCELLANEOUS	4 2.3	1 2.1	0 .0	1 3.1	0 .0	2 9.1	0 .0		2 2.2	2 2.7	0 .0	4 2.6	0 .0
CAN'T REMEMBER/DON'T KNOW	2 1.2	1 2.1	0 .0	1 3.1	0 .0	0 .0	0 .0		1 1.1	1 1.3	0 .0	2 1.3	0 .0

TABLE 4  
Q. 4/5A CONSUMPTION OF ELECTRICITY BY APPLIANCE AS CRITERION WHEN MAKING CHOICE  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE-----						TYPE OF STORE---- ELECRC BILL					
		FREEZ	DISH-	WSHER	FRIDG	STOVE	DRYER	WASH	DEPT.	FURN/	HSHLD		
BASE: TOTAL FOUND ELECTRICAL CONSUMPTION INDICATED ON APPLIANCE	89 100.0	28 100.0	23 100.0	16 100.0	2 100.0	12 100.0	8 100.0		41 100.0	45 100.0	3 100.0	81 100.0	7 100.0
<u>HOW INDICATED:</u>													
ENERGUIDE/ENERGUIDE STICKER/ENERGY TAG	24 27.0	11 39.3	5 21.7	2 12.5	0 .0	5 41.7	1 12.5	1 .0	10 24.4	14 31.1	0 .0	23 28.4	1 14.3
STICKER ON THE APPLIANCE/BLACK & WHITE STICKER	34 38.2	9 32.1	12 32.2	6 37.5	1 30.0	3 25.0	3 37.5	3 .0	18 43.9	14 31.1	2 66.7	29 35.8	5 71.4
SEAL/STICKER ON FRONT/TOP/DOOR/INSIDE	19 21.3	2 7.1	2 8.7	8 50.0	1 50.0	2 16.7	4 50.0	4 .0	8 19.3	11 24.4	0 .0	18 22.2	0 .0
STICKER SAYING KWH/KW/CONSUMPTION ESTIMATION	23 25.8	7 25.0	6 26.1	4 25.0	1 50.0	4 33.3	1 12.5	1 .0	8 19.3	13 28.9	2 66.7	21 25.9	1 14.3
ROUND STICKER	6 6.7	2 7.1	1 4.3	2 12.5	1 50.0	0 .0	0 .0	0 .0	3 7.3	2 4.4	1 33.3	6 7.4	0 .0
TAG SAID "ENERGY EFFICIENT/ENERGY SAVER FEATURES" ON MACHINE	5 5.6	1 3.6	3 13.0	0 .0	0 .0	0 .0	1 12.5	1 .0	2 4.9	2 4.4	1 33.3	5 6.2	0 .0
MANUFACTURER'S/APPLIANCE BROCHURE	2 2.2	0 .0	2 8.7	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	2 4.4	0 .0	2 2.5	0 .0
MISCELLANEOUS	4 4.3	1 3.6	0 .0	1 6.3	0 .0	0 .0	2 25.0	2 .0	2 4.9	2 4.4	0 .0	4 4.9	0 .0
DON'T KNOW/NOT STATED	2 2.2	1 3.6	0 .0	1 6.3	0 .0	0 .0	0 .0	0 .0	2 4.9	0 .0	0 .0	1 1.2	1 14.3

TABLE 5  
Q. 5 RECALL OF ENERGUIDE LABEL  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION:					SEX:		AGE:			
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	MALE	FE- MALE	18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
<u>ENERGUIDE LABEL</u>												
TOTAL CLAIMED SEEING LABEL (Q. 5B)	330 82.1	64 80.0	65 81.3	70 87.5	69 84.1	62 77.5	156 82.5	174 81.7	26 81.3	97 85.8	92 82.1	115 79.3
-MENTIONED UNAIDED (Q. 5A)	82 20.4	18 22.5	15 18.8	18 22.5	16 19.5	15 18.8	49 25.9	33 15.5	6 18.8	27 23.9	28 25.0	21 14.5
-RECALLED AIDED	248 61.7	46 57.5	50 62.5	52 65.0	53 64.6	47 58.8	107 56.6	141 66.2	20 62.5	70 61.9	64 57.1	94 64.8
TOTAL DO NOT RECALL SEEING LABEL	72 17.9	16 20.0	15 18.8	10 12.5	13 15.9	18 22.5	33 17.5	39 18.3	6 18.8	16 14.2	20 17.9	30 20.7
BASE: TOTAL CLAIMED SEEING LABEL	330 100.0	64 100.0	65 100.0	70 100.0	69 100.0	62 100.0	156 100.0	174 100.0	26 100.0	97 100.0	92 100.0	115 100.0
<u>LABEL WAS:</u>												
INSIDE APPLIANCE	54 16.4	14 21.9	13 20.0	6 8.6	13 18.8	8 12.9	27 17.3	27 15.3	4 15.4	13 13.4	19 20.7	18 15.7
OUTSIDE	248 75.2	46 71.9	50 76.9	57 81.4	50 72.5	45 72.6	118 75.6	130 74.7	20 76.9	79 81.4	65 70.7	84 73.0
DON'T KNOW	26 7.9	4 6.3	2 3.1	7 10.0	6 8.7	7 11.3	11 7.1	15 8.6	2 7.7	4 4.1	7 7.6	13 11.3
NOT STATED	2 .6	0 .0	0 .0	0 .0	0 .0	2 3.2	0 .0	2 1.1	0 .0	1 1.0	1 1.1	0 .0

TABLE 6  
Q. 5 RECALL OF ENERGUIDE LABEL  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE						TYPE OF STORE			ELECTRIC BILL			
		FREEZ	DISH-	WSHER	FRIDG	STOVE	DRYER	WASH	DEPT.	FURN/	APLNC	OTHER	HSHLD	OTHER
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0		195 100.0	190 100.0	16 100.0	369 100.0	32 100.0	
<b>ENERGUIDE LABEL</b>														
TOTAL CLAIMED SEEING LABEL (Q. 5B)	330 82.1	74 86.0	75 91.5	63 75.9	24 66.7	59 85.5	35 76.1		157 80.5	159 83.7	13 81.3	299 81.0	30 93.8	
-MENTIONED UNAIDED (Q. 5A)	82 20.4	25 29.1	22 26.8	14 16.9	2 5.6	12 17.4	7 15.2		36 18.5	43 22.6	3 18.8	75 20.3	6 18.8	
-RECALLED AIDED	248 61.7	49 57.0	53 64.6	49 59.0	22 61.1	47 68.1	28 60.9		121 62.1	116 61.1	10 62.5	224 60.7	24 75.0	
TOTAL DO NOT RECALL SEEING LABEL	72 17.9	12 14.0	7 8.5	20 24.1	12 33.3	10 14.5	11 23.9		38 19.5	31 16.3	3 18.8	70 19.0	2 6.3	
BASE: TOTAL CLAIMED SEEING LABEL	330 100.0	74 100.0	75 100.0	63 100.0	24 100.0	59 100.0	35 100.0		157 100.0	159 100.0	13 100.0	299 100.0	30 100.0	
<b>LABEL WAS:</b>														
INSIDE APPLIANCE	54 16.4	6 8.1	11 14.7	33 52.4	1 4.2	2 3.4	1 2.9		24 15.3	26 16.4	3 23.1	52 17.4	2 6.7	
OUTSIDE	248 75.2	63 85.1	54 72.0	25 39.7	21 87.5	54 91.5	31 88.6		121 77.1	117 73.6	10 76.9	222 74.2	25 83.3	
DON'T KNOW	26 7.9	5 6.8	9 12.0	5 7.9	2 8.3	2 3.4	3 8.6		11 7.0	15 9.4	0 .0	23 7.7	3 10.0	
NOT STATED	2 .6	0 .0	1 1.3	0 .0	0 .0	1 1.7	0 .0		1 .6	1 .6	0 .0	2 .7	0 .0	

TABLE 7  
Q. 5C AIDED RECALL OF ENERGUIDE DIRECTORY AND WHERE SEEN  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION:					SEX:		AGE:			
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	MALE	FE- MALE	18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402	80	80	80	82	80	189	213	32	113	112	145
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AIDED RECALL												
TOTAL RECALL SEEING DIRECTORY	50	11	4	10	16	9	28	22	4	11	13	22
	12.4	13.8	3.0	12.5	19.5	11.3	14.8	10.3	12.5	9.7	11.6	15.2
-IN STORE WHERE BOUGHT APPLIANCE	23	3	4	6	5	5	11	12	3	4	5	11
	5.7	3.8	5.0	7.5	6.1	6.3	5.8	5.6	7.4	3.5	4.5	7.6
-IN OTHER STORE	8	2	0	1	3	2	5	3	1	1	3	3
	2.0	2.5	0.0	1.3	3.7	2.3	2.6	1.4	3.1	.9	2.7	2.1
-AT EXHIBITION/HOME SHOW	4	2	0	0	2	0	3	1	0	.9	1.8	.7
	1.0	2.5	0.0	0.0	2.4	0.0	1.6	.5	0.0	.9	1.8	.7
-FROM POWER CO./GOV'T OFFICES/IN MAIL	9	2	0	3	3	1	6	3	0	3	0	6
	2.2	2.5	0.0	3.8	3.7	1.3	3.2	1.4	0.0	2.7	0	4.1
-AT WORK	2	1	0	0	1	0	0	2	0	0	0	0
	.5	1.3	0.0	0.0	1.2	0.0	0.0	.9	0.0	0.0	1.8	0.0
-MISCELLANEOUS	6	3	0	0	2	1	3	3	1	2	2	1
	1.5	3.8	0.0	0.0	2.4	1.3	1.6	1.4	3.1	1.8	1.8	.7
TOTAL DO NOT RECALL SEEING DIRECTORY	352	69	76	70	66	71	161	191	28	102	99	123
	87.6	86.3	95.0	87.5	80.5	88.8	85.2	89.7	87.5	90.3	88.4	84.8

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TABLE 8  
G. 5C AIDED RECALL OF ENERGUIDE DIRECTORY AND WHERE SEEN  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE						TYPE OF STORE				ELECTRIC BILL			
		FREEZ	DISH-	WSHER	FRIDG	STOVE	DRYER	WASH-	FURN/	APLNC	OTHER	HSHLD	OTHER	PAYS	PAYS
		-ER	-ER					-ER	DEPT.			PAYS			
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0		195 100.0	190 100.0	16 100.0	369 100.0	32 100.0		
AIDED RECALL															
TOTAL RECALL SEEING DIRECTORY	50 12.4	14 16.3	12 14.6	11 13.3	7 19.4	4 5.8	2 4.3		28 14.4	19 10.0	2 12.3	44 11.9	6 18.8		
-IN STORE WHERE BOUGHT APPLIANCE	23 5.7	9 10.5	8 9.8	2 2.4	3 8.3	0 0	1 2.2		12 6.2	9 4.7	1 6.3	19 5.1	4 12.5		
-IN OTHER STORE	8 2.0	0 .0	2 2.4	2 2.4	1 2.8	3 4.3	0 0		6 3.1	2 1.1	0 0	8 2.2	0 .0		
-AT EXHIBITION/HOME SHOW	4 1.0	2 2.3	1 1.2	1 1.2	0 0	0 0	0 0		2 1.0	2 1.1	0 0	4 1.1	0 .0		
-FROM POWER CO./GOV'T OFFICES/IN MAIL	9 2.2	2 2.3	0 .0	4 4.8	2 5.6	0 0	1 2.2		6 3.1	2 1.1	1 6.3	7 1.9	2 6.3		
-AT WORK	2 .3	1 1.2	0 .0	1 1.2	0 0	0 0	0 0		2 1.0	0 0	0 0	2 .3	0 .0		
-MISCELLANEOUS	6 1.5	1 1.2	1 1.2	1 1.2	2 2.8	2 2.9	0 0		2 1.0	4 2.1	0 0	6 1.6	0 .0		
TOTAL DO NOT RECALL SEEING DIRECTORY	352 87.6	72 83.7	70 85.4	72 86.7	29 80.6	65 94.2	44 95.7		167 85.6	171 90.0	14 87.5	325 88.1	26 81.3		

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TABLE 9  
 Q. 3D COMPARISON OF APPLIANCES ON CONSUMPTION AND COST OF ELECTRICITY  
 BEFORE MAKING CHOICE  
 BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

TABLE 10  
G.5D COMPARISON OF APPLIANCES ON CONSUMPTION AND COST OF ELECTRICITY  
BEFORE MAKING CHOICE  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE-----						TYPE OF STORE---- ELECRC BILL					
		FREEZ	DISH-	WSHER	FRIDG	STOVE	DRYER	WASH	FURN/	APLNC	OTHER		
		-ER	ER					-ER	DEPT.				
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0		195 100.0	190 100.0	16 100.0	369 100.0	32 100.0
COMPARED "AMOUNT" OF ELECTRICITY CONSUMED													
YES	101 25.1	26 30.2	28 34.1	19 22.9	8 22.2	12 17.4	8 17.4		50 25.6	47 24.7	4 25.0	95 25.7	6 18.8
NO	297 73.9	59 68.6	53 64.6	64 77.1	28 77.8	56 81.2	37 80.4		142 72.8	142 74.7	12 75.0	270 73.2	26 81.3
CAN'T REMEMBER	4 1.0	1 1.2	1 1.2	0 .0	0 .0	1 1.4	1 2.2		3 1.3	1 .5	0 .0	4 1.1	0 .0
COMPARED "COST" OF ELECTRICITY CONSUMED													
YES	26 6.5	6 7.0	4 4.9	8 9.6	3 8.3	3 4.3	2 4.3		16 8.2	10 5.3	0 .0	25 6.8	1 3.1
NO	373 92.8	77 89.5	78 95.1	75 90.4	33 91.7	66 95.7	44 95.7		179 91.8	178 93.7	15 93.8	341 92.4	31 96.9
CAN'T REMEMBER	3 .7	3 3.5	0 .0	0 .0	0 .0	0 .0	0 .0		0 .0	2 1.1	1 6.3	3 .8	0 .0
BASE: TOTAL COMPARED COSTS	26 100.0	6 100.0	4 100.0	8 100.0	3 100.0	3 100.0	2 100.0		16 100.0	10 100.0	0 .0	25 100.0	1 100.0
CALCULATED COSTS:													
WITH DIRECTORY	7 26.9	2 33.3	0 .0	2 25.0	1 33.3	2 66.7	0 .0		3 31.3	2 20.0	0 .0	7 28.0	0 .0
WITHOUT DIRECTORY	18 69.2	4 66.7	4 100.0	3 62.3	2 66.7	1 33.3	2 100.0		10 62.5	8 80.0	0 .0	17 68.0	1 100.0
CAN'T REMEMBER	1 3.8	0 .0	0 .0	1 12.5	0 .0	0 .0	0 .0		1 6.3	0 .0	0 .0	1 4.0	0 .0
WITH SALESPERSON'S HELP	10 38.5	3 50.0	1 25.0	3 37.5	1 33.3	1 33.3	1 50.0		6 37.5	4 40.0	0 .0	9 36.0	1 100.0
WITHOUT SALESPERSON'S HELP	16 61.5	3 50.0	3 75.0	5 62.3	2 66.7	2 66.7	1 50.0		10 62.5	6 60.0	0 .0	16 64.0	0 .0
CAN'T REMEMBER	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0		0 .0	0 .0	0 .0	0 .0	0 .0

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TABLE 11  
G.6 INITIATION OF SUBJECT OF ENERGY CONSUMPTION DURING SALE  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION:					SEX:		AGE:			
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OVER	MALE	FE- MALE	18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
SUBJECT INITIATED BY:												
SALESPERSON	122 30.3	24 30.0	21 26.3	25 31.3	28 34.1	24 30.0	58 30.7	64 30.0	10 31.3	31 27.4	42 37.5	39 26.9
RESPONDENT	46 11.4	8 10.0	11 13.8	15 18.8	4 4.9	8 10.0	21 11.1	25 11.7	4 12.5	18 15.9	12 10.7	12 8.3
SUBJECT NOT DISCUSSED	227 56.5	46 57.5	49 61.3	36 45.0	50 61.0	46 57.5	107 56.6	120 56.3	17 33.1	61 54.0	55 49.1	94 64.8
CAN'T REMEMBER	8 2.0	2 2.5	0 .0	4 5.0	0 .0	2 2.5	3 1.6	5 2.3	1 3.1	3 2.7	3 2.7	1 .7

TABLE 12  
G. 6 INITIATION OF SUBJECT OF ENERGY CONSUMPTION DURING SALE  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE-----						TYPE OF STORE-----			ELECTRIC BILL		
		FREEZ -ER	DISH- WASH- ER	FRIDG	STOVE	DRYER	WASH- -ER	FURN/ DEPT.	APLNC	OTHER	HSHLD PAYS	OTHER PAYS	
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0	195 100.0	190 100.0	16 100.0	369 100.0	32 100.0	
<u>SUBJECT INITIATED BY:</u>													
SALESPERSON	122 30.3	32 37.2	24 29.3	29 34.9	11 30.6	17 24.6	9 19.6	61 31.3	58 30.3	2 12.3	110 29.8	11 34.4	
RESPONDENT	46 11.4	15 17.4	15 18.3	4 4.8	5 13.9	5 7.2	2 4.3	27 13.8	18 9.5	1 6.3	42 11.4	4 12.3	
SUBJECT NOT DISCUSSED	227 56.5	38 44.2	42 51.2	48 57.8	21 58.3	46 66.7	32 69.6	106 54.4	109 57.4	12 75.0	212 57.5	15 46.9	
CAN'T REMEMBER	8 2.0	1 1.2	1 1.2	2 2.4	0 .0	1 1.4	3 6.3	2 1.0	5 2.6	1 6.3	6 1.6	2 6.3	

TABLE 13  
G. 7 AWARENESS OF UNIT OF MEASURE FOR ELECTRICITY AND COST PER UNIT  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION:					SEX:		AGE:			
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	MALE	FE- MALE	18-24	25-34	35-44	45 +
		80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
BASE FOR PERCENTAGES	402 100.0											
UNIT OF MEASURE												
KILOWATT	124 30.8	13 16.3	30 37.5	22 27.5	35 42.7	24 30.0	59 31.2	65 30.3	12 37.5	34 30.1	37 33.0	41 28.3
KILOWATT HOUR	106 26.4	39 48.8	9 11.3	28 35.0	17 20.7	13 16.3	65 34.4	41 19.2	12 37.5	37 32.7	28 25.0	29 20.0
WATTS	10 2.5	0 .0	1 1.3	1 1.3	3 3.7	5 6.3	4 2.1	6 2.8	2 6.3	1 .9	3 2.7	4 2.8
MISC. ELECTRICAL MENTIONS	2 .5	0 .0	0 .0	1 1.3	0 .0	1 1.3	1 .5	1 .5	0 .0	1 .9	0 .0	1 .7
MISC. NON-ELECT. MENTIONS	4 1.0	0 .0	0 .0	2 2.5	0 .0	2 2.5	3 1.6	1 .5	0 .0	2 1.8	2 1.8	0 .0
DON'T KNOW	156 38.8	28 35.0	40 50.0	26 32.5	27 32.9	35 43.8	57 30.2	99 46.5	6 18.8	38 33.6	42 37.5	70 48.3
PRICE PER KWH**												
2	.2 .5	0 .0	1 1.3	1 1.3	0 .0	0 .0	2 1.1	0 0	0 .0	0 .0	2 1.8	0 .0
3	.2 .5	0 .0	1 1.3	0 .0	1 1.2	0 .0	1 .5	1 .5	0 .0	1 .9	0 .0	1 .7
4	.4 1.0	0 .0	1 1.3	0 .0	1 1.2	2 2.5	2 1.1	2 .9	0 .0	1 .9	2 1.8	1 .7
5	.2 .5	0 .0	0 .0	0 .0	1 1.2	1 1.3	1 .5	1 .5	0 .0	0 .0	2 1.8	0 .0
6	.2 .5	1 1.3	1 1.3	0 .0	0 .0	0 .0	1 .5	1 .5	0 .0	1 .9	0 .0	1 .7
7	.2 .5	2 2.5	0 .0	0 .0	0 .0	0 .0	2 1.1	0 0	0 .0	1 .9	0 .0	1 .7
8	.1 .2	1 1.3	0 .0	0 .0	0 .0	0 .0	1 .5	0 0	0 .0	0 .9	0 .0	0 .0
10	.1 .2	0 .0	0 .0	0 .0	0 .0	1 1.3	1 .5	0 0	1 3.1	0 0	0 0	0 0
15	.1 .2	0 .0	1 1.3	0 .0	0 .0	0 .0	0 0	1 .5	0 .0	0 0	0 0	1 .7
20	.1 .2	0 .0	1 1.3	0 .0	0 .0	0 .0	1 .5	0 0	0 .0	1 .9	0 0	0 0
27	.1 .2	1 1.3	0 .0	0 .0	0 .0	0 .0	1 .5	0 0	0 .0	1 .9	0 0	0 0
41	.1 .2	0 .0	0 .0	0 .0	0 .0	1 1.3	1 .5	0 0	0 .0	1 .9	0 0	0 0
47	.1 .2	0 .0	0 .0	1 1.3	0 .0	0 .0	1 .5	0 0	0 .0	1 .9	0 0	0 0
48	.1 .2	1 1.3	0 .0	0 .0	0 .0	0 .0	1 .5	0 0	0 .0	1 .9	0 0	0 0

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TABLE 13  
Q. 7 AWARENESS OF UNIT OF MEASURE FOR ELECTRICITY AND COST PER UNIT  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION:					SEX:		AGE:			
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEQ	VANC- DUVER	MALE	FE- MALE	18-24	25-34	35-44	45 +
		80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
BASE FOR PERCENTAGES	402 100.0											
PRICE PER KWH												
50	.1 .2	0 .0	0 .0	0 .0	1 .2	0 .0	0 .0	1 .3	1 .1	0 .0	0 .0	0 .0
85	.1 .2	1 .3	0 .0	0 .0	0 .0	0 .0	1 .3	0 .0	0 .0	1 .9	0 .0	0 .0
93	.1 .2	1 .3	0 .0	0 .0	0 .0	0 .0	1 .3	0 .0	0 .0	0 .0	0 .0	1 .7
132	.1 .2	0 .0	1 .3	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	0 .0	1 .9	0 .0
DON'T KNOW	376 93.3	72 90.0	73 91.3	78 97.5	78 95.1	73 93.8	170 89.9	206 96.7	30 93.8	103 91.2	104 92.9	139 95.9

\*\*CHARGES ARE IN CENTS/KWH

TABLE 14  
G.7 AWARENESS OF UNIT OF MEASURE FOR ELECTRICITY AND COST PER UNIT  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE-----							TYPE OF STORE----				ELECTRIC BILL	
		FREEZ	DISH-	WSHER	FRIDG	STOVE	DRYER	WASH-	DEPT.	FURN/	OTHER	HSHLD	OTHER	
		86	82	83	36	69	46			195	190	16	369	32
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE FOR PERCENTAGES	402													
	100.0													
UNIT OF MEASURE														
KILOWATT	124	28	25	28	10	20	13		49	64	11	113	11	
	30.8	32.6	30.5	33.7	27.8	29.0	28.3		25.1	33.7	68.8	30.6	34.4	
KILOWATT HOUR	106	16	27	22	7	22	12		54	51	1	101	4	
	26.4	18.6	32.9	26.5	19.4	31.9	26.1		27.7	26.8	6.3	27.4	12.5	
WATTS	10	3	2	3	2	0	0		5	5	0	10	0	
	2.5	3.5	2.4	3.6	3.6	0.0	0.0		2.6	2.6	0.0	2.7	0.0	
MISC. ELECTRICAL MENTIONS	2	2	0	0	0	0	0		1	1	0	0	0	
	.5	2.3	0.0	0.0	0.0	0.0	0.0		.5	.5	0.0	.5	0.0	
MISC. NON-ELECT. MENTIONS	4	3	0	0	0	0	0		3	1	0	0	2	
	1.0	3.5	0.0	0.0	0.0	0.0	2.2		1.5	1	0.0	.5	6.3	
DON'T KNOW	156	34	28	30	17	27	20		83	68	4	141	15	
	38.8	39.5	34.1	36.1	47.2	39.1	43.5		42.6	35.8	25.0	38.2	46.9	
PRICE PER KWH**														
2	2	0	0	1	0	0	1		2	0	0	0	0	
	.5	0.0	0.0	1.2	0.0	0.0	2.2		1.0	0.0	0.0	.5	0.0	
3	2	0	2	0	0	0	0		1	1	0	0	0	
	.5	0.0	2.4	0.0	0.0	0.0	0.0		.5	.5	0.0	.5	0.0	
4	4	1	1	1	0	1	0		2	2	0	0	0	
	1.0	1.2	1.2	1.2	0.0	1.4	0.0		1.0	1.1	0.0	.5	0.0	
5	2	0	1	1	0	0	0		1	1	0	0	0	
	.5	0.0	1.2	1.2	0.0	0.0	0.0		.5	.5	0.0	.5	0.0	
6	2	0	0	1	0	1	0		0	2	0	0	0	
	.5	0.0	0.0	1.2	0.0	1.4	0.0		0.0	1.1	0.0	.5	0.0	
7	2	0	0	1	2	1	0		2	0	0	0	0	
	.5	0.0	0.0	1.2	2.8	0.0	0.0		1.0	0.0	0.0	.5	0.0	
8	12	0	0	1	2	0	0		0	1	0	0	1	
	.2	0.0	0.0	1.2	0.0	0.0	0.0		0.0	.5	0.0	.3	0.0	
10	12	1	0	0	0	0	0		1	0	0	0	1	
	.2	1.2	0.0	0.0	0.0	0.0	0.0		.5	0	0.0	.3	0.0	
15	12	0	0	1	2	0	0		0	1	0	0	1	
	.2	0.0	0.0	1.2	0.0	0.0	0.0		0.0	.5	0.0	.3	0.0	
20	12	0	0	0	0	1	0		0	0	1	0	1	
	.2	0.0	0.0	0.0	0.0	1.4	0.0		0.0	.5	0.0	.3	0.0	
27	12	0	0	0	0	0	1		1	0	0	0	1	
	.2	0.0	0.0	0.0	0.0	1.4	0.0		.5	0	0.0	.3	0.0	
41	12	0	1	0	0	0	0		0	1	0	0	1	
	.2	0.0	1.2	0.0	0.0	0.0	0.0		0.0	.5	0.0	.3	0.0	
47	12	0	1	0	0	0	0		1	0	0	0	1	
	.2	0.0	1.2	0.0	0.0	0.0	0.0		.5	0	0.0	.3	0.0	
48	12	0	0	0	0	0	1		0	1	0	0	1	
	.2	0.0	0.0	0.0	0.0	1.4	0.0		0.0	.5	0.0	.3	0.0	

TABLE 14  
G.7 AWARENESS OF UNIT OF MEASURE FOR ELECTRICITY AND COST PER UNIT  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE-----						TYPE OF STORE----				ELECTRIC BILL	
		FREEZ	DISH-	FRIDG	STOVE	DRYER	WASH	FURN/	AFLNC	HSHLD	OTHER	PAYS	PAYS
		-PER	WSHER				-ER	DEPT.	OTHER				
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0	195 100.0	190 100.0	16 100.0	369 100.0	32 100.0	
PRICE PER KWH													
50	.2	0 .0	0 .0	0 .0	2.8 1.2	0 0	0 0	.5 0	0 .3	0 0	.3 1	0 0	
85	.2	0 .0	0 .0	1 1.2	0 0	0 0	0 0	.0 0	.3 0	0 0	.3 1	0 0	
93	.2	0 .0	1 1.2	0 0	0 0	0 0	0 0	.5 1	0 0	0 0	.3 1	0 0	
132	.2	0 .0	1 1.2	0 0	0 0	0 0	0 0	.5 1	0 0	0 0	.3 1	0 0	
DON'T KNOW	376 93.5	84 97.7	74 90.2	75 90.4	34 94.4	64 92.8	45 97.8	181 92.8	178 93.7	16 100.0	344 93.2	32 100.0	

\*\*CHARGES ARE IN CENTS/KWH

TABLE 15  
G.8 PERCEPTION OF WHICH OF 6 APPLIANCES CONSUMES THE MOST AND  
WHICH THE LEAST AMOUNT OF ELECTRICITY  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION:					SEX:		AGE:			
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	MALE	FE- MALE	18-24	25-34	35-44	45 +
		80	80	80	82	80	189	213	32	113	112	145
BASE FOR PERCENTAGES	402 100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>MOST</u>												
FREEZER	22 5.5	7.5	1.3	7.5	4.9	6.3	3.7	7.0	3.1	8.0	7.1	2.8
DISHWASHER	57 14.2	10.0	27.5	12.5	7.3	13.8	9.3	18.3	6.3	13.3	17.0	14.5
REFRIGERATOR	46 11.4	11.3	2.5	18.8	17.1	7.5	10.6	12.2	21.9	14.2	9.8	8.3
STOVE/RANGE	104 25.9	23.8	23.8	26.3	32.9	22.5	29.1	23.0	31.3	20.4	21.4	32.4
CLOTHES DRYER	153 38.1	46.3	32	25	23	34	42.3	34.3	25.0	39.8	40.2	37.9
CLOTHES WASHER	19 4.7	1.3	5.0	3.8	7.3	6.3	4.8	4.7	9.4	4.4	4.5	4.1
NO IDEA	1 .2	0	0	0	0	1	0	1	3.1	0	0	0
<u>SECOND</u>												
FREEZER	40 10.0	13.8	5	7	10	7	8.5	11.3	15.6	5.3	12.5	10.3
DISHWASHER	69 17.2	21.3	20	7	9	16	15.9	18.3	9.4	16.8	17.9	18.6
REFRIGERATOR	61 15.2	23.8	3	12	13	14	15.9	14.6	12.3	21.2	17.9	9.0
STOVE/RANGE	83 20.6	21.3	15.0	27.5	24.4	15.0	22.8	18.8	18.8	23.9	17.0	21.4
CLOTHES DRYER	110 27.4	15.0	29	23	24	22	27.0	27.7	31.3	23.0	25.0	31.7
CLOTHES WASHER	38 9.5	3.8	13.8	11.3	7.3	11.3	10.1	8.9	12.5	9.7	9.8	8.3
NO IDEA	1 .2	1.3	0	0	0	0	0	1	0	0	0	.7

TABLE 15  
Q. 8 PERCEPTION OF WHICH OF 6 APPLIANCES CONSUMES THE MOST AND  
WHICH THE LEAST AMOUNT OF ELECTRICITY  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION:						SEX:		AGE:			
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	MALE	FE- MALE	MALE	18-24	25-34	35-44	45 +
		80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	100.0	32 100.0	113 100.0	112 100.0	145 100.0
BASE FOR PERCENTAGES	402 100.0												
THIRD													
FREEZER	129 32.1	21 26.3	20 25.0	30 37.5	18 22.0	40 50.0	74 39.2	55 25.8	10 31.3	32 28.3	38 33.9	49 33.8	
DISHWASHER	51 12.7	17 21.3	4 5.0	8 10.0	8 9.8	14 17.5	24 12.7	27 12.7	8 25.0	21 18.6	9 8.0	13 9.0	
REFRIGERATOR	89 22.1	13 16.3	35 43.8	12 15.0	20 24.4	9 11.3	39 20.6	50 23.5	2 6.3	19 16.8	22 19.6	46 31.7	
STOVE/RANGE	36 9.0	6 7.5	6 7.5	8 10.0	11 13.4	5 6.3	13 6.9	23 10.8	4 12.5	8 7.1	12 10.7	12 8.3	
CLOTHES DRYER	20 5.0	3 3.8	1 1.3	5 6.3	10 12.2	1 1.3	5 2.6	15 7.0	4 12.5	8 7.1	5 4.5	3 2.1	
CLOTHES WASHER	72 17.9	18 22.5	14 17.5	16 20.0	13 15.9	11 13.8	34 18.0	38 17.8	4 12.5	23 20.4	26 23.2	19 13.1	
NO IDEA	5 1.2	2 2.5	0 .0	1 1.3	2 2.4	0 .0	0 .0	5 2.3	0 .0	2 1.8	0 .0	3 2.1	

TABLE 16  
Q. B PERCEPTION OF WHICH OF 6 APPLIANCES CONSUMES THE MOST AND  
WHICH THE LEAST AMOUNT OF ELECTRICITY  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE-----						TYPE OF STORE----				ELECTRIC BILL		
		FREEZ	DISH-	WSHER	FRIDG	STOVE	DRYER	WASH	FURN/	HSHLD	OTHER			
		-ER	WER	WER	WER	WER	WER	WER	DEPT.	PALNC	OTHER	PAYS	PAYS	
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0		195 100.0	190 100.0	16 100.0	369 100.0	32 100.0	
<b>MOST</b>														
FREEZER	22 5.5	3 3.5	2 2.4	4 4.8	3 8.3	5 7.2	5 10.9		9 4.6	13 6.8	0 .0	19 5.1	3 9.4	
DISHWASHER	57 14.2	8 9.3	5 6.1	14 16.9	7 19.4	17 24.6	6 13.0		25 12.8	27 14.2	4 25.0	54 14.6	3 9.4	
REFRIGERATOR	46 11.4	12 14.0	8 9.8	5 6.0	5 13.9	7 10.1	9 19.6		23 11.8	23 12.1	0 .0	43 11.7	3 9.4	
STOVE/RANGE	104 25.9	25 29.1	26 31.7	16 19.3	8 22.2	18 26.1	11 23.9		57 29.2	41 21.6	6 37.5	93 25.2	10 31.3	
CLOTHES DRYER	153 38.1	33 38.4	36 43.9	41 49.4	10 27.8	18 26.1	15 32.6		66 33.8	81 42.6	6 37.5	142 38.3	11 34.4	
CLOTHES WASHER	19 4.7	4 4.7	5 6.1	3 3.6	3 8.3	4 5.6	0 .0		14 7.2	5 2.6	0 .0	17 4.6	2 6.3	
NO IDEA	1 .2	1 1.2	1 .0	0 .0	0 .0	0 .0	0 .0		1 .5	0 .0	0 .0	1 .3	0 .0	
<b>SECOND</b>														
FREEZER	40 10.0	11 12.8	8 9.8	9 10.8	4 11.1	4 5.8	4 8.7		20 10.3	20 10.3	0 .0	37 10.0	3 9.4	
DISHWASHER	69 17.2	11 12.8	15 18.3	15 18.1	7 19.4	12 17.4	9 19.6		25 12.8	41 21.6	3 18.8	66 17.9	3 9.4	
REFRIGERATOR	61 15.2	11 12.8	14 17.1	11 13.3	5 13.9	14 20.3	6 13.0		27 13.8	33 17.4	1 6.3	56 15.2	5 15.6	
STOVE/RANGE	83 20.6	21 24.4	14 17.1	18 21.7	8 22.2	13 18.8	9 19.6		42 21.5	35 18.4	5 31.3	77 20.9	6 18.8	
CLOTHES DRYER	110 27.4	21 24.4	25 30.5	19 22.9	10 27.8	22 31.9	13 28.3		56 28.7	47 24.7	7 43.8	100 27.1	7 28.1	
CLOTHES WASHER	38 9.3	11 12.8	6 7.3	11 13.3	2 5.6	4 5.8	4 8.7		24 12.3	14 7.4	0 .0	32 8.7	6 18.8	
NO IDEA	1 .2	0 .0	0 .0	0 .0	0 .0	0 .0	1 2.2		1 .5	0 .0	0 .0	1 .3	0 .0	

TABLE 16  
Q. 8 PERCEPTION OF WHICH OF 6 APPLIANCES CONSUMES THE MOST AND  
WHICH THE LEAST AMOUNT OF ELECTRICITY  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE--						TYPE OF STORE---- ELECTRIC BILL					
		FREEZER	DISH-WASHING MACH.	REFRIGERATOR	STOVE	DRYER	WASHER	FURN/ DEPT.	APLNG OTHER	HSHLD PAYS	OTHER PAYS		
		86	82	83	36	69	46	195	190	16	369	32	
BASE FOR PERCENTAGES	402 100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
THIRD													
FREEZER	129 32.1	26 30.2	27 32.9	23 27.7	14 38.9	24 34.8	15 32.6	66 33.8	56 29.3	7 43.8	116 31.4	13 40.6	
DISHWASHER	51 12.7	17 19.8	11 13.4	6 7.2	2 5.6	11 15.9	4 8.7	23 11.8	28 14.7	0 0	43 11.7	8 25.0	
REFRIGERATOR	89 22.1	18 20.9	16 19.5	20 24.1	7 19.4	16 23.2	12 26.1	42 21.5	43 22.6	3 18.8	85 23.0	3 9.4	
STOVE/RANGE	36 9.0	7 8.1	9 11.0	11 13.3	3 8.3	4 5.8	2 4.3	20 10.3	16 8.4	0 0	33 8.9	3 9.4	
CLOTHES DRYER	20 5.0	7 8.1	3 3.7	3 3.6	1 2.8	4 5.8	2 4.3	11 5.6	8 4.2	1 6.3	18 4.9	2 6.3	
CLOTHES WASHER	72 17.9	11 12.8	16 19.5	18 21.7	8 22.2	10 14.5	9 19.6	30 15.4	37 19.5	5 31.3	69 18.7	3 9.4	
NO IDEA	5 1.2	0 .0	0 .0	2 2.4	1 2.8	0 .0	2 4.3	3 1.5	2 1.1	0 0	5 1.4	0 .0	

TABLE 17  
RESPONDENT CHARACTERISTICS  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION:					SEX:		AGE:			
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	MALE	FE- MALE	18-24	25-34	35-44	45 +
BASE FOR PERCENTAGES	402 100.0	80 100.0	80 100.0	80 100.0	82 100.0	80 100.0	189 100.0	213 100.0	32 100.0	113 100.0	112 100.0	145 100.0
APPLIANCES BOUGHT IN PAST SIX MONTHS												
FREEZER	87 21.6	17 21.3	11 13.8	20 25.0	19 23.2	20 25.0	43 22.8	44 20.7	12 37.5	26 23.0	20 17.9	29 20.0
DISHWASHER	89 22.1	13 16.3	23 28.8	13 16.3	17 20.7	23 28.8	46 24.3	43 20.2	6 18.8	24 21.2	30 26.8	29 20.0
REFRIGERATOR	118 29.4	20 25.0	25 31.3	19 23.8	27 32.9	27 33.8	63 33.3	55 25.8	10 31.3	33 29.2	35 31.3	40 27.6
STOVE/RANGE	100 24.9	19 23.8	17 21.3	21 26.3	22 26.8	21 26.3	50 26.5	50 23.5	9 28.1	23 20.4	24 21.4	44 30.3
CLOTHES DRYER	115 28.6	25 31.3	26 32.5	19 23.8	25 30.5	20 25.0	58 30.7	57 26.8	10 31.3	40 35.4	29 25.9	36 24.8
CLOTHES WASHER	137 34.1	24 30.0	31 38.8	32 40.0	24 29.3	26 32.5	58 30.7	79 37.1	12 37.5	46 40.7	30 26.8	49 33.8
TYPE OF STORE WHERE BOUGHT												
FURNITURE STORE	112 27.9	29 36.3	49 61.3	16 20.0	14 17.1	4 5.0	50 26.5	62 29.1	7 21.9	36 31.9	28 25.0	41 28.3
DEPARTMENT STORE	195 48.5	41 51.3	22 27.5	42 32.5	50 61.0	40 50.0	89 47.1	106 49.8	18 56.3	45 39.8	54 48.2	78 53.8
ELECTRIC APPLIANCE STORE	73 18.2	9 11.3	3 3.8	15 18.8	14 17.1	32 40.0	40 21.2	33 15.5	5 15.6	24 21.2	24 21.4	20 13.8
WAREHOUSE	8 2.0	0 .0	5 6.3	1 1.3	0 .0	2 2.5	3 1.6	5 2.3	1 3.1	4 3.5	1 .9	2 1.4
FURNITURE & APPLIANCES	5 1.2	0 .0	0 .0	3 3.8	2 2.4	0 .0	3 1.6	2 .9	0 .0	1 .9	2 1.8	2 1.4
OTHERS	8 2.0	0 .0	1 1.3	3 3.8	2 2.4	2 2.5	4 2.1	4 1.9	1 3.1	3 2.7	2 1.8	2 1.4
NOT STATED	1 .2	1 1.3	0 .0	0 .0	0 .0	0 .0	0 .0	1 .5	0 .0	0 .0	1 .9	0 .0
SEX												
MALE	189 47.0	40 50.0	32 40.0	40 50.0	40 48.8	37 46.3	189 100.0	0 .0	28 28.1	57 50.4	51 45.5	72 49.7
FEMALE	213 53.0	40 50.0	48 60.0	40 50.0	42 51.2	43 53.8	0 .0	213 100.0	23 71.9	56 49.6	61 54.5	73 50.3
AGE												
18 - 24	32 8.0	6 7.3	2 2.5	8 10.0	11 13.4	5 6.3	9 4.8	23 10.8	32 100.0	0 .0	0 .0	0 .0
25 - 34	113 28.1	22 27.5	13 16.3	31 38.8	20 24.4	27 33.8	57 30.2	56 26.3	0 .0	113 100.0	0 .0	0 .0
35 - 44	112 27.9	26 32.5	26 32.5	16 20.0	22 26.8	22 27.5	51 27.0	61 28.6	0 .0	0 .0	112 100.0	0 .0
45 AND MORE	145 36.1	26 32.5	39 48.8	25 31.3	29 35.4	26 32.5	72 38.1	73 34.3	0 .0	0 .0	0 .0	145 100.0

TABLE 17  
RESPONDENT CHARACTERISTICS  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION:					SEX:		AGE:			
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	MALE	FE- MALE	18-24	25-34	35-44	45 +
	402	80	80	80	82	80	189	213	32	113	112	145
<b>BASE FOR PERCENTAGES</b>												
OCCUPATION OF HEAD OF HOUSEHOLD		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PROFESSIONAL	57	11	11	16	13	6	26	31	5	18	21	13
BUSINESS EXECUTIVE/ OWNER/MANAGER	70	10	20	15	13	12	35	35	7	12	26	25
SALESPEOPLE	36	7	8	9	6	6	20	16	1	10	12	13
CLERICAL WORKERS	44	7	7	12	8	10	15	29	1	16	14	13
SKILLED LABOURERS	108	32	17	15	20	24	48	60	10	41	32	25
UNSKILLED LABOURER	29	4	9	7	3	6	16	13	18.8	8.0	4.5	9
FARMER	8	0	0	0	7	1	3	5	1	2	0	5
HOMEMAKER/WIDOW	5	0	2	0	0	3	2	3	0	0	0	5
PENSIONED/RETIRIED	34	7	6	3	10	8	18	16	0	0	0	34
UNEMPLOYED	8.5	8.8	7.3	3.8	12.2	10.0	9.5	7.5	0	0	0	23.4
STUDENTS	7	2	0	2	1	2	4	3	3.1	2	1	3
REFUSED/NOT STATED	4	0	0	1	1	2	2	2	0	3	1	0
NUMBER IN HOUSEHOLD												
1	30	6	5	3	7	9	12	18	0	6	9	15
2	7.5	7.3	6.3	3.8	8.5	11.3	6.3	8.5	0	5.3	8.0	10.3
3	143	27	31	31	31	23	74	69	17	38	22	66
4	35.6	33.8	38.8	38.8	37.8	28.8	39.2	32.4	53.1	33.6	19.6	45.5
5	89	22	15	16	17	19	42	47	31.3	25.7	20.5	27
6	22.1	27.5	18.8	20.0	20.7	23.8	22.2	22.1	10.1	14	13.4	4.8
7	93	15	20	19	17	22	38	55	15.6	23.0	33.0	17.2
8	23.1	18.8	25.0	23.8	20.7	27.5	20.1	25.8	0	0	0	0
9	36	6	8	8	7	7	19	17	0	12.4	13.4	7
10	9.0	7.5	10.0	10.0	8.5	8.8	10.1	8.0	0	0	0	0
11	9	3	1	3	2	0	4	5	0	0	6	3
12	2.2	3.8	1.3	3.8	2.4	0	2.1	2.3	0	0	5.4	2.1
13	2	1	0	0	1	0	0	2	0	0	0	2
14	.5	1.3	0	0	1.2	0	0	.9	0	0	0	1.4

TABLE 17  
RESPONDENT CHARACTERISTICS  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	REGION:					SEX:		AGE:			
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	MALE	FE- MALE	18-24	25-34	35-44	45 +
		80	80	80	82	80	189	213	32	113	112	145
BASE FOR PERCENTAGES	402 100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>HOUSING</b>												
TOTAL OWNS RESIDENCE	286 71.1	65	46	57	61	57	143	143	12	74	88	112
-OWNS HOUSE/TOWNHOUSE/ DUPLEX	272 67.7	63	40	57	59	53	134	138	12	70	87	103
-OWNS APARTMENT/FLAT/ TRIPLEX	10 2.5	2	6	0	0	2	3	3	0	2	0	8
-OWNS TRAILER	4 1.0	0	0	0	2	2	2	2	0	1.8	1	1
BASE: TOTAL OWNS RESIDENCE	286 100.0	65	46	57	61	57	143	143	12	74	88	112
<b>RESPONSIBILITY FOR PAYING ELECTRIC BILL</b>												
HOUSEHOLD	282 98.6	65	46	55	60	56	142	140	100.0	100.0	98.9	97.3
ADMINISTRATION	3 1.0	0	0	2	0	1	1	2	0	0	0	3
TOTAL RENTS RESIDENCE	116 28.9	15	34	23	21	23	46	70	20	39	24	33
-RENTS HOUSE/TOWNHOUSE/ DUPLEX	58 14.4	8	11	12	16	12	26	32	11	23	13	11
-RENTS APARTMENT/FLAT/ TRIPLEX	57 14.2	8	23	11	4	11	10.6	17.4	8	16	11	22
-RENTS TRAILER	1 2	0	0	0	1	0	0	1	1	0	0	0
BASE: TOTAL RENTS RESIDENCE	116 100.0	15	34	23	21	23	46	70	20	39	24	33
<b>RESPONSIBILITY FOR PAYING ELECTRIC BILL</b>												
HOUSEHOLD	87 75.0	14	28	8	19	18	34	53	15	27	18	27
LANDLORD	29 25.0	1	6	15	2	5	12	17	5	12	6	6

TABLE 17  
RESPONDENT CHARACTERISTICS  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

TABLE 18  
RESPONDENT CHARACTERISTICS  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE						TYPE OF STORE				ELECRIC BILL		
		FREEZ	DISH-	WSHER	FRIDG	STOVE	DRYER	WASH	DEPT.	FURN/	APLNC	OTHER	HSHLD	OTHER
BASE FOR PERCENTAGES	402	86	82	83	36	69	46	195	190	16	369	32		
<u>APPLIANCES BOUGHT IN PAST SIX MONTHS</u>														
FREEZER	87	100.0	86	0	0	0	0	2.2	45	37	4	74	13	
DISHWASHER	89	10.3	80	0	0	0	0	0	35	49	5	84	5	
REFRIGERATOR	118	15.1	21	83	1	0	0	0	22.1	35.3	8	112	5	
STOVE/RANGE	100	14.0	12	19	33	36	0	0	42	53	3	90	9	
CLOTHES DRYER	115	14.0	12	16	11	4	69	6.5	24.1	32.6	6	105	10	
CLOTHES WASHER	137	16.3	18	11	6	42	46	31.8	36.8	4	127	10		
<u>TYPE OF STORE WHERE BOUGHT</u>														
FURNITURE STORE	112	30.2	26	22	27	7	17	13	0	112	0	102	10	
DEPARTMENT STORE	195	52.3	43	32	33	25	35	25	195	0	0	176	18	
ELECTRIC APPLIANCE STORE	48.3	39.0	39.8	69.4	50.7	54.0	100.0	0	0	0	0	47.7	56.3	
WAREHOUSE	73	11.6	21	17	2	15	8	0	0	73	0	70	3	
FURNITURE & APPLIANCES	8	1.2	2	3	0	2	0	0	0	0	0	8	1	
OTHERS	2.0	0	2.4	1.2	5.6	0	0	0	0	0	0	30.0	1.9	3.1
NOT STATED	1.2	1.2	0	0	0	0	0	0	0	0	0	0	0	
SEX														
MALE	189	48.8	42	40	42	16	33	16	45.6	48.9	7	176	13	
FEMALE	213	51.2	44	42	41	20	36	30	54.4	51.1	9	193	19	
AGE														
18 - 24	32	14.0	12	6	5	1	5	3	9.2	12	2	27	5	
25 - 34	113	29.1	25	23	20	4	23	18	23.1	32.1	7	101	12	
35 - 44	112	23.3	20	28	29	6	21	8	27.7	28.4	3	105	6	
45 AND MORE	145	33.7	29	25	29	25	20	17	40.0	33.2	4	136	9	
	36.1	30.5	34.9	69.4	29.0	37.0						36.9	28.1	

TABLE 18  
RESPONDENT CHARACTERISTICS  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE-----							TYPE OF STORE---- ELECTRIC BILL				
		FREEZ	DISH-	WSHER	FRIDG	STOVE	DRYER	WASH	FURN/	APLNC	OTHER	HSHLD	OTHER
		ER	ER	ER	ER	ER	ER	ER	DEPT.	OTHER	PAYS	PAYS	PAYS
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0		193 100.0	190 100.0	16 100.0	369 100.0	32 100.0
OCCUPATION OF HEAD OF HOUSEHOLD													
PROFESSIONAL	57 14.2	7 8.1	15 18.3	15 18.1	6 16.7	7 10.1	7 15.2		24 12.3	30 15.8	3 18.8	52 14.1	5 15.6
BUSINESS EXECUTIVE/ OWNER/MANAGER	70 17.4	15 17.4	19 23.2	16 19.3	4 11.1	12 17.4	4 8.7		34 17.4	34 17.9	2 12.5	67 18.2	3 9.4
SALESPEOPLE	36 9.0	7 8.1	8 9.8	10 12.0	1 2.8	7 10.1	3 6.5		17 8.7	18 9.5	1 6.3	33 8.9	3 9.4
CLERICAL WORKERS	44 10.9	11 12.8	6 7.3	10 12.0	3 8.3	3 7.2	9 19.6		23 12.8	18 9.3	0 0	39 10.6	3 15.6
SKILLED LABOURERS	108 26.9	26 30.2	25 30.3	19 22.9	8 22.2	18 26.1	12 26.1		43 22.1	58 30.5	7 43.8	99 26.8	8 25.0
UNSKILLED LABOURER	29 7.2	6 7.0	2 2.4	3 3.6	4 11.1	11 15.9	3 6.5		16 8.2	11 5.8	2 12.3	25 6.8	4 12.3
FARMER	8 2.0	2 2.3	1 1.2	3 3.6	1 2.8	1 1.4	0 0		5 2.6	3 1.6	0 0	8 2.2	0 0
HOMEMAKER/WIDOW	3 1.2	0 0	3 3.7	0 0	0 0	2 2.9	0 0		1 0.5	4 2.1	0 0	5 1.4	0 0
PENSIONED/RETIRIED	34 8.5	11 12.8	1 1.2	7 8.4	7 19.4	3 4.3	5 10.9		23 11.8	10 9.3	1 6.3	32 8.7	2 6.3
UNEMPLOYED	7 1.7	0 0	1 1.2	0 0	2 5.6	2 2.9	2 4.3		6 3.1	1 1.5	0 0	6 1.6	1 3.1
STUDENTS	4 1.0	1 1.2	1 1.2	0 0	0 0	1 1.4	1 2.2		1 0.3	3 1.6	0 0	3 0.8	1 3.1
REFUSED/NOT STATED	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0		0 .0	0 .0	0 .0	0 .0	0 .0
NUMBER IN HOUSEHOLD													
1	30 7.5	3 5.8	8 9.8	10 12.0	1 2.8	3 4.3	3 6.5		13 6.7	14 7.4	3 18.8	26 7.0	4 12.5
2	143 35.6	41 47.7	22 26.8	27 32.5	17 47.2	24 34.8	12 26.1		71 36.4	66 34.7	5 31.3	127 34.4	16 50.0
3	89 22.1	16 18.6	17 20.7	14 16.9	9 25.0	22 31.9	11 23.9		44 22.6	41 21.6	4 25.0	80 21.7	8 25.0
4	93 23.1	13 15.1	23 28.0	21 25.3	8 22.2	16 23.2	12 26.1		45 23.1	46 24.2	2 12.5	90 24.4	3 9.4
5	36 9.0	9 10.3	8 9.8	11 13.3	0 0	4 5.8	4 8.7		19 9.7	15 7.9	2 12.5	35 9.5	1 3.1
6	9 2.2	2 2.3	3 3.7	0 0	1 2.8	0 0	3 6.5		2 1.0	7 3.7	0 0	9 2.4	0 0
7	2 .5	0 .0	1 1.2	0 0	0 0	0 0	1 2.2		1 .5	1 .5	0 0	2 .5	0 .0

TABLE 18  
RESPONDENT CHARACTERISTICS  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE-----						TYPE OF STORE---- ELECTRIC BILL					
		FREEZ	DISH-	WSHER	FRIDG	STOVE	DRYER	WASH-	FURN/	APLNC	OTHER	HSHLD	OTHER
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BASE FOR PERCENTAGES	402	86	82	83	36	69	46	195	190	16	369	32	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
HOUSING													
TOTAL OWNS RESIDENCE	286	48	66	70	29	42	31	137	137	12	282	3	
	71.1	55.8	80.5	84.3	80.6	60.9	67.4	70.3	72.1	75.0	76.4	9.4	
-OWNS HOUSE/TOWNHOUSE/DUPLEX	272	43	63	66	27	40	31	130	131	11	269	2	
	67.7	52.3	76.8	79.5	75.0	58.0	67.4	66.7	68.9	68.8	72.9	6.3	
-OWNS APARTMENT/FLAT/TRIPLEX	10	3	2	2	1	2	0	4	5	1	9	1	
	2.5	3.5	2.4	2.4	2.8	2.9	0	2.1	2.6	6.3	2.4	3.1	
-OWNS TRAILER	4	0	1	2	1	0	0	3	1	0	4	0	
	1.0	.0	1.2	2.4	2.8	.0	.0	1.5	.5	.0	1.1	.0	
BASE: TOTAL OWNS RESIDENCE	286	48	66	70	29	42	31	137	137	12	282	3	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
RESPONSIBILITY FOR PAYING ELECTRIC BILL													
HOUSEHOLD	282	47	66	69	27	42	31	133	137	12	282	0	
	98.6	97.9	100.0	98.6	93.1	100.0	100.0	97.1	100.0	100.0	100.0	.0	
ADMINISTRATION	3	1	0	0	2	0	0	3	0	0	0	0	3
	1.0	2.1	.0	.0	6.9	.0	.0	2.2	.0	.0	.0	.0	100.0
TOTAL RENTS RESIDENCE	116	38	16	13	7	27	15	58	53	4	87	29	
	28.9	44.2	19.3	15.7	19.4	39.1	32.6	29.7	27.9	25.0	23.6	90.6	
-RENTS HOUSE/TOWNHOUSE/DUPLEX	58	14	9	4	5	15	11	29	28	1	49	9	
	14.4	16.3	11.0	4.8	13.9	21.7	23.9	14.9	14.7	6.3	13.3	28.1	
-RENTS APARTMENT/FLAT/TRIPLEX	57	23	7	9	2	12	4	28	25	3	37	20	
	14.2	26.7	8.5	10.8	5.6	17.4	8.7	14.4	13.2	18.8	10.0	62.3	
-RENTS TRAILER	1	1	0	0	0	0	0	1	0	0	1	0	
	.2	1.2	.0	.0	.0	.0	.0	.5	.0	.0	.3	.0	
BASE: TOTAL RENTS RESIDENCE	116	38	16	13	7	27	15	58	53	4	87	29	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
RESPONSIBILITY FOR PAYING ELECTRIC BILL													
HOUSEHOLD	87	26	12	10	3	23	13	43	40	3	87	0	
	75.0	68.4	75.0	76.9	42.9	85.2	86.7	74.1	75.5	75.0	100.0	.0	
LANDLORD	29	12	4	3	4	4	2	15	13	1	0	29	
	25.0	31.6	25.0	23.1	57.1	14.8	13.3	25.9	24.5	25.0	.0	100.0	

TABLE 18  
RESPONDENT CHARACTERISTICS  
BASE TOTAL BUYERS OF ELECTRICAL APPLIANCES

	TOTAL	APPLIANCE-----						TYPE OF STORE----				ELECTRIC BILL	
		FREEZ	DISH-	WASH-	FRIDG	STOVE	DRYER	WASH	DEPT.	FURN/	APLNC	OTHER	HSHLD
BASE FOR PERCENTAGES	402 100.0	86 100.0	82 100.0	83 100.0	36 100.0	69 100.0	46 100.0		195 100.0	190 100.0	16 100.0	369 100.0	32 100.0
APPLIANCES IN HOUSEHOLD													
FREEZER	291 72.4	86 100.0	57 69.5	54 65.1	26 72.2	37 53.6	31 67.4		145 74.4	135 71.1	10 62.5	267 72.4	23 71.9
DISHWASHER	229 57.0	45 52.3	82 100.0	39 47.0	12 33.3	32 46.4	19 41.3		97 49.7	122 64.2	10 62.5	217 58.8	11 34.4
REFRIGERATOR	401 99.8	86 100.0	81 98.8	83 100.0	36 100.0	69 100.0	46 100.0		194 99.5	190 100.0	16 100.0	368 99.7	32 100.0
STOVE/RANGE	391 97.3	85 98.8	81 98.8	82 98.8	36 100.0	65 94.2	42 91.3		191 97.9	183 96.3	16 100.0	358 97.0	32 100.0
CLOTHES DRYER	347 86.3	60 69.8	81 98.8	71 85.5	29 80.6	68 98.6	38 82.6		164 84.1	169 88.9	14 87.5	326 88.3	20 62.5
CLOTHES WASHER	371 92.3	67 77.9	81 98.8	76 91.6	33 91.7	68 98.6	46 100.0		178 91.3	177 93.2	13 93.8	350 94.9	20 62.5
NO IDEA	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0		0 .0	0 .0	0 .0	0 .0	0 .0

TABLE 19  
SUMMARY OF CONTACTS  
BASE TOTAL CONTACTS

	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEO	VANC- OUVER
<b>TOTAL CONTACTS</b>	6127	1337	945	1490	1139	1216
	100.0	100.0	100.0	100.0	100.0	100.0
<b>TOTAL CONTACTS</b>						
<b>NON-QUALIFIERS</b>	5725	1257	865	1410	1057	1136
	93.4	94.0	91.3	94.6	92.8	93.4
<b>OCCUPATION</b>	112	5	25	63	5	14
	1.8	.4	2.6	4.2	.4	1.2
<b>NON APPLIANCE BUYER</b>	5435	1233	807	1273	1044	1076
	88.7	92.2	83.4	85.6	91.7	88.5
<b>NON SHOPPER</b>	178	19	33	72	8	46
	2.9	1.4	3.5	4.8	.7	3.8
<b>COMPLETION</b>	402	80	80	80	82	80
	6.6	6.0	8.5	5.4	7.2	6.6

## **CONSUMER OPINION CENTRE**

STUDY MJ57-6

Halifax .....	7-1	Winnipeg .....	4
Montreal .....	2	Vancouver .....	5
Toronto .....	3		

**SCREENERS**

1. Good morning/afternoon/evening. I am \_\_\_\_\_ from the Consumer Opinion Centre. We are presently conducting a survey about electric appliances among heads of households.

-a) First of all, would you please tell me whether you or someone in your household works for one of the following types of companies: **READ LIST**

Manufacturer or sale of pharmaceuticals . [ ]

Manufacture or sale of automobiles ..... [ ]

**Manufacture or sale of electrical**

appliances .....  TERMINATE AND CIRCLE BELOW

Manufacture or sales of soft drinks .... [ ]

**NOT QUALIFIED**

1 2 3 4 5 6 7 8 9 10 8

AT Q<sub>1-a</sub>)

11 12 13 14 15 16 17 18 19 20

- b) Within the past 6 months, has your household bought any new electric appliances, not second hand, shown on this list? (SHOW CARD 1)

Freezer ..... 1 (10)

Dishwasher ..... 2

Refrigerator ..... 3

Stove/Range ..... 4

Clothes dryer ..... 5

Clothes washer ..... 6

NONE OF ABOVE .....

[ ] ERASE, CIRCLE NUMBER AND TERMINATE.

1 2 3 4 5 6 7 8 9 10 | 11-

11 12 13 14 15 16 17 18 19 20 | 12-

- c) Did you, yourself, participate during the in-store shopping?

YES ..... . [

NO .. [ ] ERASE, CIRCLE NUMBER AND TERMINATE.

1 2 3 4 5 6 7 8 9 10 | 13-

11 12 13 14 15 16 17 18 19 20 14-

**INVITE RESPONDENT TO BE INTERVIEWED**

QUESTIONNAIRE

CIRCLE BELOW UNDER "A" APPLIANCE(S) BOUGHT AS PER SCREENER.

IF ONE APPLIANCE ONLY: CIRCLE APPLIANCE AT TOP OF EACH OF PAGES 2 AND 3, THEN GO TO Q.2 AND CONTINUE ALL QUESTIONS FOR SAME APPLIANCE.

IF MORE THAN ONE: CHECK BELOW FOR HIGHEST PRIORITY (#1 IS HIGHEST; #6 IS LOWEST) AND CIRCLE BELOW UNDER "B". CHECK APPLIANCE AT TOP OF EACH OF PAGES 2 AND 3. THEN START WITH Q.2 ASKING FOR APPLIANCE WITH HIGHEST PRIORITY ONLY.

A	B
BOUGHT IN PAST 6 MONTHS (CIRCLE ANSWER FROM Q.1-b)	PRIORITY OF CHOICE IF BOUGHT MORE THAN ONE (CIRCLE ONE ONLY)

Freezer .....	15-1 .....	16-1
Dishwasher .....	2 .....	2
Refrigerator .....	3 .....	3
Stove/Range .....	4 .....	4
Clothes dryer .....	5 .....	5
Clothes washer.....	6 .....	6

2. At what kind of store did you buy \_\_\_\_\_? (DO NOT READ LIST)  
(NAME APPLIANCE)

Furniture store .....	17-1
Department store .....	2
Electric appliance store .....	3
Other (STATE) .....	18-

3. (SHOW CARD 2)

I am going to read you a list of points that some people have considered when buying a (NAME APPLIANCE). Please tell me how important each one was to you in arriving at your final decision. For example was the (NAME FIRST ITEM MARKED ✓) very important, fairly important, not very important, or not considered at all? How about... (CONTINUE WITH NEXT QUALITY, AND SO ON)

	VERY IMPORTANT	FAIRLY IMPORTANT	NOT VERY IMPORTANT	NOT IMPORTANT AT ALL
( ) COLOR .....	19-1 .....	2 .....	3 .....	4
( ) CHOICE OF DELIVERY DATE .....	20-1 .....	2 .....	3 .....	4
( ) ENERGY CONSUMPTION .....	21-1 .....	2 .....	3 .....	4
( ) GUARANTEE .....	22-1 .....	2 .....	3 .....	4
( ) PRICE .....	23-1 .....	2 .....	3 .....	4
(.) SIZE .....	24-1 .....	2 .....	3 .....	4
( ) SPECIAL FEATURES .....	25-1 .....	2 .....	3 .....	4
( ) INFORMATION OBTAINED FROM SALESMAN..	26-1 .....	2 .....	3 .....	4

4. To help them compare appliances and make up their mind which one to buy, many people gather information on different appliances. In your case, do you recall whether the amount of electricity consumed by this type of appliance was part of that information? (REPEAT QUESTION IF NECESSARY).

YES .....

NO .....

Can't remember ...

2 SKIP TO Q.5-b

3

Freezer ... -1	Refrigerator ..... 3	Clothes dryer ..... 5
Dishwasher ... 2	Stove/range ..... 4	Clothes washer .... 6

- 5-a) How did you become aware of how much electricity it would consume? (DO NOT READ LIST)  
MULTIPLE MENTIONS PERMITTED.

Salesperson told me ..... 28-1

It was indicated on the  
appliance ..... 2

Some other means (STATE) PROBE

2 How was it indicated on the appliance? (PROBE  
FOR DETAILS)

Can't remember/don't know .. []

- 5-b) (SHOW ENERGUIDE LABEL) Do you recall seeing this label on your new (NAME APPLIANCE)?

YES ..... 30	-1 Was this label on the outside or on the inside of your appliance?
VAGUE ..... 2	Inside .... 31-1
NO ..... 3	Outside .... 2
	Don't know .... 3

- 5-c) (SHOW ENERGUIDE DIRECTORY) Do you recall seeing this pamphlet before, either in  
the store where you bought your (NAME APPLIANCE), or somewhere else?

YES, in same store where bought ..... 32-1  
YES, in other store ..... 2  
YES, elsewhere (STATE) \_\_\_\_\_

VAGUE ..... 4  
NO ..... 5

33-

- 5-d) Before choosing your (NAME APPLIANCE), did you compare the different brands or different models on the amount of electricity they consumed?

YES ..... 34-1	- NO ..... 2 SKIP TO
CAN'T REMEMBER .	3 Q.6

- 5-e) In addition to comparing the consumption of electricity of the different models, do  
you recall whether or not you calculated in dollars the difference in cost of electricity  
that each model would use?

YES ..... 35-1	- NO ..... 2 SKIP TO
CAN'T REMEMBER .	3 Q.6

- 5-f) Was this calculation done with or without the ENERGUIDE Directory?

WITH DIRECTORY .....	36-1
WITHOUT DIRECTORY .....	2
CAN'T REMEMBER .....	3

- 5-g) And was it with or without the help of the salesperson?

- with salesperson's help ..... 37-1
- without salesperson's help ..... 2
- can't remember ..... 3

Freezer ... -1	Refrigerator ..... 3	Clothes dryer ..... 5
Dishwasher ... 2	Stove/range ..... 4	Clothes washer .... 6

6. When you were deciding to purchase your **(NAME APPLIANCE)** did the salesperson volunteer anything about the operating cost or the energy consumption, or did you bring up the subject first or was it not discussed at all?
- Salesperson volunteered information..... 38-1
  - Respondent brought up the subject ..... 2
  - Neither energy consumption nor cost discussed ..... 3
  - Can't remember ..... 4
  - ANY COMMENTS: \_\_\_\_\_

39-

- 7-a) As you probably know, when you buy gas for a car the amount is measured in litres. Would you have an idea how the amount of electricity used is measured? That is, the unit of electricity used, the way we use "litre" to measure gas?

NO ..... 40-1

YES ..... [ ] What is it?

Kilowatt ..... 2

Kilowatt hour ..... 3

Other \_\_\_\_\_  
(STATE)

**ASK EVERYBODY**

- 7-b) In fact the amount of electricity is measured in kilowatt hours. Would you happen to know the price per kilowatt hour you are charged for household electricity in your area?

DON'T KNOW ... [ ]

YES \_\_\_\_\_ per kilowatt hour      41-  
42-  
43-  
44-

- 8-a) **(SHOW CARD 1)**  
Among this list of electric appliances, whether you own them or not, which one do you think uses the most electricity in an average household?

-b) Which would come second?

-c) And which appliance from this list would use the least amount of electricity?

8-a)	8-b)	8-c)	8-d)
MOST	SECOND	LEAST	HAS IN OWN HOUSEHOLD

Freezer .....	45-1	46-1	47-1	... 48-1
Dishwasher .....	2	2	2	..... 2
Refrigerator .....	3	3	3	..... 3
Stove/Range .....	4	4	4	..... 4
Clothes dryer .....	5	5	5	..... 5
Clothes washer.....	6	6	6	..... 6
No idea .....	7	7	7	.... 7

- d) And, which of the appliances on this list do you presently have in your home? **(CIRCLE ABOVE, UNDER 8-d)**

BASIC DATA

9-a) Gender: Masculine ..... 49-1  
Feminine ..... 2

9-b) SHOW CARD 3. In which age group do you belong?

Age: 18 to 24 ..... 50-1  
25 to 34 ..... 2  
35 to 44 ..... 3  
45 and more ..... 4

9-c) What is the occupation of the Head of Household? \_\_\_\_\_ 51-  
52-

9-d) How many persons are there presently in your household including yourself? \_\_\_\_\_ 53-

9-e) Do you own or rent your residence? Is it a house or an apartment/flat?

OWNS ..... 54-1

- house/townhouse/  
duplex ..... 3
- apartment/flat/  
triplex ..... 4

Is your household individually  
responsible for paying the  
electricity bill or is the bill  
paid by an administration body  
such as might be the case in a  
condominium?

- household pays bill .. 55-1
- administration pays bill. 2
- other \_\_\_\_\_ (SPECIFY)

RENTS ..... 2

- house/townhouse/  
duplex ..... 5
- apartment/flat/  
triplex ..... 6

Is your household responsible  
for paying the electricity bill  
or is it the responsibility of  
your landlord?

- household pays bill .... -1
- landlord pays bill ..... 2
- other \_\_\_\_\_ (SPECIFY)

(56/80)

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ TEL.NO.: \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE: \_\_\_\_\_

RECRUITED BY: \_\_\_\_\_ CHECKED BY: \_\_\_\_\_

MONTREAL ... 7-2 ANJOU ... [] LAVAL []

QUESTIONNAIRE DE RECRUTEMENT

1. Bonjour/bonsoir. Je suis \_\_\_\_\_ du Centre d'Opinion du Consommateur, une maison de recherches de marché. Nous faisons un sondage aujourd'hui auprès des chefs de foyer masculins et féminins, sur des appareils électriques.

1-a) Tout d'abord, comme je dois interviewer des gens qui travaillent dans certaines industries, j'aimerais que vous me disiez si vous-même ou quelqu'un d'autre de votre foyer, travaillez pour l'une ou l'autre des compagnies suivantes: (LIRE LA LISTE)

La fabrication ou la vente de produits pharmaceutiques .....[]

La fabrication ou la vente d'automobiles...[]

La fabrication ou la vente d'appareils électriques.....

CESSER L'ENTREVUE, ENCLERCI  
CI-DESSOUS

La fabrication ou la vente des boissons gazeuses .....[]

NON-QUALIFIÉS

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

8-

Q.1-a)

9-

1-b) (PRÉSENTER LA CARTE 1) Parmi les appareils électriques inscrits sur cette carte, y en a-t-il qui ont été achetés à l'état neuf au cours des six derniers mois pour votre foyer? (SI "OUI") Lequel ou lesquels?

OUI

Congélateur ..... 1 (10)

Lave-vaisselle ..... 2

Réfrigérateur ..... 3

Cuisinière électrique . 4

Sécheuse ..... 5

Machine à laver ..... 6

AUCUN D'ENTRE EUX ....

 ENCLERCI CI-DESSOUS ET CESSER L'ENTREVUE

NON-QUALIFIÉS

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

11-

Q.1-b)

12-

1-c) Avez-vous participé, vous-même, au magasinage pour l'achat de cet/ces appareil/s électrique/s?

OUI .....

[] NON ..  ENCLERCI CI-DESSOUS ET CESSER L'ENTREVUE

NON-QUALIFIÉS

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

13-

Q.1-c)

14-

INVITER LE/LA RÉPONDANT/E À VOUS SUIVRE

QUESTIONNAIRE PRINCIPAL

ENCERCLER SOUS "A" CI-DESSOUS LE/LES APPAREIL/S MENTIONNÉ/S À LA Q.1 DU QUESTIONNAIRE DE RECRUTEMENT.

SI A ACHETÉ "UN": ENCERCLER EN HAUT DES PAGES 2 ET 3, PASSER À LA Q.2 ET CONTINUER AVEC CE MÊME APPAREIL.

SI A ACHETÉ "PLUS D'UN": VÉRIFIER POUR SAVOIR CELUI QUI OBTIENT LA PRIORITÉ LA PLUS ELEVÉE (#1 EST LE PLUS ELEVÉ ET #6 EST LE PLUS BAS) ET ENCERCLER SOUS "B" CI-DESSOUS. ENCERCLER L'APPAREIL CHOISI AU HAUT DES PAGES 2 ET 3. PASSER À LA QUESTION 2 EN PARLANT DE L'APPAREIL CHOISI PUIS CONTINUER AVEC CE MÊME APPAREIL.

A	B
A ACHETÉ	PRIORITÉ LA PLUS
AU COURS DES 6 DERNIERS MOIS	ELEVÉE SI A ACHETÉ "PLUS D'UN" (VOIR RÉPONSE Q.1-b) (ENCERCLER UN SEUL)

Congélateur .....	15-1 .....	16-1
Lave-vaisselle .....	2 .....	2
Réfrigérateur .....	3 .....	3
Cuisinière électrique .....	4 .....	4
Sécheuse .....	5 .....	5
Machine à laver .....	6 .....	6

2. Dans quelle sorte de magasin avez-vous acheté votre ? (NE PAS LIRE LA LISTE) (NOMMER L'APPAREIL)

Magasin de meubles .....	17-1
Magasin à rayons .....	2
Magasin d'appareils électriques .....	3

Autre: 18- (INSCRIRE)

## 3. (PRÉSENTER LA CARTE 2)

Je vais vous lire une liste de critères que certaines personnes ont considérés quand ils ont fait leur choix de leur (NOMMER L'APPAREIL); pour chacun, dites-moi quelle importance vous lui avez accordée quand vous avez fait votre choix. Par exemple, est-ce que... (LIRE L'ITEM MARQUÉ D'UN "X") très important, assez important, pas très important ou pas du tout important? (REPETER POUR CHAQUE CRITERE QUI SUIT)

	TRÈS IMPORTANT	ASSEZ IMPORTANT	PAS TRÈS IMPORTANT	PAS DU TOUT IMPORTANT
( ) LA COULEUR .....	19-1 .....	2 .....	3 .....	4
( ) LE CHOIX DE LA DATE DE LIVRAISON .....	20-1 .....	2 .....	3 .....	4
( ) LA CONSOMMATION D'ÉLECTRICITÉ .....	21-1 .....	2 .....	3 .....	4
( ) LA GARANTIE .....	22-1 .....	2 .....	3 .....	4
( ) LE PRIX .....	23-1 .....	2 .....	3 .....	4
( ) LES DIMENSIONS (GRANDEUR) .....	24-1 .....	2 .....	3 .....	4
( ) LES CARACTÉRISTIQUES SPÉCIALES .....	25-1 .....	2 .....	3 .....	4
( ) LES INFORMATIONS OBTENUES DU VENDEUR ..	26-1 .....	2 .....	3 .....	4

4. Pour les aider à prendre une décision sur l'achat d'un appareil électrique quelconque, plusieurs personnes accumulent des informations sur cet appareil. Dans votre cas, vous souvenez-vous si la quantité d'électricité consommée par ce genre d'appareil faisait partie de ces informations? (REPETER LA QUESTION SI NÉCESSAIRE)

OUI .....

NON .....

NE SE SOUVIENT PAS ..

2  
PASSER À LA Q.5-b)

3

Congélateur ... 1	Réfrigérateur ..... 3	Sécheuse ..... 5
Lave-vaisselle. 2	Cuisinière électrique. 4	Machine à laver ... 6

- 5-a) De quelle façon avez-vous appris combien d'électricité cet appareil consommait?  
(NE PAS LIRE) (PLUSIEURS REPONSES ACCEPTEES)

Le vendeur me l'a dit .... 28-1

C'était indiqué sur  
l'appareil ..... 2 Comment était-ce indiqué sur l'appareil élec-  
trique? (SONDER POUR DETAILS)

Autres façons (PRÉCISER) -  
(SONDER POUR DETAILS)

29-

Ne se souvient pas ..... []

- 5-b) (MONTRER L'ÉTIQUETTE ÉNERGUIDE) Vous souvenez-vous d'avoir vu cette étiquette quand vous avez acheté votre (NOMMER L'APPAREIL)?

OUI ..... 30	-1 Cette étiquette était-elle placée à l'intérieur ou à l'extérieur de votre appareil?
VAGUE ..... 2	Intérieur ... 31-1
NON ..... 3	Extérieur ..... 2
	Ne sait pas .... 3

- 5-c) (MONTRER LE RÉPERTOIRE ÉNERGUIDE) Vous souvenez-vous d'avoir vu cette étiquette quand vous avez acheté votre (NOMMER L'APPAREIL)?

OUI, au magasin où a été fait l'achat ... 32-1
OUI, dans un autre magasin ..... 2
OUI, ailleurs _____ (PRÉCISER)
VAGUE ..... 4
NON ..... 5

33-

- 5-d) Avant de choisir votre (NOMMER APPAREIL), avez-vous comparé les différentes marques ou les différents modèles entre eux quant à la quantité d'électricité consommée?

OUI ..... 34-1	- NON ..... 2 PASSEZ À
	NE SE SOUVIENT PAS .. 3 LA Q.6

- 5-e) En plus de comparer la consommation d'électricité des différents modèles, avez-vous calculé ou non en termes de dollars ce que ces différences représentaient d'un appareil à l'autre?

OUI ..... 35-1	- NON ..... 2 PASSEZ À
	NE SE SOUVIENT PAS .. 3 LA Q.6

- 5-f) Est-ce que ces calculs ont été faits avec ou sans le Répertoire ÉNERGUIDE?

AVEC LE RÉPERTOIRE ..... 36-1
SANS LE RÉPERTOIRE ..... 2
NE SE SOUVIENT PAS ..... 3

- 5-g) Est-ce avec ou sans l'aide du vendeur?

- Avec l'aide du vendeur ..... 37-1
- Sans l'aide du vendeur ..... 2
- Ne se souvient pas ..... 3

Congélateur ... 1	Réfrigérateur ..... 3	Sécheuse ..... 5
Lave-vaisselle. 2	Cuisinière électrique. 4	Machine à laver ... 6

6. Quand vous avez décidé d'acheter votre (NOMMER L'APPAREIL), le vendeur vous a-t-il mentionné de lui-même les coûts reliés à l'usage ou à la consommation d'énergie, ou avez-vous, vous-même, soulevé cette question, ou encore ce sujet n'a pas été discuté du tout?

- Le vendeur en a parlé de lui-même ..... 38-1
- Le répondant a soulevé lui-même la question ... 2
- Le sujet n'a pas été discuté du tout ... ..... 3
- Ne peut se rappeler ..... 4
- AUTRES COMMENTAIRES: \_\_\_\_\_

39-

- 7-a) Savez-vous comment est mesurée la quantité d'électricité consommée? À titre d'exemple, dans le cas de l'essence on utilise le litre comme unité de mesure; dans le cas de l'électricité quelle unité de mesure utilise-t-on?

NON ..... 40-1

OUI .....  Quelle est cette unité?

- Kilowatt ..... 2
- Kilowattheures .... 3
- Autre \_\_\_\_\_  
(PRÉCISER)

POSEZ À TOUS

- 7-b) En fait, l'électricité est mesurée en kilowattheures. Selon vous, quel est le coût par kilowatheure de l'électricité dans votre région?

NE SAIT PAS .....

OUI \_\_\_\_\_ par kilowatheure 41-  
42-  
43-  
44-

8-a) **(PRÉSENTER LA CARTE 1)**

Parmi les appareils suivants, que vous en possédez ou non, lequel selon vous, consomme le plus d'électricité - pensez à un usage courant normal dans un foyer?

8-b) Lequel selon vous viendrait en deuxième?

8-c) Et lequel des appareils de cette liste consommerait le moins d'électricité?

8-a)	8-b)	8-c)	8-d)
EN	LE		
LE PLUS	DEUXIÈME	MOINS	POSSEDE
Congélateur .....	45-1	46-1	47-1
Lave-vaisselle .....	2	2	2
Réfrigérateur .....	3	3	3
Cuisinière électrique..	4	4	4
Sécheuse .....	5	5	5
Machine à laver .....	6	6	6
Aucune idée .....	7	7	7

- 8-d) Parmi ces appareils inscrits sur cette même liste, quels sont ceux que vous avez dans votre foyer? **(INSCRIRE CI-DESSUS SOUS 8-d)**

DONNÉES FONDAMENTALES

9-a) SEXÉ: Masculin ..... 49-1  
Feminin ..... 2

9-b) (PRÉSENTER LA CARTE 3) Dans quel groupe d'âge dois-je vous situer?

18 à 24 ..... 50-1  
25 à 34 ..... 2  
35 à 44 ..... 3  
45 et plus ..... 4

9-c) Quelle est l'occupation du chef du foyer? \_\_\_\_\_ 51-  
52-

9-d) Combien y a-t-il de personnes dans votre foyer y compris vous-même? \_\_\_\_\_ 53-

9-e) Êtes-vous propriétaire ou locataire de votre habitation? S'agit-il d'une maison ou d'un logement/appartement?

PROPRIÉTAIRE ..... 54-1

- maison/maison de ville/duplex ..... 3
- appartement/logement/triplex ..... 4

La facture d'électricité est-elle la responsabilité de votre foyer ou est-elle la responsabilité d'un corps administratif quelconque comme dans le cas d'un condominium?

- Acquittée par le foyer ..... 55-1
- Acquittée par un corps administratif ..... 2
- Autre: \_\_\_\_\_ (PRÉCISER)

LOCATAIRE ..... 2

- maison/maison de ville/duplex ..... 5
- appartement/logement/triplex ..... 6

La facture d'électricité est-elle la responsabilité de votre foyer ou est-elle acquittée par votre propriétaire?

- Acquittée par le foyer ..... 1
- Acquittée par le propriétaire. 2
- Autre: \_\_\_\_\_ (PRÉCISER)

(56/80)

NOM: \_\_\_\_\_ VILLE: \_\_\_\_\_

ADRESSE: \_\_\_\_\_ NO. DE TEL: \_\_\_\_\_

(DATE)

INT. PAR: \_\_\_\_\_

VÉR. PAR: \_\_\_\_\_

Etude sur Énerguide  
Etude MJ57-6 (84-6)  
Février 1984

SIMULATED SHOPPING

## MJ576 CANADIAN FACTS

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9	4	Q. 1 INITIATION OF SUBJECT OF ENERGY CONSUMPTION DURING SALE	TOTAL SALESPERSONS
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11	6	Q. 3 VARIATION IN KWH "CONSUMPTION" AMONG APPLIANCES	TOTAL SALESPERSONS
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17	9	Q. 10 INTERVIEWER'S PERCEPTION OF SIGNIFICANCE TO SALESPERSON OF COST	TOTAL SALESPERSONS
18	10	Q. 11 INTERVIEWER'S PERCEPTION OF SALESPERSON' LEVEL OF INTEREST IN THE	TOTAL SALESPERSONS
19	11	Q. 12 ENERGY CONSUMPTION AS PART OF SALES STRATEGY	TOTAL SALESPERSONS
20	12	Q. 13 ADDITIONAL COMMENTS BY INTERVIEWER REGARDING IN-STORE SHOPPING	TOTAL SALESPERSONS

## MJ576 CANADIAN FACTS

PAGE 1  
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TYPE OF APPLIANCE SHOPPED FOR  
BASE TOTAL SALESPERSONS

	REGION-----						APPLIANCE SHOPPED FOR-----	BRANDS IN STORE-----			ENERGY INITIATED BY--			
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN- IPEQ	VANC- OUVER		FRE- EZER	DISH- Wsher	FRIDG	ONE ONLY	TWO OR MORE	SALES PER -SON	INTER- VIEW -ER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	25 100.0	25 100.0	26 100.0	30 100.0	5 100.0	71 100.0	
<u>APPLIANCE SHOPPED FOR</u>														
FREEZER	34.2	33.3	37.5	33.3	33.3	33.3	100.0	0	0	0	57.7	22.0	100.0	29.6
DISHWASHER	32.9	33.3	31.3	33.3	33.3	33.3	0	25 100.0	0	0	19.2	40.0	0	35.2
FRIDGE	32.9	33.3	31.3	33.3	33.3	33.3	0	0	25 100.0	23.1	6	19 38.0	0	35.2

**TABLE 2**  
**Q. A BRANDS OF APPLIANCES BEING SHOPPED FOR**  
**BASE TOTAL SALESPERSONS**

	REGION-----						APPLIANCE SHopped FOR-----			BRANDS IN STORE-----			ENERGY INITIATED BY--	
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN- IPEG	VANC- OUVER	FRE- EZER	DISH- WShER	FRIDG	ONE ONLY	TWO OR MORE	SALES PER SON	INTER- VIEW ER	
BASE TOTAL SHOPPING FOR "FREEZER"	26	3	6	3	3	3	26	0	0	15	11	5	21	
<b>BRANDS:</b>														
INGLIS	0	0	0	0	0	0	0	0	0	0	0	0	0	
GENERAL ELECTRIC	1	0	16.7	0	0	0	3.8	0	0	0	9.1	0	4.8	
HOT POINT	0	0	0	0	0	0	0	0	0	0	0	0	0	
MOFFAT	1	0	0	0	0	20.0	3.8	0	0	0	9.1	0	4.8	
WOODS	8	80.0	0	20.0	20.0	40.0	30.8	0	0	46.7	9.1	0	38.1	
KENMORE	2	0	16.7	20.0	0	0	7.7	0	0	13.3	0	20.0	4.8	
BEAUMARK	3	0	16.7	20.0	20.0	0	11.5	0	0	20.0	0	20.0	9.3	
DANBY	5	0	33.3	20.0	20.0	20.0	19.2	0	0	0	45.9	0	23.8	
VIKING	1	0	0	0	0	20.0	3.8	0	0	0	9.1	0	4.8	
GIBSON	2	20.0	0	0	1	0	7.7	0	0	6.7	9.1	20.0	4.8	
MAYTAG	1	0	0	0	0	20.0	3.8	0	0	0	9.1	0	4.8	
GENERAL FREEZER	6	0	0	40.0	40.0	40.0	23.1	0	0	6.7	45.5	20.0	23.8	
KITCHEN AID	0	0	0	0	0	0	0	0	0	0	0	0	0	
MCCLARY	0	0	0	0	0	0	0	0	0	0	0	0	0	
BRENTWOOD	1	0	0	0	20.0	0	3.8	0	0	0	9.1	0	4.8	
KELVINATOR	1	0	0	0	0	20.0	3.8	0	0	0	9.1	20.0	0	
FRIGIDAIRE	1	0	16.7	0	0	0	3.8	0	0	0	9.1	0	4.8	
ADMIRAL	1	0	0	0	20.0	0	3.8	0	0	0	9.1	20.0	0	

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**TABLE 2**  
**G. A. BRANDS OF APPLIANCES BEING SHopped FOR**  
**BASE TOTAL SALES PERSONS**

TABLE 2  
G. A BRANDS OF APPLIANCES BEING SHOPPED FOR  
BASE TOTAL SALESPERSONS

	REGION					APPLIANCE SHOPPED FOR		BRANDS IN STORE		ENERGY INITIATED BY			
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN- ipeg	VANC- OUVER	FRE- EZER	DISH- WASH- ER	FRIDG	ONE ONLY	TWO OR MORE	SALES INTER- VIEW PERSON	INTER- VIEW ER
BASE: TOTAL SHOPPING FOR "DISHWASHER"	25	5	3	3	5	5	0	25	0	5	20	0	25
	100.0	100.0	100.0	100.0	100.0	100.0	0	100.0	0	100.0	100.0	0	100.0
BRANDS:													
INGLIS	10	0	2	3	1	4	0	40.0	0	0	10	0	40.0
GENERAL ELECTRIC	7	2	3	2	0	0	0	28.0	0	0	7	0	28.0
HOT POINT	6	0	3	1	2	0	0	24.0	0	0	6	0	24.0
MOFFAT	5	0	1	2	0	2	0	20.0	0	0	5	0	20.0
WOODS	0	0	0	0	0	0	0	0.0	0	0	0	0	0
KENMORE	2	0	0	0	0	2	0	8.0	0	20.0	1	0	8.0
BEAUMARK	2	20.0	0	1	0	0	0	8.0	0	40.0	2	0	8.0
DANBY	0	0	0	0	0	0	0	0.0	0	0	0	0	0
VIKING	3	20.0	20.0	0	1	0	0	12.0	0	0	3	0	12.0
GIBSON	1	0	0	0	0	1	0	4.0	0	0	1	0	4.0
MAYTAG	6	2	20.0	40.0	0	20.0	0	24.0	0	20.0	25.0	0	24.0
GENERAL FREEZER	0	0	0	0	0	0	0	0.0	0	0	0	0	0
KITCHEN AID	9	2	20.0	40.0	3	1	0	36.0	0	20.0	40.0	0	36.0
McCLARY	3	0	20.0	0	2	0	0	12.0	0	0	3	0	12.0
BRENTWOOD	0	0	0	0	0	0	0	0.0	0	0	0	0	0
KELVINATOR	1	0	20.0	0	0	0	0	4.0	0	0	1	0	4.0
FRIGIDAIRE	1	0	0	20.0	0	0	0	4.0	0	0	1	0	4.0
ADMIRAL	1	0	0	20.0	0	0	0	4.0	0	0	1	0	4.0

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**TABLE 2**  
**Q. A BRANDS OF APPLIANCES BEING SHOPPED FOR  
 BASE TOTAL SALESPERSONS**

TABLE 2  
Q. A BRANDS OF APPLIANCES BEING SHOPPED FOR  
BASE TOTAL SALESPERSONS

	REGION-----					APPLIANCE SHOPPED FOR-----		BRANDS IN STORE-----		ENERGY INITI- ATED BY--			
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN- IPEG	VANC- OUVER	FRE- EZER	DISH- WASH'R	FRIDG	ONE ONLY	TWO OR MORE	SALES INTER- VIEW -SON	-ER
BASE: TOTAL SHOPPING FOR "FRIDGE"	25	5	5	5	5	5	0	0	25	6	19	0	25
	100.0	100.0	100.0	100.0	100.0	100.0	.0	.0	100.0	100.0	100.0	.0	100.0
BRANDS:													
INGLIS	8	0	2	0	4	2	0	0	32.0	0	42.1	0	32.0
GENERAL ELECTRIC	8	1	2	3	2	0	0	0	32.0	1	36.8	0	32.0
HOT POINT	5	1	1	1	1	1	0	0	20.0	0	26.3	0	20.0
MOFFAT	9	0	4	3	0	2	0	0	36.0	0	47.4	0	36.0
WOODS	2	1	0	0	0	1	0	0	8.0	0	10.5	0	8.0
KENMORE	2	1	0	0	1	0	0	0	8.0	1	1	0	8.0
BEAUMARK	2	0	1	0	0	1	0	0	8.0	1	1	0	8.0
DANBY	2	0	0	0	0	2	0	0	8.0	0	10.5	0	8.0
VIKING	2	0	0	2	0	1	0	0	8.0	0	10.5	0	8.0
GIBSON	3	1	0	0	0	2	0	0	12.0	0	15.8	0	12.0
MAYTAG	0	0	0	0	0	0	0	0	0	0	0	0	0
GENERAL FREEZER	0	0	0	0	0	0	0	0	0	0	0	0	0
KITCHEN AID	0	0	0	0	0	0	0	0	0	0	0	0	0
McCLARY	2	1	0	0	0	1	0	0	8.0	1	1	0	8.0
BRENTWOOD	2	1	0	0	0	1	0	0	8.0	1	1	0	8.0
KELVINATOR	2	0	0	2	0	1	0	0	8.0	0	10.5	0	8.0
FRIGIDAIRE	3	0	1	2	1	0	0	0	12.0	0	15.8	0	12.0
ADMIRAL	4	1	0	4	2	0	0	0	16.0	1	3	0	4
	16.0	20.0	0	40.0	0	20.0	0	0	16.0	16.7	15.8	0	16.0

**TABLE 2**  
**G. A BRANDS OF APPLIANCES BEING SHOPPED FOR**  
**BASE TOTAL SALESPERSONS**

	REGION-----						APPLIANCE SHOPPED FOR-----			BRANDS IN STORE-----			ENERGY INITIATED BY--	
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN -IPEG	VANC- DUVER	FRE- EZER	DISH- WSHER	FRIDG	ONE ONLY	TWO OR MORE	SALES -SON	INTER- VIEW -ER	
BASE: TOTAL SHOPPING FOR "FRIDGE"	25	5	5	5	5	5	0	0	25	6	19	0	25	
	100.0	100.0	100.0	100.0	100.0	100.0	0	0	100.0	100.0	100.0	.0	100.0	
WESTINGHOUSE	4	0	1	1	0	2	0	0	4	0	4	0	4	
	16.0	.0	20.0	20.0	.0	40.0	0	0	16.0	0	21.1	.0	16.0	
WHIRLPOOL	3	0	1	1	0	1	0	0	3	0	3	0	3	
	12.0	.0	20.0	20.0	.0	20.0	0	0	12.0	0	15.8	.0	12.0	
AMANA	3	0	1	2	0	0	0	0	3	0	3	0	3	
	12.0	.0	20.0	40.0	.0	.0	0	0	12.0	0	15.8	.0	12.0	
GENSAVE	0	0	0	0	0	0	0	0	0	0	0	0	0	
	.0	.0	.0	.0	.0	.0	0	0	0	0	0	.0	.0	
JENN-AIR	0	0	0	0	0	0	0	0	0	0	0	0	0	
	.0	.0	.0	.0	.0	.0	0	0	0	0	0	.0	.0	
ROY	1	0	1	0	0	0	0	0	1	0	1	0	1	
	4.0	.0	20.0	.0	.0	.0	0	0	4.0	0	5.3	.0	4.0	
MISCELLANEOUS SINGLE MENTIONS	0	0	0	0	0	0	0	0	0	0	0	0	0	
	.0	.0	.0	.0	.0	.0	0	0	0	0	0	.0	.0	

TABLE 3  
TIME SPENT WITH SALESPERSON  
BASE TOTAL SALESPERSONS

	REGION-----						APPLIANCE SHOPPED FOR-----	BRANDS IN STORE-----		ENERGY INI- TIATED BY--			
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN- IPEQ	VANC- OUVER		FRE- EZER	DISH- WSHER	FRIDG	ONE ONLY	TWO OR MORE	
BASE FOR PERCENTAGES	76	15	16	15	15	15	26	25	25	26	50	5	71
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TIME SPENT WITH SALESPERSON													
10 MINUTES OR LESS	18	4	1	1	8	4	23.1	40.0	8.0	19.2	26.0	20.0	23.9
15 MINUTES	26	7	4	6	2	7	38.5	36.0	28.0	34.6	34.0	20.0	25.2
20 MINUTES	22.4	20.0	31.3	33.3	6.7	20.0	30.8	16.0	20.0	42.3	12.0	40.0	21.1
25 MINUTES	10	1	5	3	1	0	3.8	0	36.0	3.8	18.0	0	14.1
30 MINUTES AND MORE	3	0	1	0	1	1	3.8	4.0	4.0	0	6.0	20.0	2.8
NOT STATED	2	0	0	0	2	0	0	4.0	4.0	0	4.0	0	2
AVERAGE TIME IN MINUTES** SPENT WITH SALESPERSON	17.05	15.33	20.63	18.33	14.00	16.33	16.62	14.58	20.00	16.54	17.33	20.40	16.81

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TABLE 4  
Q. 1 INITIATION OF SUBJECT OF ENERGY CONSUMPTION DURING SALE  
BASE TOTAL SALESPERSONS

	REGION-----						APPLIANCE SHOPPED FOR-----			BRANDS IN STORE-----		ENERGY INITIATED BY--	
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN- IPEQ	VANC- OUVER	FRE- EZER	DISH- Wsher	FRIDG	ONE ONLY	TWO OR MORE	SALES -SON	INTER- VIEW -ER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	25 100.0	25 100.0	26 100.0	50 100.0	5 100.0	71 100.0
SUBJECT INITIATED BY:													
SALESPERSON	5 6.6	1 6.7	0 .0	2 13.3	1 6.7	1 6.7	5 19.2	0 .0	0 .0	3 11.5	2 4.0	5 100.0	0 .0
-EARLY IN EXCHANGE	2 2.6	1 6.7	0 .0	1 6.7	0 .0	0 .0	2 7.7	0 .0	0 .0	2 7.7	0 .0	2 40.0	0 .0
-MIDDLE OF EXCHANGE	3 3.9	0 .0	0 .0	1 6.7	1 6.7	1 6.7	3 11.5	0 .0	0 .0	1 3.8	2 4.0	3 60.0	0 .0
-TOWARDS THE END	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
INTERVIEWER	71 93.4	14 93.3	16 100.0	13 86.7	14 93.3	14 93.3	21 80.8	25 100.0	25 100.0	23 88.5	48 96.0	0 .0	71 100.0
BASE: TOTAL SALESPERSONS INITIATED SUBJECT	5 100.0	1 100.0	0 .0	2 100.0	1 100.0	1 100.0	5 100.0	0 .0	0 .0	3 100.0	2 100.0	5 100.0	0 .0
MANNER IN WHICH SUBJECT BROUGHT UP BY SALESPERSON													
BY POINTING OUT THE ENERGY SAVINGS CHARACTERISTIC OF THE FREEZER BECAUSE OF INSULATION	5 100.0	1 100.0	0 .0	2 100.0	1 100.0	1 100.0	5 100.0	0 .0	0 .0	3 100.0	2 100.0	5 100.0	0 .0

TABLE 5  
G.2 EXPLANATION GIVEN BY SALESPERSON ABOUT ENERGUIDE LABEL  
BASE TOTAL SALESPERSONS

	REGION						APPLIANCE SHOPPED FOR			BRANDS IN STORE		ENERGY INITIATED BY	
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN- ipeg	VANC- OUVER	FRE- EZER	DISH- WASH	FRIGO	ONE ONLY	TWO OR MORE	SALES INTER- VIEW -SON	-ER
BASE FOR PERCENTAGES	76 100.0	15 100.0	16 100.0	15 100.0	15 100.0	15 100.0	26 100.0	25 100.0	25 100.0	26 100.0	50 100.0	5 100.0	71 100.0
<b>SALESPERSONS EXPLANATION</b>													
LABEL INDICATED THE ELECTRICAL CONSUMPTION OR NUMBER OF KWH	66 86.8	13 86.7	15 93.8	12 80.0	11 73.3	15 100.0	24 92.3	20 80.0	22 88.0	21 80.8	43 90.0	5 100.0	61 85.9
LABEL WAS AFFIXED BECAUSE THE APPLIANCE WAS OF HIGHER QUALITY	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
LABEL WAS AFFIXED BECAUSE THE APPLIANCE DIDN'T USE MUCH ELECTRICITY	9 11.8	0 .0	0 .0	4 26.7	4 26.7	1 6.7	5 19.2	2 8.0	2 8.0	5 19.2	4 8.0	1 20.0	8 11.3
THE SALESPERSON SHOWED ME SPECIFICATIONS IN THE MANUFACTURER'S BROCHURE	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	4 4.0	1 .0	1 3.8	0 .0	0 .0	1 1.4
IT IS TO EXPLAIN THAT THE DISHWASHER IS EQUIPPED WITH AN ENERSAVE	1 1.3	0 .0	1 6.3	0 .0	0 .0	0 .0	0 .0	4 4.0	1 .0	0 .0	1 2.0	0 .0	1 1.4
BY SAYING THAT MAYTAG CONSUMED LESS ENERGY THAN THEIR MAIN COMPETITOR KITCHEN AID	1 1.3	1 6.7	0 .0	0 .0	0 .0	0 .0	0 .0	4 4.0	1 .0	1 3.8	0 .0	0 .0	1 1.4
SAID IT MEANT VOLTAGE HAS TO BE APPROVED BY THE GOV'T FOR WIRING	1 1.3	0 .0	0 .0	0 .0	1 6.7	0 .0	0 .0	0 .0	1 4.0	0 .0	1 2.0	0 .0	1 1.4

TABLE 6  
Q.3 VARIATION IN KWH "CONSUMPTION" AMONG APPLIANCES  
BASE TOTAL SALESPERSONS

	REGION-----						APPLIANCE SHOPPED FOR-----		BRANDS IN STORE-----		ENERGY INITIATED BY--		
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN- IPEG	VANC- OUVER	FRE- EZER	DISH- WSHER	FRIDG	ONE ONLY	TWO OR MORE	SALES -SON	INTER- -VIEW -ER
BASE FOR PERCENTAGES	76	15	16	15	15	15	26	25	25	26	30	5	71
<b>VARIATION INITIALLY POINTED OUT BY...</b>													
SALESPERSON	25.0	6.7	6.3	40.0	26.7	46.7	23.1	28.0	24.0	19.2	28.0	80.0	21.1
INTERVIEWER	75.0	93.3	93.8	60.0	73.3	53.3	76.9	72.0	76.0	80.8	72.0	20.0	78.9

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TABLE 7  
G. 4/6 "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES  
BASE TOTAL SALESPERSONS

TABLE 7  
Q. 4/6 "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES  
BASE TOTAL SALESPERSONS

	REGION-----						APPLIANCE SHOPPED FOR-----			BRANDS IN STORE-----		ENERGY INITIATED BY--	
	TOTAL	HALIFAX	MONTREAL	TORONTO	WINNipeg	VANCOUVER	FREEZER	DISHWASHER	FRIDGE	ONE ONLY	TWO OR MORE	SALES PERSON	INTERVIEWER
BASE FOR PERCENTAGES	76	15	16	13	13	15	26	25	25	26	50	5	71
COST OF ELECTRICITY PER APPLIANCE FOR A PERIOD OF TIME	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MENTIONED BY SALESPERSON	23	6	4	8	1	4	26.9	24.0	40.0	26.9	32.0	2	21
NOT MENTIONED BY SALESPERSON	69.7	60.0	73.0	46.7	93.3	73.3	73.1	76.0	60.0	73.1	68.0	60.0	70.4
PERIOD OF TIME GIVEN FOR COST PER APPLIANCE													
BY MONTH	17	4	3	6	0	4	23.1	20.0	24.0	15.4	26.0	2	15
BY YEAR	6.6	6.7	0	3	1	0	0	4.0	16.0	7.7	6.0	0	5
BY 10 YEARS	0	0	0	0	0	0	0	0	0	0	0	0	0
NOTHING MENTIONED	2.6	6.7	6.3	0	0	0	3.8	4.0	0	3.8	2.0	0	2.8
NO COST OF ELECTRICITY PER APPLIANCE GIVEN BY SALESPERSON	53	9	12	7	14	11	73.1	76.0	60.0	73.1	68.0	60.0	70.4

TABLE 7  
Q. 4/6 "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES  
BASE TOTAL RESPONDENTS

	REGION-----							APPLIANCE SHOPPED FOR-----			BRANDS IN STORE-----		ENERGY INITIATED BY--	
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN- IPEG	VANC- OUVER		FRE- EZER	DISH- WSHER	FRIDG	ONE ONLY	TWO OR MORE	SALES PER SON	INTER- VIEW- ER
BASE FOR PERCENTAGES	76	15	16	15	15	15		26	25	25	26	50	5	71
	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF APPLIANCES FOR WHICH COST OF ELECTRICITY GIVEN														
ONE ONLY	4	1	1	0	0	2		2	0	2	0	4	0	4
	5.3	6.7	6.3	0	0	13.3		7.7	0	8.0	0	8.0	0	5.6
MORE THAN ONE	19	5	3	8	1	2		5	6	8	7	12	2	17
	29.0	33.3	18.8	53.3	6.7	13.3		19.2	24.0	32.0	26.9	24.0	40.0	23.9
NO COST OF ELECTRICITY PER APPLIANCE GIVEN BY SALESPERSON	53	9	12	7	14	11		19	19	15	19	34	3	50
	69.7	60.0	75.0	46.7	93.3	73.3		73.1	76.0	60.0	73.1	68.0	60.0	70.4
BASE: TOTAL MENTIONED COST FOR ONLY ONE APPLIANCE OR DIDN'T MENTION COST AT ALL	57	10	13	7	14	13		21	19	17	19	38	3	54
	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
SALESPERSON DIDN'T EVEN "ALLUDE" TO A COMPARISON OF COSTS BETWEEN APPLIANCES	42	8	10	3	9	12		17	11	14	13	29	2	40
	73.7	80.0	76.9	42.9	64.3	92.3		81.0	57.9	82.4	68.4	76.3	66.7	74.1
SALESPERSON ALLUDED AT LEAST VAGUELY TO A DIFFERENCE BETWEEN MODELS	15	2	3	4	5	1		19.0	42.1	17.6	31.6	23.7	33.3	29.9
	26.3	20.0	23.1	57.1	35.7	7.7		19.0	42.1	17.6	31.6	23.7	33.3	29.9
COMMENTS BY SALESPERSON														
ELECTRICAL ENERGY IS CHEAP/NOT IMPORTANT	4	0	0	1	3	0		2	2	0	2	2	0	4
	7.0	0	0	14.3	21.4	0		9.3	10.3	0	10.3	5.3	0	7.4
COSTS DO NOT VARY SIGNIFICANTLY FROM ONE MODEL TO ANOTHER	3	0	1	1	1	0		1	1	1	1	2	0	3
	5.3	0	7.7	14.3	7.1	0		4.8	5.3	5.9	5.3	5.3	0	5.6
ELECTRICAL COSTS VARY ACCORDING TO USER'S HABITS	1	0	0	0	1	0		0	0	1	0	1	0	1
	1.8	0	0	0	0	0		0	0	5.9	0	2.6	0	1.9
GAVE A KWH EVALUATION ONLY	6	2	2	1	0	1		1	26.3	0	10.3	4	1	5
	10.5	20.0	15.4	14.3	0	7.7		4.8	26.3	0	10.3	10.5	33.3	9.3
WOULD SAVE ABOUT HALF THE COST OF A FRIDGE THAT DID NOT HAVE THE ENERSAVE	1	0	0	1	0	0		0	0	1	1	0	0	1
	1.8	0	0	14.3	0	0		0	0	5.9	5.3	0	0	1.9

## MJ576 CANADIAN FACTS

PAGE 15  
29 MAR 84TABLE 8  
Q. 7 ENERGUIDE DIRECTORY  
BASE TOTAL SALESPERSONS

	REGION-----						APPLIANCE SHOPPED FOR-----			BRANDS IN STORE-----		ENERGY INITIATED BY--	
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN- ipeg	VANC- OUVER	FRE- EZER	DISH- WASH	FRIDG	ONE ONLY	TWO OR MORE	SALES PER SON	INTER- VIEW- ER
BASE FOR PERCENTAGES	76	15	16	15	15	15	26	25	25	26	50	3	71
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SALESPERSON MENTIONED DIRECTORY (Q. 7)													
YES	3	1	0	1	0	1	7	2	1	0	7.7	20.0	2.8
	3.9	6.7	.0	6.7	.0	6.7	7.7	4.0	.0	7.7	2.0		
NO	73	14	16	14	15	14	24	24	25	24	49	80.0	97.2
	96.1	93.3	100.0	93.3	100.0	93.3	92.3	96.0	100.0	92.3	98.0		
SALESPERSON SHOWED DIRECTORY TO INTERVIEWER (Q. 8)													
YES	1	1	0	0	0	0	0	1	0	1	0	0	1.4
	1.3	6.7	.0	.0	.0	.0	.0	4.0	.0	3.8	.0		
NO	2	0	0	6	1	0	7	2	0	0	3	20.0	1.4
2.6	.0	.0	6.7	.0	6.7		7.7	.0	.0	3.8	2.0		
USE OF DIRECTORY BY SALESPERSON DURING SALE (Q. 9)													
SALESPERSON SHOWED ME HOW TO USE THE BOOKLET TO CALCULATE THE COST OF ELECTRICITY													
YES	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0		
NO	1	1	0	0	0	0	0	1	0	1	0	0	1
	1.3	6.7	.0	.0	.0	.0	.0	4.0	.0	3.8	.0		
SALESPERSON SHOWED ME THE TABLE ON PAGE 6 OF THE BOOKLET AND EXPLAINED TO ME THAT THESE WERE THE COSTS OF ELECTRICITY OVER A PERIOD OF 10 YEARS													
YES	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0		
NO	1	1	0	0	0	0	0	1	0	1	0	0	1
	1.3	6.7	.0	.0	.0	.0	.0	4.0	.0	3.8	.0		

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G.7 ENERGUIDE DIRECTORY  
BASE TOTAL SALESPERSONS

	REGION						APPLIANCE SHOPPED FOR			BRANDS IN STORE		ENERGY INITIATED BY	
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN- IPEG	VANC- OUVER	FRE- EZER	DISH- WSHER	FRIDG	ONE ONLY	TWO OR MORE	SALES INTER- SON	INTER- VIEW- ER
BASE FOR PERCENTAGES	76	15	16	15	15	15	26	25	25	26	50	5	71
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SALESPERSON SHOWED ME THAT ALL THE MODELS WERE LISTED WITH THEIR ELECTRICAL CONSUMPTION													
YES	1	1	0	0	0	0	0	4	0	0	3.8	0	0
	1.3	6.7	.0	.0	.0	.0	.0	4.0	.0	.0	.0	.0	1.4
NO	0	0	0	0	0	0	0	0	0	0	0	0	0
	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
SALESPERSON ONLY SHOWED ME THE BOOKLET WITHOUT GIVING ME ANY EXPLANATIONS ABOUT ITS CONTENTS													
YES	0	0	0	0	0	0	0	0	0	0	0	0	0
	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
NO	1	1	0	0	0	0	0	4	0	0	3.8	0	0
	1.3	6.7	.0	.0	.0	.0	.0	4.0	.0	.0	.0	.0	1.4
SALESPERSON GAVE ME A BOOKLET TO TAKE HOME WITH ME													
YES	0	0	0	0	0	0	0	0	0	0	0	0	0
	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
NO	1	1	0	0	0	0	0	4	0	0	3.8	0	0
	1.3	6.7	.0	.0	.0	.0	.0	4.0	.0	.0	.0	.0	1.4
SALESPERSON DID NOT SHOW DIRECTORY TO INTERVIEWER	75	14	16	15	15	15	26	24	25	25	50	5	70
	98.7	93.3	100.0	100.0	100.0	100.0	100.0	96.0	100.0	96.2	100.0	100.0	98.6
TOTAL SAW DIRECTORY IN STORE	5	1	0	2	1	1	0	5	0	11.3	4.0	0	5
	6.6	6.7	.0	13.3	6.7	6.7	.0	20.0	.0	11.3	4.0	.0	7.0
-SALESPERSON DID NOT MENTION DIRECTORY BUT INTERVIEWER SAW IT IN STORE	5	0	0	2	1	1	0	4	0	7.7	4.0	0	4
	5.3	.0	.0	13.3	6.7	6.7	.0	16.0	.0	7.7	4.0	.0	5.6
-SALESPERSON MENTIONED DIRECTORY WITHOUT SHOWING IT, BUT INTERVIEWER SAW IT IN STORE	0	0	0	0	0	0	0	0	0	0	0	0	0
	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
-SALESPERSON SHOWED DIRECTORY TO INTERVIEWER	1	1	0	0	0	0	0	4	0	0	3.8	0	0
	1.3	6.7	.0	.0	.0	.0	.0	4.0	.0	.0	.0	.0	1.4
TOTAL DID NOT SEE DIRECTORY IN STORE	71	14	16	13	14	14	26	20	25	23	48	5	66
	93.4	93.3	100.0	86.7	93.3	93.3	100.0	80.0	100.0	88.3	96.0	100.0	93.0

TABLE 9  
G.10 INTERVIEWER'S PERCEPTION OF SIGNIFICANCE TO SALESPERSON OF COST DIFFERENCES  
IN ENERGY CONSUMPTION AMONG APPLIANCES  
BASE TOTAL SALESPERSONS

	REGION-----						APPLIANCE SHOPPED FOR-----			BRANDS IN STORE-----		ENERGY INITIATED BY--	
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN- IPEG	VANC- OUVER	FRE- EZER	DISH- WSHER	FRIDG	ONE ONLY	TWO OR MORE	SALES PER SON	INTER- VIEW- ER
BASE FOR PERCENTAGES	76	15	16	15	15	15	26	25	25	26	50	5	71
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SALESPERSON APPEARED TO FIND COST DIFFERENCE													
VERY SIGNIFICANT	1	0	0	1	0	0	3.8	0	0	3.8	0	20.0	0
QUITE SIGNIFICANT	8	5	0	2	0	1	15.4	8.0	8.0	19.2	6.0	40.0	8.9
NOT VERY SIGNIFICANT	27	6	4	5	3	9	15.4	48.0	44.0	26.9	40.0	0	27
NOT AT ALL SIGNIFICANT	52.6	26.7	75.0	46.7	80.0	33.3	65.4	44.0	48.0	50.0	54.0	40.0	38

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TABLE 10  
G.11 INTERVIEWER'S PERCEPTION OF SALESPERSON'S LEVEL OF INTEREST IN THE TOPIC  
OF ELECTRICAL CONSUMPTION OF APPLIANCES  
BASE TOTAL SALESPERSONS

	REGION-----						APPLIANCE SHOPPED FOR-----			BRANDS IN STORE-----		ENERGY INITIATED BY--	
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN- IPEG	VANC- OUVER	FRE- EZER	DISH- WSHER	FRIDG	ONE ONLY	TWO OR MORE	SALES PER SON	INTER- VIEW- ER
BASE FOR PERCENTAGES	76	15	16	15	15	15	26	25	25	26	50	5	71
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SALESPERSONS LEVEL OF INTEREST													
NOT VERY INTERESTED	60	11	16	10	12	11	20	23	17	19	41	1	39
	78.9	73.3	100.0	66.7	80.0	73.3	76.9	92.0	68.0	73.1	82.0	20.0	83.1
FAIRLY INTERESTED	12	4	0	3	2	3	5	2	5	6	6	3	9
	15.8	26.7	.0	20.0	13.3	20.0	19.2	8.0	20.0	23.1	12.0	60.0	12.7
VERY INTERESTED	4	0	0	2	1	1	1	0	3	1	3	1	3
	5.3	.0	.0	13.3	6.7	6.7	3.8	.0	12.0	3.8	6.0	20.0	4.2

TABLE 11  
Q. 12 ENERGY CONSUMPTION AS PART OF SALES STRATEGY  
BASE TOTAL SALESPERSONS

	REGION-----						APPLIANCE SHOPPED FOR-----			BRANDS IN STORE-----		ENERGY INITIATED BY--	
	TOTAL	HAL-	MONT-	TOR-	WINN-	VANC-	FRE-	DISH-	FRIDG	ONE ONLY	TWO OR MORE	SALES INTER	VIEW
		IFAX	REAL	ONTO	IPEG	DUVER	EZER	WSHER				PER SON	-ER
BASE FOR PERCENTAGES		76	15	16	15	15	26	25	25	26	50	5	71
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SALESPERSON USED ENERGY CONSUMPTION TO INFLUENCE SALE:													
YES		9	2	2	4	0	5	4	3	4	5	2	7
		11.8	13.3	12.5	26.7	0	19.2	4.0	12.0	15.4	10.0	40.0	9.9
NO		67	13	14	11	15	21	24	22	22	45	3	64
		88.2	86.7	87.5	73.3	100.0	80.8	96.0	88.0	84.6	90.0	60.0	90.1

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TABLE 12  
G 13 ADDITIONAL COMMENTS BY INTERVIEWER REGARDING IN-STORE SHOPPING  
BASE TOTAL SALESPERSONS

	REGION-----						APPLIANCE SHOPPED FOR-----		BRANDS IN STORE-----		ENERGY INITIATED BY--		
	TOTAL	HAL- IFAX	MONT- REAL	TOR- ONTO	WINN- IPEG	VANC- OUVER	FRE- EZR	DISH- WSHER	FRIDG	ONE ONLY	TWO OR MORE	SALES PER SON	INTER- VIEW- ER
BASE FOR PERCENTAGES	76	15	16	15	15	15	26	25	25	26	50	3	71
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ADDITIONAL COMMENTS													
SALESPERSON NOT AT ALL INTERESTED IN ENERGY CONSUMPTION	12	0	6	2	2	2	7	20	20	4	8	0	12
SALESPERSON NOT AT ALL INTERESTED IN ENERGY CONSUMPTION	15.8	.0	37.3	13.3	13.3	13.3	7.7	20.0	20.0	15.4	16.0	.0	16.9
SALESPERSON EMPHASIZED THAT AMOUNT OF INSULATION BRINGS DOWN THE COST OF ENERGY	5	0	0	2	2	1	7.7	0	12.0	3	4	2	3
SALESPERSON EMPHASIZED THAT AMOUNT OF INSULATION BRINGS DOWN THE COST OF ENERGY	6.6	.0	.0	13.3	13.3	6.7	7.7	.0	3.8	8.0	4.0	40.0	4.2
SALESPERSON NOT IMPRESSED BY ENERGUIDE BROCHURE	3	0	0	1	0	2	7.7	4	0	0	3	20.0	2.8
SALESPERSON NOT IMPRESSED BY ENERGUIDE BROCHURE	3.9	.0	.0	6.7	.0	13.3	7.7	4.0	.0	.0	6.0	.0	2.8
SALESPERSON MORE INTERESTED IN SELLING HIS PRODUCT THAN ENERGY CONSUMPTION	20	2	5	5	3	5	19.2	32.0	28.0	23.1	28.0	0	20
SALESPERSON MORE INTERESTED IN SELLING HIS PRODUCT THAN ENERGY CONSUMPTION	26.3	13.3	31.3	33.3	20.0	33.3	19.2	32.0	28.0	23.1	28.0	.0	28.2
SALESPERSON KNEW VERY LITTLE ON ENERGY CONSUMPTION	9	1	2	4	2	0	15.4	8.0	12.0	11.5	12.0	.0	9
SALESPERSON KNEW VERY LITTLE ON ENERGY CONSUMPTION	11.8	6.7	12.3	26.7	13.3	.0	15.4	8.0	12.0	11.5	12.0	.0	12.7
SALESPERSON SEEMED INTERESTED IN ELECTRICAL CONSUMPTION	6	3	0	2	0	1	11.5	0	12.0	15.4	4.0	40.0	3.6
SALESPERSON SEEMED INTERESTED IN ELECTRICAL CONSUMPTION	7.9	20.0	.0	13.3	.0	6.7	11.5	.0	12.0	15.4	4.0	40.0	3.6
SALESPERSON FOUND ENERGY COSTS NOT WORTH CONSIDERING	13	2	1	3	6	1	15.4	12.0	24.0	11.5	20.0	.0	13
SALESPERSON FOUND ENERGY COSTS NOT WORTH CONSIDERING	17.1	13.3	6.3	20.0	40.0	6.7	15.4	12.0	24.0	11.5	20.0	.0	18.3
STORE NO LONGER HAS BOOKLET	1	0	0	0	1	0	0	0	0	1	0	0	1
STORE NO LONGER HAS BOOKLET	1.3	.0	.0	.0	6.7	.0	0	0	4.0	.0	2.0	.0	1.4
LABEL MISSING ON APPLIANCES	3	0	2	0	0	1	3.8	4	4	0	3	.0	3
LABEL MISSING ON APPLIANCES	3.9	.0	12.3	.0	.0	6.7	3.8	4.0	4.0	.0	6.0	.0	4.2
HE SHOWED ME A 1981 COPY OF THE DIRECTORY	1	1	0	0	0	0	0	1	0	1	0	0	1
HE SHOWED ME A 1981 COPY OF THE DIRECTORY	1.3	6.7	.0	.0	.0	.0	0	4.0	.0	3.8	.0	.0	1.4
MISCELLANEOUS	7	1	0	0	3	3	3.8	8.0	16.0	11.5	8.0	.0	7
MISCELLANEOUS	9.2	6.7	.0	.0	20.0	20.0	3.8	8.0	16.0	11.5	8.0	.0	9.9
NO OTHER COMMENTS	18	8	6	0	6	3	6	8	4	7	11	0	18
NO OTHER COMMENTS	23.7	53.3	37.5	.0	6.7	20.0	23.1	32.0	16.0	26.9	22.0	.0	23.4

INTERVIEWER INSTRUCTIONS FOR  
IN-STORE SHOPPING

STUDY MJ57-6

OBJECTIVES OF THE STUDY

As part of its program of energy conservation the federal government has had a label attached to all large household appliances indicating the number of kilowatt-hours consumed per month of normal use by each appliance. In addition a booklet (ENERGUIDE DIRECTORY 1983) was prepared for store customers in order to help them calculate and compare the cost (in dollars) of the electricity consumed by specific makes and models of appliances.

The objective of the study is to see how much importance the salesperson gives to this specific aspect (i.e. electrical consumption/ENERGUIDE) when a potential customer arrives in the store.

GENERAL INSTRUCTIONS

You have been assigned a specific store (name and address). You should go to the store trying to avoid, as much as possible, the rush hours, so that you can minimize the salesperson's time not spent on "real" sales; you should try to conduct the "shopping" in the morning (say between 9:30 and 12:00) and during the afternoon (say between 2:00 and 5:00) which are generally less busy periods.

For each store assigned to you, we have also assigned the specific appliance you are to "shop" for (either a refrigerator, a freezer or a dishwasher).

IN THE STORE

You are to simulate a shopping inquiry regarding one of these appliances. Act as normally as possible while, nevertheless, following the instructions outlined below:

- You are thinking about buying the electrical appliance in question but you are only at the stage of looking and comparing the different appliances; in this comparison shopping, we want the salesperson to advise you and to explain what he has to offer.
- That is to say, therefore, that you should pay close attention to what he will tell you since the objective of this exercise is precisely to see what importance he gives to ENERGUIDE in his comments, in the suggestions he makes, etc.
- Also, since you are comparing appliances, show interest in more than one model of this type of appliance.
- During this exchange with the salesperson, you can ask the usual questions you would normally ask if you were in fact shopping for this appliance. However, at first, avoid bringing up yourself the question of how much electricity the appliance uses.

Wait until the salesperson brings it up himself. We think that a couple of situations could present themselves:

1. If the salesperson mentions of his own accord either the kilowatt-hours, the amount of energy consumed, or the ENERGUIDE sticker/label or directory, then you should show interest in the subject and ask such questions as...
  - what does it mean?
  - how do we use it?
  - what costs are involved? etc.
2. If, after you have asked all the questions that you feel are useful and you have listened closely to everything he has told you, the salesperson still has made no allusion at all on his own to the kilowatthours, consumption of energy or ENERGUIDE label or directory, you should then ask him, what the label/sticker on the appliance means, and from there go on to discuss the topic of energy consumption and costs attached to it to the extent, of course, that the salesperson himself is interested in that topic.

During your exchange with the salesperson do not ask about the ENERGUIDE DIRECTORY unless he brings it up first on his own.

- Please complete the questionnaire immediately after leaving the store while the exchange with the salesperson is still fresh in your mind.

GOOD LUCK!

CANADIAN FACTS	
Halifax ... 7-1	Winnipeg .... 4
Montreal .... 2	Vancouver ... 5
Toronto ..... 3	

STUDY MJ57-6

**5-2**

QUESTIONNAIRE TO BE COMPLETED OUT OF SIGHT  
OF THE SALESPERSON

NAME OF STORE: \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **DATE OF VISIT:** \_\_\_\_\_

Type of appliance looked at: Freezer ..... 8-1  
**(CHECK ONE ONLY)** Dishwasher ..... 2  
Fridge ..... 3

**TOTAL TIME SPENT WITH SALESPERSON:** \_\_\_\_\_ **MINUTES** 9-  
10-

A. FILL IN THE BRANDS OF THE APPLIANCE YOU WERE ASKING ABOUT THAT WERE CARRIED IN THE STORE:

11-  
12-  
13-

**NOTE: IF YOU FEEL IT NECESSARY, PLEASE WRITE IN ANY RELEVANT COMMENTS IN THE MARGIN 14- BESIDE THE QUESTION**

1. Did the salesperson bring up the question of energy consumption/electrical consumption/kilowatt-hours on his own?

YES ..... 15 -1 -a) Did he raise it... quite early ..... 16-1  
NO ..... 2 about the middle ..... 2  
or towards the end of your exchange? 3

-b) Please indicate as clearly and as briefly as possible how he brought the question up on his own:

17-  
18-  
19-

2. Once the question of the label had been brought up (either by you or the salesperson), how did he explain it? (**MORE THAN ONE ANSWER POSSIBLE**)

- By saying the label indicated the electrical consumption or number of KWH ..... 20-1
  - By suggesting that the label was affixed because the appliance was of higher quality ..... 2
  - By suggesting that the label was affixed because the appliance didn't use much electricity ..... 3
  - OTHER (SPECIFY)

21-  
22-

3. Did the salesperson point out to you on his own that the number of kilowatt-hours varied from one appliance to another, or was it you who had to bring up this point?

- Salesperson brought it up on his own ..... 23-1
  - I had to bring it up myself ..... 2
  - OTHER (SPECIFY)

4. Did the salesperson talk to you on his own about costs related to electrical consumption or was it you who had to bring up this point?

- The salesperson brought it up on his own ..... 25-1  
- I had to bring it up myself ..... 2  
- OTHER (SPECIFY) \_\_\_\_\_ 26-

\_\_\_\_\_

\_\_\_\_\_

5. In talking of the cost of electricity, did the salesperson specify how much one kilowatt-hour might cost (by saying, for example, that it would cost 2, 3, 4 or 5¢ the kilowatt-hour)?

YES ..... 27 -1 -a) What price per KWH did he mention? 28-  
NO ..... 2 \_\_\_\_\_ \$ 29-  
30-  
31-

6. Did the salesperson mention an amount (per month, per year or for 10 years) for the cost of electricity for the model(s) that you looked at?

YES ..... 32 -1 -a) Was(were) the amount(s) mentioned by the salesperson... (SEVERAL ANSWERS POSSIBLE)?

by month ..... 33-1

by year ..... 2

for 10 years ..... 3

OTHER (SPECIFY): \_\_\_\_\_ 34-

-b) Did he mention the cost of electricity for one model only or for more than one?

ONE ONLY . 35 -1 -c) IF THE SALESPERSON ALLUDED TO (EVEN IF ONLY VAGUELY) THE COST FOR OTHER MODELS, SPECIFY WHAT HE SAID:

36-

37-

38-

MORE THAN ONE . 2

NO ..... -2 -d) IF THE SALESPERSON ALLUDED TO (EVEN IF ONLY VAGUELY) THE COST OF ELECTRICITY FOR DIFFERENT MODELS, SPECIFY WHAT HE SAID:

39-

40-

41-

7. Did the salesperson mention the booklet ENERGUIDE DIRECTORY 1983?

YES ..... 42-1

NO ..... 2 -a) Did you see the DIRECTORY anywhere in the store?

YES ..... 3

NO ..... 4

SKIP TO Q.10

8. Did he show you one?

YES ..... 43-1

NO ..... 2 -a) Did you see the DIRECTORY anywhere in the store?

YES ..... 3

NO ..... 4

SKIP TO Q.10

9. ANSWER "YES" OR "NO" FOR EACH:

- |   | YES  | NO |
|---|------|----|
| -a) The salesperson showed me how to use the booklet to calculate the cost of electricity .....   | 44-1 | 2  |
| -b) The salesperson showed me the table on page 6 of the booklet and explained to me that these were the costs of electricity over a period of 10 years ..... | 45-1 | 2  |
| -c) The salesperson showed me that all the models were listed with their electrical consumption .....   | 46-1 | 2  |
| -d) The salesperson only showed me the booklet without giving me any explanations about its content .....   | 47-1 | 2  |
| -e) The salesperson gave me a booklet to take home with me.....   | 48-1 | 2  |

10. Based on what the salesperson said and his general attitude about electrical consumption, would you say that the salesperson was trying to tell you:

- that the cost differences from one appliance to another were...
  - very significant .....49-1
  - quite significant ..... 2
  - not very significant ..... 3
  - not at all significant ..... 4

OTHER (SPECIFY): \_\_\_\_\_ 50-  
\_\_\_\_\_  
51-

11. In the final analysis do you feel that concerning electrical consumption...

- The salesperson was not really very interested and only answered your questions without really elaborating on electrical consumption on his own ..... 52-1
- The salesperson was fairly interested in the question and provided you with information without you having to ask all the questions ..... 2
- The salesperson was very interested in the question and gave you a lot of information without you having to ask all the questions ..... 3

OTHER (SPECIFY): \_\_\_\_\_ 53-  
\_\_\_\_\_  
54-  
\_\_\_\_\_

12. Did the salesman try to influence your decision on the basis of the appliance's energy consumption? For example, did he suggest you buy the model or brand with lower consumption? Did he use energy consumption as part of his sales strategy?

YES ..... 55-1  
NO ..... 2

Any Comments? \_\_\_\_\_ 56-  
\_\_\_\_\_

13. If you deem it necessary you may use this space either to summarize your exchange with the salesperson as briefly and clearly as possible, or to add some information which you feel would help us understand what happened.

\_\_\_\_\_ 57-  
\_\_\_\_\_ 58-  
\_\_\_\_\_ 59-  
\_\_\_\_\_ 60-

(61/80)

INTERVIEWER'S NAME: \_\_\_\_\_

INSTRUCTIONS AUX INTERVIEWERS  
MAGASINAGE

ÉTUDE MJ57-6

BUT DE L'ÉTUDE

Dans son programme visant à épargner l'énergie, le gouvernement a fait apposer sur chaque gros appareil ménager une étiquette indiquant le nombre de kilowattheure consommé par chaque appareil, par mois, d'un usage normal. De plus, il a mis à la disposition des clients des magasins, un livret (RÉPERTOIRE ENERGUIDE 1983) qui permet à l'acheteur de calculer et de comparer les coûts (en dollars) que représente la consommation d'électricité de tel(le) marque ou modèle versus tel autre.

Le but précis de l'étude est de voir quelle importance le vendeur accorde à cet élément (consommation d'électricité/ENERGUIDE) quant un acheteur potentiel se présente au magasin.

INSTRUCTIONS GÉNÉRALES

Un magasin précis vous a été assigné (avec le nom et l'adresse). Vous devez aller dans le magasin tout en évitant, dans la mesure du possible, les heures de pointe de manière à ne pas monopoliser un vendeur à des moments où il pourrait s'occuper de "vrais" clients. Vous devez donc essayer de "magasiner" soit le matin (entre 9:30 et midi) soit l'après-midi (entre 2:00 et 5:00) qui sont des périodes généralement moins achalandées.

Dans chaque magasin qui vous est assigné, nous vous assignerons le type précis d'appareil pour lequel vous devez "magasiner" (soit un réfrigérateur, soit un congélateur, soit un lave-vaisselle).

DANS LE MAGASIN

Vous devez simuler un acte de magasinage pour le type d'appareil qui vous a été précisé. Comportez-vous tout à fait normalement en suivant, cependant, les instructions ci-dessous:

- Vous songez à vous acheter l'appareil en question mais vous n'êtes qu'au stade de regarder et de comparer les différentes marques; pour ce magasinage nous voulons que le vendeur vous donne des conseils et qu'il vous explique ce qu'il peut vous offrir.
- Vous aurez donc à faire très attention à ce que le vendeur vous dit du fait que l'objectif de cet exercice est précisément de voir quelle importance le vendeur accorde à ENERGUIDE dans ses commentaires et suggestions, etc.
- En plus, comme vous comparez des appareils, veuillez vous intéresser dans plus d'un modèle du genre d'appareil pour lequel vous "magasinez".
- Au cours de votre échange avec le vendeur, vous poserez les questions habituelles que vous poseriez si vous magasiniez réellement pour cet appareil. Cependant, ne parlez pas de vous-même de la quantité d'électricité consommée par l'appareil.

Attendez que le vendeur vous en parle de lui-même. Nous pensons que deux situations pourraient se produire:

1. Si le vendeur mentionne de lui-même soit les kilowattheures, la consommation d'électricité, ou l'étiquette ou répertoire ENERGUIDE, vous devez à ce moment-là vous intéresser au sujet et posez des questions du genre...
  - qu'est-ce que ça veut dire?
  - comment s'en sert-on?
  - quels sont les coûts qui sont impliqués?, etc.
2. Si une fois que vous avez posé toutes les questions qui vous semblent pertinentes et utiles, et ayant écouté attentivement tout ce qu'il vous a dit si le vendeur n'a fait aucune allusion de lui-même aux kilowattheures, la consommation d'électricité ou l'étiquette ou le répertoire ENERGUIDE, vous devez alors lui demander pourquoi il y a une étiquette sur l'appareil, et à partir de ça discuter des coûts et de la consommation d'énergie dans la mesure, naturellement, où le vendeur lui-même s'intéresse au sujet.

Au cours de votre échange avec le vendeur ne posez pas de questions au sujet du RÉPERTOIRE ENERGUIDE sauf si lui vous en a déjà parlé de lui-même.

- Veuillez remplir le questionnaire immédiatement après avoir quitté le magasin lorsque votre échange avec le vendeur est toujours bien présente dans votre esprit.

BONNE CHANCE!

Montréal .... 7- 2

5-2 (6)

QUESTIONNAIRE À REMPLIR HORS DE LA VUE DU VENDEUR

NOM DU MAGASIN: \_\_\_\_\_

ADRESSE: \_\_\_\_\_ DATE DE LA VISITE: \_\_\_\_\_

Type d'appareil regardé: Congélateur ..... 8-1  
 (COCHER UN SEUL) Lave-vaisselle ..... 2  
 Réfrigérateur ..... 3

DURÉE TOTALE DE L'ÉCHANGE AVEC LE VENDEUR: \_\_\_\_\_ MINUTES 9- 10-

A. INDIQUEZ LES MARQUES DE L'APPAREIL EN QUESTION QUI ÉTAIENT VENDUES DANS CE MAGASIN:

\_\_\_\_\_ 11-  
 \_\_\_\_\_ 12-  
 \_\_\_\_\_ 13-

NOTE: SI VOUS ESTIMEZ NÉCESSAIRE, FAITES DES COMMENTAIRES EN MARGE DES RÉPONSES. 14-

1. Le vendeur a-t-il de lui-même soulevé la question de consommation d'énergie/d'électricité/de kilowattheure?

OUI ..... 15 -1 -a) L'a-t-il soulevé... assez tôt ..... 16-1  
 à mi-chemin ..... 2  
 ou vers la fin de votre échange? ... 3

NON ..... 2 -b) Indiquez le plus clairement et le plus brièvement possible comment il a soulevé de lui-même la question:

\_\_\_\_\_ 17-  
 \_\_\_\_\_ 18-  
 \_\_\_\_\_ 19-

2. Une fois que la question de l'étiquette a été soulevée (par vous ou par le vendeur lui-même), comment le vendeur l'a-t-il expliqué? (PLUS D'UNE RÉPONSE POSSIBLE)

- En disant que l'étiquette indiquait la consommation d'électricité ou le nombre de KWH .20-1

- En laissant entendre que l'étiquette avait été apposée parce que l'appareil était de meilleure qualité ..... 2

- En laissant entendre que l'étiquette avait été apposée parce que cet appareil consommait peu d'électricité ..... 3

- AUTRE (PRÉCISEZ) \_\_\_\_\_

21-

22-

3. Le vendeur vous a-t-il de lui-même fait remarquer que le nombre de Kilowattheure variait d'un appareil à l'autre ou est-ce vous qui avez dû soulever cette question?

- Le vendeur l'a soulevé de lui-même ..... 23-1

- J'ai dû le soulever moi-même ..... 2

- AUTRE (PRÉCISEZ) \_\_\_\_\_

24-

4. Le vendeur a-t-il de lui-même parlé des coûts liés à la consommation d'électricité ou est-ce vous qui avez dû soulever cette question?

- Le vendeur l'a soulevé de lui-même ..... 25-1
- J'ai dû le soulever moi-même ..... 2
- AUTRE (PRÉCISEZ) \_\_\_\_\_ 26-

5. Dans ses propos sur les coûts d'électricité, le vendeur a-t-il précisé ce que pouvait coûter d'un kilowattheure (en disant, par exemple, que ça coûtait 2, 3, 4 ou 5\$ le kilowattheure)?

- |              |                                       |     |
|--------------|---------------------------------------|-----|
| OUI ..... 27 | -1 -a) Quel coût par KWH a-t-il cité? | 28- |
| NON ..... 2  |                                       | 29- |
|              |                                       | 30- |
|              |                                       | 31- |

6. Le vendeur a-t-il cité un montant comme étant le coût d'électricité (par mois, par année ou pour 10 ans) d'un(des) modèle(s) que vous avez regardé(s)?

OUI ..... 32 -1 -a) Le(s) montant(s) cité(s) par le vendeur était(ent)-il(s)... (PLUSIEURS RÉPONSES POSSIBLES)?

- par mois ..... 33-1
- par année ..... 2
- pour 10 ans ..... 3
- AUTRE (PRÉCISEZ): \_\_\_\_\_ 34-

-b) A-t-il cité le coût d'électricité pour un seul modèle ou l'a-t-il fait pour plus d'un?

UN SEUL .. 35 -1 -c) SI LE VENDEUR A FAIT ALLUSION, MÊME DE FAÇON VAGUE, AUX COÛTS DES AUTRES MODÈLES, INDIQUEZ-NOUS CE QU'IL EN A DIT:

36-  
37-  
38-

PLUS DE UN .. 2

NON ..... -2 -d) SI LE VENDEUR A FAIT ALLUSION, MÊME DE FAÇON VAGUE, AUX COÛTS D'ÉLECTRICITÉ DES DIFFÉRENTS MODÈLES, INDIQUEZ-NOUS CE QU'IL EN A DIT:

39-  
40-  
41-

7. Le vendeur a-t-il fait allusion au livret RÉPERTOIRE ÉNERGUIDE 1983?

OUI ..... 42-1

NON ..... 2 -a) Avez-vous vu quelque part dans le magasin ce RÉPERTOIRE?

- OUI ..... 3
- NON ..... 4

PASSEZ À LA QU.10

8. Vous en a-t-il montré un?

OUI ..... 43-1

NON ..... 2 -a) Avez-vous vu quelque part dans le magasin ce RÉPERTOIRE?

- OUI ..... 3
- NON ..... 4

PASSEZ À LA QU.10

9. INDIQUEZ SI "OUI" OU "NON" POUR CHACUNE:

- |  | <u>OUI</u> | <u>NON</u> |
|--|------------|------------|
| -a) Le vendeur m'a montré comment utiliser ce livret pour calculer les coûts d'électricité .....   | 44-1       | 2          |
| -b) Le vendeur m'a montré le tableau de la page 6 du livret en m'expliquant qu'il s'agissait des coûts d'électricité sur une période de 10 ans ..... | 45-1       | 2          |
| -c) Le vendeur m'a montré que tous les modèles étaient listés avec leur consommation d'électricité .....   | 46-1       | 2          |
| -d) Le vendeur m'a simplement montré le livret sans me donner de détails sur son contenu .....   | 47-1       | 2          |
| -e) Le vendeur m'a donné un livret pour apporter avec moi .....  | 48-1       | 2          |

10. En vous basant sur les propos et l'attitude générale du vendeur vis-à-vis la consommation d'électricité, diriez-vous que le vendeur essayait de vous dire:

- que les différences de coût d'un appareil à l'autre étaient...

- très importantes ..... 49-1
- assez importantes ..... 2
- pas très importantes ..... 3
- pas importantes du tout ..... 4

AUTRE (PRÉCISEZ): \_\_\_\_\_ 50-  
\_\_\_\_\_  
51-

11. En fin de compte estimatez-vous que sur la question de consommation d'électricité...

- Le vendeur manifestait très peu d'intérêt et n'a fait que répondre à vos questions sans vraiment élaborer de lui-même sur la consommation d'électricité ..... 52-1
- Le vendeur manifestait de lui-même un certain intérêt à la question et vous donnait des informations sans que vous ayez à poser toutes les questions ..... 2
- Le vendeur manifestait de lui-même beaucoup d'intérêt et vous donnait passablement d'informations sans que vous ayez à poser toutes les questions ..... 3

AUTRE (PRÉCISEZ): \_\_\_\_\_ 53-  
\_\_\_\_\_  
54-

12. Le vendeur a-t-il essayé d'influencer votre choix en insistant tout particulièrement sur la consommation d'électricité des appareils? Par exemple, vous a-t-il suggéré d'acheter le modèle ou la marque qui consomme le moins d'électricité? A-t-il employé la consommation d'énergie en tant que stratégie de vente?

OUI ..... 55-1

NON ..... 2

Si vous avez des commentaires? \_\_\_\_\_ 56-

13. Si vous estimatez nécessaire, vous pouvez utiliser l'espace qui suit pour soit résumer le plus brièvement et clairement possible votre échange avec le vendeur, soit pour compléter les informations que vous jugez pertinentes.

\_\_\_\_\_ 57-  
\_\_\_\_\_ 58-  
\_\_\_\_\_ 59-  
\_\_\_\_\_ 60-

NOM DE L'INTERVIEWER: \_\_\_\_\_

(61/80)

INTERVIEW OF SALESPERSONS

## MJ576 CANADIAN FACTS

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1	1	G. D TYPES OF MAJOR HOUSEHOLD APPLIANCES SOLD	TOTAL SALESPERSONS
2	2	G. E NUMBER OF BRANDS OF EACH APPLIANCE SOLD	TOTAL SALESPERSONS
4	3	G. I SALESPERSON'S PERCEPTION OF THE LEVEL OF IMPORTANCE TO CONSUMER	TOTAL SALESPERSONS
6	4	G. 2 APPROXIMATE PERCENT OF CUSTOMERS WITH WHOM ENERGY DISCUSSED	TOTAL SALESPERSONS
7	5	G. 3 APPLIANCES FOR WHICH ENERGY CONSUMPTION MORE FREQUENTLY DISCUSSED	TOTAL STORES SELL MORE THAN ONE TYPE OF APPLIANCE
8	6	G. 4AB INITIATION OF TOPIC OF ENERGY CONSUMPTION DURING SALES	TOTAL RESPONDENTS
10	7	G. 4C VARIATION IN KWH "CONSUMPTION" AMONG APPLIANCES	TOTAL RESPONDENTS
11	8	G. 4D/I "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES	TOTAL RESPONDENTS
15	9	G. 5 ENERGUIDE DIRECTORY 1983, AWARENESS AND EXTENT OF USE	TOTAL RESPONDENTS
18	10	G. 9/10 ENERGUIDE DIRECTORY 1983, LEVEL OF USEFULNESS FOR SALESPERSON	TOTAL RESPONDENTS

TABLE 1  
G. D. TYPES OF MAJOR HOUSEHOLD APPLIANCES SOLD  
BASE TOTAL SALESPERSONS

	TOTAL	REGION-----					BRANDS IN APPLIANCES SOLD IN STORE-----								
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEQ	VANC- OUVER	TWO ONE ONLY		FREEZ- ERS		DISH- WASHR	FRIDG	STOVE	DRYER	WASHR
							OR MORE								
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	59 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0	
<u>STORE SELLS:</u>															
FREEZERS	69 92.0	12 80.0	13 100.0	13 100.0	13 98.7	13 100.0	38 88.4	57 96.6	69 100.0	68 91.9	68 95.8	68 95.8	68 94.4	68 94.4	
DISHWASHERS	74 98.7	15 100.0	15 100.0	15 100.0	14 94.7	15 98.7	43 98.3	58 98.6	68 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0	
REFRIGERATORS	71 94.7	13 86.7	13 100.0	13 100.0	13 86.7	13 100.0	40 93.0	58 98.3	68 98.6	71 95.9	71 100.0	71 100.0	71 98.6	71 98.6	
STOVE/RANGE	71 94.7	13 86.7	13 100.0	13 100.0	13 86.7	13 100.0	40 93.0	58 98.3	68 98.6	71 95.9	71 100.0	71 100.0	71 98.6	71 98.6	
CLOTHES DRYER	72 96.0	14 93.3	13 100.0	15 100.0	13 86.7	15 100.0	41 95.3	58 98.3	68 98.6	72 97.3	71 100.0	71 100.0	72 100.0	72 100.0	
CLOTHES WASHER	72 96.0	14 93.3	13 100.0	15 100.0	13 86.7	15 100.0	41 95.3	58 98.3	68 98.6	72 97.3	71 100.0	71 100.0	72 100.0	72 100.0	
<u>STORE DOES NOT SELL:</u>															
FREEZERS	6 8.0	20.0 .0	0 .0	0 .0	2 13.3	1 6.7	5 11.6	2 3.4	0 .0	6 8.1	3 4.2	3 4.2	4 5.6	4 5.6	
DISHWASHERS	1 1.3	0 .0	0 .0	0 6.7	1 0	0 0	0 0	1 1.7	1 1.4	0 0	0 0	0 0	0 0	0 0	
REFRIGERATORS	4 5.3	13.3 13.3	0 0	0 13.3	2 0	0 0	3 7.0	1 1.7	1 1.4	3 4.1	0 0	0 0	1 1.4	1 1.4	
STOVE/RANGE	4 5.3	13.3 13.3	0 0	0 13.3	2 0	0 0	3 7.0	1 1.7	1 1.4	3 4.1	0 0	0 0	1 1.4	1 1.4	
CLOTHES DRYER	3 4.0	6.7 6.7	0 0	0 13.3	2 0	0 0	2 4.7	1 1.7	1 1.4	2 2.7	0 0	0 0	0 0	0 0	
CLOTHES WASHER	3 4.0	6.7 6.7	0 0	0 13.3	2 0	0 0	2 4.7	1 1.7	1 1.4	2 2.7	0 0	0 0	0 0	0 0	

TABLE 2  
Q.E. NUMBER OF BRANDS OF EACH APPLIANCE SOLD  
BASE TOTAL SALESPERSONS

	TOTAL	REGION-----					BRANDS IN APPLIANCES SOLD IN STORE-----							
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEQ	VANC- OUVER	TWO OR ONLY		FREEZ- ERS		DISH- WASHR	FRIDG	STOVE	DRYER
		15	15	15	15	15	43	59	69	74	71	71	72	72
BASE FOR PERCENTAGES	75 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0
<b>FREEZERS</b>														
1 BRAND	33 44.0	.5 33.3	7 46.7	10 66.7	6 40.0	5 33.3	33 76.7	21 35.6	33 47.8	33 44.6	33 46.3	33 46.3	33 45.8	33 45.8
2 BRANDS	23 30.7	7 46.7	5 33.3	3 20.0	4 26.7	4 26.7	9 9.3	23 39.0	23 33.3	22 29.7	22 31.0	22 31.0	22 30.6	22 30.6
3 BRANDS	10 13.3	0 .0	2 13.3	2 13.3	3 20.0	3 20.0	2 2.3	10 16.9	10 14.5	10 13.5	10 14.1	10 14.1	10 13.9	10 13.9
4 BRANDS	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
5 OR MORE	3 4.0	0 .0	1 6.7	0 .0	0 .0	2 13.3	0 .0	3 5.1	3 4.3	3 4.1	3 4.2	3 4.2	3 4.2	3 4.2
NONE	6 8.0	3 20.0	0 .0	0 .0	2 13.3	1 6.7	5 11.6	2 3.4	0 .0	6 8.1	3 4.2	3 4.2	4 5.6	4 5.6
<b>DISHWASHERS</b>														
1 BRAND	20 26.7	6 40.0	3 20.0	4 26.7	3 20.0	4 26.7	20 46.3	4 6.8	16 23.2	20 27.0	17 23.9	17 23.9	18 25.0	18 25.0
2 BRANDS	15 20.0	7 46.7	1 6.7	1 6.7	5 33.3	1 6.7	8 18.6	15 25.4	14 20.3	15 20.3	15 21.1	15 21.1	15 20.8	15 20.8
3 BRANDS	20 26.7	0 .0	5 33.3	3 20.0	6 40.0	6 40.0	7 16.3	20 33.9	19 27.5	20 27.0	20 28.2	20 28.2	20 27.8	20 27.8
4 BRANDS	3 6.7	2 13.3	1 6.7	1 6.7	0 .0	1 6.7	3 7.0	5 8.5	5 7.2	5 6.8	5 7.0	5 7.0	5 6.9	5 6.9
5 OR MORE	14 18.7	0 .0	5 33.3	6 40.0	0 .0	3 20.0	3 11.6	14 23.7	14 20.3	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4
NONE	1 1.3	0 .0	0 .0	0 .0	1 6.7	0 .0	0 .0	1 1.7	1 1.4	0 .0	0 .0	0 .0	0 .0	0 .0
<b>REFRIGERATORS</b>														
1 BRAND	14 18.7	3 20.0	3 20.0	4 26.7	2 13.3	2 13.3	14 32.6	1 1.7	13 18.8	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4
2 BRANDS	19 25.3	7 46.7	3 20.0	2 13.3	6 40.0	1 6.7	13 30.2	19 32.2	17 24.6	19 25.7	19 26.8	19 26.8	19 26.4	19 26.4
3 BRANDS	19 25.3	0 20.0	4 26.7	2 13.3	4 26.7	6 40.0	6 14.0	19 32.2	19 27.5	19 25.7	19 26.8	19 26.8	19 26.4	19 26.4
4 BRANDS	4 5.3	0 .0	0 .0	2 13.3	1 6.7	1 6.7	2 4.7	4 6.8	4 5.8	4 5.4	4 5.6	4 5.6	4 5.6	4 5.6
5 OR MORE	15 20.0	0 .0	5 33.3	5 33.3	0 .0	5 33.3	5 11.6	15 25.4	15 21.7	15 20.3	15 21.1	15 21.1	15 20.8	15 20.8
NONE	4 5.3	2 13.3	0 .0	0 .0	2 13.3	0 .0	3 7.0	1 1.7	1 1.4	3 4.1	0 .0	0 .0	1 1.4	1 1.4

TABLE 2  
Q.E. NUMBER OF BRANDS OF EACH APPLIANCE SOLD  
BASE TOTAL SALESPERSONS

	TOTAL	REGION-----					BRANDS IN APPLIANCES SOLD IN STORE-----						
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OVER	ONE ONLY	TWO OR MORE	FREEZ- ER8	DISH- WASHR	FRIDG	STOVE	DRYER
		15	15	15	15	15	43	59	69	74	71	71	72
BASE FOR PERCENTAGES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<b>STOVE/RANGE</b>													
1 BRAND	22.7	33.3	20.0	26.7	20.0	13.3	39.5	6.8	21.7	23.0	23.9	23.9	23.6
2 BRANDS	22.7	33.3	20.0	13.3	26.7	20.0	25.6	28.8	23.2	23.0	23.9	23.9	23.6
3 BRANDS	24.0	13.3	26.7	20.0	33.3	26.7	14.0	30.5	26.1	24.3	25.4	25.4	25.0
4 BRANDS	8.0	6.7	0	13.3	6.7	13.3	4.7	10.2	8.7	8.1	8.3	8.3	8.3
5 OR MORE	17.3	0	33.3	26.7	0	26.7	9.3	22.0	18.8	17.6	18.3	18.3	18.1
NONE	5.3	13.3	0	0	13.3	0	7.0	1.7	1.4	4.1	0	0	1.4
<b>CLOTHES DRYER</b>													
1 BRAND	29.3	33.3	26.7	26.7	33.3	26.7	51.2	13.6	27.5	29.7	29.6	29.6	30.6
2 BRANDS	21.3	40.0	13.3	20.0	13.3	20.0	23.3	27.1	21.7	21.6	22.5	22.5	22.2
3 BRANDS	25.3	13.3	20.0	26.7	40.0	26.7	11.6	32.2	27.5	25.7	26.8	26.8	26.4
4 BRANDS	5.3	6.7	6.7	0	0	13.3	0	6.8	5.8	5.4	5.6	5.6	5.6
5 OR MORE	14.7	0	33.3	26.7	0	13.3	9.3	18.6	15.9	14.9	15.5	15.5	15.3
NONE	4.0	6.7	0	0	13.3	0	4.7	1.7	1.4	2.7	0	0	0
<b>CLOTHES WASHER</b>													
1 BRAND	29.3	33.3	26.7	26.7	33.3	26.7	51.2	13.6	27.5	29.7	29.6	29.6	30.6
2 BRANDS	20.0	40.0	6.7	20.0	13.3	20.0	23.3	25.4	20.3	20.3	21.1	21.1	20.8
3 BRANDS	25.3	13.3	20.0	26.7	40.0	26.7	11.6	32.2	27.5	25.7	26.8	26.8	26.4
4 BRANDS	6.7	6.7	13.3	0	0	13.3	0	8.5	7.2	6.8	7.0	7.0	6.9
5 OR MORE	14.7	0	33.3	26.7	0	13.3	9.3	18.6	15.9	14.9	15.5	15.5	15.3
NONE	4.0	6.7	0	0	13.3	0	4.7	1.7	1.4	2.7	0	0	0

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TABLE 3  
 Q. 1 SALESPERSON'S PERCEPTION OF THE LEVEL OF IMPORTANCE TO CONSUMER  
 OF 8 POINTS WHEN BUYING APPLIANCES  
 BASE TOTAL SALESPERSONS

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TABLE 3  
 Q. 1 SALESPERSON'S PERCEPTION OF THE LEVEL OF IMPORTANCE TO CONSUMER  
 OF 8 POINTS WHEN BUYING APPLIANCES  
 BASE TOTAL SALESPERSONS

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TABLE 4  
G. 2 APPROXIMATE PERCENT OF CUSTOMERS WITH WHOM ENERGY DISCUSSED  
BASE TOTAL SALESPERSONS

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TABLE 3  
Q. 3 APPLIANCES FOR WHICH ENERGY CONSUMPTION MORE FREQUENTLY DISCUSSED  
BASE TOTAL STORES SELL MORE THAN ONE TYPE OF APPLIANCE

	TOTAL	REGION					BRANDS IN STORE							APPLIANCES SOLD IN STORE						
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	ONE ONLY	OR MORE	FREEZ- ERS	DISH- WASHR	FRIDG	STOVE	DRYER	WASHR						
		14	14	14	12	14	37	56	64	68	67	67	68	68						
BASE FOR PERCENTAGES	68	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
ENERGY CONSUMPTION DISCUSSED:																				
SAME FREQUENCY WHATEVER THE APPLIANCE	42	61.8	64.3	85.7	28.6	50.0	78.6	59.5	57.1	59.4	61.8	61.2	61.2	61.8	42	42	42	42		
MORE OFTEN WITH SOME THAN WITH OTHERS	26	38.2	35.7	14.3	71.4	50.0	21.4	40.5	42.9	40.6	38.2	38.8	38.8	38.2	26	26	26	26		
NOT STATED	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
MOST OFTEN WITH																				
FREEZERS	11	16.2	21.4	14.3	7.1	16.7	21.4	18.9	14.3	17.2	16.2	16.4	16.4	16.2	11	11	11	11		
DISHWASHERS	8	11.8	7.1	35.7	7.1	0	7.1	8.1	8.9	10.9	11.8	10.4	10.4	11.8	8	8	8	8		
REFRIGERATORS	19	27.9	35.7	7.1	14.3	33.3	50.0	21.6	26.8	25.0	27.9	28.4	28.4	27.9	19	19	19	19		
STOVE/RANGE	2	2.9	0	14.3	0	0	0	3.4	3.6	3.1	2.9	3.0	3.0	2.9	2	2	2	2		
CLOTHES DRYER	1	1.3	0	7.1	0	0	0	2.7	1.8	1.6	1.3	1.3	1.3	1.3	1	1	1	1		
CLOTHES WASHER	1	1.3	0	7.1	0	0	0	2.7	1.8	1.6	1.3	1.3	1.3	1.3	1	1	1	1		
LEAST OFTEN WITH																				
FREEZERS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
DISHWASHERS	10	14.7	21.4	7.1	0	41.7	7.1	8.1	14.3	14.1	14.7	14.9	14.9	14.7	10	10	10	10		
REFRIGERATORS	2	2.9	0	14.3	0	0	0	3.4	1.8	3.1	2.9	3.0	3.0	2.9	2	2	2	2		
STOVE/RANGE	9	13.2	0	21.4	14.3	0	28.6	8.1	12.3	12.3	13.2	13.4	13.4	13.2	9	9	9	9		
CLOTHES DRYER	3	7.4	7.1	7.1	7.1	0	14.3	5.4	5.4	7.8	7.4	7.3	7.3	7.4	5	5	5	5		
CLOTHES WASHER	13	22.1	35.7	28.6	7.1	8.3	28.6	32.4	21.4	20.3	22.1	20.9	20.9	22.1	14	14	15	15		
NOT STATED	1	1.3	0	7.1	0	0	0	0	1.8	1.6	1.5	1.5	1.5	1.5	1	1	1	1		

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TABLE 6  
G. 4AB INITIATION OF TOPIC OF ENERGY CONSUMPTION DURING SALES  
BASE TOTAL RESPONDENTS

	TOTAL	REGION-----					BRANDS IN APPLIANCES SOLD IN STORE-----									
		HAL- IFAX		MONT- REAL	TOR- ONTO	WIN- NIPEQ	VANC- OUVER	TWO ONLY		OR MORE	FREEZ- ERS	DISH- WASHR	FRIDG	STOVE	DRYER	WASHR
		13	13	13	13	13	13	43	59	69	74	71	71	72	72	
BASE FOR PERCENTAGES	75 100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
<b>INITIATED BY CUSTOMER</b>																
NEARLY ALWAYS	2 2.7	6.7	6.7	0	0	0	0	4.7	3.4	2.9	2.7	2.8	2.8	2.8	2.8	
QUITE OFTEN	23 30.7	46.7	33.3	20.0	13.3	40.0	6	27.9	30.5	33.3	31.1	32.4	32.4	31.9	31.9	
RARELY	37 49.3	40.0	33.3	33.3	33.3	46.7	7	41.9	52.5	47.8	50.0	50.7	50.7	51.4	51.4	
JUST ABOUT NEVER	13 17.3	6.7	6.7	26.7	33.3	13.3	2	25.6	13.6	15.9	16.2	14.1	14.1	13.9	13.9	
<b>CUSTOMER REFERS TO ENERGY CONSUMPTION BECAUSE OF ENERGUIDE LABEL</b>																
NEARLY ALWAYS	17 22.7	20.0	40.0	13.3	2	20.0	3	25.6	20.3	23.2	23.0	23.9	23.9	23.6	23.6	
QUITE OFTEN	23 30.7	26.7	20.0	26.7	3	33.3	7	20.9	37.3	31.9	31.1	32.4	32.4	31.9	31.9	
RARELY	16 21.3	33.3	33.3	20.0	6.7	13.3	2	20.9	22.0	21.7	21.6	21.1	21.1	22.2	22.2	
JUST ABOUT NEVER	6 8.0	13.3	0	13.3	6.7	6.7	1	7.0	6.8	7.2	8.1	8.5	8.5	8.3	8.3	
CUSTOMER JUST ABOUT NEVER INITIATES TOPIC	13 17.3	6.7	6.7	26.7	33.3	13.3	2	25.6	13.6	15.9	16.2	14.1	14.1	13.9	13.9	
<b>INITIATED BY SALESPERSON</b>																
NEARLY ALWAYS	13 17.3	26.7	13.3	20.0	13.3	13.3	2	14.0	18.6	17.4	17.6	18.3	18.3	18.1	18.1	
QUITE OFTEN	25 33.3	13.3	33.3	33.3	20.0	46.7	7	32.6	30.5	34.8	33.8	35.2	35.2	34.7	34.7	
RARELY	21 28.0	46.7	20.0	20.0	26.7	26.7	4	25.6	32.2	29.0	28.4	28.2	28.2	29.2	29.2	
JUST ABOUT NEVER	16 21.3	13.3	13.3	26.7	40.0	13.3	2	27.9	18.6	18.8	20.3	18.3	18.3	18.1	18.1	

TABLE 6  
G. 4AB INITIATION OF TOPIC OF ENERGY CONSUMPTION DURING SALES  
BASE TOTAL RESPONDENTS

	TOTAL	REGION						BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEQ	VANC- OUVER	ONE ONLY	TWO OR MORE	FREEZ- ERS	DISH- WASHR	FRIDG	STOVE	DRYER	WASHR	
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	59 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0	
SALESPERSON REFERS TO ENERGY CONSUMPTION BY POINTING OUT ENERGUIDE LABEL															
NEARLY ALWAYS	33 44.0	6 40.0	9 60.0	7 46.7	4 26.7	7 46.7	19 44.2	25 42.4	31 44.9	33 44.6	33 46.5	33 46.5	33 45.8	33 45.8	
QUITE OFTEN	18 24.0	4 26.7	2 13.3	4 26.7	4 26.7	4 26.7	9 20.9	16 27.1	18 26.1	18 24.3	18 25.4	18 25.4	18 25.0	18 25.0	
RARELY	8 10.7	3 20.0	2 13.3	0 .0	1 6.7	2 13.3	3 7.0	7 11.9	7 10.1	8 10.8	7 9.9	7 9.9	8 11.1	8 11.1	
JUST ABOUT NEVER	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	
SALESPERSON JUST ABOUT NEVER INITIATES TOPIC	16 21.3	2 13.3	2 13.3	4 26.7	6 40.0	2 13.3	12 27.9	11 18.6	13 18.8	15 20.3	13 18.3	13 18.3	13 18.1	13 18.1	
ENERGUIDE LABEL GENERATES DISCUSSION OF ENERGY CONSUMPTION															
NEARLY ALWAYS	37 49.3	6 40.0	9 60.0	8 53.3	5 33.3	9 60.0	22 51.2	28 47.5	35 50.7	37 50.0	37 52.1	37 52.1	37 51.4	37 51.4	
QUITE OFTEN	22 29.3	5 33.3	2 13.3	5 33.3	5 33.3	5 33.3	11 25.6	20 33.9	21 30.4	22 29.7	22 31.0	22 31.0	22 30.6	22 30.6	
RARELY	7 9.3	3 20.0	3 20.0	0 .0	1 6.7	0 .0	4 9.3	6 10.2	6 8.7	7 9.5	6 8.5	6 8.5	7 9.7	7 9.7	
JUST ABOUT NEVER	9 12.0	1 6.7	1 6.7	2 13.3	4 26.7	1 6.7	6 14.0	5 8.9	7 10.1	8 10.8	6 8.9	6 8.9	6 8.3	6 8.3	

TABLE 7  
Q.4C VARIATION IN KWH "CONSUMPTION" AMONG APPLIANCES  
BASE TOTAL RESPONDENTS

	TOTAL	REGION-----						BRANDS IN APPLIANCES SOLD IN STORE-----														
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEQ	VANC- OUVER	ONE ONLY	TWO OR MORE	FREEZ		DISH-		WASHR		FRIDG		STOVE		DRYER		WASHR	
									-ERS	WASHR	FRIDG	STOVE	DRYER	WASHR								
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0			43 100.0	59 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0						
COMPARISON AMONG APPLIANCES REGARDING KWH CONSUMPTION IS MADE																						
NEARLY ALWAYS	18 24.0	3 20.0	2 13.3	6 40.0	2 13.3	5 33.3			10 23.3	15 25.4	18 26.1	18 24.3	18 25.4	18 25.4	18 25.0	18 25.0						
QUITE OFTEN	23 30.7	9 60.0	3 20.0	2 13.3	5 33.3	4 26.7			15 34.9	20 33.9	20 29.0	23 31.1	23 32.4	23 32.4	23 31.9	23 31.9						
RARELY	20 26.7	2 13.3	7 46.7	4 26.7	3 20.0	4 26.7			9 20.9	15 25.4	19 27.3	20 27.0	19 26.8	19 26.8	20 27.8	20 27.8						
JUST ABOUT NEVER	14 18.7	1 6.7	3 20.0	3 20.0	5 33.3	2 13.3			9 20.9	9 18.3	12 17.4	13 17.6	11 15.3	11 15.3	11 15.3	11 15.3						

TABLE 8  
G. 4D/I "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES  
BASE TOTAL RESPONDENTS

	TOTAL	REGION-----					BRANDS IN STORE-----	APPLIANCES SOLD IN STORE-----						
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- DUVER		ONE ONLY	TWO OR MORE	FREEZ	DISH- ERS	WASHR	FRIDG	STOVE
		15	15	15	15	15		43	59	69	74	71	71	72
BASE FOR PERCENTAGES	75 100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>TOPIC OF COST OF ELECTRICAL CONSUMPTION IS DISCUSSED</u>														
NEARLY ALWAYS	12 16.0	20.0	6.7	20.0	6.7	26.7		16.3	18.6	17.4	16.2	16.9	16.9	16.7
QUITE OFTEN	15 20.0	33.3	20.0	6.7	13.3	26.7		16.3	20.3	21.7	20.3	21.1	21.1	20.8
RARELY	21 28.0	26.7	26.7	33.3	26.7	26.7		20.9	32.2	29.0	28.4	29.6	29.6	29.2
JUST ABOUT NEVER	27 36.0	20.0	46.7	40.0	53.3	20.0		46.3	28.8	31.9	35.1	32.4	32.4	33.3
<u>COST PER KWH RAISED</u>														
NEARLY ALWAYS	7 9.3	6.7	6.7	0	6.7	26.7		7.0	10.2	10.1	9.5	9.9	9.9	9.7
QUITE OFTEN	13 17.3	40.0	6.7	13.3	13.3	13.3		11.6	20.3	17.4	17.6	18.3	18.3	18.1
RARELY	12 16.0	13.3	20.0	6.7	20.0	20.0		14.0	13.6	17.4	16.2	16.9	16.9	16.7
JUST ABOUT NEVER	16 21.3	20.0	20.0	40.0	6.7	20.0		20.9	27.1	23.2	21.6	22.5	22.5	22.2
TOPIC OF COSTS JUST ABOUT NEVER RAISED	27 36.0	20.0	46.7	40.0	53.3	20.0		46.3	28.8	31.9	35.1	32.4	32.4	33.3

TABLE 8  
G. 4D/I "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES  
BASE TOTAL RESPONDENTS

	TOTAL	REGION					BRANDS IN STORE		APPLIANCES SOLD IN STORE					
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	ONE ONLY	TWO OR MORE	FREEZ- ERS	DISH- WASHR	FRIDG	STOVE	DRYER	WASHR
		15	15	15	15	15	43	59	69	74	71	71	72	72
BASE FOR PERCENTAGES	75 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0	100.0 100.0
PRICE OF ONE KWH QUOTED BY SALESPERSON														
3	1 1.3	0 0	0 0	0 0	0 0	6.7 6.7	0 0	1 1.7	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4
4	8 10.7	0 0	2 13.3	1 6.7	2 13.3	3 20.0	2 4.7	8 13.6	8 11.6	8 10.8	8 11.3	8 11.3	8 11.1	8 11.1
5	9 12.0	1 6.7	1 6.7	1 6.7	2 13.3	4 26.7	4 9.3	6 10.2	9 13.0	9 12.2	9 12.7	9 12.7	9 12.5	9 12.5
6	1 1.3	1 6.7	0 0	0 0	0 0	0 0	0 0	1 1.7	0 0	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4
7	2 2.7	2 13.3	0 0	0 0	0 0	0 0	1 2.3	1 1.7	2 2.7	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
8	1 1.3	1 6.7	0 0	0 0	0 0	0 0	1 2.3	1 1.7	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4
10	2 2.7	1 6.7	0 0	0 0	1 6.7	0 0	1 2.3	1 1.7	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
NOT STATED	8 10.7	3 20.0	2 13.3	1 6.7	1 6.7	1 6.7	5 11.6	7 11.9	8 11.6	8 10.8	8 11.3	8 11.3	8 11.1	8 11.1
AVERAGE PRICE GIVEN**	5.33	7.17	4.33	4.50	5.60	4.38	5.89	5.05	5.30	5.33	5.33	5.33	5.33	5.33
COST PER KWH JUST ABOUT NEVER RAISED	16 21.3	3 20.0	3 20.0	6 40.0	1 6.7	3 20.0	9 20.9	16 27.1	16 23.2	16 21.6	16 22.5	16 22.5	16 22.2	16 22.2
TOPIC OF COSTS OF ELECTRICAL CONSUMPTION JUST ABOUT NEVER RAISED	27 36.0	3 20.0	7 46.7	6 40.0	8 53.3	3 20.0	20 46.5	17 28.8	22 31.9	26 35.1	23 32.4	23 32.4	24 33.3	24 33.3

\*\*EXCLUDES NOT STATED

TABLE 8  
G. 4D/I "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES  
BASE TOTAL RESPONDENTS

	TOTAL	REGION-----					BRANDS IN STORE-----						
		HAL- IFAX		MONT- REAL	TOR- ONTO	WIN- NIPEG	TWO ONE ONLY		APPLIANCES SOLD IN STORE-----				
							FREEZ- ERS	DISH- WASHR	FRIDG	STOVE	DRYER	WASHR	
BASE FOR PERCENTAGES	75	15	15	15	15	15	43	59	69	74	71	71	72
COST OF ELECTRICITY PER APPLIANCE FOR A PERIOD OF TIME	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MENTIONED BY SALESPERSON:													
NEARLY ALWAYS	5	6.7	6.7	6.7	0	0	20.0	4.7	8.5	7.2	6.8	7.0	7.0
QUITE OFTEN	10	13.3	26.7	6.7	13.3	0	20.0	14.0	11.9	7	9	10	10
RARELY	12	16.0	33.3	26.7	6.7	6.7	6.7	9.3	18.6	11.9	13.0	13.5	14.1
JUST ABOUT NEVER	21	28.0	13.3	13.3	40.0	40.0	33.3	25.6	32.2	30.4	28.4	21	21
COST NEVER RAISED	27	36.0	20.0	46.7	40.0	33.3	20.0	46.5	28.8	31.9	35.1	26	23
PERIOD OF TIME GIVEN FOR COST PER APPLIANCE													
BY MONTH:													
NEARLY ALWAYS	5	6.7	6.7	6.7	0	0	20.0	4.7	8.5	7.2	6.8	7.0	7.0
QUITE OFTEN	9	12.0	26.7	0	13.3	0	20.0	14.0	10.2	6	8	9	9
RARELY	10	13.3	20.0	26.7	6.7	6.7	6.7	7.0	15.3	14.5	13.5	14.1	14.1
JUST ABOUT NEVER	24	32.0	26.7	20.0	40.0	40.0	33.3	27.9	37.3	34.8	32.4	24	24
BY 10 YEARS:													
NEARLY ALWAYS	0	0	0	0	0	0	0	0	0	0	0	0	0
QUITE OFTEN	2	2.7	0	6.7	0	0	6.7	0	3.4	2	2	2	2
RARELY	9	12.0	40.0	6.7	6.7	0	6.7	11.6	13.6	11.6	12.2	12.7	12.7
JUST ABOUT NEVER	37	49.3	40.0	40.0	53.3	46.7	66.7	41.9	54.2	53.6	50.0	52.1	52.1
TOPIC OF COSTS OF ELECTRICAL CONSUMPTION JUST ABOUT NEVER RAISED	27	36.0	20.0	46.7	40.0	33.3	20.0	46.5	28.8	31.9	35.1	26	23

TABLE 8  
Q. 4D/I "COST" OF ELECTRICAL CONSUMPTION OF APPLIANCES  
BASE TOTAL RESPONDENTS

	TOTAL	REGION-----					BRANDS IN APPLIANCES SOLD IN STORE-----								
		HAL- IFAX		MONT- REAL	TOR- ONTO	WIN- NIPEG	TWO ONE ONLY		FREEZ- ERS	DISH- WASHR	FRIDG	STOVE	DRYER	WASHR	
		15	15	15	15	15	43	59	69	74	71	71	72	72	
BASE FOR PERCENTAGES	75 100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
<b>SALESPERSON COMPARES "MONTHLY" COSTS AMONG APPLIANCES</b>															
NEARLY ALWAYS	4 5.3	6.7	0	0	0	20.0	2.3	6.8	5.8	5.4	5.6	5.6	5.6	5.6	5.6
QUITE OFTEN	7 9.3	13.3	13.3	6.7	0	13.3	7.0	10.2	10.1	9.5	9.9	9.9	9.7	9.7	9.7
RARELY	9 12.0	33.3	13.3	6.7	0	6.7	9.3	11.9	11.6	12.2	12.7	12.7	12.5	12.5	12.5
JUST ABOUT NEVER	4 5.3	0	6.7	6.7	6.7	6.7	7.0	5.1	5.8	5.4	5.6	5.6	5.6	5.6	5.6
SALESPERSON JUST ABOUT NEVER QUOTES A MONTHLY COST	24 32.0	26.7	20.0	40.0	40.0	33.3	27.9	37.3	34.8	32.4	33.8	33.8	33.3	33.3	33.3
TOPIC OF COSTS OF ELECTRICAL CONSUMPTION JUST ABOUT NEVER RAISED	27 36.0	20.0	46.7	40.0	53.3	20.0	46.5	28.8	31.9	35.1	32.4	32.4	33.3	33.3	33.3
<b>SALESPERSON COMPARES "10-YEAR" COSTS AMONG APPLIANCES</b>															
NEARLY ALWAYS	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
QUITE OFTEN	1 1.3	0	0	0	0	6.7	0	1.7	1.4	1.4	1.4	1.4	1.4	1.4	1.4
RARELY	8 10.7	33.3	6.7	6.7	0	6.7	9.3	11.9	10.1	10.8	11.3	11.3	11.1	11.1	11.1
JUST ABOUT NEVER	2 2.7	6.7	6.7	0	0	0	2.3	3.4	2.9	2.7	2.8	2.8	2.8	2.8	2.8
SALESPERSON JUST ABOUT NEVER QUOTES A 10-YEAR COST	37 49.3	40.0	40.0	53.3	46.7	66.7	41.9	54.2	53.6	50.0	52.1	52.1	51.4	51.4	51.4
TOPIC OF COSTS OF ELECTRICAL CONSUMPTION JUST ABOUT NEVER RAISED	27 36.0	20.0	46.7	40.0	53.3	20.0	46.5	28.8	31.9	35.1	32.4	32.4	33.3	33.3	33.3

TABLE 9  
G. 5 ENERGUIDE DIRECTORY 1983, AWARENESS AND EXTENT OF USE  
BASE TOTAL RESPONDENTS

	TOTAL	REGION					BRANDS IN APPLIANCES SOLD IN STORE							
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	TWO OR MORE		ONE ONLY	FREEZ- ERS	DISH- WASHR	FRIDG	STOVE	DRYER
		15	15	15	15	15	43	59	69	74	71	71	72	72
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	59 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
<b>AWARENESS</b>														
TOTAL SALESPERSONS AWARE OF ENERGUIDE DIRECTORY	53 70.7	8 53.3	11 73.3	13 86.7	12 80.0	9 60.0	26 60.5	41 69.5	51 73.9	52 70.3	52 73.2	52 73.2	52 72.2	52 72.2
-AWARE UNAIDED	50 66.7	8 53.3	11 73.3	13 86.7	10 66.7	8 53.3	25 58.1	38 64.4	48 69.6	50 67.6	50 70.4	50 70.4	50 69.4	50 69.4
-AWARE AIDED	3 4.0	0 .0	0 .0	0 .0	2 13.3	1 6.7	1 2.3	3 5.1	3 4.3	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8
TOTAL SALESPERSONS UNAWARE	22 29.3	7 46.7	4 26.7	2 13.3	3 20.0	6 40.0	17 39.5	18 30.5	18 26.1	22 29.7	19 26.8	19 26.8	20 27.8	20 27.8
<b>AVAILABILITY OF DIRECTORY</b>														
DIRECTORY PRESENTLY AVAILABLE IN STORE	31 41.3	1 6.7	4 26.7	8 53.3	9 60.0	9 60.0	18 41.9	21 35.6	30 43.5	31 41.9	31 43.7	31 43.7	31 43.1	31 43.1
PRESENTLY UNAVAILABLE BUT HAS BEEN PREVIOUSLY	12 16.0	3 20.0	2 13.3	4 26.7	3 20.0	0 .0	6 14.0	10 16.9	12 17.4	11 14.9	11 15.5	11 15.5	11 15.3	11 15.3
HAS NEVER BEEN AVAILABLE	10 13.3	4 26.7	5 33.3	1 6.7	0 .0	0 .0	2 4.7	10 16.9	9 13.0	10 13.5	10 14.1	10 14.1	10 13.9	10 13.9
SALESPERSON DOESN'T KNOW	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0
SALESPERSON NOT AWARE	22 29.3	7 46.7	4 26.7	2 13.3	3 20.0	6 40.0	17 39.5	18 30.5	18 26.1	22 29.7	19 26.8	19 26.8	20 27.8	20 27.8
<b>CONSULTATION OF DIRECTORY</b>														
HAS CONSULTED THE DIRECTORY	33 44.0	3 20.0	5 33.3	9 60.0	9 60.0	7 46.7	21 48.8	22 37.3	32 46.4	33 44.6	33 46.5	33 46.5	33 45.8	33 45.8
HAS NOT CONSULTED THE DIRECTORY	10 13.3	1 6.7	1 6.7	3 20.0	3 20.0	2 13.3	3 7.0	9 15.3	10 14.5	9 12.2	9 12.7	9 12.7	9 12.5	9 12.5
IS NOT AWARE OF DIRECTORY	22 29.3	7 46.7	4 26.7	2 13.3	3 20.0	6 40.0	17 39.5	18 30.5	18 26.1	22 29.7	19 26.8	19 26.8	20 27.8	20 27.8
DIRECTORY NEVER BEEN IN STORE/ SALESPERSON DOESN'T KNOW	10 13.3	4 26.7	5 33.3	1 6.7	0 .0	0 .0	2 4.7	10 16.9	9 13.0	10 13.5	10 14.1	10 14.1	10 13.9	10 13.9

TABLE 9  
9.3 ENERGUIDE DIRECTORY 1983, AWARENESS AND EXTENT OF USE  
BASE TOTAL RESPONDENTS

	TOTAL	REGION					BRANDS IN STORE								APPLIANCES SOLD IN STORE										
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	ONE ONLY	TWO OR MORE	FREEZ	DISH- WASHR	FRIDG	STOVE	DRYER	WASHR	ONE ONLY	TWO OR MORE	FREEZ	DISH- WASHR	FRIDG	STOVE	DRYER	WASHR			
BASE FOR PERCENTAGES	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	59 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0	21 48.8	22 37.3	32 46.4	33 44.6	33 46.5	33 46.5	33 45.8	33 45.8			
EXTENT OF DIRECTORY USE																									
TOTAL SALESPERSONS IN STORES THAT HAVE/HAVE HAD DIRECTORY AND HAVE CONSULTED IT	33 44.0	3 20.0	5 33.3	9 60.0	9 60.0	7 46.7	21 48.8	22 37.3	32 46.4	33 44.6	33 46.5	33 46.5	33 45.8	33 45.8	2 2.7	0 0	0 0	0 0	2 2.3	1 1.7	2 2.7	2 2.7	2 2.8	2 2.8	2 2.8
USES BOOKLET IN DISCUSSIONS WITH CUSTOMER																									
NEARLY ALWAYS	2 2.7	0 0	0 0	0 0	0 0	2 13.3	1 2.3	1 2.3	2 13.3	0 0	2 13.3	2 13.3	2 13.3	2 13.3	1 2.3	1 1.7	2 2.7	2 2.7	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8		
QUITE OFTEN	4 5.3	0 0	0 0	2 13.3	2 13.3	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	4 5.3	4 6.8	4 5.8	4 5.4	4 5.6	4 5.6	4 5.6	4 5.6	4 5.6		
RARELY	13 17.3	2 13.3	2 13.3	3 20.0	4 26.7	2 13.3	2 13.3	2 13.3	2 13.3	2 13.3	2 13.3	2 13.3	2 13.3	2 13.3	16 16.3	13 13.6	13 18.8	13 17.6	13 18.3	13 18.3	13 18.1	13 18.1	13 18.1		
JUST ABOUT NEVER	14 18.7	1 6.7	3 20.0	4 26.7	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	25 25.6	15 15.3	13 18.8	13 18.9	14 19.7	14 19.7	14 19.4	14 19.4	14 19.4			
SHOWS PAGE 3 (METHOD OF CALCULATING COSTS)																									
NEARLY ALWAYS	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0		
QUITE OFTEN	2 2.7	0 0	0 0	1 6.7	0 0	1 6.7	0 0	1 6.7	0 0	1 6.7	0 0	1 6.7	0 0	1 6.7	4 4.7	1 1.7	2 2.9	2 2.7	2 2.8	2 2.8	2 2.8	2 2.8	2 2.8		
RARELY	5 6.7	0 0	1 6.7	2 13.3	1 6.7	1 6.7	1 6.7	1 6.7	1 6.7	1 6.7	1 6.7	1 6.7	1 6.7	4 4.7	6 6.8	5 5.8	5 5.4	5 5.6	5 5.6	5 5.6	5 5.6	5 5.6	5 5.6		
JUST ABOUT NEVER	12 16.0	2 13.3	1 6.7	2 13.3	5 33.3	2 13.3	2 13.3	2 13.3	2 13.3	2 13.3	2 13.3	2 13.3	2 13.3	14 14.0	8 13.6	12 17.4	12 16.2	12 16.9	12 16.9	12 16.7	12 16.7	12 16.7	12 16.7		
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	14 18.7	1 6.7	3 20.0	4 26.7	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	25 25.6	15 15.3	13 18.8	13 18.9	14 19.7	14 19.7	14 19.4	14 19.4	14 19.4	14 19.4		
SHOWS PAGE 5 (10-YEAR COST CHART)																									
NEARLY ALWAYS	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0	0 .0		
QUITE OFTEN	1 1.3	0 0	0 0	0 0	0 0	0 0	1 6.7	0 0	1 6.7	0 0	1 6.7	0 0	1 6.7	2 2.3	0 0	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4	1 1.4		
RARELY	4 5.3	0 0	1 6.7	1 6.7	2 13.3	2 13.3	0 0	0 0	0 0	0 0	0 0	0 0	0 0	4 4.7	3 5.1	4 5.8	4 5.4	4 5.6	4 5.6	4 5.6	4 5.6	4 5.6	4 5.6		
JUST ABOUT NEVER	14 18.7	2 13.3	1 6.7	4 26.7	4 26.7	4 26.7	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	16 16.3	10 16.9	14 20.3	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4	14 19.4	14 19.4		
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	14 18.7	1 6.7	3 20.0	4 26.7	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	3 20.0	25 25.6	15 15.3	13 18.8	13 18.9	14 19.7	14 19.7	14 19.4	14 19.4	14 19.4	14 19.4		

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TABLE 9  
 G. 5 ENERGUIDE DIRECTORY 1983, AWARENESS AND EXTENT OF USE  
 BASE TOTAL RESPONDENTS

	TOTAL	REGION						BRANDS IN STORE							
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	ONE ONLY	TWO OR MORE	FREEZ- ERS	DISH- WASHR	FRIDG	STOVE	DRYER	WASHR	
		75	15	15	15	15	43	39	69	74	71	71	72	72	
BASE FOR PERCENTAGES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
<b>EXTENT OF DIRECTORY USE</b>															
SHOWS LISTS OF MODELS WITH ENERGY CONSUMPTION															
NEARLY ALWAYS	4	0	0	1	2	1	4.7	5.1	5.8	5.4	5.6	5.6	5.6	5.6	5.6
QUITE OFTEN	5.3	0	0	6.7	13.3	6.7	2.3	3.4	2.9	2.7	2.8	2.8	2.8	2.8	2.8
RARELY	2	0	0	1	1	0	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
JUST ABOUT NEVER	2.7	0	0	6.7	6.7	0	7.0	8.5	10.1	9.5	9.9	9.9	9.7	9.7	9.7
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	8.0	13.3	6.7	13.3	0	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY OR WHO NEVER CONSULTED IT	18.7	6.7	20.0	26.7	20.0	20.0	25.6	15.3	18.8	18.9	19.7	19.7	19.4	19.4	19.4
EXTENT OF GIVING OUT DIRECTORY	42	12	10	6	6	8	22	37	37	41	38	38	39	39	39
TOTAL SALESPERSONS IN STORES THAT HAVE/HAVE HAD DIRECTORY	56.0	80.0	66.7	40.0	40.0	53.3	51.2	62.7	53.6	55.4	53.5	53.5	54.2	54.2	54.2
HAVE GIVEN DIRECTORY TO CUSTOMERS LOOKING BUT NOT BUYING	43	26.7	40.0	80.0	80.0	60.0	55.8	52.5	60.9	56.8	59.2	59.2	58.3	58.3	58.3
NEARLY ALWAYS	57.3	0	0	0	13.3	0	24	31	42	42	42	42	42	42	42
QUITE OFTEN	2.7	0	0	0	13.3	0	4.7	0	2.9	2.7	2.8	2.8	2.8	2.8	2.8
RARELY	6	6.7	0	2	1	2	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
JUST ABOUT NEVER	8.0	13.3	13.3	26.7	33.3	13.3	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	17	2	2	4	5	4	11.6	27.1	24.6	21.6	22.5	22.5	22.2	22.2	22.2
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY	22.7	13.3	13.3	26.7	33.3	26.7	25.6	15.3	18.8	18.9	19.7	19.7	19.4	19.4	19.4
HAVE GIVEN DIRECTORY TO CUSTOMERS WHO BOUGHT	14	1	3	4	3	3	11.6	27.1	24.6	21.6	22.5	22.5	22.2	22.2	22.2
NEARLY ALWAYS	18.7	6.7	20.0	26.7	20.0	20.0	25.6	15.3	18.8	18.9	19.7	19.7	19.4	19.4	19.4
QUITE OFTEN	1.3	0	0	0	0	1	2.3	0	1.4	1.4	1.4	1.4	1.4	1.4	1.4
RARELY	3	0	0	1	1	1	4.7	3.4	4.3	4.1	4.2	4.2	4.2	4.2	4.2
JUST ABOUT NEVER	4.0	0	0	6.7	6.7	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	6	6.7	6.7	6.7	13.3	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY	19	2	2	6	6	3	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
NEARLY ALWAYS	25.3	13.3	13.3	40.0	40.0	20.0	25.6	15.3	18.8	18.9	19.7	19.7	19.4	19.4	19.4
QUITE OFTEN	1.9	0	0	0	0	0	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
RARELY	3	0	0	1	1	1	4.7	3.4	4.3	4.1	4.2	4.2	4.2	4.2	4.2
JUST ABOUT NEVER	4.0	0	0	6.7	6.7	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	6	6.7	6.7	6.7	13.3	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY	14	1	3	4	3	3	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
NEARLY ALWAYS	18.7	6.7	20.0	26.7	20.0	20.0	25.6	15.3	18.8	18.9	19.7	19.7	19.4	19.4	19.4
QUITE OFTEN	1.4	0	0	0	0	0	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
RARELY	3	0	0	1	1	1	4.7	3.4	4.3	4.1	4.2	4.2	4.2	4.2	4.2
JUST ABOUT NEVER	4.0	0	0	6.7	6.7	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	6	6.7	6.7	6.7	13.3	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY	14	1	3	4	3	3	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
NEARLY ALWAYS	18.7	6.7	20.0	26.7	20.0	20.0	25.6	15.3	18.8	18.9	19.7	19.7	19.4	19.4	19.4
QUITE OFTEN	1.4	0	0	0	0	0	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
RARELY	3	0	0	1	1	1	4.7	3.4	4.3	4.1	4.2	4.2	4.2	4.2	4.2
JUST ABOUT NEVER	4.0	0	0	6.7	6.7	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	6	6.7	6.7	6.7	13.3	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY	14	1	3	4	3	3	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
NEARLY ALWAYS	18.7	6.7	20.0	26.7	20.0	20.0	25.6	15.3	18.8	18.9	19.7	19.7	19.4	19.4	19.4
QUITE OFTEN	1.4	0	0	0	0	0	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
RARELY	3	0	0	1	1	1	4.7	3.4	4.3	4.1	4.2	4.2	4.2	4.2	4.2
JUST ABOUT NEVER	4.0	0	0	6.7	6.7	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	6	6.7	6.7	6.7	13.3	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY	14	1	3	4	3	3	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
NEARLY ALWAYS	18.7	6.7	20.0	26.7	20.0	20.0	25.6	15.3	18.8	18.9	19.7	19.7	19.4	19.4	19.4
QUITE OFTEN	1.4	0	0	0	0	0	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
RARELY	3	0	0	1	1	1	4.7	3.4	4.3	4.1	4.2	4.2	4.2	4.2	4.2
JUST ABOUT NEVER	4.0	0	0	6.7	6.7	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	6	6.7	6.7	6.7	13.3	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY	14	1	3	4	3	3	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
NEARLY ALWAYS	18.7	6.7	20.0	26.7	20.0	20.0	25.6	15.3	18.8	18.9	19.7	19.7	19.4	19.4	19.4
QUITE OFTEN	1.4	0	0	0	0	0	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
RARELY	3	0	0	1	1	1	4.7	3.4	4.3	4.1	4.2	4.2	4.2	4.2	4.2
JUST ABOUT NEVER	4.0	0	0	6.7	6.7	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	6	6.7	6.7	6.7	13.3	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY	14	1	3	4	3	3	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
NEARLY ALWAYS	18.7	6.7	20.0	26.7	20.0	20.0	25.6	15.3	18.8	18.9	19.7	19.7	19.4	19.4	19.4
QUITE OFTEN	1.4	0	0	0	0	0	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
RARELY	3	0	0	1	1	1	4.7	3.4	4.3	4.1	4.2	4.2	4.2	4.2	4.2
JUST ABOUT NEVER	4.0	0	0	6.7	6.7	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	6	6.7	6.7	6.7	13.3	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY	14	1	3	4	3	3	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
NEARLY ALWAYS	18.7	6.7	20.0	26.7	20.0	20.0	25.6	15.3	18.8	18.9	19.7	19.7	19.4	19.4	19.4
QUITE OFTEN	1.4	0	0	0	0	0	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
RARELY	3	0	0	1	1	1	4.7	3.4	4.3	4.1	4.2	4.2	4.2	4.2	4.2
JUST ABOUT NEVER	4.0	0	0	6.7	6.7	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	6	6.7	6.7	6.7	13.3	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY	14	1	3	4	3	3	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
NEARLY ALWAYS	18.7	6.7	20.0	26.7	20.0	20.0	25.6	15.3	18.8	18.9	19.7	19.7	19.4	19.4	19.4
QUITE OFTEN	1.4	0	0	0	0	0	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
RARELY	3	0	0	1	1	1	4.7	3.4	4.3	4.1	4.2	4.2	4.2	4.2	4.2
JUST ABOUT NEVER	4.0	0	0	6.7	6.7	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	6	6.7	6.7	6.7	13.3	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY	14	1	3	4	3	3	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
NEARLY ALWAYS	18.7	6.7	20.0	26.7	20.0	20.0	25.6	15.3	18.8	18.9	19.7	19.7	19.4	19.4	19.4
QUITE OFTEN	1.4	0	0	0	0	0	14.0	28.8	27.5	24.3	25.4	25.4	25.0	25.0	25.0
RARELY	3	0	0	1	1	1	4.7	3.4	4.3	4.1	4.2	4.2	4.2	4.2	4.2
JUST ABOUT NEVER	4.0	0	0	6.7	6.7	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
JUST ABOUT NEVER USES BOOKLET WITH CUSTOMERS	6	6.7	6.7	6.7	13.3	6.7	9.3	5.1	8.7	8.1	8.5	8.5	8.3	8.3	8.3
TOTAL SALESPERSONS IN STORES WHICH NEVER HAD DIRECTORY	14	1	3	4	3	3	14.0	28.8	27.5	24.3	25.4	25			

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TABLE 10  
 Q. 9/10 ENERGUIDE DIRECTORY 1983, LEVEL OF USEFULNESS FOR SALESPERSON  
 AND FOR CONSUMER  
 BASE TOTAL RESPONDENTS

	TOTAL	REGION					BRANDS IN STORE							
		HAL- IFAX	MONT- REAL	TOR- ONTO	WIN- NIPEG	VANC- OUVER	ONE ONLY	TWO OR MORE	FREEZ- ERS	DISH- WASHR	FRIDG	STOVE	DRYER	WASHR
BASE: TOTAL FIND IT NOT VERY NOT AT ALL USEFUL	23 100.0	1 100.0	4 100.0	9 100.0	5 100.0	4 100.0	13 100.0	15 100.0	22 100.0	23 100.0	23 100.0	23 100.0	23 100.0	23 100.0
REASONS NOT USEFUL														
CUSTOMERS ARE NOT INTERESTED IN THE COST OF ENERGY	4.3	0 .0	25.0 25.0	1 33.3	0 20.0	0 1	7.7 15.4	0 20.0	4.5 22.7	4.3 21.7	4.3 21.7	4.3 21.7	4.3 21.7	4.3 21.7
CUSTOMERS AREN'T CONCERNED ABOUT ENERGY/IT'S NOT IMPORTANT TO THEM	5 21.7	0 .0	25.0 25.0	1 33.3	3 20.0	0 0	2 15.4	3 20.0	5 21.7	5 21.7	5 21.7	5 21.7	5 21.7	5 21.7
ENERGUIDE LABEL GIVES ENOUGH INFORMATION BY ITSELF	4 17.4	0 .0	25.0 25.0	1 22.2	2 0	0 25.0	2 15.4	3 20.0	4 18.2	4 17.4	4 17.4	4 17.4	4 17.4	4 17.4
BY THE TIME THE BOOKLET COMES IN, IT NO LONGER APPLIES FOR THE MODELS IN STORE	2 8.7	1 100.0	0 .0	0 .0	1 20.0	0 0	2 15.4	1 6.7	2 9.1	2 8.7	2 8.7	2 8.7	2 8.7	2 8.7
ENERGY SAVINGS ARE NOT THAT IMPORTANT/THE CONSUMPTION IS PRACTICALLY THE SAME FOR MOST MODELS	5 21.7	0 .0	0 0	2 22.2	2 40.0	2 25.0	2 15.4	3 20.0	4 18.2	5 21.7	5 21.7	5 21.7	5 21.7	5 21.7
IT'S TOO TECHNICAL/TOO MANY STATISTICS	3 13.0	0 .0	25.0 25.0	1 11.1	1 20.0	0 0	2 15.4	1 6.7	3 13.6	3 13.0	3 13.0	3 13.0	3 13.0	3 13.0
THE COST PER KWH IS MINIMAL/OUR ELECTRICITY IS CHEAP	2 8.7	0 .0	0 0	0 0	2 40.0	0 0	0 .0	2 13.3	2 9.1	2 8.7	2 8.7	2 8.7	2 8.7	2 8.7
MISCELLANEOUS SINGLE MENTIONS	3 13.0	0 .0	0 0	2 22.2	0 0	1 25.0	2 15.4	3 20.0	3 13.6	3 13.0	3 13.0	3 13.0	3 13.0	3 13.0
DON'T KNOW/NOT STATED	1 4.3	0 .0	0 0	0 0	0 0	1 25.0	1 7.7	1 6.7	1 4.5	1 4.3	1 4.3	1 4.3	1 4.3	1 4.3
BASE: TOTAL RESPONDENTS	75 100.0	15 100.0	15 100.0	15 100.0	15 100.0	15 100.0	43 100.0	59 100.0	69 100.0	74 100.0	71 100.0	71 100.0	72 100.0	72 100.0
SALESPERSON FEELS DIRECTORY FOR CUSTOMER IS														
VERY USEFUL	5 6.7	0 .0	0 .0	0 .0	4 26.7	1 6.7	2 4.7	3 5.1	3 7.2	3 6.8	3 7.0	3 7.0	5 6.9	5 6.9
QUITE USEFUL	11 14.7	1 6.7	1 6.7	3 20.0	4 26.7	2 13.3	6 14.0	11 18.6	11 15.9	10 13.5	10 14.1	10 14.1	10 13.9	10 13.9
NOT VERY USEFUL	13 17.3	3 20.0	3 20.0	3 20.0	2 13.3	2 13.3	8 18.6	8 13.6	13 18.8	13 17.6	13 18.3	13 18.3	13 18.1	13 18.1
NOT AT ALL USEFUL	14 18.7	0 .0	2 13.3	6 40.0	2 13.3	4 26.7	8 18.6	9 15.3	13 18.8	14 18.9	14 19.7	14 19.7	14 19.4	14 19.4
DOES NOT HAVE DIRECTORY IN STORE	32 42.7	11 73.3	9 60.0	3 20.0	3 20.0	6 40.0	19 44.2	28 47.3	27 39.1	32 43.2	29 40.8	29 40.8	30 41.7	30 41.7

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     AND FOR CONSUMER  
 BASE TOTAL RESPONDENTS

INTERVIEW WITH THE SALESPERSON

5-3 (6)

STORE: \_\_\_\_\_ CITY: Halifax ..... 7-1 Winnipeg ... 4  
 ADDRESS: \_\_\_\_\_ Montreal ..... 2 Vancouver .. 5  
 DATE: \_\_\_\_\_ Toronto ..... 3

Hello I'm \_\_\_\_\_ from Canadian Facts, a market research firm. We are conducting a study for the Federal government in stores across Canada in order to gather information on consumers who want to purchase large household appliances like fridges, freezers and dishwashers.

We are interviewing salespeople because they are the ones who come in contact with consumers.

- A. Do you, yourself, sell major household electrical appliances such as refrigerators, freezers, dishwashers, etc.?

YES .....

NO .....  **[ASK TO SPEAK TO SALESPERSON]**

- B. How long have you been selling this type of appliance?

\_\_\_\_\_ IF LESS THAN 6 MONTHS, ASK TO SPEAK TO A  
 (SPECIFY) SALESPERSON WITH AT LEAST 6 MONTHS EXPERIENCE

- C. Could you give me a few minutes of your time?

YES .....  IF NECESSARY GET AUTHORIZATION FROM THE STORE  
 MANAGER OR OWNER AND PRESENT THE LETTER FROM  
 "CONSUMER AND CORPORATE AFFAIRS CANADA".  
 NO .....

- D. First of all could you tell me which of the following electrical appliances are sold by your store? (READ LIST)

- E. (FOR EACH TYPE SOLD, ASK:) How many different brands of (APPLIANCE) do you stock here?

	<u>Q.D</u>		<u>Q.E</u>
	<u>TYPES OF APPLIANCE SOLD</u>	<u>YES</u>	<u>NUMBER OF BRANDS</u>
	<u>NO</u>		
Freezers .....	8-1 .....	9-1	10-
Dishwashers .....	2 .....	2	11-
Refrigerators .....	.. 3 .....	3	12-
Stove/Range .....	4 .....	4	13-
Clothes dryer .....	5 .....	5	14-
Clothes washer .....	6 .....	6	15-

## 1. (HAND BLUE CARD)

Based on your experience as a salesperson, please tell me how much importance customers give to each of the following characteristics when shopping for household appliances like fridges, freezers or dishwashers. For example, is... (READ CHARACTERISTIC MARKED 'X') considered very important, quite important, not very important or not at all important?

(REPEAT FOR EACH CHARACTERISTIC)

	<u>VERY IMPORTANT</u>	<u>QUITE IMPORTANT</u>	<u>NOT VERY IMPORTANT</u>	<u>NOT AT ALL IMPORTANT</u>
( ) COLOUR .....	16-1	2	3	4
( ) CHOICE OF DELIVERY DATE .....	17-1	2	3	4
( ) ENERGY CONSUMPTION .....	18-1	2	3	4
( ) GUARANTY .....	19-1	2	3	4
( ) PRICE .....	20-1	2	3	4
( ) SIZE .....	21-1	2	3	4
( ) SPECIAL FEATURES .....	22-1	2	3	4
( ) INFORMATION OBTAINED FROM SALESPERSON.	23-1	2	3	4

SAY: The following questions are about the energy consumption of major household electric appliances. We are interested in knowing the extent to which the energy consumption of these appliances is important in the discussions you have with customers.

2. During the course of your exchanges with customers who come here to shop for this type of appliance, does it ever happen that things such as kilowatt-hours, energy costs or even the ENERGUIDE labels on these appliances, are discussed whether you raise the point yourself or whether the customer does? For example, based on your experience as a salesperson, with about what percentage of customers does it happen? (EVEN AN APPROXIMATE % WOULD BE GOOD ENOUGH)

NEVER ... 24-1 GO TO QU.5

1 or 2% .... 2	21 to 30% ... 6	61 to 70% ... 0
3 to 5% .... 3	31 to 40% ... 7	71 to 80% .25-1
6 to 10% ... 4	41 to 50% ... 8	81 to 90% ... 2
11 to 20% .. 5	51 to 60% ... 9	91 to 100% .. 3

- IF THE STORE SELLS ONLY ONE OF THE 6 TYPES OF APPLIANCE - GO TO Q.4  
 - IF MORE THAN ONE TYPE OF APPLIANCE SOLD IN THE STORE (SEE Q.D), ASK:

(26)

3. Based on your experience, is the question of energy consumption brought up more often for one of these types of appliance or is it brought up with about the same frequency whatever the type of appliance?

More often with some  
appliance(s) ..... 27-a) With what type of appliance is the question of  
energy consumption brought up most often?Same, whatever the  
appliance ..... 2

-b) And with which one is it brought up least often?

<u>-a) MOST OFTEN</u>	<u>-b) LEAST OFTEN</u>	<u>NOT SOLD</u>
-------------------------------	--------------------------------	---------------------

Freezers .....	28-1	29-1	[ ]
Dishwashers .....	2	2	[ ]
Refrigerators .....	3	3	[ ]
Stove/range .....	4	4	[ ]
Clothes dryer .....	5	5	[ ]
Clothes washer .....	6	6	[ ]

(HAND YELLOW CARD)

4. In order to better understand what happens when a customer comes to see you to talk about major household appliances, please tell me with the help of this card how often the following situations arise.

REPEAT THE QUESTIONS IF NECESSARY	MARILY ALWAYS	QUITE OFTEN	RARELY	JUST ABOUT NEVER	
-a) Do customers ever bring up <u>on their own</u> the topic of energy consumption? ...30-1 .... 2 .... 3 .... 4	30-1	2	3	4	GO TO -b)
- In those instances when the customer brings up the topic <u>on his/her own</u> , in how many cases is it due to the ENERGUIDE label? .....31-1 .... 2 .... 3 .... 4	31-1	2	3	4	
-b) When the customer does not bring up the topic of energy consumption on his/her own, do you ever bring it up <u>yourself</u> ?..32-1 .... 2 .... 3 .... 4	32-1	2	3	4	GO TO -c)
- When you bring the topic up yourself, do you do so by pointing out the ENERGUIDE label? .....33-1 .... 2 .... 3 .... 4	33-1	2	3	4	
-c) In your discussions with customers, are comparisons made <u>from one appliance to another</u> in terms of the number of KWH indicated on each? .....34-1 .... 2 .... 3 .... 4	34-1	2	3	4	
-d) In your discussions with customers, is the topic of costs, in either dollars or cents, raised in connection with the energy consumption of these appliances?.35-1 .... 2 .... 3 .... 4	35-1	2	3	4	GO TO Q.5
-e) In your discussions with customers, is the topic of the cost of one kilo-watt-hour raised? .....36-1 .... 2 .... 3 .... 4	36-1	2	3	4	GO TO -f)
- What amount do you quote for the cost of a KWH? WRITE IN: _____¢	37-	38-	39-	40-	
-f) Do you ever quote a <u>monthly</u> amount for the cost of the energy consumed by a particular model? .....41-1 .... 2 .... 3 .... 4	41-1	2	3	4	GO TO -h)
-g) Do you ever compare the <u>monthly</u> costs of electricity of one model versus another?42-1 .... 2 .... 3 .... 4	42-1	2	3	4	
-h) When talking to customers, do you ever quote the cost of energy consumed by a particular model calculated <u>over a period of 10 years</u> ? .....43-1 .... 2 .... 3 .... 4	43-1	2	3	4	GO TO Q.5
-i) Do you ever compare one model versus another in terms of the costs of energy calculated over 10 years? .....44-1 .... 2 .... 3 .... 4	44-1	2	3	4	

- 5-a) Are you familiar with the booklet "ENERGUIDE DIRECTORY 1983" published by Consumer and Corporate Affairs Canada?

YES ..... 45-1

NO ..... 2

-b) **SHOW BOOKLET:** Do you remember ever seeing this booklet?

YES ..... 46-1

NO ..... 2 **END INTERVIEW**

**SHOW BOOKLET**

6. Do you have this booklet in the store?

YES ..... 47-1

NO ..... 2

Have you ever had it in the store?

YES ..... 48-1

NO ..... 2 **END INTERVIEW**

DON'T KNOW .. 3

7. Have you ever personally consulted this booklet?

YES ..... 49-1

NO ..... 2 **GO TO Q.8-e)**

8. **HAND YELLOW CARD**

	NEARLY <u>ALWAYS</u>	QUITE <u>OFTEN</u>	RARELY	JUST ABOUT <u>NEVER</u>
--	-------------------------	-----------------------	--------	-------------------------------

- a) Do you ever use this booklet in your discussions with customers? ..... 50-1 .... 2 .... 3 ... 4 **GO TO Q.9**
- b) Do you ever show customers Page 3 of the booklet where the method of calculating the cost of electricity is described? ..... 51-1 .... 2 .... 3 ... 4
- c) Do you ever show customers Page 5 of the booklet which has a comparison chart for the cost of electricity over a 10 year period? ..... 52-1 .... 2 .... 3 .... 4
- d) Do you ever show customers the part of the booklet that lists all the models and their respective energy consumption? ..... 53-1 .... 2 .... 3 ... 4
- e) Do you ever give this booklet to people who are only looking for information and not buying? ..... 54-1 .... 2 .... 3 ... 4
- f) Do you ever give this booklet to customers who have bought an appliance? ..... 55-1 .... 2 .... 3 ... 4

- 9-a) As a salesperson would you say that for you personally this booklet is... (READ LIST)

Very useful .....	56	-1 -b) In what way is it useful?	
Quite useful .....	2	57-	
		58-	
		59-	
Not very useful .....	3	-c) Why isn't it more useful?	
Or, Not at all useful? ..	4	60-	
		61-	
		62-	

- 10-a) What about for customers who come and see you, would you say this booklet is... (READ LIST)

Very useful .....	63	-1 -b) In what way is it useful?	
Quite useful .....	2	64-	
		65-	
		66-	
		67-	
Not very useful .....	3	-c) Why isn't it more useful?	
Or, Not at all useful? ..	4	68-	
		69-	
		70-	
		71-	

(72/80)

MAGASIN: \_\_\_\_\_

ADRESSE: \_\_\_\_\_ Montréal ..... 7-2

DATE: \_\_\_\_\_

Bonjour/soir, je suis \_\_\_\_\_ de Réalités Canadiennes, une maison de recherche. Présentement nous faisons une étude pour le compte du gouvernement, dans des magasins à travers le Canada afin de recueillir des renseignements sur les comportements des consommateurs qui veulent acheter de gros appareils ménagers tels que réfrigérateurs, congélateurs, lave-vaisselle etc.

Nous interviewons donc des vendeurs puisque ce sont eux qui sont en contact avec les consommateurs.

- A. Êtes-vous vous-même un vendeur d'appareils électro-ménagers tels que des réfrigérateurs, congélateurs, lave-vaisselle, etc.?

OUI ..... [ ]

NON (AUCUN) ..... [ ] DEMANDEZ À PARLER À UN VENDEUR

- B. Depuis combien de temps vendez-vous ces appareils?

\_\_\_\_\_ SI MOINS DE 6 MOIS, DEMANDEZ À PARLER À UN  
(PRÉCISEZ) VENDEUR QUI AURAIT AU MOINS 6 MOIS D'EXPÉRIENCE

- C. Pouvez-vous m'accorder quelques minutes de votre temps?

OUI ..... [ ] SI NÉCESSAIRE OBTENEZ L'AUTORISATION DU GÉRANT OU  
PROPRIÉTAIRE ET PRÉSENTEZ LA LETTRE D'INTRODUCTION DE  
NON ..... [ ] "CONSOMMATION ET CORPORATIONS CANADA".

- D. D'abord, voulez-vous me dire lesquels des appareils électriques suivants sont vendus dans votre magasin? (LISEZ LA LISTE)

- E. POUR CHAQUE TYPE D'APPAREIL VENDU, DEMANDEZ: Combien de marques différentes de (APPAREIL) avez-vous en stock ici?

	<u>OUI</u>		<u>OUI</u> <u>NOMBRE DE MARQUES</u>
	<u>D</u> <u>TYPES D'APPAREILS VENDUS</u>	<u>N</u> <u>ON</u>	
Congélateurs .....	8-1 .....	9-1	10-
Lave-vaisselle .....	2 .....	2	11-
Réfrigérateurs .....	3 .....	3	12-
Cuisinières électriques .....	4 .....	4	13-
Sécheuses .....	5 .....	5	14-
Machines à laver .....	6 .....	6	15-

## 1. (PRÉSENTER LA CARTE BLEUE)

D'après votre expérience de vendeur, dites-moi quelle importance les clients accordent à chacun des critères suivants lorsqu'ils magasinent pour des appareils électriques comme des réfrigérateurs, des congélateurs ou des lave-vaisselle. Par exemple, est-ce que... (LIRE LE CRITÈRE MARQUÉ D'UN 'X') est un critère qu'ils jugent très important, assez important, pas très important ou pas du tout important?

(RÉPETER POUR CHAQUE CRITÈRE)

	TRÈS IMPORTANT	ASSEZ IMPORTANT	PAS TRÈS IMPORTANT	PAS DU TOUT IMPORTANT
( ) LA COULEUR .....	16-1	2	3	4
( ) LE CHOIX DE LA DATE DE LIVRAISON .....	17-1	2	3	4
( ) LA CONSOMMATION D'ÉLECTRICITÉ .....	18-1	2	3	4
( ) LA GARANTIE .....	19-1	2	3	4
( ) LE PRIX .....	20-1	2	3	4
( ) LES DIMENSIONS (GRANDEUR) .....	21-1	2	3	4
( ) LES CARACTÉRISTIQUES SPÉCIALES .....	22-1	2	3	4
( ) LES INFORMATIONS OBTENUES DU VENDEUR ..	23-1	2	3	4

DITES: Les questions qui suivent se rapportent à la consommation d'électricité d'appareils électro-ménagers. En fait, nous voulons voir quelle est l'importance de la consommation d'électricité de ces appareils dans les conversations que vous avez avec les clients.

2. Au cours des échanges que vous avez avec les clients qui viennent ici pour ces types d'appareils, est-ce qu'il arrive qu'il est question de choses telles que les kilowattheures, les coûts de l'électricité ou même simplement de l'étiquette d'ENERGUIDE sur les appareils que ce soit vous ou le client qui soulevez la question? Par exemple, basé sur votre expérience de vendeur, avec environ quel % de clients est-ce que ça arrive? (MÊME UN NOMBRE APPROXIMATIF SUFFIT).

Jamais ..24-1	<b>PASSEZ À 5</b>		
1 ou 2% ... 2	21 à 30% .... 6	61 à 70% .... 0	
3 à 5% .... 3	31 à 40% .... 7	71 à 80% ..25-1	
6 à 10% ... 4	41 à 50% .... 8	81 à 90% .... 2	
11 à 20% ... 5	51 à 60% .... 9	91 à 100% ... 3	

- SI LE MAGASIN VEND UN SEUL DES 6 TYPES D'APPAREIL - PASSEZ À LA QU.5  
 - SI ON VEND PLUS D'UN TYPE D'APPAREIL DANS CE MAGASIN (VOIR QU.D), DEMANDEZ:

(26)

3. Selon votre expérience, est-ce que la question de consommation d'électricité est soulevée plus souvent dans le cas d'un de ces types d'appareil ou est-ce à peu près avec la même fréquence, quel que soit le type d'appareil?

La question est soulevée  
plus souvent avec cer-  
tain(s) appareil(s)...27

-1 -a) Avec quel type d'appareil est-ce que la question de consommation d'électricité est-elle le plus souvent soulevée?

La même fréquence quel  
que soit l'appareil .... 2

-b) Et avec lequel la question est-elle le moins souvent soulevée?

	-a) LE PLUS SOUVENT	-b) LE MOINS SOUVENT	NON VENDU
Congélateur .....	28-1 ...	29-1	[]
Lave-vaisselle .....	2 .....	2	[]
Réfrigérateur .....	3 .....	3	[]
Cuisinière électrique ..	4 .....	4	[]
Sécheuse .....	5 .....	5	[]
Machine à laver .....	6 .....	6	[]

## (PRÉSENTER LA CARTE JAUNE)

4. Dans le but de mieux comprendre ce qui se passe quand un client vient vous voir et discute d'appareils électro-ménagers, dites-moi à l'aide de cette carte combien souvent se produisent les situations suivantes.

RÉPÉTEZ VOS QUESTIONS SI NÉCESSAIRE	PRESQUE TOUJOURS	ASSEZ SOUVENT	RARE- MENT	PRES JAMAIS	À PEU			
					4 PASSEZ À -b)			
-a) Est-ce qu'il arrive que le client soulève <u>de lui-même</u> la question de consommation d'électricité? .....30-1 .... 2 .... 3 .... 4	30-1	....	2	....	3	....	4	PASSEZ À -b)
- Dans les cas où le client soulève <u>de lui-même</u> la question, dans combien de cas est-ce dû à la présence de l'étiquette ENERGUIDE? .....31-1 .... 2 .... 3 .... 4	31-1	....	2	....	3	....	4	
-b) Quand le client ne soulève pas de lui-même la question de consommation d'énergie, vous arrive-t-il de la soulever <u>vous-même</u> ? ..32-1 .... 2 .... 3 .... 4	32-1	....	2	....	3	....	4	PASSEZ À -c)
- Quand vous soulevez vous-même la question, le faites-vous en attirant son attention sur l'étiquette ENERGUIDE? ..33-1 .... 2 .... 3 .... 4	33-1	....	2	....	3	....	4	
-c) Dans vos échanges avec les clients est-ce qu'il arrive que le nombre de KWH indiqué sur les appareils est <u>comparé d'un appareil à l'autre</u> ? .....34-1 .... 2 .... 3 .... 4	34-1	....	2	....	3	....	4	
-d) Dans vos échanges avec les clients, est-ce qu'il arrive qu'on parle des coûts en termes de \$ ou de ¢, reliés à la consommation d'électricité de ces appareils? ..35-1 .... 2 .... 3 .... 4	35-1	....	2	....	3	....	4	PASSEZ À Q.5
-e) Dans vos échanges avec les clients, est-ce qu'il arrive qu'on parle de ce que peut coûter un kilowattheure? .....36-1 .... 2 .... 3 .... 4	36-1	....	2	....	3	....	4	PASSEZ À -f)
- Quel montant citez-vous comme étant le coût de un KWH? INSCRIVEZ _____ ¢	37-		38-		39-			
-f) Est-ce qu'il vous arrive de citer au client le montant <u>par mois</u> que peut coûter l'électricité consommée par un modèle? ..41-1 .... 2 .... 3 .... 4	41-1	....	2	....	3	....	4	PASSEZ À -h)
-g) Est-ce qu'il vous arrive de comparer les coûts <u>mensuels</u> d'électricité, d'un modèle versus un autre? .....42-1 .... 2 .... 3 .... 4	42-1	....	2	....	3	....	4	
-h) Est-ce qu'il vous arrive de citer au client le montant <u>calculé sur 10 ans</u> , que peut coûter l'électricité consommée par un modèle? .....43-1 .... 2 .... 3 .... 4	43-1	....	2	....	3	....	4	PASSEZ À Q.5
-i) Est-ce qu'il vous arrive de comparer les coûts de l'énergie calculés sur 10 ans, d'un modèle versus un autre? .....44-1 .... 2 .... 3 .... 4	44-1	....	2	....	3	....	4	

- 5-a) Connaissez-vous le livret "RÉPERTOIRE ÉNERGUIDE 1983", publié par Consommation et Corporations Canada?

OUI ..... 45-1

NON .....

2 -b) PRÉSENTER LE LIVRET: Vous souvenez-vous avoir déjà vu ce livret?

OUI ..... 46-1

NON ..... 2 TERMINÉ

PRÉSENTER LE LIVRET

6. Avez-vous en magasin ce livret?

OUI ..... 47-1

NON .....

2 En avez-vous déjà eu ici au magasin?

OUI ..... 48-1

NON ..... 2 TERMINÉZ

NE SAIT PAS 3

7. Avez-vous déjà personnellement consulté ce livret?

OUI ..... 49-1

NON ..... 2 PASSEZ À LA Q.8-e)

8. PRÉSENTER LA CARTE JAUNE

	PRESQUE TOUJOURS	ASSEZ SOUVENT	RARE- MENT	À PEU PRES JAMAIS
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- a) Vous arrive-t-il d'utiliser ce livret lors de vos échanges avec les clients? 50-1 .... 2 .... 3 ... 4 ..... 4 PASSEZ À LA Q.9
- b) Vous arrive-t-il de montrer à des clients la page 4 de ce livret où on indique la méthode de calcul du coût de l'électricité? ..... 51-1 .... 2 .... 3 ... 4
- c) Vous arrive-t-il de montrer à des clients la page 6 du livret où on présente un tableau comparatif du coût de l'électricité sur une période de 10 ans? ..... 52-1 .... 2 .... 3 ... 4
- d) Vous arrive-t-il de montrer à des clients la partie du livret où on énumère tous les modèles avec leur consommation respective d'électricité? ..... 53-1 .... 2 .... 3 ... 4
- e) Vous arrive-t-il de remettre ce livret à des gens qui viennent simplement s'informer, sans acheter? ..... 54-1 .... 2 .... 3 ... 4
- f) Vous arrive-t-il de remettre ce livret à des acheteurs? ..... 55-1 .... 2 .... 3 ... 4

9-a) Diriez-vous que pour vous personnellement en tant que vendeur ce livret vous est...  
(LISEZ)

Très utile .....56

Assez utile .....

Pas très utile .....

Ou, Pas du tout utile? ..

-1 -b) Comment vous est-il utile?

2

57-  
58-  
59-

4

60-  
61-  
62-

11-a) Pour les clients qui viennent vous voir, diriez-vous que ce livret est... (LISEZ)

Très utile .....63

Assez utile .....

Pas très utile .....

Ou, Pas du tout utile? ..

-1 -b) Comment est-il utile?

2

64-  
65-  
66-  
67-

4

68-  
69-  
70-  
71-

(72/80)

# Information



Consumer and  
Corporate Affairs Canada

Consommation  
et Corporations Canada

Consumer and Corporate Affairs Canada needs information on the behaviour of consumers shopping for major household appliances. We have asked Canadian Facts to help us obtain this information for a scientific sample of consumers as well as a sample of salespeople in Canada.

You have been selected as part of the sample of salespeople in your area. In order to make the research as accurate as possible, we need your assistance.

The survey questionnaire contains a number of questions about your experience of the behaviour of consumers shopping for new major household appliances. The answers you give are strictly confidential and will be used for statistical summaries only.

We think you will enjoy participating in the survey, and very much appreciate your cooperation.

Reference:

A. Johanson  
Director  
Strategic Policy Research  
(819) 997-4242

Consommation et Corporations Canada a besoin de renseignements sur les comportements des consommateurs qui veulent acheter de gros appareils ménagers. Pour ce faire, nous avons eu recours aux services de Réalités Canadiennes pour nous aider à obtenir les renseignements à partir d'un échantillonnage scientifique des consommateurs, de même qu'un échantillonnage des personnes préposées à la vente au Canada.

Vous avez été choisi dans le cadre d'un échantillonnage des vendeurs de votre région. Pour que les résultats de notre recherche soient le plus précis possible, nous avons besoin de vous.

Le questionnaire de l'enquête comprend un certain nombre de questions portant sur votre expérience en ce qui a trait au comportement des consommateurs qui désirent acheter de gros appareils ménagers neufs. Vos réponses demeureront confidentielles et ne serviront qu'à effectuer des résumés statistiques.

Nous croyons que vous aurez plaisir à participer à notre enquête et nous apprécions grandement votre collaboration.

Renseignements:

A. Johanson  
Directeur  
Direction de la recherche  
stratégique  
(819) 997-4242

Canada

CACC / CCAC



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The Energuide program survey of  
consumers and salespersons

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