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AN INITIAL EVALUATION OF THE CANADA OIL SUBSTITUTION PROGRAM:
CONVERTER AND NONCONVERTER PROFILES

Prepared for:

Consumer and Corporate Affairs Canada

Prepared by:

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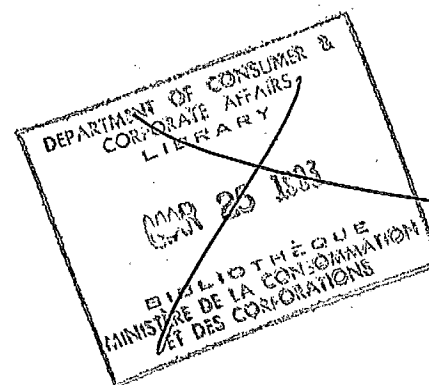
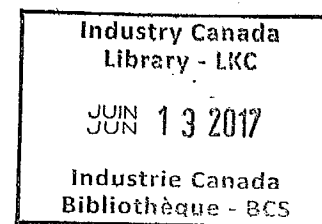
226 Oxford Street
Winnipeg, Manitoba

Principal Investigators:

C. Dennis Anderson, Ph.D.

Nina L. Colwill, Ph.D.

Perry Kent, M.B.A.



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EXECUTIVE SUMMARY

The present study was designed to provide an initial evaluation of the impact of the new Canada Oil Substitution Program (COSP) on off-oil conversion decisions. The study was carried out in the period October to December, 1981, approximately one year after COSP was first announced.

Detailed questionnaires (see Appendix A) were mailed to COSP adopters (called CONVERTERS i.e., those who had changed from oil to another source of home heating since the announcement date of COSP) and non-adopters (called NONCONVERTERS i.e., those who continued to heat with oil). Responses were obtained from 1050 CONVERTERS and 379 NONCONVERTERS in the provinces of Quebec, Ontario, Manitoba and British Columbia.

A selected list of findings from this study are listed below.

- . Differences between CONVERTERS' and NONCONVERTERS' general energy views were quite small, although CONVERTERS were slightly more positive in their views.
- . Insulation was viewed as the best energy saving approach by CONVERTERS and NONCONVERTERS alike. NONCONVERTERS, unsurprisingly, were far less likely than CONVERTERS to perceive off-oil conversion as crucial, with Quebecers being the most skeptical of all about the merits of off-oil conversion.
- . Both CONVERTERS and NONCONVERTERS ranked the fear of future oil prices as the primary reason for converting or considering conversion. Financial considerations were clearly the motivating force, with potential oil shortages being a far less significant conversion motive.
- . NONCONVERTERS, particularly in B.C., were most likely to suggest that satisfaction with their present oil system was the greatest barrier to converting. High interest rates were also given as barriers to off-oil conversion (NONCONVERTERS = 68%).
- . Nearly one-half of the NONCONVERTERS strongly agreed that

they could not afford to convert, even with financial assistance from the government or their utilities.

- . There were substantial numbers of conversion-resistant NON-CONVERTERS, particularly in B.C. and Quebec.
- . Conversion probability was highest among those NONCONVERTERS who intended to apply for CHIP and ENER\$AVE.
- . Older respondents were far less likely to convert than were younger people.
- . Middle income respondents tended to be the most energy conscious and the most likely to convert. It appeared that there were two distinct conversion-resistant subsegments: low income and high income.
- . Three-quarters of NONCONVERTERS were aware of COSP, with the highest levels of awareness occurring in households with annual income in the range of \$20,000 to \$34,999. Awareness of COSP increased with education.
- . Respondents were, in general, quite aware that COSP pays 50% of the conversion costs up to \$800, but they were far less aware of the other features of COSP.
- . The main feature of COSP disliked by both CONVERTERS and NONCONVERTERS was the fact that COSP had to be treated as income for tax purposes.
- . It appeared that only a small proportion of NONCONVERTERS are exposed to COSP information via utility mailings and personal visits by contractors and/or utility representatives (although it is possible that NONCONVERTERS do not pay attention to or seek out these sources of COSP information).
- . Personal, direct sources of COSP information (contractor visits, utility mailings and utility visits) were the most effective means of communicating information about COSP. Print media (newspaper and magazines) were found to be the next most effective, and, finally, T.V. and radio were found to be the least effective.
- . Quebec NONCONVERTERS were least likely to indicate an intention to apply for COSP.
- . In response to an open ended question only 36 of 1050 CONVERTERS indicated any problems in the COSP application process.
- . Although at least partially explainable by the timing of the study (within a year of initiation of COSP), the results indicated that just over one-half of CONVERTERS who could have been impacted by COSP were not impacted, when impact is defined in the very precise sense of "causing the conversion to

take place".

- . Approximately 6 CONVERTERS out of 10 appeared to have converted sooner than they otherwise would have done had COSP not been available.
- . The availability of COSP is associated with high conversion probability among NONCONVERTERS.

Several recommendations for future research resulting from this study are:

- . Consumer response to COSP should be monitored periodically employing a similar approach to the present study.
- . NONADOPTERS from the present study should be followed to determine whether and when they fulfill the conversion intentions they expressed in the present study.
- . COSP promotional efforts should be subjected to evaluation research.

Recommendations for program management include:

- . COSP promotional appeals should be specifically tailored to appeal to conversion-resistant oil-users.
- . Personal contact between oil-users and utilities and heating system contractors should be encouraged.
- . Regions with old and "poor condition" oil-fired home heating systems should be identified as these are more likely conversion prospects.
- . Consideration should be given to "packaging" various conservation programs (eg., COSP, CHIP, ENER\$AVE) and promoting the "package".
- . COSP should not be discontinued.
- . Consideration should be given to increasing the financial benefits offered by COSP to enable more effective penetration of the more conversion-resistant NONCONVERTERS that will be encountered in the future.

1. INTRODUCTION

The Canada Oil Substitution Program (COSP) is designed to stimulate homeowners to switch from oil to non-oil space heating fuels. This major ten-year policy thrust was launched in the spring of 1981 by Energy Mines and Resources Canada and is being implemented with the assistance of major Canadian natural gas and electric utilities. The essence of the program is a financial incentive to homeowners. It consists of 50% of the space heating conversion cost, to a maximum of \$800, for conversions from oil to natural gas, electricity, and other energy sources. This subsidy forms part of the recipient's income. All consumers who converted after October 28, 1980, are eligible.

The present research measured consumer response to the new COSP incentive. The ultimate goal of the research was to ensure that program objectives were achieved in a timely and efficient manner.

1.1 Study Objectives

The major objectives of the proposed study are:

1. To monitor the role of COSP in stimulating conversion decisions by Canadian householders who are or were on oil heat.
2. To provide an understanding of the barriers to off-oil conversion.
3. To recommend specific actions for increasing the off-oil conversion rate in Canada.

Effective management of the COSP initiative requires that its administrators obtain knowledge about a number of dimensions of Canadian householders' responses to the program. The present research was designed to provide this knowledge. Specifically, the key research questions were:

- . Has the COSP incentive significantly altered conversion prospects?
- . How important a factor was the COSP incentive in the conversion decision process for recent CONVERTERS? What is the importance of the COSP incentive relative to other conversion motives?
- . What proportion of recent CONVERTERS would not have converted were it not for the COSP incentive?
- . What proportion of recent CONVERTERS would have converted even without the COSP incentive?
- . What barriers exist to converting from oil?
- . What proportion of NONCONVERTERS intend to convert within the next two years?
- . What attitudes and opinions do NONCONVERTERS and CONVERTERS have for the COSP initiative?

1.2 Methods

In the period October to December, 1981, detailed questionnaires (see Appendix A) were mailed to two groups of single-family Canadian households:

COSP Adopters: (called CONVERTERS)

- . names chosen from EMR files on successful COSP applicants
- . regions, sample sizes and response rates are as follows:

<u>Region</u>	<u>Sample</u>	<u>Usable Responses</u>	<u>Response Rate</u>
B.C.	300	185	61.7%
Manitoba	200	154	77.0%
Ontario	900	442	46.7%
<u>Quebec</u>	<u>700</u>	<u>269</u>	<u>38.4%</u>
Total	2100	1050	50.0%

COSP Non-Adopters: (called NONCONVERTERS)

- . names chosen from lists of "likely" oil-heated homes provided

by gas and/or electric utilities in relevant regions of the country

- . accuracy of name lists varied from very poor to fair
- . regions, sample sizes and response rates are as follows:

<u>Region</u>	<u>Sample</u>	<u>Usable Responses</u>	<u>Response Rate</u>
B.C.	340	82	24.1%
Manitoba	225	69	30.7%
Ontario	1012	190	18.6%
<u>Quebec</u>	<u>400</u>	<u>38</u>	<u>9.5%</u>
Total	1977	379	19.2%*

*In addition, 60 NONCONVERTER respondents turned out to be recent converters, and 250 turned out not to have oil-heated homes. Therefore, in total, 689 responses were received from the NONCONVERTER sample (379 usable responses plus 60 plus 250), yielding an actual overall response rate of 689/1977 or 34.3%.

Although the questionnaires differed for CONVERTERS and NONCONVERTERS on some items, every attempt was made to keep them comparable, and many questions were, in fact, identical. People in the Quebec sample with French names were sent French versions of the questionnaire; all others were sent English versions.

1.3 Report Organization

This report begins with a summary, in Section 2, of the general characteristics of respondents, categorized as CONVERTERS and NONCONVERTERS. Data are then discussed in six sections:

- . 3. Conversion Motives
- . 4. Conversion Concerns/Barriers
- . 5. Conversion Probability of NONCONVERTERS

- . 6. COSP-specific Measures
- . 7. Fuel Perceptions

Summary tables of frequencies, means, percentages, and relationships are included in these sections to highlight the major findings. This specific presentation is followed by a summary in Section 8 and recommendations in Section 9. Appendices include the questionnaire (Appendix A) and the complete tabulation of the frequencies of all responses broken down by region and by the CONVERTER-NONCONVERTER distinction (Appendix B). The reader who is interested in specific answers to specific questions is encouraged to consult these tables, which are arranged in the same order as questionnaire items.

2. GENERAL CHARACTERISTICS: CONVERTERS vs. NONCONVERTERS

The purpose of this section is to provide a summary of the characteristics of the two sample groups, CONVERTERS and NONCONVERTERS. This will be a useful prelude to the more detailed analysis in subsequent sections of the report.

Appendix A contains a copy of the survey questionnaires and Appendix B contains detailed tables listing the frequency distribution of responses by region for each category of questions. These detailed tabulations are provided to accommodate those interested in findings on specific survey measures. The present section summarizes selected measures describing certain general characteristics of the consumer groups surveyed.

2.1 Home Characteristics

Table 2.1 summarizes physical aspects of the homes occupied by each respondent group. As indicated:

- . 89% of both groups reside in single family dwellings
- . NONCONVERTERS' homes are older and larger than CONVERTERS' homes
- . NONCONVERTERS have less insulation in all areas of their home than CONVERTERS
- . generally, the probability of having insulation decreases in the following order: ceilings, walls, basements

Based on the province-by-province tabulations in Appendix B, pages B39-40, it is evident that there are several regional differences in these home characteristics. Quebec respondents are least likely to live in single dwellings (CON = 81%; NON = 41%) and most likely to live in smaller homes (about 1 1/2 rooms fewer, on aver-

Table 2.1

SUMMARY OF HOME CHARACTERISTICS

Home Characteristics	CONVERTERS	NONCONVERTERS
Home Type:	(N=1046)	(N=357)
. single family	89%	89%
. other	11%	11%
Age of Home (average)	(N=1036) 33 years	(N=357) 44 years
No. of Rooms (average)	(N=1031) 6.18 rooms	(N=351) 7.25 rooms
Size (square footage)	(N=1000)	(N=343)
. 800 and under	17%	14%
. 801-1000	22%	18%
. 1001-1200	28%	21%
. 1201-1500	17%	16%
. 1501 and over	15%	31%
Insulation Levels:		
. basement	(N=943)	(N=331)
- no insulation	31%	43%
- some insulation	52%	41%
- very well insulated	17%	16%
. walls	(N=984)	(N=340)
- no insulation	11%	14%
- some insulation	65%	66%
- very well insulated	24%	20%
. ceiling/attic	(N=1019)	(N=351)
- no insulation	2%	3%
- some insulation	35%	43%
- very well insulated	63%	54%

age). The figure for the age of homes in Ontario is particularly low for CONVERTERS (24 years average) and high for NONCONVERTERS (50 years average).

As Appendix B, page B41, indicates, insulation levels also vary by region: Quebec respondents are most likely to indicate that their basements and walls are very well insulated but are less likely to have high levels of ceiling/attic insulation.

Table 2.1.1 summarizes the insulation intentions and program (CHIP, ENER\$AVE) status among respondent groups. This table reveals that:

- . About one-half of CONVERTERS and NONCONVERTERS intend to insulate (20% to 24% say they will insulate within a year or so and a further 25%-26% say they will convert, but don't know when).
- . For respondents in both groups, about one-quarter (from 22%-27%) intend to apply for CHIP and/or ENER\$AVE while about 40% (CHIP) and 15% (ENER\$AVE) have already applied sometime in the past.
- . Program awareness is high (about 90%) for CHIP but quite low for ENER\$AVE (CON = 57%; NON = 40%).
- . A significant portion of both sample groups say they don't know if they are eligible for CHIP (CON = 20%; NON = 37%).

Again, regional differences are apparent, as indicated in the detailed province-by-province tabulations in Appendix B, pages B42-43. For example, CHIP awareness is relatively low among Quebec CONVERTERS (79%), as is knowledge of CHIP eligibility (49% yes) and CHIP application action (34%; along with B.C., 31%). In contrast, ENER\$AVE application intentions are relatively high (33%) for this group. Among Quebec NONCONVERTERS, CHIP application action is relatively low (18%) but ENER\$AVE application action (25%) is relatively high.

Table 2.1.1

SUMMARY OF INSULATION INTENTIONS AND STATUS RE: CHIP AND ENER\$AVE PROGRAMS

Measure	CONVERTERS	NONCONVERTERS
Intend to add insulation?	(N=985)	(N=334)
. Yes, within a specified time	20%	25%
. Yes, but don't know when	26%	25%
. No	54%	51%
Aware of CHIP?	(N=988)	(N=348)
. Yes	90%	91%
Eligible for CHIP?	(N=936)	(N=339)
. Yes	56%	53%
. Don't know	20%	31%
Applied for CHIP?	(N=960)	(N=346)
. Yes	43%	38%
Plan to apply for CHIP?	(N=557)	(N=226)
	27%	24%
Aware of ENER\$AVE?	(N=994)	(N=361)
. Yes	57%	40%
Applied for ENER\$AVE?	(N=962)	(N=340)
. Yes	18%	12%
Plan to apply for ENER\$AVE?	(N=778)	(N=292)
. Yes	27%	22%

2.2 Demographic and Socio-Economic Characteristics

Table 2.2 summarizes selected personal characteristics of the respondent groups. Males were much more likely than females to have filled out the questionnaire (males = 59%; females = 19%; males and females = 22%); in fact males were more likely to be respondents than were the female group and the female-male joint respondents combined. Because there is literature to suggest that females are more energy-conscious than males, the sample may be biased in the direction of low concern for energy conservation.

Age in this survey has been broken down by sex, and CONVERTERS of both sexes tend to be older than NONCONVERTERS. For example, 20-23% of NONCONVERTERS but only 13-14% of CONVERTERS are in the 25-34 year age group and 26% of CONVERTERS but only 18% of NONCONVERTERS are over 65 years of age. It should be noted, however, that a disproportionately large number of older people responded to this questionnaire, perhaps because people over 65 have more discretionary time available to fill out questionnaires. As Appendix B, page B44 shows, however, Quebecers were younger than people in all other regions. Because Quebecers so often emerge in the following analyses as the group most likely to deviate from the norm, it is important to remember that they also represent the youngest group.

Table 2.2 also summarizes education and total family income of respondents. NONCONVERTERS, especially female NONCONVERTERS, tended to be more highly educated than CONVERTERS. The two groups were highly comparable in terms of total family income however.

Table 2.2

SUMMARY OF PERSONAL CHARACTERISTICS

Measure	CONVERTERS	NONCONVERTERS
Sex of Respondent:	(N=1050)	(N=387)
. Male	59%	51%
. Female	19%	19%
. Male and female	22%	30%
Male Age	(N=882)	(N=319)
. under 25	2%	3%
. 25-34	13%	23%
. 35-44	20%	18%
. 45-54	18%	18%
. 55-64	22%	20%
. 65 or over	26%	18%
Female Age	(N=490)	(N=202)
. under 25	6%	6%
. 25-34	14%	20%
. 35-44	14%	18%
. 45-54	16%	17%
. 55-64	25%	21%
. 65 or over	26%	18%
Male Education:	(N=878)	(N=325)
. Some or no high school	45%	39%
. Completed high school	23%	12%
. Some com. col./university	17%	19%
. Completed university	16%	19%
Female Education:	(N=878)	(N=325)
. Some or no high school	46%	29%
. Completed high school	31%	35%
. Some com. col./university	15%	22%
. Completed university	8%	14%
Total Family Income in 1980 Before Taxes	(N=979)	(N=357)
. Under \$10,000	17%	18%
. \$10-14,999	15%	15%
. \$15-19,999	14%	15%
. \$20-24,999	15%	17%
. \$25-29,999	14%	8%
. \$30-34,999	10%	10%
. \$35-39,999	6%	5%
. \$40,000 or over	9%	14%

2.3 Heating System Characteristics

This section summarizes the data presented in Appendix B, pages B6 to B10, by examining characteristics of the primary and secondary heating systems and steps taken by NONCONVERTERS toward conversion.

The majority of CONVERTERS -- 57% -- were currently using natural gas for their primary heating system, followed by electricity at 40%. As Appendix B, page B6 shows, there were strong regional differences in heating systems, with 98% of R.C. respondents on natural gas and 88% of Quebec respondents on electricity. By far the majority -- 92% -- of CONVERTERS had changed systems within the 12 months previous to filling out the questionnaire. This is understandable, given that COSP had only been in effect for one year and given that most of the CONVERTERS were applicants to COSP.

As would be expected, by far the majority of NONCONVERTERS were on oil heating systems and their primary heating system averaged 16.8 years of age, with Ontario systems being the youngest (average = 15 years) and Manitoba systems being the oldest (average = 19.3 years). 35% of CONVERTERS and 48% of NONCONVERTERS had secondary heating systems, and for both groups this system was most likely to be wood (CON = 66%; NON = 47%) or electricity (CON = 23%; NON = 26%).

Since the primary heating systems of CONVERTERS were so new, it is not surprising that 95% of this group said its condition was excellent and that they were satisfied or very satisfied with their present heating system. In contrast, only 43% of the NONCONVERTERS considered their system to be in excellent condition, although 71% said that they were satisfied or very satisfied with their system. There were virtually no regional differences on these measures.

NONCONVERTERS were also asked if they had taken any steps in the past year toward changing their heating systems. 68% of NONCONVERTER respondents had thought about or talked about conversion; 33% had contacted a utility for information; 25% had contacted a private contractor; 23% had obtained cost estimates. Half of the CONVERTERS indicated that they definitely or probably would not convert off oil in the next two years, while half indicated that they definitely would, probably would, or that there was a 50-50 chance. The distribution across provinces was very stable on all these measures, although Quebecers were slightly less likely to have taken active steps toward conversion or to believe that they would convert off oil in the next two years.

2.4 General Energy Views

Table 2.4 summarizes the general energy views of CONVERTERS and NONCONVERTERS in the four regions. Between 58% and 70% of respondents in both groups agreed or strongly agreed that the energy crisis is important, that individuals will make voluntary efforts to conserve energy and that the individual respondent does more than his or her share to conserve energy. Almost all respondents (CON = 95%; NON = 91%) expressed agreement with the statement that individuals' efforts were important. Quebecers were more likely than respondents in any other region to believe that individuals will make voluntary efforts to conserve energy (CON = 95%; NON = 90%) and that they do more than their share of energy conservation (CON = 77%; NON = 76%).

TABLE 2.4

CONVERTERS VS. NONCONVERTERS:

General Energy Views by Region

% STRONGLY AGREE OR AGREE

MEASURE	SAMPLE	B.C.	MANITOBA	REGION ONTARIO	QUEBEC	TOTAL
<u>General Energy Views:</u>						
Energy crisis is serious	CON	62%	62%	63%	67%	63%
	NON	55%	66%	57%	60%	58%
Individuals' efforts important	CON	84%	87%	94%	99%	95%
	NON	87%	95%	90%	95%	91%
Individuals will make voluntary efforts	CON	56%	67%	64%	95%	70%
	NON	61%	61%	68%	90%	67%
I do more than my share	CON	56%	56%	67%	77%	66%
	NON	58%	52%	60%	76%	60%

2.5 Views on Energy-Saving Activities

Table 2.5 summarizes respondents' views on energy conservation activities. Adding insulation to the home was perceived to be the largest energy saver by CONVERTERS and NONCONVERTERS in all regions (CON = 56%; NON = 63%) and insulation received the highest ranking out of eight possible energy-saving activities (CON = 1.7; NON = 1.6) in all groups.

Off-oil conversion was perceived to be the largest energy saver for the second largest percentage of respondents (CON = 29%; NON = 21%), although it did not have the second largest overall ranking (CON = 3.4; NON = 4.2), indicating greater variation in perceptions about the usefulness of off-oil conversion. As would be expected, NONCONVERTERS in every region were less likely than CONVERTERS to rate off-oil conversion as the largest energy saver, and the overall ranking for importance of converting off-oil was higher for CONVERTERS in every region. Quebecers were particularly unlikely to see off-oil conversion as crucial, with only 15% of CONVERTERS and 3% of NONCONVERTERS seeing it as the largest energy saver.

The mean ranking of off-oil conversion for Quebecers (CON = 4.5; NON = 5.4) also showed it to be perceived as less important in Quebec than in any other region.

TABLE 2.5

CONVERTERS VS. NONCONVERTERS:

Views on Energy-Saving Activities by Region

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
% INDICATING "LARGEST ENERGY SAVER" (and mean rank where: 1 = largest, 8 = smallest)						
<u>Views on Energy Saving Activities:</u>						
Adding insulation to the home	CON	48% (1.9)	52% (1.7)	61% (1.6)	55% (1.9)	56% (1.7)
	NON	64% (1.7)	65% (1.6)	61% (1.6)	64% (1.9)	63% (1.6)
Converting off oil	CON	44% (2.5)	39% (2.5)	28% (3.4)	15% (4.5)	29% (3.4)
	NON	23% (3.7)	21% (4.5)	22% (4.1)	3% (5.4)	21% (4.2)
Adding weather-stripping, caulking	CON	3% (3.4)	15% (2.8)	5% (3.0)	14% (2.5)	9% (2.9)
	NON	4% (3.4)	11% (2.6)	8% (2.9)	17% (2.2)	9% (2.9)
Switching off lights	CON	5% (5.1)	11% (4.8)	7% (4.7)	6% (4.9)	7% (4.8)
	NON	10% (5.2)	6% (5.0)	6% (5.2)	3% (5.6)	4% (5.2)
Turning down thermostat	CON	5% (3.7)	8% (3.8)	5% (3.8)	8% (3.5)	6% (3.7)
	NON	8% (3.3)	0% (4.2)	6% (3.6)	10% (3.1)	5% (3.6)
Using energy-efficient appliances	CON	2% (5.7)	5% (5.4)	1% (5.6)	1% (5.5)	2% (5.5)
	NON	0% (5.7)	0% (5.6)	1% (5.6)	3% (5.3)	1% (5.6)
Cleaning furnace once per year	CON	1% (6.0)	8% (5.5)	0% (6.0)	1% (6.1)	2% (5.9)
	NON	0% (5.6)	0% (5.2)	1% (5.0)	0% (5.3)	1% (5.1)
Using flourescent lights	CON	1% (7.0)	3% (6.8)	1% (7.1)	1% (7.1)	1% (7.0)
	NON	0% (7.2)	0% (7.2)	1% (7.3)	0% (7.0)	1% (7.2)

3. CONVERSION MOTIVES: CONVERTERS vs. NONCONVERTERS

Both CONVERTERS and NONCONVERTERS were presented with a series of possible conversion motives. A 5-point semantic scale, ranging from 1=strongly agree to 5=strongly disagree, was utilized to measure respondents' degree of agreement or disagreement with each possible motive. The potential conversion motives were phrased in an identical manner for both segments, except that CONVERTERS were given the statement: "I converted because ..." and NONCONVERTERS were given the statement: "I would consider converting because ...". Table 3.1 displays the percentage of subjects who strongly agreed or agreed with each statement. Table 3.2 shows the rank order of each motive based on the mean score obtained. The analysis is conducted for both segments and by region.

Tables 3.1 and 3.2 show that for both CONVERTERS and NONCONVERTERS monetary considerations are the dominant conversion motives. Both segments rank the fear of future oil prices as the primary reason for converting or considering conversion. CONVERTERS rank the availability of the COSP grant as their second most important conversion motive, with high current heating costs and the potential for future heating cost reductions ranking third and fourth respectively. For NONCONVERTERS, the availability of the COSP grant drops to fourth place, with current heating costs and potential future savings moving up to the second and third ranking. It should be noted that all four of these conversion motives are tightly grouped on the basis of a percentage of agree or strongly agree.

TABLE 3.1

PERCENTAGE OF CONVERTERS VS. NONCONVERTERS WHO AGREED OR STRONGLY AGREED WITH VARIOUS
CONVERSION MOTIVES
(Mean on 5-Point Scale)*

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		% (Mean)				
Afraid of future oil costs	CON	97%	96%	92%	79%	91% (1.67)
	NON	85%	93%	90%	73%	88% (1.71)
Government grants available	CON	72%	87%	84%	89%	85% (1.87)
	NON	88%	68%	67%	69%	67% (2.30)
Old system heating costs too high	CON	84%	89%	77%	70%	78% (1.97)
	NON	64%	83%	72%	61%	71% (2.06)
New system heating costs lower	CON	91%	86%	79%	62%	79% (2.01)
	NON	63%	70%	72%	57%	68% (2.13)
Afraid of future oil shortages	CON	56%	56%	65%	36%	50% (2.69)
	NON	44%	41%	50%	38%	47% (2.74)
Old system in poor working condition	CON	29%	29%	51%	43%	43% (2.97)
	NON	0%	14%	27%	30%	18% (3.67)
Grants or loans available from utility	CON	21%	32%	21%	58%	33% (3.13)
	NON	24%	28%	29%	68%	32% (3.05)
Old heating system broken down	CON	9%	12%	18%	10%	14% (3.94)
	NON	16%	12%	25%	15%	21% (3.89)

* 1 = strongly agree
5 = strongly disagree

TABLE 3.2

RANK ORDER OF MEANS OF CONVERSION MOTIVES BY REGION FOR CONVERTERS AND NONCONVERTERS

MOTIVE MEASURE	B.C.		MANITOBA		ONTARIO		QUEBEC		TOTAL	
	CON	NON	CON	NON	CON	NON	CON	NON	CON	NON
Fear oil price	1	1	1	1	1	1	2	1	1	1
Government \$	4	4	4	4	2	4	1	4	2	4
Heating costs	3	2	2	2	4	2	3	4	3	2
Heating savings	2	3	3	3	3	2	4	5	4	3
Oil shortages	5	5	5	5	5	5	7	6	5	5
Poor condition	7	7	7	7	6	7	6	8	6	7
Utility \$	6	6	6	6	7	6	5	3	7	6
Breakdown	8	8	8	8	8	8	8	7	8	8

* Means are measured on a 5-point scale where 1 = strongly agree and 5 = strongly disagree.
Exact means are listed on right hand side of Table 3.1 on previous page.

The fear of future oil shortages ranks a distant fifth as a conversion motive. Neither segment seems convinced that Canada is on the verge of running out of oil. Only 50% of CONVERTERS and 47% of NONCONVERTERS agreed or strongly agreed that potential oil shortages was a conversion motive.

The conversion motive trends cited above are relatively stable regionally, with only Quebec respondents indicating some deviations. The availability of the COSP grant was ranked first as a conversion motive by Quebec CONVERTERS and the availability of utility grants or loans ranked much higher in Quebec than in the other provinces.

4. CONVERSION CONCERNS/BARRIERS: CONVERTERS VS. NONCONVERTERS

Both sample groups were asked to indicate factors which may retard/have retarded or prevent/have prevented their off-oil conversion decisions.

NONCONVERTERS were presented with a series of reasons for not converting (i.e., potential barriers to converting) their oil heating system. They were asked to indicate, on a 5-point scale, their degree of agreement or disagreement with each barrier. CONVERTERS were asked to indicate what concerns they had when they were first considering changing heating systems. Once again, a 5-point agreement/disagreement scale was used. The detailed results are tabulated in Appendix B, pages B20 to B23. The key results for NONCONVERTERS and CONVERTERS are summarized below in Tables 4.1 and 4.2 respectively.

As indicated in Table 4.1, NONCONVERTERS stated that satisfaction with their present oil system was the greatest barrier to converting. Overall, 71% of respondents indicated that they agreed or strongly agreed with this statement. This tendency was especially prevalent in B.C., where 82% indicated agreement or strong agreement. High interest also appears to be a significant barrier to converting off oil heat: 68% of NONCONVERTERS either agreed or strongly agreed that interest rates acted as a barrier. It is likely, however, that respondents were merely agreeing with the general statement that interest rates are too high. Of the remaining reasons for not converting, cost considerations proved to be the greatest barrier. The

TABLE 4.1

NONCONVERTERS' BARRIERS TO CONVERSION BY REGION:

PERCENTAGE INDICATING AGREEMENT OR STRONG AGREEMENT (RANK ORDER)

I am not planning to convert because . . .	B.C.	MANITOBA	ONTARIO	QUEBEC	TOTAL
. . . I am satisfied with oil heat	82% (1)	70% (2)	69% (2)	61% (6)	71% (1)
. . . interest rates are too high	51% (6)	80% (1)	72% (1)	62% (5)	68% (2)
. . . it is too expensive to replace my system	68% (3)	63% (3)	63% (3)	78% (1)	65% (3)
. . . savings will not pay back cost	71% (2)	56% (4)	57% (5)	72% (2)	61% (4)
. . . I would rather spend \$ on other energy savings	57% (5)	56% (5)	59% (4)	64% (3)	59% (5)
. . . I can't afford even with government grant	48% (7)	49% (8)	55% (6)	58% (7)	53% (6)
. . . I can afford oil	63% (4)	55% (6)	46% (8)	43% (8)	52% (7)
. . . I can't afford (per se) to convert	47% (8)	53% (7)	50% (7)	64% (4)	51% (8)
. . . I can't afford even with utility grants/loans	45% (9)	44% (9)	48% (8)	43% (8)	46% (9)
. . . it is too much bother	31% (10)	20% (11)	33% (10)	31% (10)	26% (10)
. . . the system I prefer is not available	11% (12)	18% (12)	29% (11)	24% (11)	24% (11)
. . . I recently changed systems	17% (11)	18% (13)	25% (12)	7% (13)	24% (12)
. . . I am planning to move	11% (13)	28% (10)	18% (13)	23% (12)	20% (13)

* Rank order is based on percentages given. In case of ties, rank order of means is used.

prime motives consistently mentioned by NONCONVERTERS were the expense of converting and their skepticism that potential savings would pay back the cost of converting.

Interestingly, approximately one-half of NONCONVERTERS agreed or strongly agreed that they could not afford to convert even with financial assistance from the government or their utilities. This suggests that a considerable group of oil-using homeowners may not respond to current financial incentives to switch off oil. On the other hand, about one-half of NONCONVERTERS indicated that they could afford to convert.

On a regional basis, only Quebec showed major deviations from the barrier trends mentioned above. Quebecers were less likely to indicate that satisfaction with their current oil system was a barrier to conversion. Cost considerations would appear to be by far the greatest barriers to them. The following ranked first, second, third, and fourth, respectively: the expense involved in converting, the possibility that savings would not pay back the costs of converting, the belief that the money would be better spent on other energy-saving actions, and the inability to afford conversion. Satisfaction with the present oil system was the sixth strongest barrier for Quebecers, a much lower value than for other provinces.

CONVERTERS also provided information that might indicate potential barriers to conversion. Their degree of concern at the time when they were first considering their conversion decision is summarized in Table 4.1.1. As indicated, financial considerations were the dominant concern at the outset of the conversion decision pro-

TABLE 4.1.1

CONCERNS FELT WHEN CONSIDERING CONVERSION FOR CONVERTERS BY REGION:

PERCENTAGE INDICATING AGREEMENT OR STRONG AGREEMENT (RANK ORDER)

When I was first considering conversion I was concerned because . . .	B.C.	MANITOBA	ONTARIO	QUEBEC	TOTAL
. . . it might be too expensive to get a new system	62% (1)	66% (1)	64% (1)	65% (1)	65% (1)
. . . savings might not pay back cost	32% (2)	40% (2)	30% (3)	39% (4)	34% (2)
. . . I might save more by investing in other energy savings (e.g. insulation)	27% (3)	30% (4)	39% (2)	43% (3)	33% (3)
. . . interest rates were too high	24% (4)	35% (3)	27% (4)	44% (2)	32% (4)
. . . I might not be able to afford it, even with government grant	17% (5)	21% (6)	18% (5)	22% (5)	19% (5)
. . . it might be too much bother	13% (6)	23% (5)	15% (6)	12% (7)	15% (6)
. . . I might move in near future	12% (7)	14% (8)	14% (7)	6% (9)	12% (7)
. . . I might not be able to afford, even with utility grant/loans	9% (8)	18% (7)	7% (8)	18% (6)	11% (8)
. . . my preferred heating system might not be available	5% (9)	12% (9)	7% (9)	9% (8)	8% (9)

* Rank order is based on percentages given. In case of ties, rank order of means is used.

cess: regardless of regions, about 65% of CONVERTERS voiced agreement or strong agreement that they initially felt it might be too expensive to buy and install a new heating system; approximately 35% recalled feeling a high level of concern that savings on heating bills might not pay back conversion costs. Other important concerns recalled were that money might be better spent on other energy-saving steps (33% overall) and that interest rates were too high (32% overall).

CONVERTERS reported far less (recalled) concern than NONCONVERTERS did about not being able to afford to convert even with financial aid from government or utilities. This is understandable, since CONVERTERS had already obtained a COSP grant and perhaps some money from their utility.

Like NONCONVERTERS, CONVERTERS in Quebec stated a somewhat different priority of worries about changing their heating systems than did their counterparts in other provinces. In particular, Quebecers were more concerned about interest rates, a factor which is likely a general, rather than heating-specific concern.

In summary, the major obstacles to off-oil conversion appear to be financial constraints. An important additional consideration is the fact that many current oil users are quite satisfied with their systems. It appears, therefore, that even with present financial incentives from the government and/or utilities, a sizeable group of NONCONVERTERS are likely to be resistant, or at least slow, to discontinue oil heating. The following section sheds further light on the probable size of the "conversion resistant" segment.

5. CONVERSION PROBABILITY: NONCONVERTERS

5.1 The Size of the Conversion Resistant Segment

NONCONVERTERS were asked to indicate the probability of converting off oil in the next two years. These results are displayed in Table 5.1. It should be noted that Table 5.1 contains self-reported intentions measures, and the extent to which these intentions will be fulfilled is open to debate. Economic and situational factors can enhance or depress intention fulfillment. An opportunity exists to monitor COSP application files to determine the relationship between intentions and behaviour. A project of this nature is outlined in the recommendations section of this report. The following discussion assumes that intentions in Table 5.1 are a reasonable reflection of future reality.

Based on Table 5.1 and assuming a two year horizon, the relative size of "conversion-prone" and "conversion-resistant" NONCONVERTER segments were as follows:

	<u>All Regions</u>	
Conversion-prone	27%	(definitely or probably will convert)
Fence sitters	22%	(50/50 chance of converting)
Conversion-resistant	<u>51%</u>	(definitely or probably will <u>not</u> convert)
	100%	

The most resistant regions were Quebec and B.C., each reporting 61% conversion resistance. Manitobans were least resistant (46%).

Though the stipulation of a two-year horizon may have resulted in an exaggerated reporting of conversion resistance, it is reason-

TABLE 5.1

PROBABILITY OF NONCONVERTERS CHANGING OFF OIL HEATING
IN THE NEXT TWO YEARS

Probability Statement	Number	Percent
1 = I will definitely convert within the next two years	46	13%
2 = There is a strong possibility I will convert in the next two years	49	14%
3 = The chances are fifty-fifty that I will convert in the next two years	77	22%
4 = I will probably not convert in the next two years	91	26%
5 = I will definitely not convert in the next two years	87	25%
	<hr/>	<hr/>
	TOTAL 350	100%

able to conclude that a sizeable off-oil NONCONVERTER group will exist for some time (the discussion of conversion concerns/barriers in Section 4 above would appear to reinforce the findings on the conversion probability measure in Table 5.1). Furthermore, it is reasonable to conclude that the absence of government and/or utility financial aid would enlarge the size of the conversion-resistant segment.

The following section provides some insight into the factors that are associated with conversion proneness and conversion resistance.

5.2 Factors Related to Conversion Probability

This section explores the factors that were significantly related to conversion resistance or conversion proneness.

5.2.1 Conversion Motives and Conversion Probability. The probability-of-conversion measure was correlated with the potential conversion motives discussed in Section 3. The motives significantly related to conversion probability are highlighted in Table 5.2.1. As indicated, three conversion motives were significantly related to the probability of NONCONVERTERS changing off oil: the availability of COSP, the high costs of heating with oil and the potential cost savings with a new system. The greater the agreement with each statement as a conversion motive, the greater the conversion proneness (i.e., the greater the probability that the respondent planned to convert off oil in the next two years).

Conversely, the greater the disagreement with the motive statement, the greater the conversion resistance (i.e., the greater the

TABLE 5.2.1

RELATIONSHIP BETWEEN CONVERSION MOTIVES AND CONVERSION PROBABILITY FOR NONCONVERTERS

CONVERSION MOTIVE*	Number in Sub-Group	CONVERSION PROBABILITY		
		Mean Prob. for Sub-Group	Mean Prob. for Sample	Difference (Sample Mean minus Sub-Group Mean)
<u>Current Heating Costs Are Too High</u>				
Strongly agree	69	2.41		+0.20
Agree	72	2.51	(2.61)	+0.10
Neither	33	2.70		-0.09
Disagree	19	3.53		-0.92
Strongly disagree	2	---		---
<u>The Availability of COSP</u>				
Strongly agree	49	2.22		+0.39
Agree	76	2.53	(2.61)	+0.08
Neither	30	2.93		-0.32
Disagree	14	3.29		-0.68
Strongly disagree	16	2.94		-0.33
<u>Lower Costs with New System</u>				
Strongly agree	64	2.33		+.25
Agree	67	2.55	(2.58)	+.03
Neither	41	2.68		-.10
Disagree	10	3.60		-1.02
Strongly disagree	7	3.14		-.56

* Relationship is significant at $p = .025$

likelihood that the respondent did not plan to convert off oil in the next two years). The right-hand column in Table 5.2.1 signals these tendencies: a plus sign signifies conversion proneness and a minus sign indicates conversion resistance. The larger the difference value in this column, the stronger the degree of proneness or resistance.

The conversion-prone segment agreed that they would consider converting because oil heating costs are too high, a new non-oil heating system would lower these costs, and COSP grants were available.

It is apparent, therefore, that one or a combination of the following changes would increase the size of the conversion-resistant segment of oil users:

- . eliminating the COSP grant
- . decreasing fuel oil costs

To the extent that fuel oil costs remain stable or reduce, the amount of the COSP grant might have to increase to continue penetration of the resistant NONCONVERTER segment or, indeed, to continue the rate of capture of the "fence sitter" and conversion-prone segment.

5.2.2 Conversion Barriers and Conversion Probability. The probability-of-conversion measure shown in Table 5.1 was correlated with the potential conversion barriers discussed in Section 4. Conversion barriers that were found to be significantly related to conversion probability are highlighted in Table 5.2.2. This table can be interpreted in a similar manner to Table 5.2.

Based on Table 5.2.2, the following profile of conversion-prone and conversion-resistant oil users can be compiled:

TABLE 5.2.2

RELATIONSHIP BETWEEN CONVERSION BARRIERS AND CONVERSION PROBABILITY FOR NONCONVERTERS

CONVERSION BARRIER* (reasons for not planning to convert)	Number in Sub-Group	CONVERSION PROBABILITY		
		Mean Prob. for Sub-Group	Mean Prob. for Sample	Difference (Sample Mean minus Sub-Group Mean)
<u>Satisfied With Present system</u>				
Strongly agree	45	4.38		-.56
Agree	117	4.09		-.27
Neither	28	3.25	(3.82)	+.57 (r = -.41)**
Disagree	29	2.86		+.96
Strongly disagree	15	3.07		+.75
<u>Can Easily Afford Costs of Heating</u>				
Strongly agree	24	4.38		-.58
Agree	94	4.07		-.27
Neither	53	3.57	(3.80)	+.23 (r = -.31)
Disagree	41	3.44		+.36
Strongly disagree	21	3.19		+.61
<u>Too Expensive to Replace System</u>				
Strongly agree	56	4.09		-.30
Agree	96	3.90		-.11
Neither	49	3.57	(3.79)	+.22 (r = -.22)
Disagree	24	3.29		+.50
Strongly disagree	8	3.25		+.54

continued on next page . . .

TABLE 5.2.2, continued

		CONVERSION PROBABILITY		
CONVERSION BARRIER* (reasons for not planning to convert)	Number in Sub-Group	Mean Prob. for Sub-Group	Mean Prob. for Sample	Difference (Sample Mean minus Sub-Group Mean)
<u>Savings Will Not Pay Back Investment</u>				
Strongly agree	62	4.19		-.39
Agree	79	4.04	(3.80)	-.24
Neither	43	3.44		+.36 (r = -.30)
Disagree	35	3.09		+.71
Strongly disagree	15	3.53		+.27
<u>Money Better Spent on Other Conservation Measures (e.g., insulation)</u>				
Strongly agree	34	4.09		-.29
Agree	98	4.00		-.20
Neither	59	3.68	(3.80)	+.12 (r = -.25)
Disagree	25	3.12		+.68
Strongly disagree	9	3.22		+.58
<u>Changing Systems is Too Much Bother</u>				
Strongly agree	13	4.46		-.68
Agree	42	4.00		-.22
Neither	60	3.83	(3.78)	-.05 (r = -.22)
Disagree	70	3.70		+.08
Strongly disagree	38	3.34		+.44

* Relationship significant at $p = .025$.

** r refers to the Spearman correlation coefficient. The larger the absolute value of r the stronger the relationship.

<u>Conversion-Prone Segment:</u>	<u>Conversion-Resistant Segment: (% of all NONCONVERTERS)</u>
. dissatisfied with present heating system	. satisfied with present heating system (71%)
. can't afford costs of heating with oil	. can afford costs of heating with oil (52%)
. do not feel it is too expensive to replace present system	. feel it is too expensive to replace present system (65%)
. feel savings will pay back investment	. feel savings won't pay back investment (71%)
. feel money would not be better spent on other conservation measures	. feel money would be better spent on other conservation measures (59%)
. feel changing systems would not be too much bother	. feel changing systems would be too much bother (45%)

The percentages of all NONCONVERTERS who indicated agreement with each barrier statement is listed at the right, to give an indication of the relative strength of the barriers.

These findings could form the basis for promotional appeals: the views of the conversion-prone segment could be reinforced, and the erroneous views of the conversion-resistant segment, to the extent that this is the case, could be influenced via information and persuasion.

5.2.3 Steps Taken Toward Conversion and Conversion Probability.

NONCONVERTERS were asked if they had taken any steps in the past year toward changing their heating systems. These steps can be divided into passive steps (thinking and talking about changing systems) and active steps (acquiring information from contractors and/or utilities). Table 5.2.3 shows the probability of conversion for each subgroup who had carried out a particular step.

Not surprisingly, conversion probability was enhanced no matter

TABLE 5.2.3

RELATIONSHIP OF CONVERSION STEPS AND CONVERSION PROBABILITY FOR NONCONVERTERS

Steps taken toward Conversion**	Number in Subgroup	Mean Prob. for Subgroup	Mean Prob. for Sample*	Difference (Sample Mean minus Subgroup Mean)
(Yes) thought about	(204)	3.06	(3.48)	+0.42
(Yes) talked about	(183)	3.08	(3.40)	+0.32
(Yes) contacted utilities	(84)	2.68	(3.40)	+0.72
(Yes) contacted contractors	(65)	2.78	(3.43)	+0.65
(Yes) obtained cost estimates	(54)	2.54	(3.42)	+0.88

* The item read:

"Probability of Converting in next 2 years":

% (N=350)

1 = definitely will	13
2 = strong possibility	14
3 = 50/50 chance	22
4 = probably not	26
5 = definitely not	<u>25</u>

MEAN 3.37

100%

** Significant at $p = .025$

what step toward conversion has been taken. In other words, an individual who has merely thought or talked about changing systems has a greater probability of converting off oil than do those who have not done so. Table 5.2.3 also indicates that conversion probability is the highest for those who have taken active steps -- an expected result.

It would appear, therefore, that methods of facilitating oil-users visits and conversations with utility representatives and/or contractors should be pursued. It must be cautioned, however, that the results in Table 5.2.3 can also be interpreted to mean that those who are likely to convert are therefore likely to actively seek out information. Despite this, it is reasonable to expect that, for some, information search precedes conversion intent.

5.2.4 Heating System Characteristics and Conversion Probability. Conversion probability was compared with the age and condition of oil users' heating systems and with respondents' satisfaction with their current oil systems. Table 5.2.4 provides the results of this analysis. As indicated, conversion probability is enhanced as the age of the oil system increases and as its condition deteriorates. It is interesting to note that subjects who indicated that their heating system was in good condition had a greater probability of converting within two years than did the average oil user in the sample. Respondent satisfaction with their oil system, which might logically be equated with heating system age and condition, showed a trend, with conversion probability increased as satisfaction decreased.

These results have several implications. First, by using second-

TABLE 5.2.4

RELATIONSHIP OF HEATING SYSTEM CHARACTERISTICS AND CONVERSION PROBABILITY
FOR NONCONVERTERS

Present Heating System Characteristics*	Number in Sub-Group	Mean Prob. for Sub-Group	CONVERSION PROBABILITY	
			Mean Prob. for Sample	Difference (Sample Mean minus Sub-Group Mean)
<u>Present Heating System Characteristics</u>				
Age of heating system:				
Under 5 yrs	38	3.92		-0.56
5-10	84	3.73		-0.37
11-15	45	3.16	(3.36)	-0.20
15-20	61	3.25		+0.11
21-25	53	2.91		+0.45
Over 25 yrs	55	3.13		+0.23
Condition of Heating System				
Excellent	147	3.82		-0.44
Good	157	3.22	(3.38)	+0.16
Fair or poor	44	2.50		+0.88
Satisfaction with Present System				
Very satisfied	78	4.00		-0.62
Satisfied	163	3.50	(3.38)	-0.12
Neither	62	3.03		+0.35
Dissatisfied or very dissatisfied	44	2.34		+1.04

* Significant at $p = .025$

dary data, it might be possible to determine which households and regions of the country contain old and therefore likely "poor condition" oil heating systems. These households and regions would provide the most likely targets for off-oil conversions. Second, in other (planned) consumer energy surveys, measures of heating system satisfaction could be utilized to detect conversion prospects. Finally, it can be expected that some conversions will occur among those who rate their oil heating systems as being in "good" condition.

As an aside, it might be useful to verify the actual heating system condition (using some objective criteria) that corresponds to consumers' self-rated condition.

5.2.5 Insulation Intentions and Conversion Probability. Conversion probability was compared with the respondents' intention to add insulation and apply for CHIP and ENER\$AVE. These results are shown in Table 5.2.5. As indicated, conversion probability is increased if respondents have time-specific intentions to add insulation. Conversion probability is also enhanced if subjects have plans to apply for CHIP and/or ENER\$AVE. It would seem that there is a definite segment of oil users who are willing to undertake multiple measures in order to save energy and reduce their heating costs.

A major implication of this finding is that consumers may be receptive to a package of energy conservation incentives. To date the various federal programs (COSP, CHIP and ENER\$AVE) appear to have been designed and implemented separately. These programs have separate application forms, promotions and organizational staff. There may be good economics involved in organizing and marketing a

TABLE 5.2.5

RELATIONSHIP OF INSULATION INTENTIONS AND CONVERSION PROBABILITY FOR NONCONVERTERS

MEASURE*	Number in Subgroup	CONVERSION PROBABILITY		
		Mean Prob. for Subgroup	Mean Prob. for Sample	Difference (Sample Mean minus Subgroup Mean)
<u>Intention to Add Insulation</u>				
Yes, in 1-6 months	29	2.90		+.54
Yes, in 7-12 months	25	2.96		+.48
Yes, in more than 1 year	19	3.16	(3.44)	+.48
Yes, but don't know when	80	3.50		-.06
No	158	3.63		-.19

<u>Plans to Apply For CHIP</u>				
Yes	52	2.79	(3.39)	+.60
No	145	3.60		-.21

<u>Plans to Apply For ENER\$AVE</u>				
Yes	60	2.88	(3.44)	+.56
No	212	3.59		-.15

* Significant at $p = .025$.

package of incentives rather than individual components. Certainly consumers are likely to find a unified package easier to comprehend and, indeed, more in tune with their conservation intentions; the results in Table 5.2.5 signal that oil users might intend to enter into a variety of conservation actions simultaneously.

5.2.6 Personal Characteristics and Conversion Intentions. Two demographic measures, subject age and household income, were found to be significantly related to conversion probability. These results are displayed in Table 5.2.6. It is evident that older people were less likely to convert than are younger people: for males, those 55 years or older showed the lowest conversion prospects; for females this distinction was associated with the over-65 group.

Income provided the clearest conversion probability correlate of any demographic variable. Middle income subjects (\$15,000 to \$29,999) were more likely than the average for all NONCONVERTERS to say that they would convert within the next two years, and respondents earning \$25,000 to \$29,999 were the most likely to say they would convert. Although high income households (\$35,000 or more) also show a greater tendency to convert than the average NONCONVERTER, conversion prospects are reduced on both sides of the middle income range. Overall, the results for income are similar to those found in other studies: the middle income groups tend to be the most energy-conscious and the most likely to engage in energy-saving activities. These findings would suggest that two conversion-resistant oil user subsegments might exist and might be deserving of particular promotional and program design efforts. The low income subsegment may need specially tailored promotional and financial

TABLE 5.2.6

RELATIONSHIP OF PERSONAL CHARACTERISTICS AND CONVERSION PROBABILITY FOR NONCONVERTERS

MEASURE*	Number in Subgroup	CONVERSION PROBABILITY		
		Mean Prob. for Subgroup	Mean Prob. for Sample	Difference (Sample Mean minus Subgroup Mean)
<u>Age of Male Subjects**</u>				
Under 35 years	82	3.21		+.14
35-45 years	52	3.21		+.14
45-55 years	55	3.07	(3.35)	+.28
55-64 years	58	3.66		-.31
65 years or over	46	3.74		-.39
<u>Age of Female Subjects**</u>				
Under 35 years	51	3.18		+.24
35-45 years	35	3.66		-.24
46-54 years	32	2.91	(3.42)	-.24
55-64 years	36	3.47		-.05
65 years or over	33	3.97		-.55
<u>Income***</u>				
under \$10,000	56	3.64		-.25
\$10,000-14,999	46	3.39		0
\$15,000-19,999	50	3.46		+.07
\$20,000-24,999	55	3.56	(3.39)	+.17
\$25,000-29,999	26	2.77		+.62
\$30,000-34,999	30	3.60		-.21
\$35,000 or over	66	3.12		+.27

* Significant at $p = .025$

** Questionnaires were completed by: Adult Males (47%); Adult Females (18%); Both (27%); not specified (8%)

*** Income is for total family in 1980, before taxes

incentives to enable them to take conversion action. They may have no financial option but to stay on oil heat unless total costs of conversion are covered. The high income subsegment may be content to buy their way out of the energy crisis. If so, they should, perhaps, be a lower priority for allocation of conservation program efforts.

In summary, as many as one-half of present oil users might be resistant to converting off-oil. This resistance appears to result from financial concerns/barriers as well as situational factors (e.g., satisfied with present system). However, it appears possible to profile the conversion-resistant segment and to develop insights into means of reducing its size.

6. COSP-SPECIFIC MEASURES

On both the CONVERTER and NONCONVERTER questionnaires, a series of measures related specifically to the COSP grant. These measures are itemized below, and each will be discussed in turn.

1. General awareness of COSP.
2. Awareness of various COSP features.
3. Source of COSP awareness.
4. Intention to apply for COSP.
5. Problems with the COSP application process.
6. The role of COSP in the decision to convert off oil.

6.1 General Awareness of COSP

NONCONVERTERS were asked if they had heard or read anything about the COSP grant previous to completing the questionnaire. The results of this question are compared to the ISL awareness measures and are displayed in Table 6.1 below. ISL refers to the series of surveys conducted for Energy Mines and Resources Canada by International Surveys Ltd. (March, June and November, 1981).

Table 6.1 indicates that 74% of Canadian oil users are aware of COSP, as measured by the present mail questionnaire. This awareness measure is relatively consistent across Ontario, Quebec and Manitoba. However, only 64% of B.C. oil users are aware of COSP. Because of the relatively low heating bills associated with B.C.'s temperate climate, it is not surprising that fewer B.C. oil users are sensitive to COSP promotion.

Comparing the present study with the ISL studies, it becomes

TABLE 6.1

PRESENT STUDY VS. ISL STUDY: COSP AWARENESS

MEASURE	Present Study (Mail Survey Oct-Dec '81)	ISL Studies (Telephone Surveys)		
		Nov '81	June '81	Mar '81
ISP Awareness:				
Total	74%	92%	92%	78%
Quebec	76	92	95	68
Ontario	78	94	94	89
Manitoba	72	--	--	--
B.C.	64	85	83	80

apparent that COSP awareness results are substantially lower in the present study (74% awareness vs. 92% awareness in the November 1981 ISL study). These differing awareness levels are consistent across provinces and range from 16% less awareness in Quebec and Ontario to 19% in B.C. The varying results can be explained by the different methodologies utilized (mail vs. telephone questionnaires) in the two studies, which may attract different samples.

6.1.1 Segment Differences in COSP Awareness

Subject awareness of COSP was cross-tabulated with several personal characteristics including household income and respondent age and education. These results are shown in Table 6.1.1. This table indicates that awareness of COSP is greatest among middle income households, particularly in the range of \$20,000 to 34,999. For household incomes outside of this range, COSP awareness is substantially reduced. Lower income households likely are unable to easily afford the costs of conversion and are, therefore, likely to be less sensitive and attentive to COSP promotion than middle income households. Conversely, high income households might be able to afford to "buy their way out of the energy crisis" and, therefore, might not be receptive to COSP-related information.

Table 6.1.1 also shows that awareness of the COSP grant increases as subject education increases. These results are similar for both male and female subjects, with males showing greater awareness of COSP regardless of education level. Male subjects with an elementary school education show only a 61% awareness of COSP, while 88% of male subjects who have graduated from university are aware of COSP (the corresponding results for female subjects are 50% and 83%, respectively).

When awareness of COSP is cross-tabulated with subject age, the results obtained are somewhat equivocal. Table 6.1.1 indicates that COSP awareness among males is relatively homogenous across the various age categories, hovering at about 80%. For female subjects, COSP awareness is greatest in the middle age categories of 35 to 64 years, with awareness being depressed outside of this age range.

6.2 Awareness of Various COSP Features

The respondents were presented with a series of COSP grant features and were asked whether they were fully aware, vaguely aware or not at all aware of each feature. Table 6.2 displays the percentage of both CONVERTERS and NONCONVERTERS who were fully aware of the various COSP features specified.

As Table 6.2 indicates, almost all CONVERTERS (97%) and most NONCONVERTERS (78%) are fully aware that COSP pays 50% of the conversion costs up to \$800. However, the proportions of respondents who are fully aware of the other COSP features are much lower. For example, only 61% of NONCONVERTERS are fully aware that the COSP grant must be treated as income for tax purposes. Further, only 26% of NONCONVERTERS realize that supplementary conversions are allowable. For virtually all features, the least awareness is evidenced in B.C. and Manitoba.

CONVERTERS and NONCONVERTERS were asked to state which of the five features they like most. These results are displayed in Table 6.2.1. As indicated, both CONVERTERS and NONCONVERTERS stated that the \$800 grant aspect of COSP was the feature they liked most (91% and 68%, respectively). However, while this was the dominant pre-

TABLE 6.2

COSP FEATURE AWARENESS AMONG CONVERTERS AND NONCONVERTERS

Feature A = COSP pays 50% up to \$800

Feature B = Grant must be declared as income for tax purposes

Feature C = Allows conversions to several fuels

Feature D = Supplementary conversions are allowable

Feature E = COSP is paid after conversion

COSP FEATURE	Percentage Fully Aware of Feature									
	<u>B.C.</u>		<u>Manitoba</u>		<u>Ontario</u>		<u>Quebec</u>		<u>Total</u>	
	CON	NON	CON	NON	CON	NON	CON	NON	CON	NON
Feature A	97%	84%	97%	74%	97%	78%	84%	72%	94%	78%
Feature B	70%	68%	85%	54%	86%	61%	80%	68%	82%	61%
Feature C	68%	34%	77%	39%	80%	63%	84%	68%	79%	54%
Feature D	21%	14%	32%	20%	43%	33%	46%	23%	38%	26%
Feature E	96%	44%	92%	26%	92%	41%	88%	13%	92%	36%

TABLE 6.2.1

COSP FEATURE LIKED MOST BY CONVERTERS AND NONCONVERTERS

Feature A = COSP pays 50% up to \$800

Feature B = Grant must be declared as income for tax purposes

Feature C = Allows conversions to several fuels

Feature D = Supplementary conversions while keeping part oil is allowable

Feature E = COSP is paid after conversion

COSP FEATURE	Percentage Liking Feature Most									
	<u>B.C.</u>		<u>MANITOBA</u>		<u>ONTARIO</u>		<u>QUEBEC</u>		<u>TOTAL</u>	
	CON	NON	CON	NON	CON	NON	CON	NON	CON	NON
Feature A	94%	74%	95%	74%	91%	65%	91%	62%	91%	68%
Feature B	---	4%	---	---	1%	1%	---	7%	---	2%
Feature C	5%	17%	5%	17%	6%	15%	6%	17%	6%	16%
Feature D	---	2%	---	10%	1%	18%	1%	7%	1%	13%
Feature E	1%	4%	---	---	1%	---	2%	7%	2%	2%

TABLE 6.2.2

COSP FEATURE LIKED LEAST BY CONVERTERS AND NONCONVERTERS

Feature A = COSP pays 50% up to \$800

Feature B = Grant must be declared as income for tax purposes

Feature C = Allows conversions to several fuels

Feature D = Supplementary conversions are allowable

Feature E = COSP is paid after conversion

COSP FEATURE	Percentage Liking Feature Least									
	<u>B.C.</u>		<u>Manitoba</u>		<u>Ontario</u>		<u>Quebec</u>		<u>Total</u>	
	CON	NON	CON	NON	CON	NON	CON	NON	CON	NON
Feature A	--	--	--	2%	1%	7%	1%	--	--	4%
Feature B	87%	71%	87%	69%	87%	65%	90%	50%	88%	66%
Feature C	3%	2%	2%	--	2%	1%	1%	4%	2%	3%
Feature D	9%	8%	6%	12%	6%	1%	4%	7%	6%	5%
Feature E	1%	18%	6%	17%	4%	27%	5%	39%	4%	25%

ferential feature stated by CONVERTERS, 13% of NONCONVERTERS indicated that they liked the fact that they could receive COSP for a partial conversion. Further, 16% of NONCONVERTERS liked the idea that COSP covers conversions to several types of energy forms. When it is remembered that the fully aware score for both these features was quite low (26% and 54%, respectively), these results are even more striking. NONCONVERTER preference for the supplementary conversion feature is greatest in Ontario, where 18% of the respondents indicated that this was the feature they most liked.

Table 6.2.2 displays the five COSP features liked least by CONVERTERS and NONCONVERTERS. The results indicate that both CONVERTERS and NONCONVERTERS disliked the fact that COSP had to be treated as income for tax purposes (88% and 66%, respectively). The only other major dislike was apparent in the NONCONVERTER segment: 25% of the respondents disliked the fact that application for the COSP grant can be made only after conversion is complete. This dislike was particularly acute in Quebec, where 39% of NONCONVERTERS stated that they liked this feature least.

6.3 Sources of COSP Awareness

CONVERTERS and NONCONVERTERS were presented with nine possible sources of information about the COSP grant. Respondents were asked to indicate whether or not they had received any COSP information from each of these sources and to indicate which source provided the best information. These results are displayed in Table 6.3.

As indicated, there are some similarities and some differences in patterns of COSP information source utilization between CONVERTERS

TABLE 6.3

DIFFERENCES IN RELATIVE IMPORTANCE OF SOURCES OF COSP INFORMATION
AMONG CONVERTERS AND NONCONVERTERS

Information Source	EXPOSURE SCORE		EFFECTIVENESS SCORE	
	% Obtaining Information From This Source*		% Citing Source as <u>Single</u> ** Best Source of Information	
	<u>CON</u>	<u>NON</u>	<u>CON</u>	<u>NON</u>
Newspapers	79%	73%	25%	22%
Magazines	77%	69%	19%	26%
Radio	55%	50%	6%	8%
T.V.	55%	50%	5%	8%
Friends/Relatives	50%	58%	11%	16%
Utility Mailings	40%	34%	15%	13%
Contractor Visits	24%	10%	10%	4%
Contractor Mailings	16%	19%	2%	2%
Utility Visits	15%	7%	5%	1%

* Multiple responses occur.

** Multiple responses do not occur.

and NONCONVERTERS. Both groups tended to obtain COSP information from (be exposed to) print media (69-77% exposure score), electronic media (50-55%), personal source (50-58%) and direct mail from contractors (16-19%). However, the groups differ in reported exposure to COSP-related direct mail from utilities (CON = 40%; NON = 34%), COSP-related contractor visits (CON = 24%; NON = 10%) and COSP-related utility visits (CON = 15%; NON = 7%). It would appear, therefore, that NONCONVERTERS are not sufficiently exposed to COSP information via utility mailings and personal visits by contractor and/or utility representatives. Of course, it could also be that NONCONVERTERS do not pay attention to or seek out these sources of COSP information.

The right half of Table 6.3 contains what may be a more relevant measure of information source importance: an effectiveness score, defined as the percentage of respondents citing a single information source as the "best" source of useful information about COSP. On this basis, print media are rated highest (19-26% effectiveness score) followed by personal sources (11-16%), and utility mailings (13-15%). These results should be considered when choosing media to promote COSP.

A final measure of information source importance can be obtained by comparing the exposure score to the effectiveness score for a particular source. This measure, which can be considered to be the decisive impact of a source, is defined as follows:

$$\text{Decisive impact} = \frac{\begin{array}{l} \% \text{ citing this source as} \\ \text{"best" (i.e., as providing} \\ \text{the most useful information)} \end{array}}{\begin{array}{l} \% \text{ obtaining information from} \\ \text{(reporting exposure to) a} \\ \text{source} \end{array}}$$

The decisive impact figures for CONVERTERS and NONCONVERTERS are pre-

TABLE 6.3.1

DECISIVE IMPACT OF VARIOUS SOURCES OF COSP INFORMATION
FOR CONVERTERS AND NONCONVERTERS

Information Source	Decisive Impact*	
	CON	NON
Newspapers	.32	.30
Magazines	.22	.38
Radio	.11	.16
T.V.	.09	.16
Friends or Relatives	.20	.28
Utility Mailings	.38	.38
Contractor Visits	.42	.40
Contractor Mailings	.13	.11
Utility Visits	.33	.14

* Decisive impact =
$$\frac{\% \text{ citing this source as "best" (i.e., as providing the most useful information)}}{\% \text{ obtaining information from (reporting exposure to) a source}}$$

TABLE 6.3.2

EXPOSURE-EFFECTIVENESS COMPARISON FOR THE VARIOUS SOURCES OF
COSP INFORMATION

Exposure - Effectiveness Category	Sources of Information	
	CON	NON
low exposure - high effectiveness	Contractor visits, utility mailings, utility visits	Contractor visits, utility mailings
high exposure - medium effectiveness	Newspapers, magazines	Newspapers, magazines
high exposure - low effectiveness	Radio, T.V.	Radio, T.V.

sented in Table 6.3.1.

When examining Table 6.3.1, it should be noted that the higher the decisive impact ratio, the more "effective" is the information from a consumer utility standpoint. Focusing on CONVERTERS, Table 6.3.1 shows that personal, direct sources of COSP information are most effective. Contractor visits, utility mailings and utility visits have the highest decisive impact ratios (.42, .38, .33, respectively). These information sources could be called low-exposure/high effectiveness sources. Print media, in the form of newspapers and magazines are next, with scores of .32 and .22. These sources may be described as high-exposure/medium effectiveness sources. Finally, radio and T.V. can be termed high-exposure/low effectiveness media sources. Radio and T.V. appear to play an awareness generation role in the COSP information mix.

When the NONCONVERTER segment is examined in a similar fashion to above, the results obtained are basically congruent with the CONVERTER findings. For both segments, these results are summarized in Table 6.3.2.

6.4 Intention to Apply for COSP

NONCONVERTERS were asked if they intended to apply for COSP and, as Table 6.4 indicates, half of the respondents said they did not intend to do so. The other half expressed various degrees of commitment to applying, ranging from "yes, maybe" (35%) to "have already applied" (3%). Quebecers were least likely to say that they planned to apply for COSP.

TABLE 6.4

NONCONVERTERS' INTENTION TO APPLY FOR COSP

	REGION				
	B.C.	MANITOBA	ONTARIO	QUEBEC	TOTAL
Yes, in a specified period	15%	14%	16%	6%	13%
Yes, maybe	39%	39%	32%	31%	35%
No	45%	47%	49%	64%	49%
Have Already Applied	1%	2%	4%	0%	3%

6.5 Problems With the COSP Application Process

There were very few problems with the COSP application process cited by respondents; in fact only 36 of the 1050 CONVERTERS mentioned any problem in the open-ended question addressing that issue. These problems are summarized below:

- . 12 mentioned delay in finding out if they would be reimbursed
- . 6 said installers were poorly informed
- . 4 complained of hassles over the permit number
- . 3 were refused payment they felt they should have received
- . 2 were unaware of COSP until later

The other complaints -- 6 of them -- were made against the contractor and had nothing to do with COSP.

It is well worth noting that this is an unusually low rate of complaint for an open-ended question which allows respondents full rein for their frustrations, and attests to the obvious efficiency with which COSP is being implemented.

6.6 The Role of COSP

In order to ascertain the role that COSP played in the decision to convert, CONVERTERS were asked three questions: Did they become aware of COSP before or after converting? Would they have changed off oil without COSP? Because of COSP, did they convert off oil heating sooner than they would otherwise have done? Each of these measures will be dealt with in turn.

CONVERTERS were asked if they decided to change systems before or after they first heard and/or read about the COSP grant. Their answers to this question are displayed in Table 6.6.1

TABLE 6.6.1

CONVERTERS' TIMING OF CONVERSION
DECISION AS A FUNCTION OF COSP AWARENESS

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=180</u>	<u>N=147</u>	<u>N=428</u>	<u>N=251</u>	<u>N=1011</u>
When first heard or read about COSP	Before converting	68%	69%	69%	58%	66%
	About same time	14%	8%	10%	15%	12%
	After converting	18%	24%	22%	27%	23%

Table 6.6.1 indicates that 23% of CONVERTERS converted off oil heating before they had heard or read anything about the COSP grant. These results are relatively homogenous by region, with Quebec showing the largest percentage (27%) of respondents converting without knowledge of COSP. Thus, for approximately 25% of CONVERTER respondents, the COSP program would have had no chance to impact the conversion decision. This proportion might be as high as 35% to 40% if those reporting learning of COSP "about the same time" are added. The size of this group is attributable to the timing of this evaluation study, approximately one year after the first announcement of COSP availability by the federal government only a few months after any significant promotion of the program, particularly in Quebec. It can be expected that the size of this convert-without-knowledge-of-COSP segment will rapidly diminish. Due to the early timing of the present study, it would be advisable to conduct a similar study at the end of year two of COSP availability. A second study would provide a more complete picture of the role of COSP in conversion decisions.

CONVERTERS were asked if they would have converted systems if the COSP grant were not available. These results are displayed in Table 6.6.2, which indicates that 78% of CONVERTERS stated they probably or definitely would have converted even if the COSP grant had not been available. Once again regional responses were relatively stable, with variation being confined to the percentage mix between the "definitely would" and "probably would" categories. While Quebec respondents were more likely than other respondents to state that they definitely would have converted without COSP (52%), there

TABLE 6.6.2

ROLE COSP PLAYED IN CONVERTERS' DECISION TO CONVERT:
PROBABILITY OF CONVERTING IF COSP WERE NOT AVAILABLE

	REGION				TOTAL
	B.C.	MANITOBA	ONTARIO	QUEBEC	
Definitely would	39%	37%	45%	52%	45%
Probably would	35%	35%	38%	22%	33%
Probably not	18%	21%	13%	22%	17%
Definitely would not	7%	8%	4%	4%	5%

is very little variation between regions when the definitely would and probably would categories are combined.

On first glance, Table 6.6.2 appears to indicate a small role for the COSP incentive in CONVERTERS decision process: about three-quarters would have converted even if COSP had not been available. This result for COSP influence becomes less pessimistic, however, when adjusted for the fact that some CONVERTERS were already involved in a conversion (or, in fact, had converted) before COSP became available or known to them. The following adjusted percentages are obtained by subtracting the proportion of CONVERTERS who learned of COSP after converting (bottom row of Table 6.6.1) from the combined proportion of CONVERTERS who indicated they definitely or probably would have converted even if COSP were not available (sum of top two rows of Table 6.6.2).

	Region				Total
	B.C.	Manitoba	Ontario	Quebec	
% apparently not impacted by COSP (of those who converted after or about same time as learning of COSP)	56%	48%	61%	47%	55%

The above figures provide a more accurate assessment of the role of COSP in influencing conversion decisions. The results show that just over one-half of CONVERTERS who could have been impacted by COSP were not impacted, when impact is defined in the very decisive sense of "causing" the conversion to take place per se. Periodic studies should be conducted to determine whether this proportion will diminish or increase over time. It can be argued that the "easy conversions" have taken place (i.e., those who were "ready" to convert) and that in future years those who are considering conversion will attribute more decisive impact to the COSP incentive. To the extent that

this occurs, the proportion of CONVERTERS reporting that COSP "caused" them to convert will increase. Another way to look at this issue is to argue that the population of NONCONVERTERS will, over time, be comprised of an increasing proportion of hard core, conversion-resistant people (i.e., fewer innovators or early adopters) and, therefore, if and when they do convert they will be emphatic that COSP was the causal factor. To the extent that this occurs it could be expected that in a future sample of CONVERTERS (resistant NONCONVERTERS who changed their mind) the proportion who would report COSP "caused" them to convert will increase.

The foregoing discussion does not take account of the magnitude of the COSP grant. It may be necessary to increase the size of the financial incentive to "cause" the more conversion-resistant oil users to change to an alternate space heating energy source.

CONVERTERS were also asked if they had changed their heating systems sooner because of COSP. These results are shown in Table 6.6.3, which indicates that COSP acts as a catalyst to off-oil conversion: 61% of CONVERTERS either agreed or strongly agreed that the existence of COSP prompted them to convert sooner than they otherwise would have. Once again, regional differences were minimal.

In summary, these findings about the role of COSP imply that COSP is not a sufficient condition for conversions to take place. At the time of the study, over half of those who converted with knowledge of COSP felt they would have done so even if COSP were not available. However, COSP definitely is a conversion facilitator: about 6 CONVERTERS out of 10 appear to have converted sooner than they otherwise would have, had COSP not been available.

TABLE 6.6.3

ROLE COSP PLAYED IN CONVERTERS' DECISION TO CONVERT:
"BECAUSE OF COSP I CONVERTED SOONER THAN I WOULD HAVE OTHERWISE"

	REGION				TOTAL
	B.C.	MANITOBA	ONTARIO	QUEBEC	
Strongly Agree	28%	34%	27%	27%	28%
Agree	40%	29%	34%	38%	33%
Neither	14%	19%	19%	7%	15%
Disagree	17%	14%	15%	20%	16%
Strongly Disagree	3%	4%	6%	18%	8%

6.6.1 The Adoption Process. Consumers differ in the speed with which they adopt new products or programs. Generally, a continuum can be imagined, with early and late adopters anchoring each end. Frequently, early and late adopters differ in their reasons for adopting a new product.

As was mentioned earlier, COSP seems to have served a catalytic function for off-oil conversion. There is evidence to suggest, however, that COSP will become more of a primary stimulus to conversion as later adopters are reached. Partial evidence was contained in the analysis of NONCONVERTER conversion motivations in Section 3. This analysis indicated that there were three factors that correlated significantly with conversion probability. Conversion probability was enhanced by agreement with any or all of the following statements:

I am considering converting because . . .

- 1) . . . my heating costs are too high with my present system
- 2) . . . I can apply for a government grant to help cover the costs of conversion
- 3) . . . my heating costs will be lower with a new system

Thus, the availability of COSP is associated with high conversion probability among NONCONVERTERS.

Further evidence of the likely future increase in the significance of COSP as a conversion stimulant can be obtained from additional analysis of the CONVERTER segment. CONVERTERS were also asked to indicate their degree of agreement or disagreement with the conversion motives mentioned above (see Appendix B, pages B11 to B14). These responses were compared to the role-of-COSP measure detailed in Table 6.6.2 and results of this analysis are shown below in Table

6.6.4, which indicates that the greater the agreement with each of the conversion motives, the more likely were respondents to say that they would not have converted if COSP were not available. Because these three conversion motives were the only reasons significantly related to NONCONVERTER conversion probability, it seems reasonable to suggest that COSP will serve more of a primary conversion motive as NONCONVERTERS (later adopters of COSP) begin to convert.

TABLE 6.6.4

DIFFERENCES IN THE ROLE WHICH COSP PLAYED IN CONVERTERS' DECISION
TO CONVERT AS A FUNCTION OF CONVERSION MOTIVE

MEASURE	Number in Subgroup	Mean Prob.* for Subgroup	Mean Prob. for Entire Sample	Difference (Sample Mean minus Subgroup Mean)
<u>CONVERSION MOTIVES</u>				
<u>Current Heating Costs Are Too High</u>				
Strongly agree	139	1.86	1.77	-.09
Agree	169	1.78		-.01
Neither	57	1.78		-.01
Disagree	29	1.44		+.33
Strongly disagree	8	1.25		+.52
<u>The Availability of COSP</u>				
Strongly agree	139	1.94	1.77	-.17
Agree	210	1.77		-
Neither	44	1.50		+.27
Disagree	19	1.26		+.51
Strongly disagree	3	1.00		+.77
<u>Lower Costs with New System</u>				
Strongly agree	138	1.80	1.77	-.17
Agree	190	1.78		-.01
Neither	58	1.83		-.06
Disagree	19	1.32		+.45
Strongly disagree	5	1.00		+.77

* The question was phrased:

"Would you have converted your home heating system if the COSP grant was not available?"

- 1 = definitely would have
- 2 = probably would have
- 3 = probably would not have
- 4 = definitely would not have

7. FUEL PERCEPTIONS

7.1 Reasons for Preference of Energy Source

In order to ascertain respondents' perceptions of their chosen energy source, they were asked to indicate their degree of agreement or disagreement with a series of possible perceptions about their preferred energy source. Table 7.1 outlines the percentage of CONVERTERS in the total sample who agreed or strongly agreed that their energy source, whether gas or electricity, was chosen for a particular reason. It also outlines the percentage of NONCONVERTERS who agreed or strongly agreed that their favourite energy source, whether gas or electricity, would be chosen because of certain characteristics.

As Table 7.1 shows, there are few perception differences between CONVERTERS and NONCONVERTERS within any one fuel preference category. Thus, gas preferers, whether CONVERTERS or NONCONVERTERS, were likely to believe that gas provided the lowest heating cost (CON = 88%; NON = 87%) and would continue to do so (CON = 70%; NON = 73%) and that they chose/would choose gas because of the availability of COSP (CON = 83%; NON = 87%). Those who chose/would choose electricity were equally likely to believe that electricity was the cheapest fuel of the future (CON = 77%; NON = 71%) but were less likely to believe that it currently provided lower heating costs (CON = 56%; NON = 60%). NONCONVERTERS were less likely to say that they would choose electricity because of the availability of COSP (CON = 81%; NON = 63%). NONCONVERTERS who would choose electricity were more likely than any other group to believe that there will be shortages of other

TABLE 7.1

PERCEPTIONS OF PREFERRED ENERGY SOURCE BY TOTAL SAMPLE OF CONVERTERS AND
NONCONVERTERS: (PERCENTAGE OF PEOPLE AGREEING OR STRONGLY AGREEING)

	GAS		ELECTRICITY	
	<u>CON</u>	<u>NON</u>	<u>CON</u>	<u>NON</u>
	<u>N=511-561</u>	<u>N=62-106</u>	<u>N=347-378</u>	<u>N=55-63</u>
Lower heating costs	88%	87%	56%	60%
Cheapest fuel in future	70%	73%	77%	71%
Low cost of buying and installing equipment	43%	46%	38%	37%
First choice not available	4%	17%	17%	16%
COSP available	83%	87%	81%	63%
Utility grant or loan available	25%	47%	36%	36%
Expect other fuel shortages	48%	34%	40%	57%

energy sources in the future. The only regional difference of note occurs with respect to the utility grant or loan: Quebecers were more likely than people in other regions to have chosen gas or electricity because of the utility grant or loan available. This finding is consistent with the fact that utility grants are heavily promoted in Quebec.

There were several differences of note between CONVERTERS who chose gas and those who chose electricity. Gas CONVERTERS were more likely than electricity CONVERTERS to perceive their energy choice as being the cheapest (Gas = 88%; Electricity = 56%) and to be expecting future shortages of other energy sources. Electricity CONVERTERS were more likely than gas CONVERTERS to say that they chose their energy source because of the utility grant or loan available (Electricity = 36%; Gas = 25%) and to say that their first choice was not available (Electricity = 17%; Gas = 4%). Among NONCONVERTERS, those who described gas as their energy choice of preference were less likely than those who chose electricity to expect future energy shortages (Electricity = 57%; Gas = 34%), to consider their preferred energy source to be cheaper (Gas = 87%; Electricity = 60%) and its purchase and installation to be cheaper (Gas = 46%; Electricity = 37%), and to perceive COSP (Gas = 87%; Electricity = 63%) and utility grants or loans to be available (Gas = 47%; Electricity = 36%) for them.

7.2 Perceptions of Heating System Characteristics

Respondents were asked to rank oil, natural gas and electricity in terms of their performance on a variety of characteristics. Table

TABLE 7.2

PERCEPTIONS OF CHARACTERISTICS OF OIL, GAS AND ELECTRICITY:
PERCENTAGE OF RESPONDENTS RANKING EACH ENERGY SOURCE "BEST"

	OIL		GAS		ELECTRICITY	
	CON	NON	CON	NON	CON	NON
Operates cleanly	1%	9%	23%	13%	87%	88%
Safety	7%	21%	19%	5%	86%	83%
Prompt service and repair	12%	42%	44%	21%	62%	53%
Reliable supply	6%	34%	57%	28%	52%	53%
Equipment cheap to buy and install	14%	30%	55%	37%	43%	41%
Heating costs low	1%	8%	83%	70%	25%	26%
Overall ranking	3%	19%	48%	34%	54%	52%

7.2 indicates the percentage of respondents who rated each of these energy sources first on each of the characteristics. Electricity was clearly the winner, with a superior overall ranking and indisputed top ranking on three characteristics: clean operation, safety, and prompt service and repair. Gas was rated most positively for its low heating cost, and CONVERTERS, as opposed to NONCONVERTERS, rated gas highest in terms of its reliable supply and low cost of buying and installing equipment. Oil was least likely to be ranked best on any dimension.

The perceptions of CONVERTERS and NONCONVERTERS differed on a variety of dimensions. CONVERTERS were much less likely than NONCONVERTERS to rank oil positively, which is probably why they converted in the first place. While CONVERTERS and NONCONVERTERS were equally likely to agree on all positive characteristics of electricity, CONVERTERS perceived gas much more positively than did NONCONVERTERS.

As Appendix B indicates, there were few regional differences in these perceptions, the most dramatic being the tendency for Quebecers, especially CONVERTERS, to rate electricity higher and gas lower than did people in other regions. In fact, 90% of Quebec CONVERTERS ranked electricity best overall, compared to 54% of the national sample, and only 9% of Quebec CONVERTERS ranked gas best, compared to 48% of the national sample.

8. SUMMARY OBSERVATIONS

The major observations to be highlighted in this report are as follows.

- NONCONVERTERS' homes were older, larger and had less insulation than did CONVERTERS' homes.
- Both CONVERTERS and NONCONVERTERS were aware of CHIP (90%) but less aware of ENER\$AVE (CON=57%; NON=40%).
- Approximately one-half of each group intended to insulate in the future, with approximately one-quarter of each group intending to apply for CHIP and/or ENER\$AVE.
- The respondents were overrepresentative of males and underrepresentative of Quebecers.
- The majority (57%) of CONVERTERS in the sample had switched to natural gas, followed by electricity (40%).
- There were strong regional differences in heating systems, with 98% of B.C. respondents on natural gas and 88% of Quebec respondents on electricity.
- Differences between CONVERTERS' and NONCONVERTERS' general energy views were quite small, although CONVERTERS were slightly more positive in their views.
- Quebecers, more than respondents from other regions, tended to believe that individual Canadians will make voluntary efforts to conserve energy.
- Insulation was viewed as the best energy saving approach by CONVERTERS and NONCONVERTERS alike. NONCONVERTERS, unsurprisingly, were far less likely than CONVERTERS to perceive off-oil conversion as crucial, with Quebecers being the most skeptical of all about the merits of off-oil conversion.
- Both CONVERTERS and NONCONVERTERS ranked the fear of future oil prices as the primary reason for converting or considering conversion. Financial considerations were clearly the motivating force, with potential oil shortages being a far less significant conversion motive.
- NONCONVERTERS, particularly in B.C., were most likely to suggest that satisfaction with their present oil system was the greatest barrier to converting. High interest rates were also given as barriers to off-oil conversion (NONCONVERTERS = 68%).

- . Nearly one-half of the NONCONVERTERS strongly agreed that they could not afford to convert, even with financial assistance from the government or their utilities.
- . The preceding points discussing barriers to conversion were fairly consistent across regions, with the only major deviations occurring in Quebec where the expense involved in converting, the payback period of conversion, the belief that money would be better spent elsewhere, and the inability to afford conversion were the critical barriers.
- . There were substantial numbers of conversion-resistant NONCONVERTERS, particularly in B.C. and Quebec.
- . Unsurprisingly, conversion probability was positively related to the age of the oil system.
- . Conversion probability was highest among those NONCONVERTERS who intended to apply for CHIP and ENER\$AVE.
- . Older respondents were far less likely to convert than were younger people.
- . Middle income respondents tended to be the most energy conscious and the most likely to convert. It appeared that there were two distinct conversion-resistant subsegments: low income and high income.
- . Three-quarters of NONCONVERTERS were aware of COSP, with the highest levels of awareness occurring in households with annual income in the range of \$20,000 to \$34,999. Awareness of COSP increased with education.
- . Respondents were, in general, quite aware that COSP pays 50% of the conversion costs up to \$800, but they were far less aware of the other features of COSP.
- . The main feature of COSP disliked by both CONVERTERS and NONCONVERTERS was the fact that COSP had to be treated as income for tax purposes.
- . It appeared that only a small proportion of NONCONVERTERS are exposed to COSP information via utility mailings and personal visits by contractors and/or utility representatives (although it is possible that NONCONVERTERS do not pay attention to or seek out these sources of COSP information).
- . Personal, direct sources of COSP information (contractor visits, utility mailings and utility visits) were the most effective means of communicating information about COSP. Print media (newspaper and magazines) were found to be the next most effective, and, finally, T.V. and radio were found to be the least effective.

- Quebec NONCONVERTERS were least likely to indicate an intention to apply for COSP.
- In response to an open ended question only 36 of 1050 CONVERTERS indicated any problems in the COSP application process.
- Although at least partially explainable by the timing of the study (within a year of initiation of COSP), the results indicated that just over one-half of CONVERTERS who could have been impacted by COSP were not impacted, when impact is defined in the very precise sense of "causing the conversion to take place".
- Approximately 6 CONVERTERS out of 10 appeared to have converted sooner than they otherwise would have done had COSP not been available.
- The availability of COSP is associated with high conversion probability among NONCONVERTERS.
- There were several differences between CONVERTERS who switched to gas and CONVERTERS who switched to electricity. Those opting for gas were more likely to perceive their energy source as cheapest and were more likely to be expecting future shortages of other energy sources. Those choosing electricity were more likely to cite the availability of a utility loan/grant as the reason for converting.
- CONVERTERS and NONCONVERTERS were equally likely to agree on all of the positive characteristics of electricity, while CONVERTERS perceived gas much more positively than did NONCONVERTERS. Obviously CONVERTERS were far more likely to rate oil negatively than were NONCONVERTERS.

9. RECOMMENDATIONS

9.1 Future Research Needs

This project was initiated to provide baseline data on consumers' reactions to a new Federal financial incentive, COSP, which was designed to stimulate conversions of oil fired home heating systems to alternate energy sources. The information contained in this report provides a snapshot of consumer reaction one year after the COSP incentive was first announced, a very early stage in a ten-year program.

It is likely that this early picture of consumer response is truly representative of the impact that the COSP program will eventually achieve. It is imperative, therefore, that periodic samplings of COSP adopters and nonadopters be surveyed to monitor the progress of the program. The survey should be modeled after the present study to facilitate longitudinal comparisons. This research is particularly important since at the time of the present study several provinces had not introduced COSP and many homeowners with oil fired systems had not become aware of the existence of the program and its features.

In addition to a general monitoring study, two more narrowly defined research projects should be undertaken. The first is a followup on the NONCONVERTERS included in the present study. This group supplied information on their likelihood of converting in the next two years. A nagging question is, "can their self-reported intentions be believed?" This can be determined by monitoring COSP application files and noting the appearance of names of householders

who were NONCONVERTERS in the present study. The proportion of intentions fulfillment could be calculated and, more important, the personal and situational characteristics of the "fulfilled intentions" group and the "unfulfilled intentions" group could be compared. In addition to being of value to ongoing management of the COSP program, this study would be of academic and methodological significance. Many models of consumer behavior imply that behavioral intentions can predict ultimate behavioral action and many studies of consumers and energy employ self-reported intention measures. The tracking of NONCONVERTERS in the manner suggested would test the validity of these approaches, at least in the context of home heating-related decision processes.

A second focussed study that should be carried out is a determination of the impact of COSP promotion. It appears that a sizeable promotional budget is applied to COSP and specific feedback on the communicating effects could improve the efficiency and effectiveness of these expenditures.

9.2 Program Management Options

In addition to providing baseline data against which future COSP evaluation studies can be compared, the present study produced results that have implications for the ongoing management of the program. Some of the key implications are listed below:

- . It would be unwise to discontinue COSP or reduce the size of the financial incentive.
- . The rather large number of conversion-resistant NONCONVERTERS would be substantially larger in the absence of government and/or utility financial aid.
- . The profiles of conversion-prone and conversion-resistant

NONCONVERTERS developed in this study could form the basis for promotional appeals; the views of the conversion-prone segment could be reinforced, and the erroneous views of the conversion-resistant segment, where applicable, could be influenced via information and persuasion.

- The low income, conversion-resistant subsegment may need specially tailored promotional and financial incentives to enable them to take conversion action.
- Methods of facilitating personal contact between oil users and utility representatives or contractors should be pursued.
- Households and regions of the country containing old and "poor condition" oil heating systems provide the most likely targets for off-oil conversion.
- Consumers may be receptive to a package of energy conservation incentives (eg. COSP, CHIP, and ENER\$AVE). It may be advisable to rationalize the programs and provide a more unified, consistent image to consumers.
- COSP appears to be quite efficiently implemented, based on the very low number of complaints expressed in response to the open-ended question which asked CONVERTERS to describe their application problems. This good management should be continued.
- COSP may become more of a primary stimulus to conversion as later adopters are reached, therefore, consideration should be given to increasing the attractiveness of the financial package.

APPENDIX A

DECISION RESEARCH LTD.

226 Oxford Street
Winnipeg, Manitoba, Canada
R3M 3J6

Telephone: (204) 284-8018

Dear Sir or Madame:

PLEASE READ THIS LETTER CAREFULLY.

THE STUDY

The enclosed questionnaire is part of a study I am conducting among a small group of Canadians to get their opinions on energy issues in Canada and their views on the energy used for heating their homes. Yours is one of a few households selected in your part of the country, so your response is very important to the success of this study.

YOUR HELP

Please complete and return the enclosed questionnaire in the prepaid return envelope provided. The questionnaire must be completed by one or both adult heads of the household.

Return the questionnaire this week. It will not take long -- most of the questions can be answered with a simple check mark (✓).

Please be assured that your responses will be treated confidentially and will only be used to group with responses of other study participants. Under no circumstances will your individual responses be reported.

A TOKEN OF APPRECIATION

To thank you for your assistance in completing the enclosed questionnaire, I will include your name in a draw for a \$200 cash prize. You will find a draw entry form at the end of the enclosed questionnaire. You may mail this entry form separately if you prefer not to have your name attached to your responses. Please complete and return your questionnaire as soon as possible.

I look forward to hearing from you.

Yours truly,

Perry Kent

Perry Kent
Research Project Manager

PK:sh

encl.

SURVEY OF HOME HEATING HABITS

INSTRUCTIONS FOR COMPLETING THE QUESTIONNAIRE

1. The person completing this questionnaire should be the adult who has the greatest knowledge concerning their home heating system. If two adult members of the house have equal knowledge concerning the way the home is heated, they might want to complete the questionnaire together.
2. Please complete all questions in the order that they appear in the questionnaire. Most questions can be answered with a simple check mark.
3. Please complete the draw entry form on the last page so that you will be eligible to win the \$200 cash prize. The entry form can be mailed separately if you prefer not to have your name attached to the questionnaire.
4. Please return the completed questionnaire as soon as possible, using the self-addressed, stamped envelope that we have provided.
5. Please indicate who is completing this questionnaire (check one)
 _____ adult male(s) _____ adult female(s) _____ both male & female

SECTION 1: GENERAL ENERGY VIEWS

Over the last few years a great deal of discussion has centered around the topic of energy and the possibility of energy shortages in Canada.

1. For each of the energy related statements listed below, please indicate the extent to which you agree or disagree with each statement.

(FOR EACH STATEMENT CHECK ONE RESPONSE)

	<u>Strongly</u> <u>Agree</u>	<u>Agree</u>	<u>Neither Agree</u> <u>Nor Disagree</u>	<u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>
A. The possibility of energy shortages is one of the most serious problems facing Canadians today . . . []	[]	[]	[]	[]	[]
B. In times of serious energy shortages, energy conservation actions taken by individuals can make important contributions to reducing the crisis []	[]	[]	[]	[]	[]
C. Individual Canadians are very likely to make voluntary efforts to cut down on their use of energy []	[]	[]	[]	[]	[]
D. In comparison to others I do more than my share to save energy []	[]	[]	[]	[]	[]

CONTINUE ON REVERSE

2. There are many activities that people could undertake to reduce energy costs around the home. Some of these activities are presented below. Please rank these activities in descending order from the largest energy cost saver to the smallest energy cost saver. That is, write 1 beside the activity that you think gives the largest savings, write 2 beside the next largest saver and 3 beside the third largest saver, and so on until you have ranked all activities.

	<u>RANK</u>
A. Switching off lights at home when not needed	_____
B. Adding weather stripping or caulking to the home	_____
C. Adding insulation to the home	_____
D. Turning down the thermostat at night	_____
E. Changing the home heating system from oil to some other energy source	_____
F. Using energy-efficient electrical appliances in the home	_____
G. Cleaning the home furnace once a year	_____
H. Replacing lights in the home with fluorescent fixtures	_____

SECTION 2: ABOUT YOUR HOME HEATING SYSTEM

We would now like to ask you a few questions concerning your home heating system.

1. What is the primary heating system presently in use in your home?

Oil	[]
Natural Gas	[]
Electric Furnace	[]
Other electric (eg. cables, baseboard)	[]
Heat Pump	[]
Propane	[]
Wood	[]
Solar	[]
Other, (specify) _____	

2. Approximately how old is your primary heating system?

3. Do you have a supplementary or secondary means of heating your home?

NO	[]
YES	[], if yes what type? _____

4. In what condition is your primary home heating system?

EXCELLENT CONDITION: "I expect many years of trouble-free operation"	[]
GOOD CONDITION: "With some minor repairs or servicing the system should work well for many years"	[]
FAIR CONDITION: "The system is in need of major repairs or servicing within a few years"	[]
POOR CONDITION: "The system should be replaced within the next year"	[]

CONTINUE ON NEXT PAGE

5. How satisfied are you with your present heating system?

Very Satisfied []
Satisfied []
Neither Satisfied nor Dissatisfied []
Dissatisfied []
Very Dissatisfied []

6. Have you changed or converted the system of heating in your present home during the past 10 years? (BE SURE TO FOLLOW THE ARROW THAT CORRESPONDS TO YOUR ANSWER TO THIS QUESTION).

NO, I have not changed the heating system in
my present home in the past 10 years [] → SKIP TO
QUESTION 10 BELOW

YES, I have changed my heating system in the
past 10 years or I am in the process of
changing it right now [] → CONTINUE TO
QUESTION 7 BELOW

7. What energy source did you use to heat your home prior to conversion?

Oil []
Natural Gas []
Electric []
Wood []
Other (specify) _____

8. Approximately how much did it cost to convert your heating system? (include all costs, eg. equipment, labor, etc.) \$ _____

9. When was this conversion completed? (BE SURE TO FOLLOW THE ARROW THAT CORRESPONDS TO YOUR ANSWER TO THIS QUESTION).

Before November 1980 [] → CONTINUE TO QUESTION 10

Between November 1980 and May 1981 . . . []

After May 1981 [] → SKIP TO
QUESTION 11
ON REVERSE

I am presently converting []

10. We would now like to know if you have taken any steps towards changing heating systems in the past year.

In the past year, which of the following steps, if any, have you taken towards changing your home heating system?

	YES	NO
a. "I have thought about changing heating systems"	[]	[]
b. "I have talked with my family and friends about changing heating systems"	[]	[]
c. "I have contacted a gas or electric utility to get information about changing heating systems"	[]	[]
d. "I have contacted private contractors to get information about changing heating systems"	[]	[]
e. "I have obtained estimates from heating contractors to find out how much it would cost to change heating systems"	[]	[]

CONTINUE ON REVERSE

11. How likely is it that you will convert to a different system of home heating within the next two years? (BE SURE TO FOLLOW THE ARROW THAT CORRESPONDS TO YOUR ANSWER TO THIS QUESTION).

I will definitely convert within the next two years. []

There is a strong possibility that I will convert within the next two years []

The chances are fifty-fifty that I will convert within the next two years []

I will probably not convert within the next two years []

I will definitely not convert within the next two years []

CONTINUE TO
QUESTION 12
BELOW

SKIP TO SECTION 3
ON PAGE 6

12. In question 11, you mentioned that you may change to a different heating system within the next two years. Are there any factors preventing you from converting your heating system right away?

I AM NOT going to convert my heating system right away because . . .

13. Presented below are some reasons people might give for changing heating systems. Please indicate the extent to which you agree or disagree with each statement listed below.

I AM CONSIDERING CONVERTING (OR HAVE CONVERTED) BECAUSE ...	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
A. ... I am afraid of future shortages of oil for home heating	[]	[]	[]	[]	[]
B. ... my heating costs are too high with my present system	[]	[]	[]	[]	[]
C. ... my present (previous) heating system is (was) in poor working condition . .	[]	[]	[]	[]	[]
D. ... my present (previous) heating system has (had) broken down	[]	[]	[]	[]	[]
E. ... I am concerned about the future cost of oil for home heating	[]	[]	[]	[]	[]
F. ... I can apply for a government grant to help cover the costs of conversion . .	[]	[]	[]	[]	[]
G. ... I can obtain a grant or loan from the gas or electric utility in my area	[]	[]	[]	[]	[]
H. ... my heating costs will be lower with a new heating system	[]	[]	[]	[]	[]

Please indicate any other reasons you may have for considering converting your home heating system _____

14. If you were to convert your home heating system today, what energy source would you most likely choose?

Natural gas []
 Electricity []
 Oil []
 Wood []
 Other (specify) _____

15. In question 14 you indicated which energy source you would choose if you did convert your home heating system. Presented below are a series of commonly stated reasons people give for choosing a particular energy source. Please indicate your degree of agreement or disagreement with each statement.

I WOULD CHOOSE (OR HAVE CHOSEN) THE ENERGY SOURCE INDICATED IN QUESTION 14 BECAUSE ...	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
A. ... this energy source would give (gives) me lower heating costs than other forms of heating at present prices	[]	[]	[]	[]	[]
B. ... I expect this energy source will be the cheapest form of heating in the future	[]	[]	[]	[]	[]
C. ... the heating equipment needed for this energy source would cost less to buy and install than would equipment for other energy sources	[]	[]	[]	[]	[]
D. ... the energy source I would like to have for heating is not available where I live	[]	[]	[]	[]	[]
E. ... I can obtain a govern- ment grant to convert to this energy source	[]	[]	[]	[]	[]
F. ... I expect(ed) there to be shortages of other home heating energy sources in the future	[]	[]	[]	[]	[]
G. ... I could obtain a grant or loan from the gas or electric utility in my area to convert to this energy source	[]	[]	[]	[]	[]

Please indicate any other reasons you may have for choosing the energy source mentioned in Question 14.

SECTION 3: REASONS FOR NOT CONVERTING

1. Presented below are some reasons people give for not changing their home heating system. Please indicate the extent to which you agree or disagree with each statement listed below.

I AM NOT PLANNING TO CHANGE MY PRESENT HOME HEATING SYSTEM BECAUSE ...	<u>Strongly</u> <u>Agree</u>	<u>Agree</u>	<u>Neither Agree</u> <u>Nor Disagree</u>	<u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>
A. ... I am satisfied with my current system []	[]	[]	[]	[]	[]
B. ... I can easily afford the costs of heating with my present system []	[]	[]	[]	[]	[]
C. ... it is too expensive to replace my present heating system []	[]	[]	[]	[]	[]
D. ... interest rates are too high []	[]	[]	[]	[]	[]
E. ... even if I receive a grant from the government I still cannot afford con- version costs []	[]	[]	[]	[]	[]
F. ... even if I receive a grant or loan from my local utility, I still cannot afford conversion costs . . []	[]	[]	[]	[]	[]
G. ... I am planning to move in the near future []	[]	[]	[]	[]	[]
H. ... I could not save enough on my heating bills to pay back the cost of buying and installing a different heating system []	[]	[]	[]	[]	[]
I. ... I recently changed my heating system []	[]	[]	[]	[]	[]
J. ... I cannot afford to change to a different heating system []	[]	[]	[]	[]	[]
K. ... I would rather spend my money on other energy con- servation measures, such as home insulation []	[]	[]	[]	[]	[]
L. ... it is too much bother to change heating systems . []	[]	[]	[]	[]	[]
M. ... the home heating system I would prefer is not available in my area []	[]	[]	[]	[]	[]

Please indicate any other reasons you may have for not wanting to change your home heating system _____

SECTION 4: ABOUT DIFFERENT ENERGY SOURCES

We would now like to obtain your opinions concerning the three major energy sources used for home heating: electricity, oil and natural gas.

1. For each of the performance measures listed below, please rate the different energy sources according to the following scale:

- 1 = BEST; this energy source performs the best
2 = NEXT BEST; this energy source performs the second best
3 = POOREST; this energy source performs the poorest

For example, for the characteristic "provides even heat", if you think an oil fired heating system is best of the three, rank it "1". If an electric heating system is next best, rank it "2", and so on. Be sure to fill in all the blanks opposite each performance characteristic.

<u>PERFORMANCE CHARACTERISTIC</u>	<u>Oil</u>	<u>Natural Gas</u>	<u>Electricity</u>
operates cleanly	—	—	—
is safe to operate	—	—	—
allows for prompt service and repair .	—	—	—
the supply of this energy source is reliable (the supply is seldom interrupted or unavailable)	—	—	—
the heating equipment required for this energy source is inexpensive to purchase and install	—	—	—
the costs of heating with this energy source are low	—	—	—

2. Considering all factors, how would you rate the overall performance of the three methods of home heating? (indicate 1 for BEST, 2 for NEXT BEST and 3 for POOREST).

Oil —
Natural Gas —
Electricity —

CONTINUE TO SECTION 5 ON REVERSE

SECTION 5: ABOUT THE C.O.S.P. GRANT

We would now like to ask you a few questions concerning the Canada Oil Substitution Program (COSP). This is a Federal Government program that gives homeowners who have oil-fired heating a grant to help cover the costs of converting their system from oil to another energy source.

1. Before you filled out this questionnaire, had you heard or read anything about the COSP grant? (BE SURE TO FOLLOW THE ARROW THAT CORRESPONDS TO YOUR ANSWER TO THIS QUESTION).

No ☐ → SKIP TO QUESTION 6 ON PAGE 9
Yes ☐ → CONTINUE TO QUESTION 2 BELOW

2. Presented below are a series of statements that describe various features included in the COSP grant. Please indicate whether you are fully aware of the feature, vaguely aware or not aware at all.

<u>COSP Grant Features:</u>	<u>Fully Aware</u>	<u>Vaguely Aware</u>	<u>Not Aware At All</u>
A. The COSP grant will pay 50% of the costs of conversion up to a maximum of \$800	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. The COSP grant must be treated as income for tax purposes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. The COSP grant covers conversions to several different types of energy sources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Adding a supplementary heating system while keeping oil for part of the home heating needs is allowable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Application for a COSP grant can be made only <u>after</u> conversion is complete	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Of the COSP grant features mentioned in question 2, which feature do you like the most? Which do you like the least? (Please indicate by writing the appropriate letters from question 2 in the spaces below).

feature liked the most _____ (letter)
feature liked the least _____ (letter)

4. You may have heard of the COSP grant from many different sources. For each of the sources listed below, please indicate "YES" if you have obtained information from that source or "NO" if you have not obtained information from that source.

	<u>YES</u>	<u>NO</u>
A. Magazine or newspaper stories about COSP	<input type="checkbox"/>	<input type="checkbox"/>
B. Radio ads mentioning COSP	<input type="checkbox"/>	<input type="checkbox"/>
C. T.V. ads mentioning COSP	<input type="checkbox"/>	<input type="checkbox"/>
D. Newspaper ads mentioning COSP	<input type="checkbox"/>	<input type="checkbox"/>
E. Direct mailings about COSP from gas or electric utilities	<input type="checkbox"/>	<input type="checkbox"/>
F. Direct mailings about COSP from private heating contractors	<input type="checkbox"/>	<input type="checkbox"/>
G. Personal visits from gas or electric utilities	<input type="checkbox"/>	<input type="checkbox"/>
H. Personal visits from private heating contractors	<input type="checkbox"/>	<input type="checkbox"/>
I. Friends or relatives	<input type="checkbox"/>	<input type="checkbox"/>

CONTINUE ON NEXT PAGE

5. Of the sources you mentioned in question 4, which source gave you the most useful information about COSP? Please indicate by giving the letter that corresponds to your most useful source of information.

Most useful source _____ (letter)

6. Do you have any intention of applying for the COSP grant? (Before answering this question please re-read the features of the COSP grant listed in question 2 above). (BE SURE TO FOLLOW THE ARROW THAT CORRESPONDS TO YOUR ANSWER TO THIS QUESTION).

NO, I do not plan to apply for a COSP grant [] → SKIP TO QUESTION 9 BELOW

YES, I may apply for a COSP grant but I don't know when []

YES, I plan to apply for a COSP grant within 1 to 2 months []

YES, I plan to apply for a COSP grant within 3 to 5 months []

YES, I plan to apply for a COSP grant within 6 to 12 months []

YES, I plan to apply for a COSP grant in more than 1 year []

SKIP TO
SECTION 6
ON REVERSE

YES, I have already applied for a COSP grant [] → CONTINUE TO QUESTION 7 BELOW

7. Did you have any problems with the COSP application process? (please describe)

8. Please list any specific suggestions you may have for improving the COSP grant program.

→ SKIP TO SECTION 6 ON REVERSE

9. Are there any specific reasons why you do not plan to apply for the COSP grant?

10. How could the COSP grant be changed to increase the chances of your applying?

CONTINUE TO SECTION 6 ON REVERSE

SECTION 6: DEMOGRAPHIC AND HOUSING CHARACTERISTICS

We would now like to ask you a few questions about yourself and the home in which you live. These questions are for the purpose of statistical classification.

1. In what kind of home do you live?

Single family home []
Duplex, semi-detached []
Apartment or condominium []
Mobile home []
Other, please specify _____

2. Approximately how old is your home? _____ years

3. How many rooms are in your home? _____ rooms

4. What is the approximate size of your home?

500 square feet or less []
501 to 800 square feet []
801 to 1000 square feet []
1001 to 1200 square feet []
1201 to 1500 square feet []
1501 to 2000 square feet []
More than 2000 square feet []

5. Now, a few questions about home insulation.

- a. Please indicate whether each of the following parts of your home are insulated. (Check one response only).

	Not Insulated	Poorly Insulated	Moderately Well Insulated	Very Well Insulated
Basement	[]	[]	[]	[]
Walls	[]	[]	[]	[]
Ceiling or attic	[]	[]	[]	[]

- b. Do you plan to add insulation to your home?

YES, I plan to add insulation in 1 - 6 months []
YES, I plan to add insulation in 7 - 12 months []
YES, I plan to add insulation in more than 1 year []
YES, I may insulate but I don't know when []
NO, I do not plan to insulate []

6. There are several home insulation programs available from the federal government. Please indicate whether you are aware of, plan to use or have used either of the two programs described below.

- a. The Canadian Home Insulation Program (CHIP): CHIP is a grant from the federal government for insulating older homes.

Are you aware of CHIP? YES [] NO []
Are you eligible for CHIP? . . YES [] NO [] DON'T KNOW []
Have you applied for CHIP? . . YES [] NO []
If you have not applied, do
you plan to apply for CHIP? . YES [] NO []

- b. ENER\$AVE for home insulation: This program provides a free computerized analysis of home insulation requirements and provides recommendations on the best ways to invest money in home insulation.

Are you aware of ENER\$AVE YES [] NO []
Have you applied for ENER\$AVE YES [] NO []
If you have not applied, do
you plan to apply for ENER\$AVE YES [] NO []

CONTINUE ON NEXT PAGE

7. Where do you live?

City _____ Province _____ Postal Code _____

8. Please indicate the age(s) of the adult(s) completing this questionnaire.
(BE SURE TO CHECK ONE CATEGORY FOR EACH ADULT).

	Adult Male(s)	Adult Female(s)
Under 25 years	[]	[]
25 to 34 years	[]	[]
35 to 45 years	[]	[]
46 to 54 years	[]	[]
55 to 64 years	[]	[]
Over 65 years	[]	[]

9. Including yourself, other adults and any children, how many persons currently live in your home?

number of persons _____

10. Please indicate the highest level(s) of education attained by the adult(s) completing this questionnaire. (BE SURE TO CHECK ONE CATEGORY FOR EACH ADULT).

	Adult Male(s)	Adult Female(s)
Elementary school	[]	[]
Some high school	[]	[]
High school graduate	[]	[]
Community college	[]	[]
Some university	[]	[]
University graduate	[]	[]

11. Please indicate the main occupation(s) of the adult(s) completing this questionnaire. (BE SURE TO CHECK ONE CATEGORY FOR EACH ADULT).

	Adult Male(s)	Adult Female(s)
Professional	[]	[]
Managerial/Executive	[]	[]
Sales	[]	[]
Clerical	[]	[]
Skilled labour	[]	[]
Unskilled labour	[]	[]
Farmer/Farm worker	[]	[]
Student	[]	[]
Homemaker	[]	[]
Unemployed	[]	[]
Other, please specify _____	[]	[]

12. Please indicate the total income of your household in 1980 before taxes?

under \$10,000	[]
\$10,000 to 14,999	[]
\$15,000 to 19,999	[]
\$20,000 to 24,999	[]
\$25,000 to 29,999	[]
\$30,000 to 34,999	[]
\$35,000 to 39,999	[]
\$40,000 to 49,999	[]
\$50,000 or more	[]

THANK YOU FOR YOUR COOPERATION. PLEASE FILL OUT THE DRAW ENTRY FORM BELOW.

* * * * *

DRAW ENTRY FORM

Please complete this entry form to ensure that your name will be included in the draw for the \$200 cash prize. All those returning completed questionnaires within TWO WEEKS will have their names included in the draw.

NAME: _____

ADDRESS: _____
(street, etc.)

_____ (city) _____ (province)

_____ (postal code) _____ (phone)

DECISION RESEARCH LTD.

226 Oxford Street
Winnipeg, Manitoba, Canada
R3M 3J6

Monsieur ou Madame:

Priere de lire attentivement cette lettre.

L'etude

Le questionnaire ci-joint fait partie d'une etude qui vise a m'informer de l'opinion d'un petit groupe de Canadiens sur les problemes energetiques au Canada aussi bien que sur le type de combustible avec lequel ils chauffent leur maison. Vous faites partie d'un petit nombre de gens dans votre region du pays a qui l'on a demande de remplir ce questionnaire. Vos reponses seront donc tres importantes pour le succes de l'etude.

Votre contribution

Veillez bien remplir le questionnaire et nous l'expedier dans l'enveloppe affranchie ci-incluse. Ce questionnaire doit etre rempli par l'un ou l'autre des chefs de famille (ou par les deux). S'il vous plait renvoyez-nous le questionnaire cette semaine. Il prend tres peu de temps a remplir puisque vous n'avez qu'a cocher (✓) la majorite des reponses.

Soyez assure que vos reponses resteront confidentielles et que l'on ne s'en servira que pour ajouter aux reponses des autres gens qui participeront a cette etude. En aucun cas rendra-t-on compte a qui que ce soit des reponses individuelles a ce questionnaire.

Temoignage de mon appreciation

Pour vous remercier d'avoir rempli le questionnaire, je mettrai votre nom dans un tirage pour \$200.00. Vous trouverez un formulaire a la fin du questionnaire sur lequel vous devez inscrire votre nom et adresse. Ce formulaire est pour le tirage seulement et vous pouvez nous l'expedier separement du questionnaire si vous ne voulez pas que votre nom reste attache a vos reponses. Veillez nous renvoyer le questionnaire des que possible.

Dans l'attente de votre reponse et cordialement votre.

Perry Kent

Perry Kent
Directeur du programme de recherche

PK:sh

SONDAGE SUR LES HABITUDES DE CHAUFFAGE A DOMICILE

INSTRUCTIONS A SUIVRE POUR REMPLIR LE QUESTIONNAIRE

1. L'individu qui remplit ce questionnaire devrait être l'adulte qui a la meilleure connaissance du système de chauffage de la maison. S'il y a deux adultes chez vous qui ont la même connaissance, ils voudront peut-être le remplir ensemble.
2. Vous êtes prié de répondre aux questions dans l'ordre où elles sont présentées. Pour la plupart des questions, vous n'aurez qu'à cocher (✓) votre réponse.
3. Complétez le formulaire à la dernière page qui vous permettra de participer à un tirage pour \$200. Vous pouvez nous renvoyer ce formulaire séparé du questionnaire si vous ne voulez pas que votre nom accompagne vos réponses.
4. Renvoyez-nous le questionnaire aussitôt que possible dans l'enveloppe timbrée incluse.
5. Veuillez indiquer qui remplit ce questionnaire en cochant (✓) la réponse dans l'espace pourvue.

adulte(s) mâle(s) _____ un adulte mâle et une adulte femelle _____
adulte(s) femelle(s) _____

SECTION 1: OPINIONS GENERALES SUR L'ENERGIE

Depuis quelques années on a beaucoup discuté au sujet de l'énergie et sur la possibilité d'une pénurie d'énergie au Canada.

1. Pour chacun des énoncés suivants concernant l'énergie, indiquez combien vous êtes d'accord ou pas d'accord.

(NE COCHEZ QU'UNE REPONSE POUR CHAQUE ENONCE.)

	Tout à fait d'accord	D'accord	Pas d'opinion	Pas d'accord	Pas d'accord du tout
A. La possibilité d'un manque d'énergie est un des plus sérieux problèmes qui se posent au Canadien aujourd'hui . []	[]	[]	[]	[]	[]
B. Durant une crise énergétique l'économie d'énergie par chaque individu peut apporter une importante contribution pour réduire la crise []	[]	[]	[]	[]	[]
C. Certains Canadiens feront probablement des efforts volontaires pour se servir de moins d'énergie []	[]	[]	[]	[]	[]
D. Je fais plus que ma part en comparaison aux autres personnes pour économiser l'énergie []	[]	[]	[]	[]	[]

SUITE AU VERSO

2. Il y a plusieurs activités dans lesquelles peuvent s'engager les gens pour épargner de l'énergie à la maison. Quelques-unes d'entre elles sont présentées ci-dessous. Veuillez mettre ces activités dans l'ordre de celle qui ferait la plus grande économie d'énergie à celle qui ferait la plus petite économie. Mettez le chiffre 1 à côté de l'activité qui fait la plus grande économie, le chiffre 2 près de l'activité qui ferait la seconde plus grande économie ainsi de suite jusqu'à 8.

L'ORDRE

- A. En allumant les lumières seulement en cas de besoin _____
- B. En calfeutrant autour des portes et fenêtres _____
- C. En ajoutant des matériaux d'isolation thermique _____
- D. Abaissement du thermostat du chauffage le soir _____
- E. En changeant l'installation de chauffage au mazout (à l'huile) pour un système dépendant d'une autre source d'énergie _____
- F. En se servant d'appareils électroménagers efficaces du point de vue de l'énergie _____
- G. En faisant nettoyer la fournaise une fois par année _____
- H. En remplaçant les lumières par des tubes fluorescents _____

SECTION 2: AU SUJET DE VOTRE SYSTEME DE CHAUFFAGE

Nous voudrions maintenant vous poser quelques questions au sujet de votre système de chauffage.

1. Quel est présentement, le mode principal de chauffage dans votre maison?

- Au mazout (à l'huile) []
- Gaz naturel []
- Fournaise électrique []
- Autre système à l'électricité (plinthes ou câbles chauffants) []
- Pompe à chaleur (thermopompe) []
- Propane []
- Au bois []
- Système solaire []
- Autre, (spécifiez) _____

2. Quel est l'âge approximatif de votre système de chauffage principal? _____

3. Avez-vous un système ou des appareils supplémentaires pour chauffer votre maison?

NON []
OUI [], Si oui lesquels? _____

4. Dans quel état est votre système de chauffage principal?

- EN PARFAIT ETAT: "Je m'attends à plusieurs années de service sans problème []
- EN BON ETAT: "Avec quelques petite réparations ou révisions le système devrait bien marcher pendant plusieurs années . []
- EN ASSEZ BON ETAT: "Le système aura besoin de réparation ou révision majeure d'ici quelques années []
- EN MAUVAIS ETAT: "Le système devrait être remplacé d'ici un ans []

5. Etes-vous satisfait du système de chauffage que vous avez présentement?

Très satisfait []
Satisfait []
Ni satisfait ni déçu []
Un peu déçu []
Très déçu []

6. Avez-vous remplacé le système de chauffage dans la maison que vous habitez maintenant au cours des derniers dix ans (ASSUREZ-VOUS DE PASSER A LA BONNE QUESTION APRES VOTRE REPONSE).

NON, je n'ai pas remplacé le système de chauffage depuis les derniers dix ans . . . [] → PASSEZ A LA QUESTION 10

OUI, j'ai remplacé le système de chauffage depuis dix ans ou les travaux sont présentement en cours [] → PASSEZ A LA QUESTION 7

7. Par quel type de combustible était alimenté votre système avant qu'il soit remplacé.

Au mazout (à l'huile) []
Au gaz naturel []
A l'électricité []
Au bois []
Autre (précisez) _____

8. A peu près combien est-ce que ça vous a coûté pour remplacer votre système de chauffage? (Y compris tous les coûts, le matériel et la main-d'oeuvre, etc.) \$ _____

9. Quand ont été achevés les travaux de remplacement. (ASSUREZ-VOUS DE PASSER A LA BONNE QUESTION APRES VOTRE REPONSE).

Avant le mois de novembre 1980 [] → PASSEZ A LA QUESTION 10

Entre le mois de novembre 1980 et le mois de mai 1981 []

Après le mois de mai 1981 []

Je suis présentement en train de faire remplacer le système []

→ PASSEZ A LA QUESTION 11

10. Nous voudrions savoir si au cours de la dernière année vous avez pris des démarches pour faire remplacer votre système.

Au courant de la dernière année quelle démarche si aucune avez-vous pris pour faire remplacer votre système?

	OUI	NON
a. "J'ai songé à remplacer le système"	[]	[]
b. "J'ai discuté de différents systèmes de chauffage avec ma famille et mes amis"	[]	[]
c. "J'ai communiqué avec les services publics du gaz ou de l'électricité pour obtenir des renseignements concernant différents systèmes de chauffage"	[]	[]
d. "J'ai communiqué avec des entrepreneurs indépendants pour obtenir des détails au sujet de différents systèmes de chauffage"	[]	[]
e. "J'ai obtenu des devis d'un nombre d'entrepreneurs pour me renseigner des coûts pour remplacer le système de chauffage"	[]	[]

11. Est-il probable que vous remplaciez votre système d'ici deux ans? (ASSUREZ-VOUS DE PASSER A LA BONNE QUESTION APRES VOTRE REPONSE).

Oui je remplacerais certainement mon système d'ici deux ans []

Il est fort probable que je remplace le système d'ici deux ans []

Il y a une chance sur deux que je remplace le système d'ici deux ans []

Il est peu probable que je remplace le système d'ici deux ans []

Je suis certain de ne pas remplacer le système avant deux ans []

PASSEZ A LA QUESTION 12

PASSEZ A LA SECTION 3

12. Votre réponse à la question 11 a indiqué que vous alliez peut-être remplacer votre système d'ici deux ans. Y a-t-il des raisons pour lesquelles vous ne le faites pas immédiatement?

Je NE REMPLACE PAS mon système de chauffage immédiatement parce que . . .

13. Vous trouverez, ci-dessous quelques raisons que donnent les gens pour lesquelles ils remplacent leur système. Indiquez jusqu'à quel point vous êtes d'accord (ou pas d'accord) avec chacun des énoncés énumérés:

JE PENSE A REMPLACER (OU J'AI DEJA REMPLACE) MON SYSTEME DE CHAUFFAGE PARCE QUE	Tout à fait d'accord	D'accord	Pas d'opinion	Pas d'accord	Pas d'accord du tout
--	-------------------------	----------	---------------	--------------	----------------------

A. ... J'ai peur que l'huile à chauffage vienne à manquer à l'avenir []	[]	[]	[]	[]	[]
--	-----	-----	-----	-----	-----

B. ... le coût du chauffage est trop élevé avec le système que j'ai présentement . . . []	[]	[]	[]	[]	[]
--	-----	-----	-----	-----	-----

C. ... mon système de chauffage ne fonctionne pas bien (ou ne fonctionnait pas bien) . []	[]	[]	[]	[]	[]
--	-----	-----	-----	-----	-----

D. ... mon système de chauffage ne fonctionne pas du tout (ou ne fonctionnait pas du tout) . []	[]	[]	[]	[]	[]
--	-----	-----	-----	-----	-----

E. ... j'ai peur que le coût de l'huile à chauffage soit trop élevé à l'avenir . . . []	[]	[]	[]	[]	[]
--	-----	-----	-----	-----	-----

F. ... Je peux faire une demande pour une subvention du gouvernement pour m'aider à remplacer le système []	[]	[]	[]	[]	[]
--	-----	-----	-----	-----	-----

G. ... Je peux obtenir une subvention ou un prêt des services publics du gaz ou de l'électricité de ma région si je remplace le système. []	[]	[]	[]	[]	[]
--	-----	-----	-----	-----	-----

H. ... mes coûts de chauffage diminueraient avec un nouveau système de chauffage . . . []	[]	[]	[]	[]	[]
--	-----	-----	-----	-----	-----

Veuillez indiquer s'il y a d'autres raisons pour lesquelles vous pensez remplacer votre système _____

14. Si vous alliez remplacer votre système aujourd'hui quelle source d'énergie choisiriez-vous pour votre nouveau système de chauffage?

Le gaz naturel []
 L'électricité []
 L'huile à chauffage []
 Le bois []
 Autre (précisez) _____

15. Vous avez indiqué par votre réponse à la question 14, la source d'énergie que vous choisiriez si vous remplaciez votre système de chauffage. Voici quelques raisons que nous donnent souvent les gens pour leur choix particulier de source d'énergie. Veuillez indiquer jusqu'à quel point vous êtes d'accord (ou pas d'accord) avec chacun des énoncés suivants.

JE CHOISIRAI (OU J'AI
 CHOISI) LA SOURCE D'ENERGIE
 QUE J'AI INDIQUE PAR MA
 REPONSE A LA QUESTION 14
 PARCE QUE . . .

	Tout à fait d'accord	D'accord	Pas d'opinion	Pas d'accord	Pas d'accord du tout
A. ... chauffer avec cette source d'énergie me coûterait (ou me coûte) moins au prix courant que les autres []	[]	[]	[]	[]	[]
B. ... je m'attends à ce que cette source d'énergie reste meilleur marché que les autres à l'avenir . . []	[]	[]	[]	[]	[]
C. ... le coût pour remplacer mon système de chauffage pour un autre qui s'alimente avec cette source d'énergie serait moins cher qu'un système qui s'alimente par d'autres sources d'énergie []	[]	[]	[]	[]	[]
D. ... la source d'énergie que j'aimerais n'est pas disponible dans la région où j'habite []	[]	[]	[]	[]	[]
E. ... je peux obtenir une subvention du gouvernement en remplaçant mon système avec un qui s'alimente avec cette source d'énergie . . []	[]	[]	[]	[]	[]
F. ... je m'attends (ou je m'attendais) à ce que les autres sources d'énergie viennent à manquer à l'avenir []	[]	[]	[]	[]	[]
G. ... je peux obtenir une subvention ou une prêt des services publics de l'électricité ou du gaz pour remplacer mon système avec un qui s'alimente avec cette source d'énergie . . []	[]	[]	[]	[]	[]

Veuillez noter les autres raisons pour votre choix de source d'énergie dans la question 14.

SECTION 3: RAISONS POUR NE PAS REMPLACER VOTRE SYSTEME DE CHAUFFAGE

1. Voici quelques raisons qu'on nous donne pour ne pas remplacer son système de chauffage. Jusqu'à quel point êtes-vous d'accord (ou pas d'accord) avec chacun de ces énoncés.

JE N'AI PAS L'INTENTION DE REMPLACER MON SYSTEME DE CHAUFFAGE PARCE QUE ...	Tout à faite d'accord	D'accord	Pas d'opinion	Pas d'accord	Pas d'accord du tout
A. ... je suis satisfait du système que j'ai	[]	[]	[]	[]	[]
B. ... je peux facilement me permettre le coût de chauffer avec le système que j'ai présentement . . .	[]	[]	[]	[]	[]
C. ... le coût pour remplacer le système que j'ai présentement est trop élevé . . .	[]	[]	[]	[]	[]
D. ... les intérêts sont trop élevés	[]	[]	[]	[]	[]
E. ... même avec une subvention du gouvernement, je n'ai pas les moyens de remplacer mon système	[]	[]	[]	[]	[]
F. ... même avec une subvention ou un prêt des services publics, je n'ai pas les moyens de remplacer mon système	[]	[]	[]	[]	[]
G. ... j'ai l'intention de déménager dans un proche avenir	[]	[]	[]	[]	[]
H. ... je n'épargnerai pas suffisamment sur mes coûts de chauffage avec un nouveau système pour me compenser les coûts d'achat et d'installation	[]	[]	[]	[]	[]
I. ... je viens de remplacer mon système de chauffage . . .	[]	[]	[]	[]	[]
J. ... je n'ai pas les moyens de remplacer mon système de chauffage	[]	[]	[]	[]	[]
K. ... j'aimerais mieux dépenser mon argent à d'autres mesures de conservation d'énergie telles que l'isolation de ma maison []	[]	[]	[]	[]	[]
L. ... remplacer mon système me causerait trop d'ennuis []	[]	[]	[]	[]	[]
M. ... le système de chauffage que je préfère n'est pas disponible dans la région où j'habite	[]	[]	[]	[]	[]

Veuillez noter les autres raisons que vous avez pour ne pas vouloir remplacer votre système _____

SECTION 4: AU SUJET DES DIFFERENTS TYPES DE COMBUSTIBLES

Nous voulons maintenant vous demander votre opinion sur les trois principales sources d'énergie pour le chauffage c'est-à-dire l'électricité, l'huile à chauffage et le gaz naturel.

1. Pour chacun des aspects d'opération notés ci-dessous classez chaque source d'énergie de la meilleure à la moins bonne.

Inscrivez le chiffre 1 pour la source d'énergie qui donne le meilleur rendement

Inscrivez le chiffre 2 sous la source qui donne le deuxième meilleur rendement

Inscrivez le chiffre 3 sous la source qui donne le rendement le moins bon des trois

Par exemple pour l'aspect d'opération "donne une bonne distribution de chaleur" si vous croyez que l'électricité donne la meilleur distribution de chaleur inscrivez le chiffre 1 sous électricité, si vous croyez que le gaz naturel donne la deuxième meilleur distribution de chaleur mettez le chiffre 2 sous gaz naturel et si vous croyez que l'huile à chauffage donne la moins bonne distribution de chaleur mettez le chiffre 3 sous l'huile à chauffage. Soyez certain que vous classez chaque source d'énergie (de la meilleure à la moins bonne) pour chaque aspect d'opération.

<u>ASPECT D'OPERATION</u>	<u>Huile à chauffage</u>	<u>Gaz naturel</u>	<u>Electricité</u>
Fonctionne proprement	—	—	—
Fonctionne sans risque	—	—	—
Les systèmes qui s'alimentent avec cette source d'énergie peuvent être révisés et réparés promptement	—	—	—
La réserve de cette source d'énergie est fiable (on n'interrompt le service que rarement)	—	—	—
Le coût d'achat et d'installation d'un système alimenté par cette source d'énergie n'est pas cher	—	—	—
C'est une énergie de chauffage bon marché	—	—	—

2. En tenant compte de tous les facteurs mettez en ordre de la meilleure à la moins bonne les trois sources d'énergie à chauffage. (indiquez 1 pour la meilleure, 2 pour la deuxième meilleure et 3 pour la moins bonne).

l'huile à chauffage —
gaz naturel —
électricité —

PASSEZ A LA SECTION 5

SECTION 5: AU SUJET DU PROGRAMME CANADIEN DE REMPLACEMENT DU PETROLE (P.C.R.P.)

Nous voulons vous poser quelques questions au sujet du Programme Canadien de Remplacement du Pétrole (P.C.R.P.). Le gouvernement Canadien, par l'entremise de ce programme donne aux propriétaires de maison chauffées au mazout (à l'huile) une subvention pour les aider à faire face aux coûts de remplacement de leur installation alimentées au mazout par une installation alimentée par d'autres sources d'énergie.

1. Aviez-vous entendu parler (ou aviez vous lu) au sujet du P.C.R.P. avant de remplir ce questionnaire? (ASSUREZ VOUS DE PASSER A LA BONNE QUESTION APRES VOTRE REPONSE)

NON ☐ — PASSEZ A LA QUESTION 6 A LE PAGE 9
OUI ☐ — CONTINUEZ CI-DESSOUS A LA QUESTION 2

2. Vous trouverez ci-dessous quelques particularités du Programme Canadien de Remplacement du Pétrole. Indiquez si vous en étiez bien au courant, vaguement au courant, ou pas au courant du tout.

Particularité du P.C.R.P.	J'étais bien au courant que	J'étais vaguement au courant que	Je n'étais pas du tout au courant que
A. La subvention du P.C.R.P. payerait 50% des coûts de remplacement de mon système jusqu'à un maximum de \$800	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. La subvention de P.C.R.P. à un individu doit être déclarée comme revenu aux fins d'impôt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. La subvention du P.C.R.P. est disponible pour remplacer un système de chauffage par un système qui s'alimente par un nombre d'autres sources d'énergie	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. L'addition d'un système de chauffage supplémentaire au système à mazout est permis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Vous ne pouvez faire une demande de subvention qu'après avoir remplacé votre système	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Des particularités du P.C.R.P. présentées à la question 2, laquelle aimez-vous le plus et laquelle aimez-vous le moins. Notez en inscrivant la lettre qui correspond à la particularité dans l'espace pourvue.

la particularité que vous aimez le plus _____ (indiquez avec la lettre)
la particularité que vous aimez le moins _____ (indiquez avec la lettre)

4. Il est possible que vous ayez entendu parlé ou que vous ayez lu au sujet du P.C.R.P. dans diverses sources d'information. Indiquez en cochant (✓) le oui ou le non si vous avez pris connaissance des détails de chaque source d'information présentée ci-dessous.

	OUI	NON
A. Dans un article de journal ou de magazine au sujet de P.C.R.P.	<input type="checkbox"/>	<input type="checkbox"/>
B. Annonce à la radio au sujet du P.C.R.P.	<input type="checkbox"/>	<input type="checkbox"/>
C. Annonce à la télévision au sujet du P.C.R.P.	<input type="checkbox"/>	<input type="checkbox"/>
D. Annonce dans un journal au sujet du P.C.R.P.	<input type="checkbox"/>	<input type="checkbox"/>
E. Brochures au sujet du P.C.R.P. expédiées par les services publics du gaz ou de l'électricité	<input type="checkbox"/>	<input type="checkbox"/>
F. Brochure au sujet du P.C.R.P. expédiée par un entrepreneur indépendant	<input type="checkbox"/>	<input type="checkbox"/>
G. Visite d'un membre du personnel des services publics du gaz ou de l'électricité	<input type="checkbox"/>	<input type="checkbox"/>
H. Visite d'un entrepreneur indépendant	<input type="checkbox"/>	<input type="checkbox"/>
I. De mes amis ou ma parenté	<input type="checkbox"/>	<input type="checkbox"/>

5. Des sources d'information présentées dans la question 4, indiquez celle qui vous a fourni l'information la plus utile au sujet du P.C.R.P.

Indiquez la source d'information la plus utile en plaçant la lettre correspondante dans l'espace que voici. _____

6. Pensez-vous demander une subvention du P.C.R.P. (Avant de répondre à cette question, relisez les particularités du P.C.R.P. présentées dans la question 2 ci-dessus). (ASSUREZ-VOUS DE PASSER A LA BONNE QUESTION APRES VOTRE REPONSE).

NON, je n'ai pas l'intention de faire une demande [] → PASSEZ A LA QUESTION 9

OUI, je ferais peut-être une demande de subvention mais je ne sais pas quand []

OUI, j'ai l'intention de faire une demande d'ici un ou deux mois []

OUI, j'ai l'intention de faire une demande d'ici 3 à 5 mois []

OUI, j'ai l'intention de faire une demande d'ici 6 à 12 mois []

OUI, j'ai l'intention de faire une demande mais pas avant un an []

OUI, j'ai déjà fait une demande du P.C.R.P. [] → PASSEZ A LA QUESTION 7

PASSEZ
A LA
SECTION 6
AU VERSO

7. Avez-vous eu des difficultés avec le processus de demande de subvention du P.C.R.P.? (Si oui précisez) _____

8. Si vous avez des suggestions pour l'amélioration du P.C.R.P., veuillez les noter.

→ PASSEZ A LA SECTION 6 AU VERSO

9. Y a-t-il des raisons particulières pour lesquelles vous n'avez pas l'intention de faire une demande du P.C.R.P.? _____

10. Quels changements est-ce qu'on pourrait apporter au P.C.R.P. qui vous encourageraient à faire une demande de subvention _____

SUITE AU VERSO

**SECTION 6: RENSEIGNEMENT DEMOGRAPHIQUES ET CARACTERISTIQUES PHYSIQUES DE
VOTRE RESIDENCE**

Nous aimerions maintenant poser quelques questions à votre sujet et au sujet de votre résidence. Ces questions sont posées seulement dans le but de faire des classifications statistiques.

1. Dans quel genre de résidence habitez-vous?

Maison []
Duplex []
Appartement ou condominium []
Roulotte (mobile home) []
Autre, spécifiez _____

2. Environ quel âge a votre résidence? _____ an(s)

3. Combien de chambres y a-t-il dans votre maison? _____ chambres

4. Quel est la grandeur approximative de votre maison?

500 pieds carrés ou moins []
501 à 800 pieds carrés []
801 à 1000 pieds carrés []
1001 à 1200 pieds carrés []
1201 à 1500 pieds carrés []
1501 à 2000 pieds carrés []
Plus de 2000 pieds carrés []

5. Maintenant, quelques questions au sujet de l'isolation thermique de votre maison.

- a. Indiquez la qualité de l'isolation thermique des parties suivantes de votre maison.

	Pas isolé	Peu isolé	Pas mal isolé	Très bien isolé
Le sous-sol	[]	[]	[]	[]
Les murs	[]	[]	[]	[]
Le plafond ou la mansarde	[]	[]	[]	[]

- b. Avez-vous l'intention d'ajouter de l'isolation thermique à votre maison?

OUI, j'ai l'intention d'ajouter de l'isolation thermique d'ici 6 mois []
OUI, j'ai l'intention d'ajouter de l'isolation thermique dans 7 à 12 mois d'ici []
OUI, j'ai l'intention d'ajouter de l'isolation thermique mais pas avant un an d'ici []
OUI, j'ai l'intention d'ajouter de l'isolation thermique mais je ne sais pas quand []
NON, je n'ai pas l'intention d'ajouter de l'isolation thermique []

6. Il y a quelques programmes fédéraux qui viennent à l'aide de ceux qui veulent ajouter de l'isolation thermique à leur maison. Indiquez si vous êtes 1) au courant de l'un ou l'autre de ces programmes 2) si vous avez l'intention de faire une demande de l'un ou l'autre de ces programmes ou si vous-avez déjà fait une demande auprès de l'un d'eux.

- a. Le Programme d'isolation thermique des résidences canadiennes (P.I.T.R.C.) est un programme fédéral pour l'isolation d'anciennes maisons.

OUI NON

Etes-vous au courant de ce programme? [] []
Avez-vous droit aux subventions de ce programme? [] [] Je ne le sais pas []
Avez-vous faites demande au P.I.T.R.C.? [] []
Si vous n'avez pas fait de demande, avez-vous l'intention d'en faire une? [] []

- b. ENERSAGE pour l'isolation thermique des maisons. C'est un programme d'analyse par ordinateur pour vous aider à économiser de l'énergie et de l'argent.

Etes-vous au courant du programme d'ENERSAGE OUI [] NON []
Avez vous fait une demande auprès du programme d'ENERSAGE OUI [] NON []
Si vous n'avez pas fait de demande, avez-vous l'intention d'en faire une OUI [] NON []

SUITE AU VERSO

7. Où demeurez-vous?

Ville _____ Province _____ Code Postal _____

8. Indiquez l'âge de l'individu qui remplit ce questionnaire (ou des individus qui remplissent ce questionnaire). (Cochez une catégorie pour chaque adulte)

	adulte(s) mâle(s)	adulte(s) femelle(s)
Moins de 25 ans	[]	[]
De 25 à 34 ans	[]	[]
De 35 à 44 ans	[]	[]
De 45 à 54 ans	[]	[]
De 55 à 64 ans	[]	[]
Plus de 65 ans	[]	[]

9. Combien de gens habitent dans votre maison (y compris tous les adultes et les enfants) _____

10. Quel est le plus haut niveau d'étude atteint par l'adulte qui remplit (ou par les adultes qui remplissent) ce questionnaire. (Cochez une catégorie pour chaque adulte)

	mâle(s)	Femelle(s)
Ecole primaire	[]	[]
Un peu d'école secondaire	[]	[]
Diplôme d'études secondaires	[]	[]
Diplôme d'études techniques	[]	[]
Un peu d'université	[]	[]
Diplômé de l'université	[]	[]

11. L'occupation principale de l'adulte qui remplit (ou des adultes qui remplissent) ce questionnaire est. (Cochez une catégorie pour chaque adulte)

	mâle(s)	female(s)
Profession libérale	[]	[]
Administrateur/gérant	[]	[]
Vendeur	[]	[]
Travail de bureau (employé)	[]	[]
Ouvrier spécialisé	[]	[]
Manoeuvre	[]	[]
Fermier/ouvrier agricole	[]	[]
Etudiant	[]	[]
Femme/homme de foyer	[]	[]
Chômeur	[]	[]
Autre (précisez) _____	[]	[]

12. Quel était le revenu total de votre foyer (avant les impôts) durant l'année 1980.

0 à \$10,000	[]
\$10,000 à 14,999	[]
\$15,000 à 19,999	[]
\$20,000 à 24,999	[]
\$25,000 à 29,999	[]
\$30,000 à 34,999	[]
\$35,000 à 39,999	[]
\$40,000 à 49,999	[]
\$50,000 et plus	[]

GRAND MERCI DE VOTRE AIDE ET N'OUBLIEZ PAS DE REMPLIR LE FORMULAIRE CI JOINT POUR LE TIRAGE.

* * * * *

FORMULAIRE DE PARTICIPATION AU TIRAGE

Veuillez remplir ce formulaire pour le tirage de \$200. Le nom de tous ceux qui auront rempli et renvoyé le questionnaire et ce formulaire d'ici deux semaines seront inclus dans le tirage.

NOM: _____

ADRESSE: _____

(rue, etc.)

(ville)

(province)

(code postal)

(téléphone)

DECISION RESEARCH LTD.

226 Oxford Street
Winnipeg, Manitoba, Canada
R3M 3J6

Monsieur ou Madame:

Priere de lire attentivement cette lettre.

L'etude

Le questionnaire ci-joint fait partie d'une etude qui vise a m'informer de l'opinion d'un petit groupe de Canadiens sur les problemes energetiques au Canada aussi bien que sur le type de combustible avec lequel ils chauffent leur maison. Vous faites partie d'un petit nombre de gens dans votre region du pays a qui l'on a demande de remplir ce questionnaire. Vos reponses seront donc tres importantes pour le succes de l'etude.

Votre contribution

Veuillez bien remplir le questionnaire et nous l'expedier dans l'enveloppe affranchie ci-incluse. Ce questionnaire doit etre rempli par l'un ou l'autre des chefs de famille (ou par les deux). S'il vous plait renvoyez-nous le questionnaire cette semaine. Il prend tres peu de temps a remplir puisque vous n'avez qu'a cocher (✓) la majorite des reponses.

Soyez assure que vos reponses resteront confidentielles et que l'on ne s'en servira que pour ajouter aux reponses des autres gens qui participeront a cette etude. En aucun cas rendra-t-on compte a qui que ce soit des reponses individuelles a ce questionnaire.

Temoignage de mon appreciation

Pour vous remercier d'avoir rempli le questionnaire, je mettrai votre nom dans un tirage pour \$200.00. Vous trouverez un formulaire a la fin du questionnaire sur lequel vous devez inscrire votre nom et adresse. Ce formulaire est pour le tirage seulement et vous pouvez nous l'expedier separement du questionnaire si vous ne voulez pas que votre nom reste attache a vos reponses. Veuillez nous renvoyer le questionnaire des que possible.

Dans l'attente de votre reponse et cordialement votre.

Perry Kent

Perry Kent
Directeur du programme de recherche

PK:sh

SONDAGE SUR LES HABITUDES DE CHAUFFAGE A DOMICILE

INSTRUCTIONS A SUIVRE POUR REMPLIR LE QUESTIONNAIRE

1. L'individu qui remplit ce questionnaire devrait être l'adulte qui a la meilleure connaissance du système de chauffage de la maison. S'il y a deux adultes chez vous qui ont la même connaissance, ils voudront peut-être le remplir ensemble.
2. Vous êtes prié de répondre aux questions dans l'ordre où elles sont présentées. Pour la plupart des questions, vous n'aurez qu'à cocher (✓) votre réponse.
3. Complétez le formulaire à la dernière page qui vous permettra de participer à un tirage pour \$200. Vous pouvez nous renvoyer ce formulaire séparé du questionnaire si vous ne voulez pas que votre nom accompagne vos réponses.
4. Renvoyez-nous le questionnaire aussitôt que possible dans l'enveloppe timbrée incluse.
5. Veuillez indiquer qui remplit ce questionnaire en cochant (✓) la réponse dans l'espace pourvue.

adulte(s) mâle(s) _____ un adulte mâle et une adulte femelle _____
adulte(s) femelle(s) _____

SECTION 1: OPINIONS GENERALES SUR L'ENERGIE

Depuis quelques années on a beaucoup discuté au sujet de l'énergie et sur la possibilité d'une pénurie d'énergie au Canada.

1. Pour chacun des énoncés suivants concernant l'énergie, indiquez combien vous êtes d'accord ou pas d'accord.

(NE COCHEZ QU'UNE REPONSE POUR CHAQUE ENONCE.)

	Tout à fait d'accord	D'accord	Pas d'opinion	Pas d'accord	Pas d'accord du tout
A. La possibilité d'un manque d'énergie est un des plus sérieux problèmes qui se posent au Canadien aujourd'hui . []	[]	[]	[]	[]	[]
B. Durant une crise énergétique l'économie d'énergie par chaque individu peut apporter une importante contribution pour réduire la crise []	[]	[]	[]	[]	[]
C. Certains Canadiens feront probablement des efforts volontaires pour se servir de moins d'énergie []	[]	[]	[]	[]	[]
D. Je fais plus que ma part en comparaison aux autres personnes pour économiser l'énergie []	[]	[]	[]	[]	[]

SUITE AU VERSO

2. Il y a plusieurs activités dans lesquelles peuvent s'engager les gens pour épargner de l'énergie à la maison. Quelques-unes d'entre elles sont présentées ci-dessous. Veuillez mettre ces activités dans l'ordre de celle qui ferait la plus grande économie d'énergie à celle qui ferait la plus petite économie. Mettez le chiffre 1 à côté de l'activité qui fait la plus grande économie, le chiffre 2 près de l'activité qui ferait la seconde plus grande économie ainsi de suite jusqu'à 8.

L'ORDRE

- A. En allumant les lumières seulement en cas de besoin _____
- B. En calfeutrant autour des portes et fenêtres _____
- C. En ajoutant des matériaux d'isolation thermique _____
- D. Abaissement du thermostat du chauffage le soir _____
- E. En changeant l'installation de chauffage au mazout (à l'huile) pour un système dépendant d'une autre source d'énergie _____
- F. En se servant d'appareils électroménagers efficaces du point de vue de l'énergie _____
- G. En faisant nettoyer la fournaise une fois par année _____
- H. En remplaçant les lumières par des tubes fluorescents _____

SECTION 2: AU SUJET DE VOTRE SYSTEME DE CHAUFFAGE

Nous voudrions maintenant vous poser quelques questions au sujet de votre système de chauffage.

1. Quel est présentement, le mode principal de chauffage dans votre maison?

Au mazout (à l'huile) []
 Gaz naturel []
 Fournaise électrique []
 Autre système à l'électricité (plinthes ou câbles chauffants) []
 Pompe à chaleur (thermopompe) []
 Propane []
 Au bois []
 Système solaire []
 Autre, (spécifiez) _____

2. Quel est l'âge approximatif de votre système de chauffage principal? _____

3. Avez-vous un système ou des appareils supplémentaires pour chauffer votre maison?

NON []
 OUI [] Si oui, lesquels? _____

4. Dans quel état est votre système de chauffage principal?

EN PARFAIT ETAT: "Je m'attends à plusieurs années de service sans problème []

EN BON ETAT: "Avec quelques petites réparations ou révisions le système devrait bien marcher pendant plusieurs années . []

EN ASSEZ BON ETAT: "Le système aura besoin de réparation ou révision majeure d'ici quelques années []

EN MAUVAIS ETAT: "Le système devrait être remplacé d'ici un ans []

PASSEZ A LA PROCHAINE PAGE

5. Etes-vous satisfait du système de chauffage que vous avez présentement?

Très satisfait []
Satisfait []
Ni satisfait ni déçu []
Un peu déçu []
Très déçu []

6. Avez-vous remplacé le système de chauffage dans la maison que vous habitez maintenant au cours des derniers deux ans (ASSUREZ-VOUS DE PASSER A LA BONNE QUESTION APRES VOTRE REPONSE).

NON, je n'ai pas remplacé le système de chauffage depuis les derniers deux ans . . . [] → PASSEZ A LA SECTION 6 A LA PAGE 9

OUI, j'ai remplacé le système de chauffage depuis deux ans ou les travaux sont présentement en cours [] → PASSEZ A LA QUESTION 7

7. Par quel type de combustible était alimenté votre système avant qu'il soit remplacé.

Au mazout (à l'huile) . . . []
Au gaz naturel []
A l'électricité []
Au bois []
Autre (précisez) _____

8. Vous trouverez, ci-dessous quelques raisons que donnent les gens pour lesquelles ils remplacent leur système. Indiquez jusqu'à quel point vous êtes d'accord (ou pas d'accord) avec chacun des énoncés énumérés:

J'AI REMPLACÉ MON SYSTÈME DE CHAUFFAGE PARCE QUE	Tout à fait d'accord	D'accord	Pas d'opinion	Pas d'accord	Pas d'accord du tout
A. . . J'avais peur que l'huile à chauffage vienne à manquer à l'avenir []	[]	[]	[]	[]	[]
B. . . le coût du chauffage était trop élevé avec le système que j'avais []	[]	[]	[]	[]	[]
C. . . le système de chauffage que j'avais ne fonctionnait pas bien []	[]	[]	[]	[]	[]
D. . . le système de chauffage que j'avais ne fonctionnait pas du tout []	[]	[]	[]	[]	[]
E. . . j'avais peur que le coût de l'huile à chauffage soit trop élevé à l'avenir . . . []	[]	[]	[]	[]	[]
F. . . Je pouvais faire une demande pour une subvention du gouvernement pour m'aider à remplacer le système []	[]	[]	[]	[]	[]
G. . . Je pouvais obtenir une subvention ou un prêt des services publics du gaz ou de l'électricité de ma région si je remplaçais le système. []	[]	[]	[]	[]	[]
H. . . mes coûts de chauffage diminueraient avec un nouveau système de chauffage . . . []	[]	[]	[]	[]	[]

Veuillez indiquer s'il y a d'autres raisons pour lesquelles vous avez remplacé votre système _____

SUITE AU VERSO

9. Maintenant nous voulons que vous pensiez à la source d'énergie que vous chauffez avec présentement. Nous sommes intéressé à savoir pourquoi vous avez choisi ce type de combustible lorsque vous avez remplacé votre système.

Voici quelques raisons que nous donnent souvent les gens pour leur choix particulier de source d'énergie. Veuillez indiquer jusqu'à quel point vous êtes d'accord (ou pas d'accord) avec chacun des énoncés suivants.

J'AI CHOISI CE TYPE DE COMBUSTIBLE (OU CETTE SOURCE D'ENERGIE) PARCE QUE	Tout à fait d'accord	D'accord	Pas d'opinion	Pas d'accord	Pas d'accord du tout
A. ... chauffer avec cette source d'énergie me coûte moins au prix courant que les autres sources d'énergie	[]	[]	[]	[]	[]
B. ... je m'attends à ce que cette source d'énergie reste meilleur marché que les autres à l'avenir . .	[]	[]	[]	[]	[]
C. ... le coût pour remplacer mon système de chauffage pour un autre qui s'alimente avec cette source d'énergie serait moins cher qu'un système qui s'alimente par d'autres sources d'énergie	[]	[]	[]	[]	[]
D. ... la source d'énergie que j'aurai voulu n'étais pas disponible dans la région où j'habite	[]	[]	[]	[]	[]
E. ... je pouvais obtenir une subvention du gouvernement en remplaçant mon système avec un qui s'alimente avec cette source d'énergie . .	[]	[]	[]	[]	[]
F. ... je pouvais obtenir une subvention ou une prêt des services publics de l'électricité ou du gaz de ma région en remplaçant mon système avec un qui s'alimente avec cette source d'énergie . .	[]	[]	[]	[]	[]
G. ... je m'attends à ce que les autres sources d'énergie viennent à manquer à l'avenir	[]	[]	[]	[]	[]

10. Est-ce que la source d'énergie que vous avez choisi pour votre nouveau système était votre choix préférée?

OUI []
NON []

Si non, pourquoi avez-vous choisi cette source d'énergie _____

11. Veuillez noter les autres raisons que vous aviez pour votre choix de la source d'énergie que vous chauffez avec présentement.

SECTION 3: RAISONS POUR NE PAS REMPLACER VOTRE SYSTEME DE CHAUFFAGE

1. Voici quelques une des inquiétudes qu'auront peut-être les gens lorsqu'ils penseront à remplacer leur systèmes de chauffage. Essayez de vous rappelez du moment où vous remplaciez votre système. Notez maintenant jusqu'à quel point vous êtes d'accord (ou pas d'accord) que chacun des énoncés présentes vous inquiétaient.

LORSQUE JE PENSAIS DE REPLACER MON SYSTEME DE CHAUFFAGE J'ETAIS INQUIET PARCE QUE . . .	Tout à faite d'accord	D'accord	Pas d'opinion	Pas d'accord	Pas d'accord du tout
A. ... le coût pour remplacer le système que j'avais serait peut-être trop élevé . . . []	[]	[]	[]	[]	[]
B. ... les intérêts étaient trop élevés []	[]	[]	[]	[]	[]
C. ... je déménagerai peut-être dans un proche avenir . . []	[]	[]	[]	[]	[]
D. ... je n'épargnerai peut-être pas suffisamment sur mes coûts de chauffage avec un nouveau système pour me compenser les coûts d'achat et d'installation []	[]	[]	[]	[]	[]
E. ... dépenser mon argent à d'autres mesures de conserva- tion d'énergie telles que l'isolation de ma maison m'épargnerait peut-être plus d'argent []	[]	[]	[]	[]	[]
F. ... même avec une subvention du gouvernement, je n'aurais peut-être pas les moyens de remplacer mon système . . []	[]	[]	[]	[]	[]
G. ... même avec une subvention ou un prêt des services publics, je n'aurai peut-être pas les moyens de remplacer mon système . []	[]	[]	[]	[]	[]
H. ... remplacer mon système me causerait peut-être trop d'ennuis []	[]	[]	[]	[]	[]
I. ... le système de chauffage que je préfèrai n'était pas disponible dans la région où j'habite []	[]	[]	[]	[]	[]

Veillez noter les autres inquiétudes que vous avez eu lorsque vous pensiez
remplacer votre système _____

PASSEZ A LA SECTION 4 SUR LA PROCHAINE PAGE

SECTION 4: AU SUJET DES DIFFERENTS TYPES DE COMBUSTIBLES

Nous voulons maintenant vous demander votre opinion sur les trois principales sources d'énergie pour le chauffage c'est-à-dire l'électricité, l'huile à chauffage et le gaz naturel.

1. Pour chacun des aspects d'opération notés ci-dessous classez chaque source d'énergie de la meilleure à la moins bonne.

Inscrivez le chiffre 1 pour la source d'énergie qui donne le meilleur rendement

Inscrivez le chiffre 2 sous la source qui donne le deuxième meilleur rendement

Inscrivez le chiffre 3 sous la source qui donne le rendement le moins bon des trois

Par exemple pour l'aspect d'opération "donne une bonne distribution de chaleur" si vous croyez que l'électricité donne la meilleure distribution de chaleur inscrivez le chiffre 1 sous électricité, si vous croyez que le gaz naturel donne la deuxième meilleure distribution de chaleur mettez le chiffre 2 sous gaz naturel, et si vous croyez que l'huile à chauffage donne la moins bonne distribution de chaleur mettez le chiffre 3 sous l'huile à chauffage. Soyez certain que vous classez chaque source d'énergie (de la meilleure à la moins bonne) pour chaque aspect d'opération.

<u>ASPECT D'OPERATION</u>	<u>Huile à chauffage</u>	<u>Gaz naturel</u>	<u>Electricité</u>
Fonctionne proprement	—	—	—
Fonctionne sans risque	—	—	—
Les systèmes qui s'alimentent avec cette source d'énergie peuvent être révisés et réparés promptement	—	—	—
La réserve de cette source d'énergie est fiable (on n'interrompt le service que rarement)	—	—	—
Le coût d'achat et d'installation d'un système alimenté par cette source d'énergie n'est pas cher	—	—	—
C'est une énergie de chauffage bon marché	—	—	—

2. En tenant compte de tous les facteurs mettez en ordre de la meilleure à la moins bonne les trois sources d'énergie à chauffage. (indiquez 1 pour la meilleure, 2 pour la deuxième meilleure et 3 pour la moins bonne).

l'huile à chauffage —
gaz naturel —
électricité —

SECTION 5: AU SUJET DU PROGRAMME CANADIEN DE REMPLACEMENT DU PETROLE (P.C.R.P.)

Nous voulons vous poser quelques questions au sujet du Programme Canadien de Remplacement du Pétrole (P.C.R.P.). Le gouvernement Canadien, par l'entremise de ce programme donne aux propriétaires de maisons chauffées au mazout (à l'huile) une subvention pour les aider à faire face aux coûts de remplacement de leur installation alimentée au mazout par une installation alimentée par d'autres sources d'énergie.

1. Après avoir remplacé votre système de chauffage avez vous fait une demande de subvention auprès du P.C.R.P.? (ASSUREZ VOUS DE PASSER A LA BONNE QUESTION APRES VOTRE REPONSE)

NON ☐ —> PASSEZ A LA QUESTION 6 A LE PAGE 9

OUI ☐ —> PASSEZ A LA PROCHAINE QUESTION

2. La première fois que vous avez entendu ou lu au sujet du P.C.R.P. était . .

Un peu avant de décider de remplacer mon système de chauffage . . . ☐

Un peu après avoir décider de remplacer mon système de chauffage . ☐

A peu près au moment où je décidais de remplacer mon système de chauffage ☐

- 3a. Auriez-vous remplacé votre système de chauffage si la subvention du P.C.R.P. n'était pas disponible?

J'aurais certainement remplacer mon système de chauffage même si la subvention du P.C.R.P. n'était pas disponible ☐

J'aurais probablement remplacer mon système même si la subvention du P.C.R.P. n'était pas disponible ☐

Je n'aurais probablement pas remplacer mon système de chauffage si la subvention du P.C.R.P. n'était pas disponible ☐

Je n'aurais certainement pas remplacer mon système de chauffage si la subvention du P.C.R.P. n'était pas disponible ☐

- 3b. Notez combien vous êtes d'accord ou pas d'accord avec l'énoncé suivant. "Parce que la subvention du P.C.R.P. était disponible j'ai remplacé mon système avant que je ne l'aurais fait autrement.

Tout à fait d'accord ☐

D'accord ☐

Pas d'opinion ☐

Pas d'accord ☐

Pas d'accord du tout ☐

- 4a. Pensez vous épargner suffisamment sur vos coûts de chauffage avec votre nouveau système pour vous rembourser le coût d'achat et d'installation

OUI ☐ si oui, dans combien d'années? _____

NON ☐

- 4b. Si vous avez répondu oui à la question 4a, pensez vous que vous auriez épargner suffisamment sur vos coûts de chauffage pour vous rembourser les coûts d'achat et d'installation de votre nouveau système sans la subvention du P.C.R.P.?

OUI ☐ si oui, dans combien d'années? _____

NON ☐

5. Vous trouverez ci-dessous quelques particularités du Programme Canadien de Remplacement du Pétrole. Indiquez si vous en étiez bien au courant, vaguement au courant, ou pas au courant du tout.

Particularité du P.C.R.P.	J'étais bien au courant que	J'étais vaguement au courant que	Je n'étais pas du tout au courant que
A. La subvention du P.C.R.P. payerait 50% des coûts de remplacement de mon système jusqu'à un maximum de \$800	[]	[]	[]
B. La subvention de P.C.R.P. à un individu doit être déclarée comme revenu aux fins d'impôt	[]	[]	[]
C. La subvention du P.C.R.P. est disponible pour remplacer un système de chauffage par un système qui s'alimente par un nombre d'autres sources d'énergie	[]	[]	[]
D. L'addition d'un système de chauffage supplémentaire au système à mazout est permis	[]	[]	[]
E. Vous ne pouvez faire une demande de subvention qu'après avoir remplacé votre système	[]	[]	[]

6. Des particularités du P.C.R.P. présentées à la question 5, laquelle aimez-vous le plus et laquelle aimez-vous le moins. Notez en inscrivant la lettre qui correspond à la particularité dans l'espace pourvue.

la particularité que vous aimez le plus _____ (indiquez avec la lettre)

la particularité que vous aimez le moins _____ (indiquez avec la lettre)

7. Il est possible que vous ayez entendu parlé ou que vous ayez lu au sujet du P.C.R.P. dans diverses sources d'information. Indiquez en cochant (✓) le oui ou le non si vous avez pris connaissance des détails de chaque source d'information présentée ci-dessous.

	OUI	NON
A. Dans un article de journal ou de magazine au sujet de P.C.R.P.	[]	[]
B. Annonce à la radio au sujet du P.C.R.P.	[]	[]
C. Annonce à la télévision au sujet du P.C.R.P.	[]	[]
D. Annonce dans un journal au sujet du P.C.R.P.	[]	[]
E. Brochures au sujet du P.C.R.P. expédiées par les services publics du gaz ou de l'électricité	[]	[]
F. Brochure au sujet du P.C.R.P. expédiée par un entrepreneur indépendant	[]	[]
G. Visite d'un membre du personnel des services publics du gaz ou de l'électricité	[]	[]
H. Visite d'un entrepreneur indépendant	[]	[]
I. De mes amis ou ma parenté	[]	[]

8. Des sources d'information pour lesquelles vous avez coché le OUI dans la question 7, indiquez celle qui vous a fourni l'information la plus utile au sujet du P.C.R.P.

Indiquez la source d'information la plus utile en plaçant la lettre correspondante dans l'espace que voici. _____

9. Avez-vous eu des difficultés avec le processus de demande de subvention du P.C.R.P.? (Si oui précisez) _____

10. D'après votre expérience de demande de subvention du P.C.R.P. et de remplacement de votre système de chauffage avez-vous des suggestions pour l'amélioration du P.C.R.P.? (Si oui précisez) _____

PASSEZ A LA SECTION 6 AU VERSO

**SECTION 6: RENSEIGNEMENT DEMOGRAPHIQUES ET CARACTERISTIQUES PHYSIQUES DE
VOTRE RESIDENCE**

Nous aimerions maintenant poser quelques questions à votre sujet et au sujet de votre résidence. Ces questions sont posées seulement dans le but de faire des classifications statistiques.

1. Dans quel genre de résidence habitez-vous?

Maison []
Duplex []
Appartement ou condominium []
Roulotte (mobile home) []
Autre, spécifiez _____

2. Environ quel âge à votre résidence? _____ an(s)

3. Combien de chambres y a-t-il dans votre maison? _____ chambres

4. Quel est la grandeur approximative de votre maison?

500 pieds carrés ou moins []
501 à 800 pieds carrés []
801 à 1000 pieds carrés []
1001 à 1200 pieds carrés []
1201 à 1500 pieds carrés []
1501 à 2000 pieds carrés []
Plus de 2000 pieds carrés []

5. Maintenant, quelques questions au sujet de l'isolation thermique de votre maison.

a. Indiquez la qualité de l'isolation thermique des parties suivantes de votre maison.

	Pas isolé	Peu isolé	Pas mal isolé	Très bien isolé
Le sous-sol	[]	[]	[]	[]
Les murs	[]	[]	[]	[]
Le plafond ou la mansarde	[]	[]	[]	[]

b. Avez-vous l'intention d'ajouter de l'isolation thermique à votre maison?

OUI, j'ai l'intention d'ajouter de l'isolation thermique d'ici 6 mois []
OUI, j'ai l'intention d'ajouter de l'isolation thermique dans 7 à 12 mois d'ici []
OUI, j'ai l'intention d'ajouter de l'isolation thermique mais pas avant un an d'ici []
OUI, j'ai l'intention d'ajouter de l'isolation thermique mais je ne sais pas quand []
NON, je n'ai pas l'intention d'ajouter de l'isolation thermique []

6. Il y a quelques programmes fédéraux qui viennent à l'aide de ceux qui veulent ajouter de l'isolation thermique à leur maison. Indiquez si vous êtes 1) au courant de l'un ou l'autre de ces programmes 2) si vous avez l'intention de faire une demande de l'un ou l'autre de ces programmes ou si vous avez déjà fait une demande auprès de l'un d'eux.

a. Le Programme d'Isolation Thermique des Résidences Canadiennes (P.I.T.R.C.) est un programme fédéral pour l'isolation d'anciennes maisons.

	OUI	NON
Etes-vous au courant de ce programme?	[]	[]
Avez-vous droit aux subventions de ce programme?	[]	[]
Avez-vous faites une demande au P.I.T.R.C.?	[]	[]
Si vous n'avez pas fait de demande, avez-vous l'intention d'en faire une?	[]	[]

b. ENERSAGE pour l'isolation thermique des maisons. C'est un programme d'analyse par ordinateur pour vous aider à économiser de l'énergie et de l'argent.

	OUI	NON
Etes-vous au courant du programme d'ENERSAGE	[]	[]
Avez-vous fait une demande auprès du programme d'ENERSAGE	[]	[]
Si vous n'avez pas fait de demande, avez-vous l'intention d'en faire une	[]	[]

SUITE AU VERSO

7. Où demeurez-vous?

Ville _____ Province _____ Code Postal _____

8. Indiquez l'âge de l'individu qui remplit ce questionnaire (ou des individus qui remplissent ce questionnaire). (Cochez une catégorie pour chaque adulte)

	<u>adulte(s) mâle(s)</u>	<u>adulte(s) femelle(s)</u>
Moins de 25 ans	[]	[]
De 25 à 34 ans	[]	[]
De 35 à 44 ans	[]	[]
De 45 à 54 ans	[]	[]
De 55 à 64 ans	[]	[]
Plus de 65 ans	[]	[]

9. Combien de gens habitent dans votre maison (y compris tous les adultes et les enfants) _____

10. Quel est le plus haut niveau d'étude atteint par l'adulte qui remplit (ou par les adultes qui remplissent) ce questionnaire. (Cochez une catégorie pour chaque adulte)

	<u>mâle(s)</u>	<u>Femelle(s)</u>
Ecole primaire	[]	[]
Un peu d'école secondaire	[]	[]
Diplôme d'études secondaires	[]	[]
Diplôme d'études techniques	[]	[]
Un peu d'université	[]	[]
Diplômé de l'université	[]	[]

11. L'occupation principale de l'adulte qui remplit (ou des adultes qui remplissent) ce questionnaire est. (Cochez une catégorie pour chaque adulte)

	<u>mâle(s)</u>	<u>femelle(s)</u>
Profession libérale	[]	[]
Administrateur/gérant	[]	[]
Vendeur	[]	[]
Travail de bureau (employé)	[]	[]
Ouvrier spécialisé	[]	[]
Manoeuvre	[]	[]
Fermier/ouvrier agricole	[]	[]
Etudiant	[]	[]
Femme/homme de foyer	[]	[]
Chômeur	[]	[]
Autre (précisez) _____	[]	[]

12. Quel était le revenu total de votre foyer (avant les impôts) durant l'année 1980.

0 à \$10,000	[]
\$10,000 à 14,999	[]
\$15,000 à 19,999	[]
\$20,000 à 24,999	[]
\$25,000 à 29,999	[]
\$30,000 à 34,999	[]
\$35,000 à 39,999	[]
\$40,000 à 49,999	[]
\$50,000 et plus	[]

GRAND MERCI DE VOTRE AIDE ET N'OUBLIEZ PAS DE REMPLIR LE FORMULAIRE CI-JOINT POUR LE TIRAGE.

* * * * *

FORMULAIRE DE PARTICIPATION AU TIRAGE

Veillez remplir ce formulaire pour le tirage de \$200. Le nom de tous ceux qui auront rempli et renvoyé le questionnaire et ce formulaire d'ici deux semaines seront inclus dans le tirage.

NOM: _____

ADRESSE: _____

(rue, etc.)

(ville) _____ (province) _____

(code postal) _____

(téléphone) _____

DECISION RESEARCH LTD.

226 Oxford Street
Winnipeg, Manitoba, Canada
R3M 3J6

Telephone: (204) 284-8018

(204) 269-3757

Dear Sir or Madame:

PLEASE READ THIS LETTER CAREFULLY:

THE STUDY

The enclosed questionnaire is part of a study I am conducting among a small group of Canadians to get their opinions on energy issues in Canada and their views on the energy used for heating their homes. Yours is one of a few households selected in your part of the country, so your response is very important to the success of this study.

YOUR HELP

Please complete and return the enclosed questionnaire in the prepaid return envelope provided. The questionnaire must be completed by one or both adult heads of the household.

Return the questionnaire this week. It will not take long -- most of the questions can be answered with a simple check mark (✓).

Please be assured that your responses will be treated confidentially and will only be used to group with responses of other study participants. Under no circumstances will your individual responses be reported.

A TOKEN OF APPRECIATION

To thank you for your assistance in completing the enclosed questionnaire, I will include your name in a draw for a \$200 cash prize. You will find a draw entry form at the end of the enclosed questionnaire. You may mail this entry form separately if you prefer not to have your name attached to your responses. Please complete and return your questionnaire as soon as possible.

I look forward to hearing from you.

Yours truly,

Perry Kent

Perry Kent
Research Project Manager

PK:sh

encl.

2. There are many activities that people could undertake to reduce energy costs around the home. Some of these activities are presented below. Please rank these activities in descending order from the largest energy cost saver to the smallest energy cost saver. That is, write 1 beside the activity that you think gives the largest savings, write 2 beside the next largest saver and 3 beside the third largest saver, and so on until you have ranked all activities.

	<u>RANK</u>
A. Switching off lights at home when not needed	_____
B. Adding weather stripping or caulking to the home	_____
C. Adding insulation to the home	_____
D. Turning down the thermostat at night	_____
E. Changing the home heating system from oil to some other energy source	_____
F. Using energy-efficient electrical appliances in the home	_____
G. Cleaning the home furnace once a year	_____
H. Replacing lights in the home with fluorescent fixtures	_____

SECTION 2: ABOUT YOUR HOME HEATING SYSTEM

We would now like to ask you a few questions concerning your home heating system.

1. What is the primary heating system presently in use in your home?

Oil	[]
Natural Gas	[]
Electric Furnace	[]
Other electric (eg. cables, baseboard)	[]
Heat Pump	[]
Propane	[]
Wood	[]
Solar	[]
Other, (specify) _____	

2. Approximately how old is your primary heating system?

3. Do you have a supplementary or secondary means of heating your home?

NO	[]
YES	[], if yes what type? _____

4. In what condition is your primary home heating system?

EXCELLENT CONDITION: "I expect many years of trouble-free operation" []

GOOD CONDITION: "With some minor repairs or servicing the system should work well for many years" []

FAIR CONDITION: "The system is in need of major repairs or servicing within a few years" []

POOR CONDITION: "The system should be replaced within the next year" []

CONTINUE ON NEXT PAGE

SURVEY OF HOME HEATING HABITS

INSTRUCTIONS FOR COMPLETING THE QUESTIONNAIRE

1. The person completing this questionnaire should be the adult who has the greatest knowledge concerning their home heating system. If two adult members of the house have equal knowledge concerning the way the home is heated, they might want to complete the questionnaire together.
2. Please complete all questions in the order that they appear in the questionnaire. Most questions can be answered with a simple check mark.
3. Please complete the draw entry form on the last page so that you will be eligible to win the \$200 cash prize. The entry form can be mailed separately if you prefer not to have your name attached to the questionnaire.
4. Please return the completed questionnaire as soon as possible, using the self-addressed, stamped envelope that we have provided.
5. Please indicate who is completing this questionnaire (check one)
 _____ adult male(s) _____ adult female(s) _____ both male & female

SECTION 1: GENERAL ENERGY VIEWS

Over the last few years a great deal of discussion has centered around the topic of energy and the possibility of energy shortages in Canada.

1. For each of the energy related statements listed below, please indicate the extent to which you agree or disagree with each statement.

(FOR EACH STATEMENT CHECK ONE RESPONSE)

	<u>Strongly</u> <u>Agree</u>	<u>Agree</u>	<u>Neither Agree</u> <u>Nor Disagree</u>	<u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>
A. The possibility of energy shortages is one of the most serious problems facing Canadians today . . . []	[]	[]	[]	[]	[]
B. In times of serious energy shortages, energy conservation actions taken by individuals can make important contributions to reducing the crisis []	[]	[]	[]	[]	[]
C. Individual Canadians are very likely to make <u>voluntary</u> efforts to cut down on their use of energy []	[]	[]	[]	[]	[]
D. In comparison to others I do more than my share to save energy []	[]	[]	[]	[]	[]

CONTINUE ON REVERSE

5. How satisfied are you with your present heating system?

Very Satisfied []
 Satisfied []
 Neither Satisfied or Dissatisfied []
 Dissatisfied []
 Very Dissatisfied []

6. Have you changed or converted the system of heating in your present home during the past 2 years? (BE SURE TO FOLLOW THE ARROW THAT CORRESPONDS TO YOUR ANSWER TO THIS QUESTION).

NO, I have not changed the heating system in my present home in the past 2 years [] → SKIP TO SECTION 6 ON PAGE 9

YES, I have changed my heating system in the past 2 years or I am in the process of changing it right now [] → CONTINUE TO QUESTION 7 BELOW

7. What energy source did you use to heat your home prior to conversion?

Oil []
 Natural Gas []
 Electric []
 Wood []
 Other (specify) _____

8. Presented below are some reasons people might give for changing heating systems. Please indicate the extent to which you agree or disagree with each statement listed below.

I CONVERTED MY HEATING SYSTEM BECAUSE ...	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
A. ... I was afraid of future shortages of oil for home heating []	[]	[]	[]	[]	[]
B. ... my heating costs were too high with my previous system []	[]	[]	[]	[]	[]
C. ... my previous heating system was in poor working condition []	[]	[]	[]	[]	[]
D. ... my previous heating system had broken down . . []	[]	[]	[]	[]	[]
E. ... I was concerned about the future cost of oil for home heating []	[]	[]	[]	[]	[]
F. ... I could apply for a government grant to help cover the costs of conversion . . []	[]	[]	[]	[]	[]
G. ... I could obtain a grant or loan from the gas or electric utility in my area []	[]	[]	[]	[]	[]
H. ... my heating costs would be lower with a new heating system []	[]	[]	[]	[]	[]

Please indicate any other reasons you may have had for converting your home heating system. _____

CONTINUE ON REVERSE

5. How satisfied are you with your present heating system?

Very Satisfied []
 Satisfied []
 Neither Satisfied or Dissatisfied []
 Dissatisfied []
 Very Dissatisfied []

6. Have you changed or converted the system of heating in your present home during the past 2 years? (BE SURE TO FOLLOW THE ARROW THAT CORRESPONDS TO YOUR ANSWER TO THIS QUESTION).

NO, I have not changed the heating system in my present home in the past 2 years [] → SKIP TO SECTION 6 ON PAGE 9

YES, I have changed my heating system in the past 2 years or I am in the process of changing it right now [] → CONTINUE TO QUESTION 7 BELOW

7. What energy source did you use to heat your home prior to conversion?

Oil []
 Natural Gas []
 Electric []
 Wood []
 Other (specify) _____

8. Presented below are some reasons people might give for changing heating systems. Please indicate the extent to which you agree or disagree with each statement listed below.

I CONVERTED MY HEATING SYSTEM BECAUSE ...	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
A. ... I was afraid of future shortages of oil for home heating []	[]	[]	[]	[]	[]
B. ... my heating costs were too high with my previous system []	[]	[]	[]	[]	[]
C. ... my previous heating system was in poor working condition []	[]	[]	[]	[]	[]
D. ... my previous heating system had broken down . . []	[]	[]	[]	[]	[]
E. ... I was concerned about the future cost of oil for home heating []	[]	[]	[]	[]	[]
F. ... I could apply for a government grant to help cover the costs of conversion . . []	[]	[]	[]	[]	[]
G. ... I could obtain a grant or loan from the gas or electric utility in my area []	[]	[]	[]	[]	[]
H. ... my heating costs would be lower with a new heating system []	[]	[]	[]	[]	[]

Please indicate any other reasons you may have had for converting your home heating system. _____

CONTINUE ON REVERSE

SECTION 3: REASONS FOR NOT CONVERTING

1. Presented below are some concerns people might have when thinking about changing their home heating system. Please think back to when you were first considering changing heating systems. Now, please indicate the extent to which you agree or disagree with each of the possible concerns listed below.

WHEN I WAS FIRST CONSIDERING CHANGING HEATING SYSTEMS ...	<u>Strongly</u> <u>Agree</u>	<u>Agree</u>	<u>Neither Agree</u> <u>Nor Disagree</u>	<u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>
A. ... I was concerned that the costs of buying and installing a new system might be too high	[]	[]	[]	[]	[]
B. ... I was concerned because interest rates were too high	[]	[]	[]	[]	[]
C. ... I was concerned that I might move in the near future	[]	[]	[]	[]	[]
D. ... I was concerned because I might not be able to save enough on my heating bills to pay back the cost of buying and installing a new system []	[]	[]	[]	[]	[]
E. ... I was concerned because investing in other conservation measures, such as insulation, might save me more money in the long run . . . []	[]	[]	[]	[]	[]
F. ... I was concerned because even if I received a grant from the government, I still might not be able to afford conversion costs []	[]	[]	[]	[]	[]
G. ... I was concerned because even if I received a grant or loan from my local utility, I still might not be able to afford conversion costs . . []	[]	[]	[]	[]	[]
H. ... I was concerned because it might be too much bother to change systems []	[]	[]	[]	[]	[]
I. ... I was concerned because the heating system I wanted was not available in my area []	[]	[]	[]	[]	[]

Please indicate any other concerns you may have had when you were first thinking about changing heating systems _____

CONTINUE TO SECTION 4 ON REVERSE

SECTION 3: REASONS FOR NOT CONVERTING

1. Presented below are some concerns people might have when thinking about changing their home heating system. Please think back to when you were first considering changing heating systems. Now, please indicate the extent to which you agree or disagree with each of the possible concerns listed below.

WHEN I WAS FIRST CONSIDERING CHANGING HEATING SYSTEMS ...	<u>Strongly</u> <u>Agree</u>	<u>Agree</u>	<u>Neither Agree</u> <u>Nor Disagree</u>	<u>Disagree</u>	<u>Strongly</u> <u>Disagree</u>
A. ... I was concerned that the costs of buying and installing a new system might be too high	[]	[]	[]	[]	[]
B. ... I was concerned because interest rates were too high	[]	[]	[]	[]	[]
C. ... I was concerned that I might move in the near future	[]	[]	[]	[]	[]
D. ... I was concerned because I might not be able to save enough on my heating bills to pay back the cost of buying and installing a new system []	[]	[]	[]	[]	[]
E. ... I was concerned because investing in other conservation measures, such as insulation, might save me more money in the long run . . . []	[]	[]	[]	[]	[]
F. ... I was concerned because even if I received a grant from the government, I still might not be able to afford conversion costs	[]	[]	[]	[]	[]
G. ... I was concerned because even if I received a grant or loan from my local utility, I still might not be able to afford conversion costs . . []	[]	[]	[]	[]	[]
H. ... I was concerned because it might be too much bother to change systems	[]	[]	[]	[]	[]
I. ... I was concerned because the heating system I wanted was not available in my area []	[]	[]	[]	[]	[]

Please indicate any other concerns you may have had when you were first thinking about changing heating systems _____

CONTINUE TO SECTION 4 ON REVERSE

- 3a. Would you have converted your home heating system if the COSP grant was not available?

I definitely would have converted even if the COSP grant was not available []

I probably would have converted even if the COSP grant was not available []

I probably would NOT have converted if the COSP grant was not available []

I definitely would NOT have converted if the COSP grant was not available []

- 3b. Please indicate the extent of your agreement or disagreement with the following statement. "Because the COSP grant was available I converted my home heating system sooner than I would have otherwise."

Strongly Agree []

Agree []

Neither Agree nor Disagree []

Disagree []

Strongly Disagree []

- 4a. Over time do you expect to save enough money on your heating bills to pay back the costs of buying and installing your new heating system?

Yes [] if yes, in how many years? _____

No []

- 4b. If you answered yes to 4(a), do you think you could have saved enough on your heating bills to pay back the cost of conversion without the COSP grant?

Yes [] if yes, in how many years? _____

No []

5. Presented below are a series of statements that describe various features included in the COSP grant. Please indicate whether you are fully aware of the feature, vaguely aware or not aware at all.

<u>COSP Grant Features:</u>	<u>Fully Aware</u>	<u>Vaguely Aware</u>	<u>Not Aware At All</u>
A. The COSP grant will pay 50% of the costs of conversion up to a maximum of \$800	[]	[]	[]
B. The COSP grant must be treated as income for tax purposes	[]	[]	[]
C. The COSP grant covers conversions to several different types of energy sources	[]	[]	[]
D. Adding a supplementary heating system while keeping oil for part of the home heating needs is allowable	[]	[]	[]
E. Application for a COSP grant can be made only <u>after</u> conversion is complete []	[]	[]	[]

6. Of the COSP grant features listed in question 5, which do you like the most? Which do you like the least? (Please indicate by writing the appropriate letters in the spaces below).

feature liked the most _____ (letter)

feature liked the least _____ (letter)

CONTINUE ON REVERSE

7. You may have heard of the COSP grant from many different sources. For each of the sources listed below, please indicate "YES" if you have obtained information from that source or "NO" if you have not obtained information from that source.

	<u>YES</u>	<u>NO</u>
A. Magazine or newspaper stories about COSP	[]	[]
B. Radio ads mentioning COSP	[]	[]
C. T.V. ads mentioning COSP	[]	[]
D. Newspaper ads mentioning COSP	[]	[]
E. Direct mailings about COSP from gas or electric utilities	[]	[]
F. Direct mailings about COSP from private heating contractors	[]	[]
G. Personal visits from gas or electric utilities	[]	[]
H. Personal visits from private heating contractors	[]	[]
I. Friends or relatives	[]	[]

8. Of the sources you checked "YES" in question 7, which source gave you the most useful information about COSP? Please indicate by giving the letter that corresponds to your most useful source of information.

Most useful source _____ (letter)

9. Did you have any problems with the COSP application process? (please describe) _____

10. Based on your experience in converting your heating system and applying for the COSP grant, do you have any specific suggestions for improving the COSP grant program? (please describe) _____

CONTINUE TO SECTION 6 ON NEXT PAGE

SECTION 6: DEMOGRAPHIC AND HOUSING CHARACTERISTICS

We would now like to ask you a few questions about yourself and the home in which you live. These questions are for the purpose of statistical classification.

1. In what kind of home do you live?

Single family home []
 Duplex, semi-detached []
 Apartment or condominium []
 Mobile home []
 Other, please specify _____

2. Approximately how old is your home? _____ years

3. How many rooms are in your home? _____ rooms

4. What is the approximate size of your home?

500 square feet or less []
 501 to 800 square feet []
 801 to 1000 square feet []
 1001 to 1200 square feet []
 1201 to 1500 square feet []
 1501 to 2000 square feet []
 More than 2000 square feet []

5. Now, a few questions about home insulation.

- a. Please indicate whether each of the following parts of your home are insulated. (Check one response only).

	Not Insulated	Poorly Insulated	Moderately Well Insulated	Very Well Insulated
Basement	[]	[]	[]	[]
Walls	[]	[]	[]	[]
Ceiling or attic	[]	[]	[]	[]

- b. Do you plan to add insulation to your home?

YES, I plan to add insulation in 1 - 6 months []
 YES, I plan to add insulation in 7 - 12 months []
 YES, I plan to add insulation in more than 1 year []
 YES, I may insulate but I don't know when []
 NO, I do not plan to insulate []

6. There are several home insulation programs available from the federal government. Please indicate whether you are aware of, plan to use or have used either of the two programs described below.

- a. The Canadian Home Insulation Program (CHIP): CHIP is a grant from the federal government for insulating older homes.

Are you aware of CHIP? YES [] NO []
 Are you eligible for CHIP? . . YES [] NO [] DON'T KNOW []
 Have you applied for CHIP? . . YES [] NO []
 If you have not applied, do
 you plan to apply for CHIP? . YES [] NO []

- b. ENERSAVE for home insulation: This program provides a free computerized analysis of home insulation requirements and provides recommendations on the best ways to invest money in home insulation.

Are you aware of ENERSAVE? YES [] NO []
 Have you applied for ENERSAVE? . . YES [] NO []
 If you have not applied, do
 you plan to apply for ENERSAVE? . . YES [] NO []

CONTINUE ON REVERSE

7. Where do you live?

City _____
 Province _____
 Postal Code _____

8. Please indicate the age(s) of the adult(s) completing this questionnaire.
 (BE SURE TO CHECK ONE CATEGORY FOR EACH ADULT)

	Adult Male(s)	Adult Female(s)
Under 25 years	[]	[]
25 to 34 years	[]	[]
35 to 45 years	[]	[]
46 to 54 years	[]	[]
55 to 64 years	[]	[]
Over 65 years	[]	[]

9. Including yourself, other adults and any children, how many persons currently live in your home?

number of persons _____

10. Please indicate the highest level(s) of education attained by the adult(s) completing this questionnaire. (BE SURE TO CHECK ONE CATEGORY FOR EACH ADULT)

	Adult Male(s)	Adult Female(s)
Elementary school	[]	[]
Some high school	[]	[]
High school graduate	[]	[]
Community college	[]	[]
Some university	[]	[]
University graduate	[]	[]

11. Please indicate the main occupation(s) of the adult(s) completing this questionnaire. (BE SURE TO CHECK ONE CATEGORY FOR EACH ADULT).

	Adult Male(s)	Adult Female(s)
Professional	[]	[]
Managerial/Executive	[]	[]
Sales	[]	[]
Clerical	[]	[]
Skilled labour	[]	[]
Unskilled labour	[]	[]
Farmer/Farm worker	[]	[]
Student	[]	[]
Homemaker	[]	[]
Unemployed	[]	[]
Other, please specify _____		

12. Please indicate the total income of your household in 1980 before taxes?

under \$10,000	[]
\$10,000 to 14,999	[]
\$15,000 to 19,999	[]
\$20,000 to 24,999	[]
\$25,000 to 29,999	[]
\$30,000 to 34,999	[]
\$35,000 to 39,999	[]
\$40,000 to 49,999	[]
\$50,000 or more	[]

THANK YOU FOR YOUR COOPERATION. PLEASE FILL OUT THE DRAW ENTRY FORM ON THE NEXT PAGE

DRAW ENTRY FORM

Please complete this entry form to ensure that your name will be included in the draw for the \$200 cash prize. All those returning completed questionnaires within TWO WEEKS will have their names included in the draw.

NAME: _____

ADDRESS: _____
(street, etc.)

(city) (province)

(postal code) (phone)

APPENDIX B

LIST OF TABLES IN APPENDIX B

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- Afraid of future oil costs	B14
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- Electricity, because COSP grant available	B18
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		REGION				
MEASURE	SAMPLE	B.C.	MANITOBA	ONTARIO	QUEBEC	TOTAL
General Energy Views						
1 = Strongly Agree						
5 = Strongly Disagree						
		<u>N=185</u>	<u>N=152</u>	<u>N=436</u>	<u>N=265</u>	<u>N=1044</u>
The possibility of energy shortages is one of the most serious problems facing Canadians today	CON: SA	17%	20%	20%	27%	21%
	A	45%	42%	43%	40%	42%
	N	15%	17%	9%	4%	10%
	D	20%	17%	23%	21%	21%
	SD	4%	4%	6%	8%	6%
	Mean	<u>2.48</u>	<u>2.43</u>	<u>2.52</u>	<u>2.43</u>	<u>2.48</u>

		<u>N=82</u>	<u>N=67</u>	<u>N=190</u>	<u>N=38</u>	<u>N=382</u>
NON:	SA	21%	21%	12%	42%	18%
	A	34%	45%	45%	18%	40%
	N	15%	12%	13%	3%	13%
	D	28%	21%	24%	37%	25%
	SD	2%	2%	6%	5%	5%
	Mean	<u>2.57</u>	<u>2.37</u>	<u>2.68</u>	<u>2.40</u>	<u>2.58</u>

		<u>N=185</u>	<u>N=151</u>	<u>N=438</u>	<u>N=267</u>	<u>N=1046</u>
In times of serious energy shortages, energy conservation actions taken by individuals can make important contributions to reducing the crisis	CON: SA	33%	29%	40%	56%	41%
	A	61%	68%	54%	43%	54%
	N	4%	3%	4%	1%	3%
	D	3%	1%	2%	0%	1%
	SD	0%	0%	1%	0%	0%
	Mean	<u>1.77</u>	<u>1.76</u>	<u>1.69</u>	<u>1.46</u>	<u>1.66</u>

		<u>N=82</u>	<u>N=67</u>	<u>N=190</u>	<u>N=38</u>	<u>N=382</u>
NON:	SA	37%	43%	37%	71%	41%
	A	50%	52%	53%	24%	50%
	N	2%	0%	4%	0%	3%
	D	11%	5%	5%	5%	6%
	SD	0%	0%	1%	0%	1%
	Mean	<u>1.88</u>	<u>1.66</u>	<u>1.80</u>	<u>1.40</u>	<u>1.75</u>

MEASURE	SAMPLE	B.C.	MANITOBA	REGION ONTARIO	QUEBEC	TOTAL
General Energy Views						
1 = Strongly Agree						
5 = Strongly Disagree						
		<u>N=184</u>	<u>N=152</u>	<u>N=439</u>	<u>N=266</u>	<u>N=1047</u>
Individual Canadians are very likely to make voluntary efforts to cut down on their use of energy	CON: SA	7%	14%	10%	43%	18%
	A	49%	53%	54%	52%	52%
	N	15%	16%	14%	2%	11%
	D	28%	16%	19%	3%	16%
	SD	2%	1%	4%	1%	3%
	Mean	<u>2.70</u>	<u>2.38</u>	<u>2.54</u>	<u>1.68</u>	<u>2.33</u>

		<u>N=82</u>	<u>N=67</u>	<u>N=190</u>	<u>N=38</u>	<u>N=382</u>
	NON: SA	13%	22%	12%	37%	16%
	A	48%	39%	56%	53%	51%
	N	7%	13%	12%	5%	10%
	D	31%	21%	17%	5%	19%
	SD	1%	5%	4%	0%	3%
	Mean	<u>2.59</u>	<u>2.46</u>	<u>2.46</u>	<u>1.79</u>	<u>2.42</u>

		<u>N=184</u>	<u>N=149</u>	<u>N=440</u>	<u>N=266</u>	<u>N=1045</u>
In comparison to others I do more than my share to save energy	CON: SA	16%	13%	21%	35%	23%
	A	40%	43%	45%	42%	43%
	N	38%	34%	28%	11%	27%
	D	7%	9%	6%	11%	8%
	SD	0%	1%	0%	1%	0%
	Mean	<u>2.36</u>	<u>2.42</u>	<u>2.18</u>	<u>2.00</u>	<u>2.20</u>

		<u>N=81</u>	<u>N=67</u>	<u>N=190</u>	<u>N=38</u>	<u>N=381</u>
	NON: SA	11%	12%	13%	26%	14%
	A	47%	40%	47%	50%	46%
	N	33%	28%	30%	16%	29%
	D	9%	19%	10%	5%	11%
	SD	0%	0%	1%	3%	1%
	Mean	<u>2.40</u>	<u>2.55</u>	<u>2.37</u>	<u>2.08</u>	<u>2.38</u>

MEASURE	SAMPLE	B.C.	MANITOBA	REGION ONTARIO	QUEBEC	TOTAL
Ratings for Activities that can Reduce Energy Use 1 = Largest Saving 8 = Smallest Saving						
Switching off lights when not needed		<u>N=149</u>	<u>N=128</u>	<u>N=368</u>	<u>N=210</u>	<u>N=861</u>
	CON: % best	5%	11%	7%	6%	7%
	% worst	8%	7%	5%	7%	6%
	Mode	5	5	5	5	5
	Mean	5.09	4.81	4.74	4.85	4.84
		<u>N=67</u>	<u>N=54</u>	<u>N=160</u>	<u>N=29</u>	<u>N=314</u>
	NON: % best	10%	6%	6%	3%	4%
	% worst	22%	11%	8%	10%	12%
	Mode	8	5	5	7	5
	Mean	5.22	5.02	5.15	5.62	5.18
Adding weather stripping or caulking		<u>N=149</u>	<u>N=131</u>	<u>N=358</u>	<u>N=210</u>	<u>N=854</u>
	CON: % best	3%	15%	5%	14%	9%
	% worst	0%	2%	0%	1%	1%
	Mode	3	3	2	2	2
	Mean	3.38	2.81	2.98	2.49	2.90
		<u>N=68</u>	<u>N=53</u>	<u>N=162</u>	<u>N=29</u>	<u>N=316</u>
	NON: % best	4%	11%	8%	17%	9%
	% worst	4%	0%	1%	0%	1%
	Mode	3	2	2	2	2
	Mean	3.43	2.60	2.87	2.21	2.89
Adding insulation to the home		<u>N=149</u>	<u>N=130</u>	<u>N=361</u>	<u>N=208</u>	<u>N=854</u>
	CON: % best	48%	52%	61%	55%	56%
	% worst	0%	0%	0%	1%	1%
	Mode	1	1	1	1	1
	Mean	1.67	1.56	1.60	1.86	1.63
		<u>N=69</u>	<u>N=62</u>	<u>N=164</u>	<u>N=28</u>	<u>N=317</u>
	NON: % best	64%	65%	61%	64%	63%
	% worst	3%	0%	0%	0%	1%
	Mode	1	1	1	1	1
	Mean	1.67	1.56	1.60	1.86	1.63

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	

Ratings for Activities that
can Reduce Energy Use

1 = Largest Saving

8 = Smallest Saving

		<u>N=151</u>	<u>N=123</u>	<u>N=355</u>	<u>N=207</u>	<u>N=842</u>
Turning down the thermostat at night	CON: % best	5%	8%	5%	8%	6%
	% worst	5%	4%	5%	2%	4%
	Mode	<u>4</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>4</u>
	Mean	3.70	3.84	3.82	3.48	3.71
		<hr/>				
		<u>N=67</u>	<u>N=52</u>	<u>N=162</u>	<u>N=29</u>	<u>N=314</u>
	NON: % best	8%	0%	6%	10%	5%
	% worst	0%	8%	3%	0%	3%
	Mode	<u>3</u>	<u>4</u>	<u>3</u>	<u>3</u>	<u>3</u>
	Mean	3.34	4.17	3.61	3.10	3.61
		<hr/>				

		<u>N=151</u>	<u>N=130</u>	<u>N=354</u>	<u>N=209</u>	<u>N=850</u>
Converting off-oil	CON: % best	44%	39%	28%	15%	29%
	% worst	2%	0%	9%	13%	7%
	Mode	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
	Mean	2.54	2.47	3.43	4.49	3.38
		<hr/>				
		<u>N=69</u>	<u>N=53</u>	<u>N=163</u>	<u>N=29</u>	<u>N=318</u>
	NON: % best	23%	21%	22%	3%	21%
	% worst	3%	23%	11%	24%	12%
	Mode	<u>1</u>	<u>1 & 8</u>	<u>1</u>	<u>6</u>	<u>1</u>
	Mean	3.65	4.46	4.12	5.41	4.18
		<hr/>				

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	

Ratings for Activities that
can Reduce Energy Use
1 = Largest Saving
8 = Smallest Saving

Using energy-efficient electric appliances		<u>N=147</u>	<u>N=130</u>	<u>N=352</u>	<u>N=208</u>	<u>N=843</u>
	CON: % best	2%	5%	1%	1%	2%
	% worst	9%	7%	9%	7%	8%
	Mode	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>
	Mean	5.70	5.37	5.57	5.47	5.52
		<u>N=68</u>	<u>N=52</u>	<u>N=160</u>	<u>N=29</u>	<u>N=313</u>
	NON: % best	0%	0%	1%	3%	1%
	% worst	9%	8%	8%	14%	9%
	Mode	<u>6</u>	<u>7</u>	<u>6</u>	<u>5</u>	<u>6</u>
	Mean	5.69	5.64	5.57	5.31	5.59

Cleaning home furnace once a year		<u>N=148</u>	<u>N=129</u>	<u>N=349</u>	<u>N=206</u>	<u>N=837</u>
	CON: % best	1%	8%	0%	1%	2%
	% worst	18%	12%	11%	18%	14%
	Mode	<u>7</u>	<u>6</u>	<u>6</u>	<u>6</u>	<u>6</u>
	Mean	6.04	5.53	5.96	6.12	5.94
		<u>N=68</u>	<u>N=52</u>	<u>N=159</u>	<u>N=29</u>	<u>N=312</u>
	NON: % best	0%	0%	1%	0%	1%
	% worst	6%	4%	4%	10%	5%
	Mode	<u>5</u>	<u>5</u>	<u>5</u>	<u>5</u>	<u>5</u>
	Mean	5.57	5.21	5.02	5.28	5.12

Replacing lights with fluorescent fixtures		<u>N=146</u>	<u>N=129</u>	<u>N=346</u>	<u>N=208</u>	<u>N=835</u>
	CON: % best	1%	3%	1%	1%	1%
	% worst	51%	52%	55%	50%	52%
	Mode	<u>8</u>	<u>8</u>	<u>8</u>	<u>8</u>	<u>8</u>
	Mean	7.00	6.80	7.11	7.07	7.02
		<u>N=66</u>	<u>N=52</u>	<u>N=160</u>	<u>N=29</u>	<u>N=311</u>
	NON: % best	0%	0%	1%	0%	1%
	% worst	49%	46%	62%	40%	54%
	Mode	<u>8</u>	<u>8</u>	<u>8</u>	<u>7</u>	<u>8</u>
	Mean	7.18	7.17	7.25	7.00	7.19

MEASURE	SAMPLE	REGION					TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC		
About Your Home Heating System							
Type of Primary Heating System		<u>N=182</u>	<u>N=151</u>	<u>N=428</u>	<u>N=264</u>	<u>N=1031</u>	
	CON: oil	2%	1%	1%	3%	2%	
	gas	98%	63%	69%	6%	57%	
	elect.	1%	36%	28%	88%	40%	
	heat pump	0%	0%	2%	0%	1%	
	wood	0%	0%	0%	2%	1%	
	other	0%	0%	1%	1%	0%	

		<u>N=82</u>	<u>N=69</u>	<u>N=190</u>	<u>N=38</u>	<u>N=384</u>	
	NON: oil	95%	99%	88%	100%	93%	
	gas	0%	0%	0%	0%	0%	
	elect.	0%	1%	1%	0%	1%	
	heat pump	0%	0%	1%	0%	1%	
	wood	5%	0%	10%	0%	6%	
other	0%	0%	0%	0%	0%		

Age of Primary Heating System		<u>N=173</u>	<u>N=146</u>	<u>N=430</u>	<u>N=258</u>	<u>N=1013</u>	
	CON: 3 mo/less	26%	38%	24%	26%	27%	
	4-6 mo	36%	36%	40%	33%	37%	
	7-12 mo	28%	19%	32%	28%	28%	
	1-2 yr	4%	2%	2%	2%	2%	
	2-5 yr	2%	1%	1%	2%	1%	
	more 5 yr	4%	4%	1%	10%	4%	
	Mean (mo)	15.68	11.72	10.71	28.27	16.47	

		<u>N=78</u>	<u>N=63</u>	<u>N=184</u>	<u>N=38</u>	<u>N=367</u>	
	NON: 2 yr/less	1%	5%	9%	3%	7%	
	2-5 yr	5%	10%	13%	0%	9%	
	5-10 yr	19%	16%	25%	21%	21%	
	10-20 yr	68%	24%	24%	53%	31%	
Mean (yrs)	19.1	19.3	15.0	16.6	16.8		

Existence of Secondary Heating System		<u>N=176</u>	<u>N=148</u>	<u>N=426</u>	<u>N=259</u>	<u>N=1014</u>	
	CON: yes	35%	21%	30%	51%	35%	

		<u>N=80</u>	<u>N=69</u>	<u>N=189</u>	<u>N=38</u>	<u>N=381</u>	
	NON: yes	53%	28%	55%	40%	48%	

MEASURE	SAMPLE	B.C.	MANITOBA	REGION ONTARIO	QUEBEC	TOTAL
About Your Home Heating System						
		<u>N=64</u>	<u>N=35</u>	<u>N=141</u>	<u>N=119</u>	<u>N=362</u>
Type of Secondary Heating System	CON: oil	3%	20%	4%	3%	5%
	gas	3%	0%	1%	1%	1%
	elect.	20%	17%	27%	19%	23%
	heat pump	2%	0%	4%	2%	2%
	wood	66%	57%	62%	75%	66%
	other	6%	6%	2%	1%	3%
		<u>N=37</u>	<u>N=18</u>	<u>N=104</u>	<u>N=15</u>	<u>N=176</u>
	NON: oil	14%	6%	22%	0%	17%
	gas	0%	0%	0%	0%	0%
	elect.	24%	44%	18%	67%	26%
	heat pump	0%	0%	0%	0%	0%
	wood	54%	50%	50%	13%	47%
	other	8%	0%	10%	20%	0%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
Condition of Primary Heating System Excellent = 1 Good = 2 Fair = 3 Poor = 4		N=183	N=152	N=433	N=266	N=1040
	CON:					
	Excellent	95%	94%	97%	94%	95%
	Good	5%	5%	3%	3%	4%
	Fair	0%	0%	1%	2%	1%
	Poor	0%	1%	0%	1%	0%
	Mean	1.05	1.07	1.04	1.09	1.06

		N=80	N=68	N=189	N=38	N=380
	NON:					
	Excellent	39%	28%	47%	61%	43%
	Good	48%	56%	40%	34%	44%
	Fair	14%	10%	9%	5%	10%
	Poor	0%	6%	5%	0%	3%
	Mean	1.75	1.94	1.71	1.45	1.73

Satisfaction with Present Heating System Very Satisfied = 1 Satisfied = 2 Neither = 3 Dissatisfied = 4 Very Dissatisfied = 5		N=183	N=152	N=438	N=265	N=1044
	CON: V S	59%	55%	55%	73%	60%
	S	37%	41%	40%	23%	35%
	N	4%	3%	5%	3%	4%
	D	0%	1%	1%	1%	1%
	V D	0%	1%	0%	0%	0%
	Mean	1.45	1.53	1.52	1.32	1.46

		N=80	N=69	N=187	N=38	N=378
	NON: V S	31%	19%	26%	18%	25%
	S	40%	49%	44%	55%	46%
	N	18%	10%	19%	21%	17%
	D	8%	22%	9%	5%	11%
	V D	3%	0%	2%	0%	2%
	Mean	2.11	2.35	2.16	2.13	2.18

Have you changed Heating Systems?	CON:	N=175	N=139	N=413	N=240	N=971
	Yes, in last 2 yrs	96%	92%	99%	98%	97%

	NON:	N=80	N=67	N=176	N=35	N=362
	Yes, in last 10 yrs	6%	9%	31%	11%	20%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
Type of Prior System		<u>N=181</u>	<u>N=144</u>	<u>N=439</u>	<u>N=262</u>	<u>N=1031</u>
	CON: oil	96%	95%	95%	87%	93%
	gas	4%	4%	3%	2%	3%
	elect.	0%	1%	2%	11%	4%
	wood	0%	0%	0%	0%	0%
	other	0%	0%	0%	0%	0%
		<u>N=7</u>	<u>N=11</u>	<u>N=59</u>	<u>N=7</u>	<u>N=86</u>
	NON: oil	71%	73%	73%	43%	71%
	gas	0%	0%	2%	14%	2%
	elect.	0%	0%	5%	0%	4%
	wood	14%	0%	14%	0%	11%
	other	14%	27%	7%	43%	13%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
STEPS TAKEN IN PAST YEAR TOWARD CHANGING HEATING SYSTEM:		NON:				
Thought about changing systems		<u>N=68</u>	<u>N=65</u>	<u>N=153</u>	<u>N=33</u>	<u>N=320</u>
	Yes	77%	68%	64%	61%	67%
Talked with others about changing systems		<u>N=55</u>	<u>N=60</u>	<u>N=138</u>	<u>N=29</u>	<u>N=283</u>
	Yes	73%	65%	64%	83%	68%
Contacted utility for information		<u>N=50</u>	<u>N=61</u>	<u>N=138</u>	<u>N=27</u>	<u>N=277</u>
	Yes	42%	18%	37%	26%	33%
Contacted private contractors for information		<u>N=50</u>	<u>N=63</u>	<u>N=131</u>	<u>N=26</u>	<u>N=271</u>
	Yes	26%	22%	28%	19%	25%
Obtained cost estimates from contractors		<u>N=47</u>	<u>N=59</u>	<u>N=131</u>	<u>N=26</u>	<u>N=265</u>
	Yes	28%	27%	21%	15%	23%
Likelihood of Converting in Next Two Years		<u>N=72</u>	<u>N=63</u>	<u>N=178</u>	<u>N=34</u>	<u>N=350</u>
	NON:					
	1 = definite yes	18%	11%	13%	0%	13%
	2 = strong poss.	7%	18%	16%	12%	14%
	3 = 50-50	24%	25%	20%	27%	22%
	4 = prob. not	25%	25%	25%	32%	26%
	5 = definite no	26%	21%	26%	29%	25%
Mean	3.35	3.27	3.35	3.79	3.37	

MEASURE	SAMPLE	B.C.	MANITOBA	REGION ONTARIO	QUEBEC	TOTAL
Reasons for Converting/ Considering Conversion: 1 = Strongly Agree 2 = Strongly Disagree						
		<u>N=163</u>	<u>N=129</u>	<u>N=395</u>	<u>N=232</u>	<u>N=923</u>
Heating System in poor working condition	CON: SA	12%	13%	25%	19%	20%
	A	17%	16%	26%	24%	23%
	N	14%	19%	16%	6%	13%
	D	43%	39%	26%	29%	31%
	SD	18%	14%	7%	22%	13%
	Mean	<u>3.34</u>	<u>3.25</u>	<u>2.65</u>	<u>3.09</u>	<u>2.97</u>

		<u>N=40</u>	<u>N=36</u>	<u>N=102</u>	<u>N=20</u>	<u>N=200</u>
	NON: SA	0%	8%	7%	25%	6%
	A	0%	6%	20%	5%	12%
	N	23%	28%	15%	0%	17%
	D	45%	47%	39%	35%	42%
	SD	33%	11%	20%	55%	24%
	Mean	<u>4.10</u>	<u>3.47</u>	<u>3.45</u>	<u>4.30</u>	<u>3.67</u>

		<u>N=156</u>	<u>N=120</u>	<u>N=369</u>	<u>N=219</u>	<u>N=867</u>
Heating System Broken Down	CON: SA	5%	3%	10%	5%	7%
	A	4%	9%	8%	5%	7%
	N	8%	10%	11%	7%	9%
	D	51%	43%	41%	28%	40%
	SD	32%	35%	30%	55%	37%
	Mean	<u>4.02</u>	<u>3.99</u>	<u>3.71</u>	<u>4.23</u>	<u>3.94</u>

		<u>N=38</u>	<u>N=33</u>	<u>N=99</u>	<u>N=20</u>	<u>N=192</u>
	NON: SA	5%	3%	8%	10%	7%
	A	11%	9%	17%	5%	14%
	N	3%	3%	8%	0%	5%
	D	26%	55%	30%	20%	33%
	SD	55%	30%	36%	65%	42%
	Mean	<u>4.16</u>	<u>4.00</u>	<u>3.70</u>	<u>4.25</u>	<u>3.89</u>

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=177</u>	<u>N=141</u>	<u>N=421</u>	<u>N=242</u>	<u>N=984</u>
Government grants available	CON: SA	27%	36%	34%	47%	36%
	A	55%	51%	50%	42%	49%
	N	13%	9%	11%	2%	8%
	D	6%	4%	5%	6%	5%
	SD	1%	0%	1%	3%	1%
	Mean	<u>2.00</u>	<u>1.81</u>	<u>1.89</u>	<u>1.76</u>	<u>1.87</u>
		<u>N=40</u>	<u>N=37</u>	<u>N=102</u>	<u>N=22</u>	<u>N=203</u>
	NON: SA	35%	30%	19%	46%	27%
	A	33%	38%	48%	23%	40%
	N	13%	22%	17%	18%	17%
	D	5%	5%	10%	0%	7%
	SD	15%	5%	7%	14%	9%
	Mean	<u>2.33</u>	<u>2.19</u>	<u>2.38</u>	<u>2.14</u>	<u>2.30</u>
		<u>N=155</u>	<u>N=121</u>	<u>N=371</u>	<u>N=225</u>	<u>N=881</u>
Utility grants or loans available	CON: SA	5%	12%	7%	31%	14%
	A	16%	20%	14%	27%	19%
	N	34%	28%	28%	10%	24%
	D	36%	27%	32%	16%	28%
	SD	10%	13%	18%	16%	16%
	Mean	<u>3.29</u>	<u>3.10</u>	<u>3.40</u>	<u>2.61</u>	<u>3.13</u>
		<u>N=38</u>	<u>N=36</u>	<u>N=96</u>	<u>N=22</u>	<u>N=193</u>
	NON: SA	3%	11%	6%	36%	10%
	A	21%	17%	23%	32%	22%
	N	29%	44%	34%	18%	33%
	D	26%	19%	26%	5%	22%
	SD	21%	8%	10%	9%	12%
	Mean	<u>3.42</u>	<u>2.97</u>	<u>3.12</u>	<u>2.18</u>	<u>3.05</u>

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=178</u>	<u>N=143</u>	<u>N=408</u>	<u>N=240</u>	<u>N=973</u>
Old system heating costs too high	CON: SA	40%	44%	35%	35%	37%
	A	44%	45%	42%	35%	41%
	N	12%	8%	14%	9%	12%
	D	3%	3%	7%	15%	8%
	SD	1%	1%	2%	5%	2%
	Mean	<u>1.82</u>	<u>1.71</u>	<u>1.99</u>	<u>2.19</u>	<u>1.97</u>
		<u>N=42</u>	<u>N=42</u>	<u>N=106</u>	<u>N=23</u>	<u>N=215</u>
	NON: SA	33%	50%	31%	44%	36%
	A	31%	33%	41%	17%	35%
	N	29%	10%	17%	4%	16%
New system heating costs lower	D	5%	7%	9%	30%	10%
	SD	2%	0%	2%	4%	2%
	Mean	<u>2.12</u>	<u>1.74</u>	<u>2.10</u>	<u>2.35</u>	<u>2.06</u>
		<u>N=177</u>	<u>N=141</u>	<u>N=416</u>	<u>N=237</u>	<u>N=974</u>
	CON: SA	36%	38%	33%	26%	33%
	A	55%	48%	46%	36%	46%
	N	9%	11%	14%	14%	12%
	D	1%	3%	5%	18%	7%
	SD	1%	0%	1%	6%	2%
	Mean	<u>1.75</u>	<u>1.78</u>	<u>1.94</u>	<u>2.42</u>	<u>2.01</u>
		<u>N=40</u>	<u>N=39</u>	<u>N=107</u>	<u>N=21</u>	<u>N=208</u>
	NON: SA	28%	44%	33%	33%	34%
	A	35%	26%	39%	24%	34%
	N	25%	28%	18%	19%	21%
	D	5%	3%	6%	19%	6%
	SD	8%	0%	5%	5%	4%
	Mean	<u>2.30</u>	<u>1.90</u>	<u>2.10</u>	<u>2.38</u>	<u>2.13</u>

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=167</u>	<u>N=130</u>	<u>N=400</u>	<u>N=238</u>	<u>N=939</u>
Afraid of future oil shortages	CON: SA	19%	19%	17%	15%	17%
	A	37%	37%	38%	21%	33%
	N	23%	20%	23%	9%	19%
	D	20%	23%	18%	38%	24%
	SD	1%	2%	4%	17%	6%
	Mean	<u>2.48</u>	<u>2.52</u>	<u>2.54</u>	<u>3.20</u>	<u>2.69</u>
		<u>N=41</u>	<u>N=39</u>	<u>N=108</u>	<u>N=21</u>	<u>N=211</u>
	NON: SA	29%	10%	14%	14%	17%
	A	15%	31%	36%	24%	30%
	N	32%	33%	15%	10%	21%
Afraid of future oil cost increases	D	24%	26%	30%	33%	28%
	SD	0%	0%	6%	19%	5%
	Mean	<u>2.51</u>	<u>2.74</u>	<u>2.77</u>	<u>3.19</u>	<u>2.74</u>
		<u>N=180</u>	<u>N=142</u>	<u>N=420</u>	<u>N=237</u>	<u>N=982</u>
	CON: SA	53%	59%	48%	43%	50%
	A	44%	37%	44%	36%	41%
	N	2%	1%	4%	7%	4%
	D	1%	1%	4%	11%	4%
	SD	0%	2%	0%	4%	1%
	Mean	<u>1.50</u>	<u>1.50</u>	<u>1.64</u>	<u>1.96</u>	<u>1.67</u>
		<u>N=41</u>	<u>N=42</u>	<u>N=112</u>	<u>N=22</u>	<u>N=220</u>
	NON: SA	24%	62%	53%	55%	49%
	A	61%	31%	37%	18%	39%
	N	15%	0%	5%	14%	6%
	D	0%	7%	5%	5%	5%
	SD	0%	0%	1%	10%	1%
	Mean	<u>1.90</u>	<u>1.52</u>	<u>1.65</u>	<u>1.96</u>	<u>1.71</u>

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=175</u>	<u>N=139</u>	<u>N=399</u>	<u>N=240</u>	<u>N=970</u>
Fuel type converted to (CON) or fuel type that would be chosen (NON)	CON: gas	98%	66%	69%	6%	58%
	elec	1%	30%	27%	89%	39%
	wood	---	---	1%	2%	1%
	other	1%	4%	3%	3%	1%
		<u>N=46</u>	<u>N=69</u>	<u>N=114</u>	<u>N=21</u>	<u>N=218</u>
	NON: gas	80%	23%	46%	48%	49%
	elec	11%	55%	25%	38%	28%
	wood	2%	11%	18%	5%	13%
	other	7%	11%	12%	10%	10%

Reasons for choosing fuel type:

		<u>N=171</u>	<u>N=88</u>	<u>N=275</u>	<u>N=15</u>	<u>N=553</u>
I chose/would choose gas because it gives lower heating costs than other fuels	CON: SA	34%	33%	39%	53%	37%
	A	54%	51%	50%	33%	51%
	N	11%	16%	8%	7%	10%
	D	1%	---	3%	7%	2%
	SD	---	---	1%	---	---
		<u>N=37</u>	<u>N=9</u>	<u>N=49</u>	<u>N=10</u>	<u>N=106</u>
	NON: SA	30%	44%	27%	60%	33%
	A	57%	56%	55%	40%	54%
	N	14%	---	14%	---	11%
	D	---	---	2%	---	1%
	SD	---	---	2%	---	1%

		<u>N=1</u>	<u>N=43</u>	<u>N=109</u>	<u>N=213</u>	<u>N=370</u>
I chose/would choose electricity because it gives lower heating costs than other fuels	CON: SA	---	30%	18%	22%	22%
	A	---	42%	29%	35%	34%
	N	---	12%	33%	15%	20%
	D	---	16%	18%	23%	20%
	SD	100%	---	1%	5%	4%
		<u>N=5</u>	<u>N=22</u>	<u>N=26</u>	<u>N=8</u>	<u>N=61</u>
	NON: SA	40%	36%	19%	25%	28%
	A	20%	36%	23%	75%	34%
	N	20%	23%	50%	---	31%
	D	20%	5%	8%	---	7%
	SD	---	---	---	---	---

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=174</u>	<u>N=91</u>	<u>N=278</u>	<u>N=15</u>	<u>N=561</u>
I chose/would choose gas because it will be the cheapest fuel in the future	CON: SA	23%	15%	20%	47%	21%
	A	55%	46%	46%	47%	49%
	N	17%	30%	25%	---	23%
	D	5%	9%	7%	7%	7%
	SD	1%	---	1%	---	1%
		<u>N=35</u>	<u>N=10</u>	<u>N=48</u>	<u>N=10</u>	<u>N=104</u>
	NON: SA	20%	30%	19%	70%	26%
	A	69%	20%	42%	30%	47%
	N	11%	40%	25%	---	19%
	D	---	10%	13%	---	7%
	SD	---	---	2%	---	1%
I chose/would choose electricity because it will be the cheapest fuel in the future		<u>N=1</u>	<u>N=42</u>	<u>N=115</u>	<u>N=215</u>	<u>N=378</u>
	CON: SA	---	31%	36%	25%	29%
	A	---	52%	51%	46%	48%
	N	100%	5%	11%	11%	10%
	D	---	12%	1%	16%	11%
	SD	---	---	---	3%	2%
		<u>N=5</u>	<u>N=22</u>	<u>N=28</u>	<u>N=8</u>	<u>N=63</u>
	NON: SA	40%	9%	39%	13%	25%
	A	20%	46%	46%	63%	46%
	N	40%	41%	14%	25%	27%
	D	---	5%	---	---	2%
	SD	---	---	---	---	---
I chose/would choose gas because the costs of buying and installing the equipment are lowest		<u>N=167</u>	<u>N=88</u>	<u>N=268</u>	<u>N=15</u>	<u>N=541</u>
	CON: SA	9%	14%	15%	20%	13%
	A	23%	38%	31%	53%	30%
	N	43%	33%	31%	---	34%
	D	23%	17%	19%	27%	19%
	SD	2%	2%	5%	---	4%
		<u>N=35</u>	<u>N=8</u>	<u>N=47</u>	<u>N=10</u>	<u>N=101</u>
	NON: SA	14%	25%	4%	30%	13%
	A	14%	38%	49%	20%	33%
	N	54%	38%	21%	50%	37%
	D	14%	---	19%	---	14%
	SD	3%	---	6%	---	4%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=1</u>	<u>N=40</u>	<u>N=109</u>	<u>N=203</u>	<u>N=359</u>
I chose/would choose electricity because the costs of buying and installing the equipment are lowest	CON: SA	---	8%	8%	13%	11%
	A	---	30%	23%	30%	27%
	N	---	43%	32%	27%	30%
	D	100%	18%	30%	23%	25%
	SD	---	5%	6%	7%	7%
		<u>N=5</u>	<u>N=22</u>	<u>N=27</u>	<u>N=8</u>	<u>N=62</u>
	NON: SA	---	14%	15%	---	11%
	A	40%	9%	26%	63%	26%
	N	60%	41%	30%	25%	36%
	D	---	36%	22%	---	23%
	SD	---	---	7%	13%	5%
		<u>N=155</u>	<u>N=83</u>	<u>N=256</u>	<u>N=14</u>	<u>N=511</u>
I chose/would choose gas because the fuel that was my 1st choice was not available	CON: SA	1%	2%	2%	---	1%
	A	4%	4%	3%	---	3%
	N	16%	13%	15%	7%	14%
	D	57%	59%	53%	36%	55%
	SD	23%	22%	28%	57%	26%
		<u>N=34</u>	<u>N=7</u>	<u>N=42</u>	<u>N=9</u>	<u>N=93</u>
	NON: SA	---	---	7%	44%	8%
	A	3%	---	14%	11%	9%
	N	3%	14%	17%	---	11%
	D	41%	29%	36%	22%	36%
	SD	53%	57%	26%	22%	38%
		<u>N=1</u>	<u>N=40</u>	<u>N=102</u>	<u>N=190</u>	<u>N=347</u>
I chose/would choose electricity because the fuel that was my 1st choice was not available	CON: SA	---	10%	3%	8%	6%
	A	---	13%	9%	12%	11%
	N	---	18%	18%	17%	17%
	D	100%	45%	43%	34%	37%
	SD	---	15%	27%	34%	29%
		<u>N=5</u>	<u>N=21</u>	<u>N=26</u>	<u>N=8</u>	<u>N=60</u>
	NON: SA	---	10%	12%	---	8%
	A	20%	5%	8%	13%	8%
	N	---	5%	8%	13%	7%
	D	40%	67%	50%	50%	55%
	SD	40%	14%	23%	25%	22%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
I chose/would choose gas because the government COSP grant was available		<u>N=168</u>	<u>N=88</u>	<u>N=280</u>	<u>N=15</u>	<u>N=554</u>
	CON: SA	24%	21%	32%	40%	28%
	A	54%	61%	54%	53%	55%
	N	14%	15%	8%	---	11%
	D	7%	3%	3%	7%	4%
	SD	2%	---	3%	---	2%
		<u>N=5</u>	<u>N=22</u>	<u>N=27</u>	<u>N=8</u>	<u>N=62</u>
	NON: SA	18%	57%	22%	63%	27%
	A	61%	43%	67%	38%	60%
	N	3%	---	7%	---	4%
I chose/would choose electricity because the government COSP grant was available	D	12%	---	4%	---	6%
	SD	6%	---	---	---	2%
		<u>N=1</u>	<u>N=42</u>	<u>N=109</u>	<u>N=218</u>	<u>N=375</u>
	CON: SA	---	26%	22%	41%	34%
	A	---	41%	53%	45%	47%
	N	---	19%	12%	4%	8%
	D	100%	12%	10%	6%	8%
	SD	---	2%	3%	5%	4%
		<u>N=4</u>	<u>N=19</u>	<u>N=25</u>	<u>N=8</u>	<u>N=56</u>
	NON: SA	---	5%	8%	25%	9%
I chose/would choose gas because a utility grant and/or loan was available	A	25%	63%	52%	50%	54%
	N	50%	21%	28%	13%	25%
	D	25%	---	8%	---	5%
	SD	---	11%	4%	13%	7%
		<u>N=157</u>	<u>N=82</u>	<u>N=254</u>	<u>N=15</u>	<u>N=511</u>
	CON: SA	3%	5%	6%	40%	6%
	A	15%	28%	17%	47%	19%
	N	38%	32%	28%	---	31%
	D	34%	24%	33%	13%	31%
	SD	10%	11%	16%	---	13%
		<u>N=35</u>	<u>N=7</u>	<u>N=47</u>	<u>N=2</u>	<u>N=98</u>
	NON: SA	3%	---	6%	8%	10%
	A	34%	29%	43%	75%	37%
	N	29%	29%	30%	25%	28%
	D	23%	29%	15%	---	17%
	SD	11%	14%	6%	---	8%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=1</u>	<u>N=38</u>	<u>N=103</u>	<u>N=203</u>	<u>N=349</u>
I chose/would choose electricity because a utility grant and/or loan was available	CON: SA	---	16%	4%	19%	15%
	A	---	13%	12%	27%	21%
	N	---	34%	24%	14%	19%
	D	100%	32%	40%	21%	28%
	SD	---	5%	18%	18%	16%
		<u>N=5</u>	<u>N=19</u>	<u>N=23</u>	<u>N=8</u>	<u>N=55</u>
	NON: SA	---	5%	---	38%	7%
	A	40%	26%	30%	25%	29%
	N	20%	47%	39%	25%	38%
	D	---	16%	22%	13%	16%
	SD	40%	5%	9%	---	9%
		<u>N=168</u>	<u>N=87</u>	<u>N=265</u>	<u>N=15</u>	<u>N=538</u>
I chose/would choose gas because I expect shortages of other fuels in the future	CON: SA	9%	7%	9%	13%	9%
	A	44%	33%	38%	13%	39%
	N	26%	29%	27%	---	26%
	D	19%	26%	21%	67%	22%
	SD	2%	5%	5%	7%	4%
		<u>N=34</u>	<u>N=8</u>	<u>N=45</u>	<u>N=7</u>	<u>N=95</u>
	NON: SA	6%	25%	9%	29%	11%
	A	32%	---	22%	14%	23%
	N	32%	25%	33%	14%	32%
	D	21%	50%	27%	29%	26%
	SD	9%	---	9%	14%	8%
		<u>N=1</u>	<u>N=40</u>	<u>N=113</u>	<u>N=215</u>	<u>N=373</u>
I chose/would choose electricity because I expect shortages of other fuels in the future	CON: SA	---	10%	15%	8%	10%
	A	100%	35%	35%	21%	30%
	N	---	33%	22%	17%	21%
	D	---	23%	13%	40%	30%
	SD	---	---	6%	13%	9%
		<u>N=5</u>	<u>N=20</u>	<u>N=27</u>	<u>N=8</u>	<u>N=60</u>
	NON: SA	---	15%	7%	13%	10%
	A	20%	45%	59%	25%	47%
	N	60%	25%	19%	---	22%
	D	---	10%	11%	50%	15%
	SD	20%	15%	4%	13%	7%
The fuel type I converted to was my first choice (% yes)	CON: gas	89%	87%	88%	67%	87%
	elect	---	89%	92%	95%	94%

MEASURE	SAMPLE	B.C.	MANITOBA	REGION ONTARIO	QUEBEC	TOTAL
CONVERSION CONCERNS/BARRIERS						
		N=50	N=47	N=129	N=31	N=259
Satisfied with system	NON: SA	16%	17%	23%	29%	21%
	A	66%	53%	46%	32%	50%
	N	8%	11%	15%	3%	11%
	D	8%	17%	12%	13%	12%
	SD	2%	2%	5%	23%	6%
	Mean	2.14	2.34	2.31	2.68	2.32
		N=42	N=40	N=117	N=27	N=227
Recently changed system	NON: SA	12%	3%	11%	7%	9%
	A	5%	15%	22%	0%	15%
	N	5%	5%	15%	11%	11%
	D	50%	45%	33%	19%	37%
	SD	29%	33%	19%	63%	28%
	Mean	3.79	3.90	3.27	4.30	3.60
		N=168	N=129	N=393	N=224	N=917
Planning to move soon	CON: SA	2%	2%	3%	0%	2%
	A	10%	12%	11%	6%	10%
	N	20%	24%	19%	13%	18%
	D	58%	42%	49%	41%	48%
	SD	10%	19%	18%	40%	22%
	Mean	3.63	3.66	3.70	4.14	3.79
		N=48	N=46	N=121	N=30	N=247
	NON: SA	4%	13%	6%	10%	7%
	A	10%	15%	12%	13%	13%
	N	15%	22%	22%	13%	20%
	D	40%	30%	40%	23%	36%
	SD	31%	20%	20%	40%	24%
	Mean	3.83	3.28	3.55	3.70	3.57
		N=167	N=131	N=401	N=227	N=929
Too much bother	CON: SA	2%	2%	3%	2%	2%
	A	11%	21%	12%	10%	13%
	N	14%	15%	17%	6%	13%
	D	56%	47%	53%	56%	53%
	SD	17%	15%	17%	26%	19%
	Mean	3.74	3.53	3.69	3.93	3.76

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=46</u>	<u>N=44</u>	<u>N=122</u>	<u>N=29</u>	<u>N=243</u>
	NON: SA	9%	2%	6%	17%	7%
	A	24%	18%	19%	14%	19%
	N	35%	21%	27%	17%	26%
	D	22%	48%	31%	17%	31%
	SD	11%	11%	17%	35%	17%
	Mean	3.02	3.48	3.35	3.38	3.31
<hr/>						
		<u>N=168</u>	<u>N=131</u>	<u>N=393</u>	<u>N=226</u>	<u>N=921</u>
My preference not available	CON: SA	1%	2%	1%	3%	2%
	A	4%	10%	6%	6%	6%
	N	12%	12%	12%	10%	11%
	D	60%	60%	54%	45%	53%
	SD	23%	18%	28%	37%	28%
	Mean	3.99	3.82	4.01	4.07	4.00
<hr/>						
		<u>N=46</u>	<u>N=44</u>	<u>N=120</u>	<u>N=29</u>	<u>N=241</u>
	NON: SA	7%	7%	9%	14%	9%
	A	4%	11%	20%	10%	15%
	N	15%	14%	22%	14%	18%
	D	57%	43%	33%	31%	39%
	SD	17%	25%	16%	31%	20%
	Mean	3.74	3.68	3.27	3.55	3.46
<hr/>						
		<u>N=49</u>	<u>N=48</u>	<u>N=126</u>	<u>N=32</u>	<u>N=257</u>
Can afford this system	NON: SA	6%	17%	12%	19%	13%
	A	57%	38%	34%	34%	39%
	N	16%	23%	27%	9%	22%
	D	10%	21%	21%	13%	18%
	SD	10%	2%	6%	25%	8%
	Mean	2.61	2.54	2.75	2.91	2.70
<hr/>						
		<u>N=172</u>	<u>N=138</u>	<u>N=409</u>	<u>N=240</u>	<u>N=963</u>
Too expensive to replace	CON: SA	15%	21%	16%	25%	19%
	A	47%	45%	48%	40%	46%
	N	15%	16%	16%	5%	13%
	D	22%	15%	17%	24%	19%
	SD	2%	3%	37%	6%	3%
	Mean	2.49	2.34	2.42	2.46	2.43
<hr/>						
		<u>N=49</u>	<u>N=46</u>	<u>N=130</u>	<u>N=31</u>	<u>N=258</u>
	NON: SA	29%	28%	21%	29%	24%
	A	39%	35%	42%	48%	41%
	N	25%	17%	23%	7%	21%
	D	6%	17%	11%	7%	11%
	SD	2%	2%	3%	10%	4%
	Mean	2.14	2.30	2.33	2.19	2.28

MEASURE	SAMPLE	REGION				
		B.C.	MANITOBA	ONTARIO	QUEBEC	TOTAL
		<u>N=49</u>	<u>N=45</u>	<u>N=122</u>	<u>N=28</u>	<u>N=246</u>
Cannot afford to convert	NON: SA	12%	20%	19%	43%	20%
	A	35%	33%	31%	21%	31%
	N	18%	16%	25%	4%	20%
	D	33%	22%	20%	21%	23%
	SD	2%	9%	6%	11%	6%
	Mean	<u>2.78</u>	<u>2.67</u>	<u>2.62</u>	<u>2.36</u>	<u>2.63</u>
		<u>N=169</u>	<u>N=133</u>	<u>N=401</u>	<u>N=226</u>	<u>N=932</u>
Interest rates too high	CON: SA	8%	11%	9%	20%	12%
	A	16%	24%	18%	24%	20%
	N	32%	31%	33%	12%	28%
	D	38%	29%	31%	31%	32%
	SD	6%	5%	8%	13%	9%
	Mean	<u>3.17</u>	<u>2.95</u>	<u>3.12</u>	<u>2.95</u>	<u>3.06</u>
		<u>N=49</u>	<u>N=44</u>	<u>N=126</u>	<u>N=31</u>	<u>N=252</u>
	NON: SA	22%	48%	44%	36%	39%
	A	29%	32%	28%	26%	29%
	N	35%	11%	18%	13%	19%
	D	10%	7%	8%	19%	10%
	SD	4%	2%	3%	7%	4%
	Mean	<u>2.45</u>	<u>1.84</u>	<u>1.99</u>	<u>2.36</u>	<u>2.10</u>
		<u>N=170</u>	<u>N=130</u>	<u>N=400</u>	<u>N=230</u>	<u>N=933</u>
Rather spend \$ on other energy savings	CON: SA	3%	5%	5%	10%	6%
	A	24%	25%	24%	33%	27%
	N	20%	32%	27%	17%	24%
	D	47%	28%	37%	31%	36%
	SD	6%	10%	7%	10%	8%
	Mean	<u>3.29</u>	<u>3.12</u>	<u>3.18</u>	<u>2.97</u>	<u>3.14</u>
		<u>N=48</u>	<u>N=43</u>	<u>N=124</u>	<u>N=30</u>	<u>N=247</u>
	NON: SA	13%	9%	15%	37%	16%
	A	44%	47%	44%	27%	43%
	N	29%	26%	27%	20%	26%
	D	13%	14%	11%	7%	11%
	SD	2%	5%	3%	10%	4%
	Mean	<u>2.48</u>	<u>2.58</u>	<u>2.44</u>	<u>2.27</u>	<u>2.45</u>

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=170</u>	<u>N=132</u>	<u>N=402</u>	<u>N=231</u>	<u>N=938</u>
Couldn't afford even with government grant	CON: SA	2%	7%	3%	5%	4%
	A	15%	14%	15%	17%	15%
	N	15%	22%	21%	10%	17%
	D	62%	51%	51%	47%	52%
	SD	7%	7%	11%	21%	12%
	Mean	<u>3.57</u>	<u>3.37</u>	<u>3.53</u>	<u>3.63</u>	<u>3.54</u>
		<u>N=50</u>	<u>N=45</u>	<u>N=127</u>	<u>N=31</u>	<u>N=255</u>
	NON: SA	14%	18%	21%	32%	20%
	A	34%	31%	34%	26%	33%
	N	10%	18%	27%	7%	20%
Couldn't afford even with utility grant	D	38%	31%	16%	26%	24%
	SD	4%	2%	3%	10%	4%
	Mean	<u>2.84</u>	<u>2.69</u>	<u>2.47</u>	<u>2.55</u>	<u>2.59</u>
		<u>N=169</u>	<u>N=132</u>	<u>N=392</u>	<u>N=222</u>	<u>N=918</u>
	CON: SA	1%	5%	1%	4%	2%
	A	8%	13%	6%	14%	9%
	N	19%	21%	25%	15%	21%
	D	62%	51%	53%	45%	53%
	SD	11%	11%	15%	22%	15%
	Mean	<u>3.74</u>	<u>3.50</u>	<u>3.77</u>	<u>3.67</u>	<u>3.70</u>
		<u>N=49</u>	<u>N=45</u>	<u>N=121</u>	<u>N=30</u>	<u>N=247</u>
	NON: SA	12%	13%	16%	30%	16%
	A	33%	31%	32%	13%	30%
	N	22%	24%	28%	13%	25%
	D	29%	29%	21%	27%	24%
	SD	4%	2%	3%	17%	5%
	Mean	<u>2.80</u>	<u>2.76</u>	<u>2.64</u>	<u>2.87</u>	<u>2.72</u>
Couldn't save enough \$		<u>N=169</u>	<u>N=133</u>	<u>N=401</u>	<u>N=231</u>	<u>N=937</u>
	CON: SA	4%	8%	5%	7%	6%
	A	28%	32%	25%	32%	28%
	N	15%	24%	23%	15%	20%
	D	45%	32%	40%	36%	38%
	SD	8%	4%	7%	11%	8%
	Mean	<u>3.63</u>	<u>2.92</u>	<u>3.18</u>	<u>3.11</u>	<u>3.14</u>
		<u>N=52</u>	<u>N=45</u>	<u>N=128</u>	<u>N=32</u>	<u>N=259</u>
	NON: SA	27%	29%	25%	38%	27%
	A	42%	27%	32%	34%	34%
	N	8%	27%	21%	6%	17%
	D	17%	11%	16%	9%	15%
	SD	6%	7%	6%	13%	7%
	Mean	<u>2.33</u>	<u>2.40</u>	<u>2.45</u>	<u>2.25</u>	<u>2.39</u>

MEASURE	SAMPLE	B.C.	MANITOBA	REGION ONTARIO	QUEBEC	TOTAL
Perceived Performance Characteristics of Fuel Types						
1 = Best						
2 = Next Best						
3 = Worst						
Operates cleanly		<u>N=145</u>	<u>N=96</u>	<u>N=325</u>	<u>N=196</u>	<u>N=765</u>
	CON: Oil					
	best	1%	4%	0%	2%	1%
	next best	3%	4%	4%	12%	6%
	worst	96%	92%	96%	86%	93%
		<u>N=66</u>	<u>N=55</u>	<u>N=151</u>	<u>N=30</u>	<u>N=304</u>
	NON: Oil					
	best	9%	7%	10%	7%	9%
	next best	12%	4%	11%	30%	12%
	worst	79%	89%	80%	63%	80%
		<u>N=164</u>	<u>N=117</u>	<u>N=370</u>	<u>N=191</u>	<u>N=844</u>
	CON: Gas					
	best	34%	30%	25%	4%	23%
	next best	66%	64%	72%	85%	73%
	worst	1%	6%	3%	11%	5%
		<u>N=62</u>	<u>N=53</u>	<u>N=146</u>	<u>N=29</u>	<u>N=292</u>
	NON: Gas					
	best	13%	6%	14%	21%	13%
	next best	74%	89%	73%	55%	75%
	worst	13%	6%	13%	24%	13%
	<u>N=148</u>	<u>N=120</u>	<u>N=368</u>	<u>N=257</u>	<u>N=895</u>	
CON: Elect.						
best	74%	85%	87%	97%	87%	
next best	23%	15%	23%	3%	12%	
worst	3%	0%	1%	0%	1%	
	<u>N=67</u>	<u>N=57</u>	<u>N=160</u>	<u>N=30</u>	<u>N=317</u>	
NON: Elect.						
best	87%	95%	87%	83%	88%	
next best	13%	5%	12%	10%	11%	
worst	0%	0%	1%	7%	1%	

MEASURE	SAMPLE	B.C.	MANITOBA	REGION ONTARIO	QUEBEC	TOTAL
Perceived Performance Characteristics of Fuel Types						
1 = Best						
2 = Next Best						
3 = Worst						
		<u>N=138</u>	<u>N=98</u>	<u>N=319</u>	<u>N=188</u>	<u>N=745</u>
Safety of operation	CON: Oil					
	best	11%	8%	8%	2%	7%
	next best	38%	42%	59%	62%	54%
	worst	51%	50%	33%	36%	40%
		<u>N=66</u>	<u>N=56</u>	<u>N=154</u>	<u>N=31</u>	<u>N=309</u>
	NON: Oil					
	best	32%	13%	22%	13%	21%
	next best	58%	52%	60%	31%	60%
	worst	11%	36%	18%	7%	19%
		<u>N=155</u>	<u>N=112</u>	<u>N=349</u>	<u>N=185</u>	<u>N=804</u>
	CON: Gas					
	best	32%	26%	17%	4%	19%
	next best	35%	36%	27%	33%	31%
	worst	33%	38%	56%	63%	50%
		<u>N=61</u>	<u>N=55</u>	<u>N=143</u>	<u>N=30</u>	<u>N=291</u>
	NON: Gas					
	best	8%	4%	4%	3%	5%
	next best	16%	36%	20%	10%	22%
	worst	75%	60%	76%	87%	74%
		<u>N=139</u>	<u>N=119</u>	<u>N=364</u>	<u>N=250</u>	<u>N=874</u>
	CON: Elect.					
	best	67%	84%	86%	96%	86%
	next best	22%	14%	11%	3%	11%
	worst	12%	2%	4%	0%	4%
		<u>N=66</u>	<u>N=57</u>	<u>N=157</u>	<u>N=31</u>	<u>N=314</u>
	NON: Elect.					
	best	68%	93%	84%	94%	83%
	next best	20%	7%	13%	3%	12%
	worst	12%	0%	3%	3%	4%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
Perceived Performance						
Characteristics of Fuel Types						
1 = Best						
2 = Next Best						
3 = Worst						
		<u>N=128</u>	<u>N=95</u>	<u>N=312</u>	<u>N=182</u>	<u>N=719</u>
Allows for prompt service and repair	CON: Oil					
	best	9%	14%	17%	3%	12%
	next best	34%	30%	37%	52%	39%
	worst	56%	57%	46%	45%	49%
		<u>N=64</u>	<u>N=50</u>	<u>N=145</u>	<u>N=27</u>	<u>N=287</u>
	NON: Oil					
	best	48%	18%	48%	33%	42%
	next best	27%	50%	33%	52%	36%
	worst	25%	32%	19%	15%	22%
		<u>N=144</u>	<u>N=109</u>	<u>N=334</u>	<u>N=180</u>	<u>N=770</u>
	CON: Gas					
	best	73%	51%	48%	7%	44%
	next best	23%	29%	32%	44%	33%
	worst	4%	20%	20%	49%	24%
		<u>N=56</u>	<u>N=48</u>	<u>N=133</u>	<u>N=26</u>	<u>N=264</u>
	NON: Gas					
	best	29%	8%	23%	12%	21%
	next best	45%	33%	36%	39%	38%
	worst	27%	58%	41%	50%	42%
		<u>N=129</u>	<u>N=113</u>	<u>N=334</u>	<u>N=245</u>	<u>N=823</u>
	CON: Elect.					
	best	26%	63%	51%	95%	62%
	next best	38%	26%	26%	2%	21%
	worst	36%	12%	24%	3%	18%
		<u>N=58</u>	<u>N=52</u>	<u>N=138</u>	<u>N=29</u>	<u>N=279</u>
	NON: Elect.					
	best	35%	81%	47%	69%	53%
	next best	24%	14%	22%	3%	19%
	worst	41%	6%	31%	28%	28%

MEASURE	SAMPLE	B.C.	MANITOBA	REGION ONTARIO	QUEBEC	TOTAL
Perceived Performance Characteristics of Fuel Types						
1 = Best						
2 = Next Best						
3 = Worst						
		<u>N=135</u>	<u>N=94</u>	<u>N=323</u>	<u>N=185</u>	<u>N=739</u>
The supply is reliable (seldom interrupted)	CON: Oil					
	best	2%	4%	8%	8%	6%
	next best	38%	29%	27%	42%	33%
	worst	60%	67%	65%	51%	61%
		<u>N=64</u>	<u>N=54</u>	<u>N=147</u>	<u>N=29</u>	<u>N=296</u>
	NON: Oil					
	best	45%	26%	34%	28%	34%
	next best	16%	41%	33%	35%	31%
	worst	39%	33%	33%	38%	36%
		<u>N=156</u>	<u>N=111</u>	<u>N=371</u>	<u>N=178</u>	<u>N=818</u>
	CON: Gas					
	best	87%	55%	58%	29%	57%
	next best	13%	34%	33%	40%	31%
	worst	0%	11%	9%	31%	12%
		<u>N=59</u>	<u>N=52</u>	<u>N=136</u>	<u>N=28</u>	<u>N=277</u>
	NON: Gas					
	best	29%	14%	31%	39%	28%
	next best	58%	40%	43%	43%	46%
	worst	14%	46%	27%	18%	26%
		<u>N=135</u>	<u>N=115</u>	<u>N=344</u>	<u>N=242</u>	<u>N=838</u>
	CON: Elect.					
	best	13%	62%	47%	75%	52%
	next best	47%	25%	34%	14%	29%
	worst	39%	13%	19%	12%	19%
		<u>N=63</u>	<u>N=55</u>	<u>N=144</u>	<u>N=30</u>	<u>N=295</u>
	NON: Elect.					
	best	33%	71%	47%	50%	53%
	next best	25%	15%	17%	19%	19%
	worst	41%	15%	37%	31%	28%

MEASURE	SAMPLE	B.C.	MANITOBA	REGION ONTARIO	QUEBEC	TOTAL
Perceived Performance Characteristics of Fuel Types						
1 = Best						
2 = Next Best						
3 = Worst						
		<u>N=130</u>	<u>N=90</u>	<u>N=309</u>	<u>N=176</u>	<u>N=707</u>
Heating equipment is inexpensive to purchase and install	CON: Oil					
	best	7%	18%	17%	12%	14%
	next best	41%	48%	51%	39%	45%
	worst	52%	34%	32%	49%	41%
		<u>N=59</u>	<u>N=50</u>	<u>N=140</u>	<u>N=28</u>	<u>N=279</u>
	NON: Oil					
	best	31%	20%	37%	14%	30%
	next best	41%	50%	35%	50%	41%
	worst	29%	30%	28%	36%	29%
		<u>N=150</u>	<u>N=109</u>	<u>N=347</u>	<u>N=176</u>	<u>N=783</u>
	CON: Gas					
	best	66%	53%	59%	39%	55%
	next best	28%	27%	28%	38%	30%
	worst	6%	20%	12%	23%	15%
		<u>N=56</u>	<u>N=52</u>	<u>N=137</u>	<u>N=28</u>	<u>N=275</u>
	NON: Gas					
	best	38%	27%	35%	64%	37%
	next best	45%	31%	47%	18%	40%
	worst	20%	42%	20%	18%	23%
		<u>N=131</u>	<u>N=104</u>	<u>N=319</u>	<u>N=217</u>	<u>N=772</u>
	CON: Elect.					
	best	34%	47%	33%	62%	43%
	next best	26%	17%	17%	18%	19%
	worst	41%	36%	50%	20%	38%
		<u>N=63</u>	<u>N=49</u>	<u>N=142</u>	<u>N=28</u>	<u>N=285</u>
	NON: Elect.					
	best	40%	65%	35%	36%	41%
	next best	14%	14%	16%	25%	16%
	worst	46%	20%	49%	39%	43%

MEASURE	SAMPLE	B.C.	MANITOBA	REGION ONTARIO	QUEBEC	TOTAL
Perceived Performance Characteristics of Fuel Types						
1 = Best						
2 = Next Best						
3 = Worst						
Heating costs are low with this source		<u>N=139</u>	<u>N=92</u>	<u>N=321</u>	<u>N=173</u>	<u>N=727</u>
	CON: Oil					
	best	0%	1%	2%	1%	1%
	next best	46%	35%	37%	12%	33%
	worst	54%	64%	61%	87%	66%

		<u>N=64</u>	<u>N=51</u>	<u>N=141</u>	<u>N=25</u>	<u>N=283</u>
	NON: Oil					
	best	8%	8%	9%	4%	8%
	next best	67%	24%	36%	20%	39%
worst	25%	69%	56%	76%	53%	

	<u>N=158</u>	<u>N=113</u>	<u>N=367</u>	<u>N=176</u>	<u>N=816</u>	
	CON: Gas					
	best	94%	80%	84%	71%	83%
	next best	6%	15%	14%	24%	15%
	worst	0%	5%	1%	5%	2%

		<u>N=64</u>	<u>N=55</u>	<u>N=142</u>	<u>N=27</u>	<u>N=290</u>
	NON: Gas					
	best	81%	53%	72%	74%	70%
	next best	11%	35%	20%	26%	22%
	worst	8%	13%	8%	0%	8%

	<u>N=139</u>	<u>N=104</u>	<u>N=327</u>	<u>N=206</u>	<u>N=778</u>	
	CON: Elect.					
	best	7%	35%	18%	43%	25%
	next best	48%	42%	46%	52%	48%
	worst	46%	23%	36%	5%	28%

		<u>N=61</u>	<u>N=50</u>	<u>N=140</u>	<u>N=26</u>	<u>N=279</u>
	NON: Elect.					
	best	18%	46%	22%	27%	26%
	next best	20%	40%	39%	50%	36%
	worst	62%	14%	39%	23%	38%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	

Perceived Performance
Characteristics of Fuel Types

- 1 = Best
2 = Next Best
3 = Worst

		<u>N=164</u>	<u>N=128</u>	<u>N=383</u>	<u>N=244</u>	<u>N=923</u>
Overall Ranking	CON: Oil					
	best	3%	4%	2%	3%	3%
	next best	32%	16%	23%	28%	25%
	worst	65%	80%	75%	70%	72%
		<u>N=77</u>	<u>N=65</u>	<u>N=175</u>	<u>N=35</u>	<u>N=356</u>
	NON: Oil					
	best	23%	15%	19%	11%	19%
	next best	47%	35%	27%	51%	35%
	worst	30%	49%	53%	37%	46%
		<u>N=172</u>	<u>N=136</u>	<u>N=407</u>	<u>N=235</u>	<u>N=954</u>
	CON: Gas					
	best	84%	49%	54%	9%	48%
	next best	14%	43%	40%	64%	42%
	worst	2%	8%	6%	26%	11%
		<u>N=74</u>	<u>N=63</u>	<u>N=175</u>	<u>N=36</u>	<u>N=352</u>
	NON: Gas					
	best	49%	21%	35%	22%	34%
	next best	34%	41%	45%	33%	41%
	worst	18%	38%	20%	44%	25%
		<u>N=167</u>	<u>N=132</u>	<u>N=393</u>	<u>N=256</u>	<u>N=952</u>
	CON: Elect.					
	best	13%	55%	48%	90%	54%
	next best	53%	36%	34%	9%	31%
	worst	34%	8%	18%	1%	15%
		<u>N=74</u>	<u>N=65</u>	<u>N=171</u>	<u>N=35</u>	<u>N=349</u>
	NON: Elect.					
	best	32%	69%	51%	69%	52%
	next best	18%	23%	26%	14%	22%
	worst	50%	8%	23%	17%	26%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=78</u>	<u>N=61</u>	<u>N=177</u>	<u>N=37</u>	<u>N=357</u>
Are you aware of COSP?	NON: Yes	64%	72%	78%	76%	74%
		<u>N=75</u>	<u>N=62</u>	<u>N=178</u>	<u>N=36</u>	<u>N=353</u>
Intention of applying for COSP	NON:					
	No	45%	47%	49%	64%	49%
	I may	39%	39%	32%	31%	35%
	In 1-2 mo.	3%	2%	3%	0%	2%
	In 3-5 mo.	0%	2%	1%	0%	1%
	In 6-12 mo.	9%	5%	5%	3%	5%
	In 1 yr.	3%	5%	7%	3%	5%
	Yes, already applied	1%	2%	5%	0%	3%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=180</u>	<u>N=147</u>	<u>N=428</u>	<u>N=251</u>	<u>N=1011</u>
When first heard or read about COSP	CON:					
	Before converting	68%	69%	69%	58%	66%
	About same time	14%	8%	10%	15%	12%
	After converting	18%	24%	22%	27%	23%
		<u>N=180</u>	<u>N=145</u>	<u>N=434</u>	<u>N=253</u>	<u>N=1017</u>
Likelihood of converting if COSP not available	CON:					
	def. would	39%	37%	45%	52%	45%
	prob. would	35%	35%	38%	22%	33%
	prob. not	18%	21%	13%	22%	17%
	def. not	7%	8%	4%	4%	5%
		<u>N=178</u>	<u>N=146</u>	<u>N=433</u>	<u>N=248</u>	<u>N=1010</u>
"Because the COSP grant was available, I converted my home heating system sooner than I would have otherwise"	CON: SA	28%	34%	27%	27%	28%
	A	40%	29%	34%	28%	33%
	N	14%	19%	19%	7%	15%
	D	17%	14%	15%	20%	16%
	SD	3%	4%	6%	18%	8%
	Mean	<u>2.30</u>	<u>2.27</u>	<u>2.40</u>	<u>2.74</u>	<u>2.45</u>

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=175</u>	<u>N=134</u>	<u>N=415</u>	<u>N=244</u>	<u>N=973</u>
Expect heat savings will pay for conversion	Yes	85%	76%	67%	52%	68%

		<u>N=123</u>	<u>N=84</u>	<u>N=240</u>	<u>N=103</u>	<u>N=553</u>
How many years?	Mean	6.09	6.50	7.68	6.67	6.95

		<u>N=152</u>	<u>N=108</u>	<u>N=289</u>	<u>N=140</u>	<u>N=693</u>
Without COSP, savings will pay for conversion	Yes	75%	55%	72%	56%	67%

		<u>N=99</u>	<u>N=56</u>	<u>N=197</u>	<u>N=76</u>	<u>N=430</u>
How many years?	Mean	8.95	10.39	10.56	9.25	9.95

MEASURE	SAMPLE	B.C.	MANITOBA	REGION ONTARIO	QUEBEC	TOTAL
Awareness of COSP Features 1 = Fully Aware 2 = Vaguely Aware 3 = Not Aware at all						
A. COSP pays 50% up to \$800		<u>N=179</u>	<u>N=148</u>	<u>N=433</u>	<u>N=257</u>	<u>N=1022</u>
	CON: fully	97%	97%	97%	84%	94%
	vaguely	3%	2%	3%	13%	5%
	unaware	1%	1%	0%	3%	1%

		<u>N=56</u>	<u>N=54</u>	<u>N=156</u>	<u>N=32</u>	<u>N=302</u>
	NON: fully	84%	74%	78%	72%	78%
	vaguely	14%	17%	19%	25%	18%
	unaware	2%	9%	3%	3%	4%

B. COSP = income for taxes		<u>N=175</u>	<u>N=148</u>	<u>N=435</u>	<u>N=252</u>	<u>N=1015</u>
	CON: fully	70%	85%	86%	80%	82%
	vaguely	10%	8%	7%	11%	9%
	unaware	20%	7%	7%	9%	10%

		<u>N=56</u>	<u>N=52</u>	<u>N=156</u>	<u>N=31</u>	<u>N=299</u>
	NON: fully	68%	54%	61%	68%	61%
	vaguely	9%	17%	11%	16%	12%
	unaware	23%	29%	28%	26%	27%

C. COSP is for several types of energy		<u>N=175</u>	<u>N=146</u>	<u>N=428</u>	<u>N=242</u>	<u>N=996</u>
	CON: fully	68%	77%	80%	84%	79%
	vaguely	17%	14%	12%	12%	13%
	unaware	15%	9%	8%	4%	8%

		<u>N=56</u>	<u>N=52</u>	<u>N=153</u>	<u>N=31</u>	<u>N=296</u>
	NON: fully	34%	39%	63%	68%	54%
	vaguely	39%	35%	22%	19%	27%
	unaware	27%	27%	15%	13%	19%

MEASURE	SAMPLE	B.C.	MANITOBA	REGION ONTARIO	QUEBEC	TOTAL	
Awareness of COSP 1 = Fully Aware to 3 = Not Aware At All							
D. COSP pays for supplementary conversion		<u>N=172</u>	<u>N=142</u>	<u>N=423</u>	<u>N=236</u>	<u>N=978</u>	
	CON: fully	21%	32%	43%	46%	38%	
	vaguely	26%	23%	22%	23%	23%	
	unaware	54%	45%	36%	31%	39%	
		<u>N=56</u>	<u>N=50</u>	<u>N=152</u>	<u>N=31</u>	<u>N=293</u>	
	NON: fully	14%	20%	33%	23%	26%	
	vaguely	25%	22%	22%	19%	23%	
	unaware	61%	58%	45%	58%	51%	
	E. Apply for COSP after conversion		<u>N=176</u>	<u>N=146</u>	<u>N=434</u>	<u>N=248</u>	<u>N=1009</u>
		CON: fully	96%	92%	92%	88%	92%
vaguely		2%	3%	5%	9%	6%	
unaware		2%	5%	3%	3%	3%	
		<u>N=55</u>	<u>N=53</u>	<u>N=154</u>	<u>N=31</u>	<u>N=297</u>	
NON: fully		44%	26%	41%	13%	36%	
vaguely		29%	26%	25%	36%	27%	
unaware		27%	47%	34%	52%	37%	
Feature liked most			<u>N=170</u>	<u>N=138</u>	<u>N=406</u>	<u>N=232</u>	<u>N=949</u>
		CON: A	94%	95%	91%	85%	91%
	B	0%	0%	1%	0%	0%	
	C	5%	5%	6%	8%	6%	
	D	0%	0%	1%	3%	1%	
	E	1%	0%	1%	4%	2%	
		<u>N=53</u>	<u>N=42</u>	<u>N=136</u>	<u>N=28</u>	<u>N=264</u>	
	NON: A	74%	74%	65%	62%	68%	
	B	4%	0%	1%	7%	2%	
	C	17%	17%	15%	17%	16%	
D	2%	10%	18%	7%	13%		
E	4%	0%	0%	7%	2%		

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=162</u>	<u>N=120</u>	<u>N=386</u>	<u>N=219</u>	<u>N=891</u>
Feature liked least	CON: A	0%	0%	1%	1%	0%
	B	87%	87%	87%	90%	88%
	C	3%	2%	2%	1%	2%
	D	9%	6%	6%	4%	6%
	E	1%	6%	4%	5%	4%
		<u>N=49</u>	<u>N=42</u>	<u>N=134</u>	<u>N=28</u>	<u>N=256</u>
	NON: A	0%	2%	7%	0%	4%
	B	71%	69%	65%	50%	66%
	C	2%	0%	1%	4%	3%
	D	8%	12%	1%	7%	5%
	E	18%	17%	27%	39%	25%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
How learned about COSP (% people)	CON:	<u>N=159</u>	<u>N=123</u>	<u>N=383</u>	<u>N=209</u>	<u>N=870</u>
A. Magazine/Newspaper	YES	73%	70%	78%	79%	77%
B. Radio Ads	YES	51%	58%	54%	57%	55%
C. TV Ads	YES	47%	62%	51%	65%	55%
D. Newspaper Ads	YES	74%	83%	81%	77%	79%
E. Mail from Utility	YES	41%	34%	37%	47%	40%
F. Mail from Heating Contr.	YES	21%	17%	17%	10%	16%
G. Visit from Utility	YES	18%	14%	17%	8%	15%
H. Visit from Heating Contr.	YES	24%	27%	27%	20%	24%
I. Friends or Relatives	YES	49%	56%	51%	44%	50%
	NON:	<u>N=47</u>	<u>N=46</u>	<u>N=147</u>	<u>N=27</u>	<u>N=271</u>
A. Magazine/Newspaper	YES	73%	56%	67%	86%	69%
B. Radio Ads	YES	35%	50%	53%	60%	50%
C. TV Ads	YES	57%	39%	49%	60%	50%
D. Newspaper Ads	YES	67%	76%	73%	80%	73%
E. Mail from Utility	YES	45%	41%	27%	35%	34%
F. Mail from Heating Contr.	YES	26%	23%	14%	22%	19%
G. Visit from Utility	YES	8%	4%	7%	4%	7%
H. Visit from Heating Contr.	YES	2%	16%	10%	7%	10%
I. Friends or Relatives	YES	67%	65%	57%	35%	58%

MEASURE	SAMPLE	REGION				TOTAL	
		B.C.	MANITOBA	ONTARIO	QUEBEC		
Most Useful Source of COSP Information:	CON:	<u>N=172</u>	<u>N=140</u>	<u>N=406</u>	<u>N=225</u>	<u>N=947</u>	
	Magazine/Newspaper	A	19%	14%	19%	25%	19%
	Radio Ads	B	5%	13%	4%	7%	6%
	TV Ads	C	8%	5%	3%	8%	5%
	Newspaper Ads	D	21%	21%	30%	21%	25%
	Mail from Utility	E	16%	13%	14%	20%	15%
	Mail from Contractor	F	2%	6%	2%	0%	2%
	Visit from Utility	G	6%	5%	7%	2%	5%
	Visit from Contractor	H	12%	11%	11%	7%	10%
	Friends/Relatives	I	11%	12%	11%	10%	11%

	NON:		<u>N=52</u>	<u>N=49</u>	<u>N=138</u>	<u>N=20</u>	<u>N=251</u>
	Magazine/Newspaper	A	29%	13%	28%	40%	26%
Radio Ads	B	4%	3%	10%	20%	8%	
TV Ads	C	8%	8%	8%	10%	8%	
Newspaper Ads	D	15%	31%	21%	25%	22%	
Mail from Utility	E	17%	23%	9%	0%	13%	
Mail from Contractor	F	2%	3%	1%	5%	2%	
Visit from Utility	G	0%	0%	2%	0%	1%	
Visit from Contractor	H	0%	5%	6%	0%	4%	
Friends/Relatives	I	25%	15%	16%	0%	16%	

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
Home Characteristics and Demographics						
		<u>N=182</u>	<u>N=153</u>	<u>N=439</u>	<u>N=265</u>	<u>N=1046</u>
Type of Home	CON: Single dwelling	85%	94%	95%	81%	89%
	Other	15%	6%	5%	19%	11%
		<u>N=75</u>	<u>N=61</u>	<u>N=182</u>	<u>N=37</u>	<u>N=357</u>
	NON: Single dwelling	95%	90%	95%	41%	89%
	Other	5%	10%	5%	59%	11%
		<u>N=181</u>	<u>N=152</u>	<u>N=432</u>	<u>N=265</u>	<u>N=1036</u>
Age of Home	CON: 1-5 yrs	8%	4%	1%	0%	2%
	6-10 yrs	9%	5%	5%	8%	6%
	11-20 yrs	18%	8%	15%	31%	18%
	21-30 yrs	31%	31%	44%	29%	36%
	31-50 yrs	25%	34%	23%	17%	23%
	more than 50	9%	19%	14%	16%	14%
	Mean (yrs)	27.52	35.62	23.91	33.95	32.96
		<u>N=75</u>	<u>N=62</u>	<u>N=181</u>	<u>N=37</u>	<u>N=357</u>
	NON: 1-5 yrs	1%	0%	4%	0%	2%
	6-10 yrs	5%	7%	5%	3%	5%
	11-20 yrs	11%	15%	12%	32%	14%
	21-30 yrs	47%	32%	25%	32%	32%
	31-50 yrs	25%	29%	16%	27%	21%
	more than 50	12%	18%	39%	5%	26%
	Mean (yrs)	44.07	36.08	49.70	28.87	43.98
		<u>N=178</u>	<u>N=152</u>	<u>N=432</u>	<u>N=262</u>	<u>N=1031</u>
Number of Rooms	CON: Range	3 to 13	4 to 11	3 to 17	1 to 16	1 to 17
	Mean	6.72	6.4	6.95	4.42	6.18
		<u>N=74</u>	<u>N=61</u>	<u>N=180</u>	<u>N=34</u>	<u>N=351</u>
	NON: Range	1 to 15	3 to 12	3 to 16	2 to 13	1 to 16
	Mean	7.30	6.77	7.78	5.18	7.25

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
Demographics						
		<u>N=184</u>	<u>N=144</u>	<u>N=418</u>	<u>N=248</u>	<u>N=1000</u>
Size of Home in square feet	CON:					
	500 or less	1%	4%	3%	6%	3%
	501-800	7%	22%	12%	16%	14%
	801-1000	21%	30%	22%	20%	22%
	1001-1200	29%	29%	24%	33%	28%
	1201-1500	23%	8%	18%	17%	17%
	1501-2000	11%	4%	12%	6%	9%
	over 2000	8%	2%	9%	4%	6%
		<u>N=70</u>	<u>N=63</u>	<u>N=172</u>	<u>N=36</u>	<u>N=343</u>
	NON:					
	500 or less	4%	6%	4%	3%	4%
	501-800	1%	18%	9%	14%	10%
	801-1000	23%	32%	12%	14%	18%
	1001-1200	24%	21%	20%	22%	21%
	1201-1500	14%	10%	19%	14%	16%
	1501-2000	14%	6%	26%	19%	19%
	over 2000	17%	8%	12%	14%	12%

MEASURE	SAMPLE	B.C.	MANITOBA	REGION ONTARIO	QUEBEC	TOTAL
Home Insulation Questions:						
How well insulated are your . . .						
. . . basement		<u>N=159</u>	<u>N=130</u>	<u>N=408</u>	<u>N=253</u>	<u>N=953</u>
	CON:					
	not insul.	28%	48%	38%	13%	31%
	poorly	13%	6%	15%	17%	14%
	moderately	47%	34%	36%	37%	38%
	very well	12%	12%	11%	32%	17%

		<u>N=68</u>	<u>N=58</u>	<u>N=168</u>	<u>N=36</u>	<u>N=331</u>
	NON:					
	not insul.	34%	50%	49%	19%	43%
	poorly	7%	10%	16%	28%	14%
	moderately	46%	26%	20%	28%	27%
	very well	13%	14%	16%	25%	16%
	. . . walls		<u>N=175</u>	<u>N=143</u>	<u>N=407</u>	<u>N=253</u>
CON:						
not insul.		16%	8%	14%	5%	11%
poorly		14%	15%	15%	16%	15%
moderately		47%	52%	54%	44%	50%
very well		23%	25%	17%	35%	24%

		<u>N=70</u>	<u>N=60</u>	<u>N=173</u>	<u>N=35</u>	<u>N=340</u>
NON:						
not insul.		13%	12%	16%	17%	14%
poorly		20%	17%	16%	26%	18%
moderately		47%	50%	50%	31%	48%
very well		20%	22%	18%	26%	20%
. . . ceiling or attic			<u>N=180</u>	<u>N=146</u>	<u>N=428</u>	<u>N=259</u>
	CON:					
	not insul.	1%	3%	1%	4%	2%
	poorly	6%	3%	2%	9%	5%
	moderately	36%	31%	28%	29%	30%
	very well	57%	63%	69%	58%	63%

		<u>N=74</u>	<u>N=62</u>	<u>N=179</u>	<u>N=34</u>	<u>N=351</u>
	NON:					
	not insul.	8%	2%	1%	9%	3%
	poorly	3%	19%	6%	21%	9%
	moderately	37%	27%	35%	27%	34%
	very well	53%	52%	58%	44%	54%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
Do you intend to insulate?		<u>N=179</u>	<u>N=142</u>	<u>N=410</u>	<u>N=248</u>	<u>N=985</u>
	CON:					
	1-6 mo.	6%	7%	11%	7%	8%
	7-12	6%	9%	9%	9%	8%
	more than year	4%	4%	3%	7%	4%
	yes, but when?	25%	30%	23%	27%	26%
	no plans	60%	51%	54%	50%	54%
		<u>N=67</u>	<u>N=62</u>	<u>N=170</u>	<u>N=34</u>	<u>N=334</u>
	NON:					
	1-6 mo.	10%	11%	9%	6%	9%
	7-12insul.	6%	7%	11%	0%	8%
	more than year	3%	8%	7%	9%	7%
Aware of CHIP?		<u>N=177</u>	<u>N=131</u>	<u>N=416</u>	<u>N=253</u>	<u>N=988</u>
	CON: yes	90%	94%	95%	79%	90%
		<u>N=71</u>	<u>N=64</u>	<u>N=178</u>	<u>N=34</u>	<u>N=348</u>
	NON: yes	89%	81%	96%	85%	91%
Eligible for CHIP?		<u>N=174</u>	<u>N=134</u>	<u>N=396</u>	<u>N=227</u>	<u>N=936</u>
	CON: yes	55%	57%	60%	49%	56%
	don't know	24%	28%	15%	20%	20%
		<u>N=68</u>	<u>N=64</u>	<u>N=169</u>	<u>N=37</u>	<u>N=339</u>
	NON: yes	52%	48%	60%	32%	53%
	don't know	37%	44%	21%	46%	31%
Applied for CHIP?		<u>N=172</u>	<u>N=132</u>	<u>N=418</u>	<u>N=234</u>	<u>N=960</u>
	CON: yes	31%	48%	53%	33%	43%
		<u>N=75</u>	<u>N=61</u>	<u>N=175</u>	<u>N=34</u>	<u>N=346</u>
	NON: yes	36%	30%	46%	18%	38%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=122</u>	<u>N=70</u>	<u>N=201</u>	<u>N=162</u>	<u>N=557</u>
Plan to apply for CHIP?	CON: yes	25%	23%	27%	28%	27%
		<u>N=46</u>	<u>N=42</u>	<u>N=105</u>	<u>N=32</u>	<u>N=226</u>
	NON: yes	15%	33%	23%	28%	24%
		<u>N=179</u>	<u>N=140</u>	<u>N=413</u>	<u>N=256</u>	<u>N=994</u>
Aware of ENER\$AVE?	CON: yes	45%	52%	63%	58%	57%
		<u>N=76</u>	<u>N=66</u>	<u>N=180</u>	<u>N=38</u>	<u>N=361</u>
	NON: yes	32%	38%	42%	47%	40%
		<u>N=174</u>	<u>N=135</u>	<u>N=402</u>	<u>N=245</u>	<u>N=962</u>
Applied for ENER\$AVE?	CON: yes	12%	14%	21%	22%	18%
		<u>N=74</u>	<u>N=61</u>	<u>N=168</u>	<u>N=36</u>	<u>N=340</u>
	NON: yes	10%	13%	9%	25%	12%
		<u>N=156</u>	<u>N=115</u>	<u>N=318</u>	<u>N=184</u>	<u>N=778</u>
Plan to apply for ENER\$AVE?	CON: yes	24%	17%	28%	33%	27%
		<u>N=65</u>	<u>N=53</u>	<u>N=144</u>	<u>N=29</u>	<u>N=292</u>
	NON: yes	23%	17%	24%	17%	22%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
Age of Male Respondent in years		<u>N=153</u>	<u>N=115</u>	<u>N=377</u>	<u>N=232</u>	<u>N=882</u>
	CON:					
	Less 25	1%	4%	2%	3%	2%
	25-34	8%	14%	12%	16%	13%
	35-45	17%	9%	18%	29%	20%
	46-54	18%	16%	19%	18%	18%
	55-64	21%	24%	25%	17%	22%
	65 or over	36%	35%	24%	17%	26%
		<u>N=62</u>	<u>N=63</u>	<u>N=162</u>	<u>N=31</u>	<u>N=319</u>
	NON:					
	Less 25	5%	6%	1%	7%	3%
	25-34	16%	21%	24%	32%	23%
	35-45	11%	11%	24%	16%	18%
	46-54	18%	27%	15%	16%	18%
	55-64	24%	21%	20%	16%	20%
	65 or over	26%	14%	17%	13%	18%
Age of Female Respondent in years		<u>N=95</u>	<u>N=98</u>	<u>N=204</u>	<u>N=91</u>	<u>N=490</u>
	CON:					
	Less 25	2%	8%	7%	3%	6%
	25-34	11%	9%	17%	14%	14%
	35-45	12%	4%	16%	22%	14%
	46-54	17%	12%	12%	29%	16%
	55-64	24%	30%	23%	24%	25%
	65 or over	35%	37%	25%	8%	26%
		<u>N=53</u>	<u>N=25</u>	<u>N=107</u>	<u>N=16</u>	<u>N=202</u>
	NON:					
	Less 25	4%	8%	7%	13%	6%
	25-34	13%	16%	26%	6%	20%
	35-45	13%	24%	19%	25%	18%
	46-54	25%	16%	12%	25%	17%
	55-64	21%	16%	22%	19%	21%
	65 or over	25%	20%	14%	13%	18%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
Education of Male Respondent		<u>N=150</u>	<u>N=111</u>	<u>N=382</u>	<u>N=230</u>	<u>N=878</u>
	CON:					
	Elementary School	19%	20%	16%	22%	19%
	Some High School	25%	32%	28%	20%	26%
	High School Grad	22%	25%	23%	20%	23%
	Community College	2%	5%	8%	14%	8%
	Some University	17%	7%	9%	7%	9%
	University Grad	15%	10%	16%	17%	16%
		<u>N=61</u>	<u>N=63</u>	<u>N=169</u>	<u>N=31</u>	<u>N=325</u>
	NON:					
	Elementary School	12%	19%	16%	13%	16%
	Some High School	15%	24%	28%	16%	23%
	High School Grad	28%	25%	18%	36%	12%
	Community College	10%	11%	12%	7%	11%
Education of Female Respondent	Some University	7%	10%	9%	7%	8%
	University Grad	30%	11%	17%	23%	19%
		<u>N=106</u>	<u>N=99</u>	<u>N=230</u>	<u>N=101</u>	<u>N=538</u>
	CON:					
	Elementary School	18%	25%	16%	31%	21%
	Some High School	30%	19%	26%	26%	25%
	High School Grad	31%	35%	23%	23%	31%
	Community College	7%	8%	10%	8%	8%
	Some University	7%	9%	6%	6%	7%
	University Grad	8%	3%	10%	7%	8%
		<u>N=53</u>	<u>N=26</u>	<u>N=118</u>	<u>N=20</u>	<u>N=218</u>
	NON:					
	Elementary School	2%	27%	7%	5%	8%
	Some High School	11%	23%	23%	30%	21%
	High School Grad	47%	31%	32%	25%	35%
	Community College	9%	12%	19%	---	14%
	Some University	8%	4%	9%	15%	8%
	University Grad	23%	4%	11%	25%	14%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=167</u>	<u>N=149</u>	<u>N=403</u>	<u>N=256</u>	<u>N=979</u>
Total 1980 household income before taxes in thousands of \$s	CON:					
	Less 10	19%	32%	10%	18%	17%
	10-14.9	14%	22%	14%	14%	15%
	15-19.9	11%	15%	13%	16%	14%
	20-24.9	15%	8%	19%	15%	15%
	25-29.9	16%	11%	14%	13%	14%
	30-34.9	5%	5%	12%	11%	10%
	35-39.9	10%	3%	5%	6%	6%
	40-49.9	7%	3%	7%	3%	5%
	50 or over	5%	1%	6%	6%	4%
		<u>N=76</u>	<u>N=64</u>	<u>N=179</u>	<u>N=38</u>	<u>N=357</u>
	NON:					
	Less 10	24%	14%	16%	18%	18%
	10-14.9	12%	17%	18%	3%	15%
	15-19.9	15%	14%	11%	37%	15%
	20-24.9	15%	25%	15%	16%	17%
	25-29.9	9%	5%	7%	11%	8%
	30-34.9	3%	6%	14%	8%	10%
	35-39.9	4%	6%	5%	3%	5%
	40-49.9	7%	2%	8%	5%	6%
	50 or over	13%	11%	7%	0%	8%

MEASURE	SAMPLE	REGION				TOTAL
		B.C.	MANITOBA	ONTARIO	QUEBEC	
		<u>N=167</u>	<u>N=149</u>	<u>N=403</u>	<u>N=256</u>	<u>N=979</u>
Total 1980 household income before taxes in thousands of \$s	CON:					
	Less 10	19%	32%	10%	18%	17%
	10-14.9	14%	22%	14%	14%	15%
	15-19.9	11%	15%	13%	16%	14%
	20-24.9	15%	8%	19%	15%	15%
	25-29.9	16%	11%	14%	13%	14%
	30-34.9	5%	5%	12%	11%	10%
	35-39.9	10%	3%	5%	6%	6%
	40-49.9	7%	3%	7%	3%	5%
	50 or over	5%	1%	6%	6%	4%
		<hr/>				
		<u>N=76</u>	<u>N=64</u>	<u>N=179</u>	<u>N=38</u>	<u>N=357</u>
	NON:					
	Less 10	24%	14%	16%	18%	18%
	10-14.9	12%	17%	18%	3%	15%
	15-19.9	15%	14%	11%	37%	15%
	20-24.9	15%	25%	15%	16%	17%
	25-29.9	9%	5%	7%	11%	8%
	30-34.9	3%	6%	14%	8%	10%
	35-39.9	4%	6%	5%	3%	5%
	40-49.9	7%	2%	8%	5%	6%
	50 or over	13%	11%	7%	0%	8%