

- 1 **Q. Please provide a copy of the 2019 survey completed by MQO Research Inc. referenced**
2 **in footnote 56, page 25 of the Evidence.**
3
4 A. See Attachment A for a copy of the *2019 takeCHARGE Marketing Survey Final Report*.

2019 takeCHARGE Marketing Survey

2019 takeCHARGE Marketing Survey FINAL REPORT



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Background and Methodology

Background

MQO Research was contracted in 2019 to repeat the annual takeCHARGE Marketing Survey on behalf of Newfoundland Power and Newfoundland and Labrador Hydro. The research assesses home energy use and energy saving practices, as well as awareness of, and participation in, the takeCHARGE program. In 2014, a thorough review of the questionnaire was undertaken. A number of modifications were made to better align the questionnaire with the research goals and the marketing strategy for the takeCHARGE program. Since that time, only minor modifications were made to the questionnaire (A copy of the questionnaire is provided as Appendix A).

Methodology

The population for the 2014-2019 surveys included all residents of Newfoundland and Labrador. The survey was completed with one of the key decision-makers in each household to ensure that the survey respondent was able to answer the questions on home energy use and participation in the takeCHARGE rebate programs. A random sample of 600 respondents was drawn proportionally to the distribution of Newfoundland Power and Newfoundland and Labrador Hydro customers across the following three regions:

Table 1: Sample Distribution by Region

Region	Percentage	n
St. John's CMA	44.3%	266
Labrador	4.7%	28
Remainder of the Province	51%	306
Total	100.0%	600

The sample was also drawn proportionally to the distribution of Newfoundland Power and Newfoundland and Labrador Hydro customers at the overall level.

Table 2: Sample Distribution by Customer Type

Company	Percentage	n
Newfoundland Power	85%	510
Newfoundland and Labrador Hydro	15%	90
Total	100.0%	600

The survey was conducted by telephone between October 20th and November 16th, 2019. The overall margin of error for the total sample is +/- 4.0% 19 times out of 20. The margin of error for the three regions identified for comparison purposes are provided in the following table.

Table 3: Margins of Error

Region	n
St. John’s CMA	+/- 6.0%
Labrador	+/- 18.5%
Remainder of the Province	+/- 5.6%

Analysis and Reporting

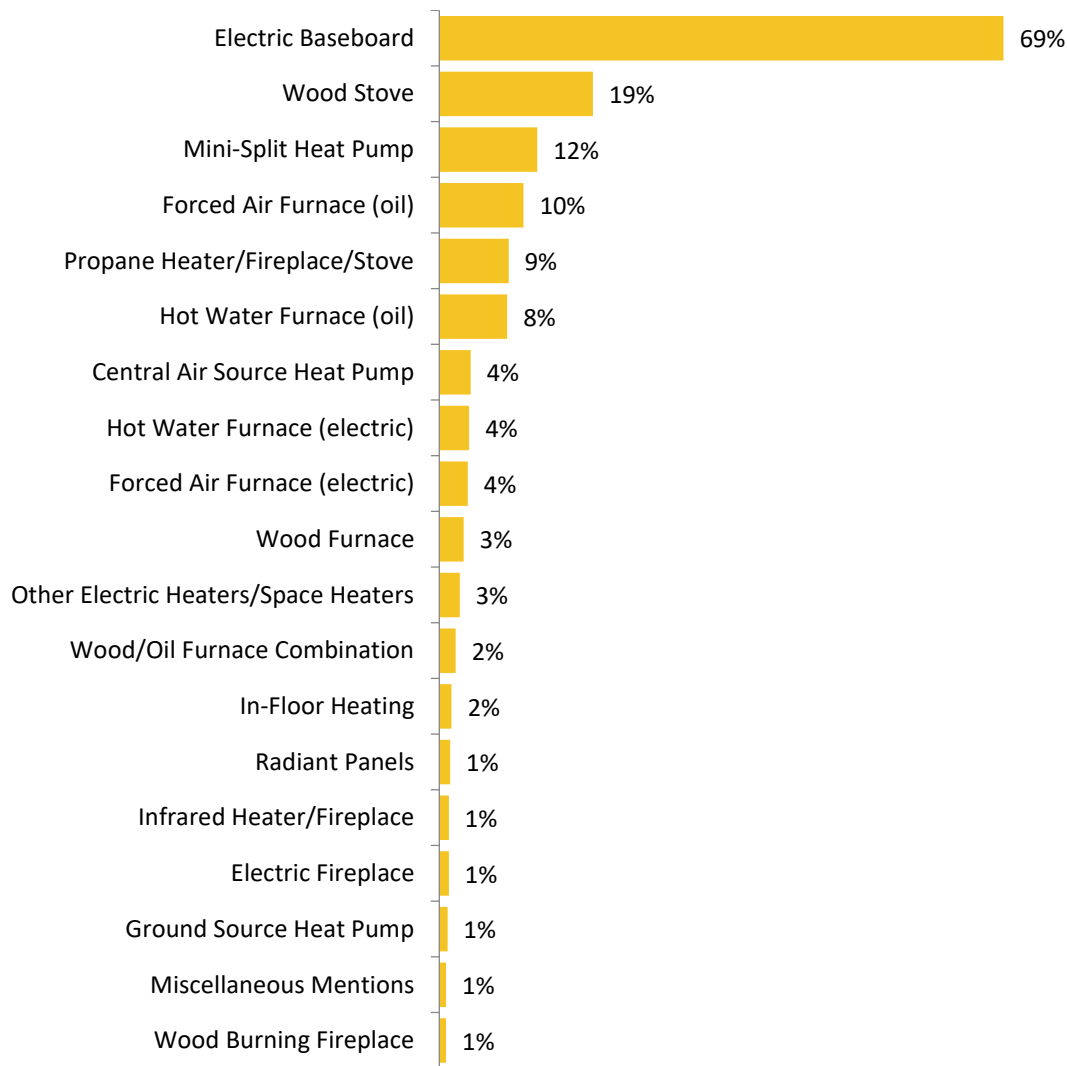
The survey results were weighted by region within the Newfoundland Power and Newfoundland and Labrador Hydro service areas. Significance testing was conducted at the 95% confidence interval ($p < .05$) to identify any significant changes compared to the previous year. Comparisons are made between the three key regions (St. John’s CMA, Labrador and Rest of Province) throughout the report where sample size permits. These differences are highlighted in the tables and noted in the text throughout. The survey data was analyzed using SPSS 21.0. A complete set of data tables by the three key regions is provided as Appendix B.

Home Energy Use and Energy Saving Practices

Home Heating Profile

Currently, approximately seven-in-ten (69%) households continue to use electric baseboard heaters in their home, on par with last year. Wood stoves (19%) and mini-split heat pumps (12%) were the next most common home heating systems used by residents.

Figure 1: Home Heating Systems Used – Multiple Mentions



When comparing the results to 2018, the usage of forced air oil furnace declined from 2018 (10% vs. 15%).

Figure 4: Home Heating Systems Used – 2016-2019

Heating System Used by Year				
	2016	2017	2018	2019
Electric Baseboard	67%	71%	69%	69%
Wood Stove	21%	24%	23%	19%
Mini-Split Heat Pump	4%	5%	9%	12%
Forced Air Furnace (oil)	19%	15%	15%	10%
Propane Heater/Fireplace/Stove	6%	10%	8%	9%
Hot Water Furnace (oil)	8%	12%	8%	8%
Central Air Source Heat Pump	3%	3%	2%	4%
Hot Water Furnace (electric)	4%	3%	5%	4%
Forced Air Furnace (electric)	4%	4%	5%	4%
Wood Furnace	-	-	-	3%
Other Electric Heaters/Space Heaters	6%	-	4%	3%
Wood/Oil Furnace Combination	-	-	2%	2%
In-Floor Heating	-	1%	-	2%
Radiant Panels	2%	1%	1%	1%
Electric Fireplace	-	-	-	1%
Infrared Heater/Fireplace	-	-	1%	1%
Ground Source Heat Pump	1%	-	1%	1%
Wood Burning Fireplace	1%	1%	2%	1%
Heat Pump (general)	-	-	1%	-

When comparing the home heating systems by region several differences emerged. Those in Labrador primarily use either electric baseboard heating (75%) or wood stoves (25%), with small percentages for all other heating system types. In addition, those in the St. John’s CMA area were less likely than those elsewhere in Newfoundland and Labrador to use wood stoves (10%) and most likely to use propane (12%).

Table 5: Heating System by Region

Heating System Used by Region				
	Total	St. John’s CMA	Labrador	Rest of Province
Total (n)	600	266	28	306
Electric Baseboard	69%	73%	75%	66%
Wood Stove	19%	10%	25%	26%
Mini-Split Heat Pump	12%	16%	0%	10%
Forced Air Furnace (oil)	10%	8%	7%	12%
Propane Heater/Fireplace/Stove	9%	12%	0%	6%
Hot Water Furnace (oil)	8%	8%	4%	9%
Central Air Source Heat Pump	4%	5%	0%	3%
Hot Water Furnace (electric)	4%	5%	0%	3%
Forced Air Furnace (electric)	4%	3%	7%	4%
Wood Furnace	3%	0%	4%	5%
Other Electric Heaters/Space Heaters	3%	3%	0%	3%
Wood/Oil Furnace Combination	2%	1%	7%	3%
In-Floor Heating	2%	2%	0%	2%
Radiant Panels	1%	1%	0%	2%
Electric Fireplace	1%	1%	0%	1%
Infrared Heater/Fireplace	1%	0%	0%	2%
Ground Source Heat Pump	1%	1%	0%	1%
Wood Burning Fireplace	1%	2%	0%	0%
Miscellaneous Mentions	1%	1%	0%	1%
Heat Pump (general)	0%	0%	0%	1%

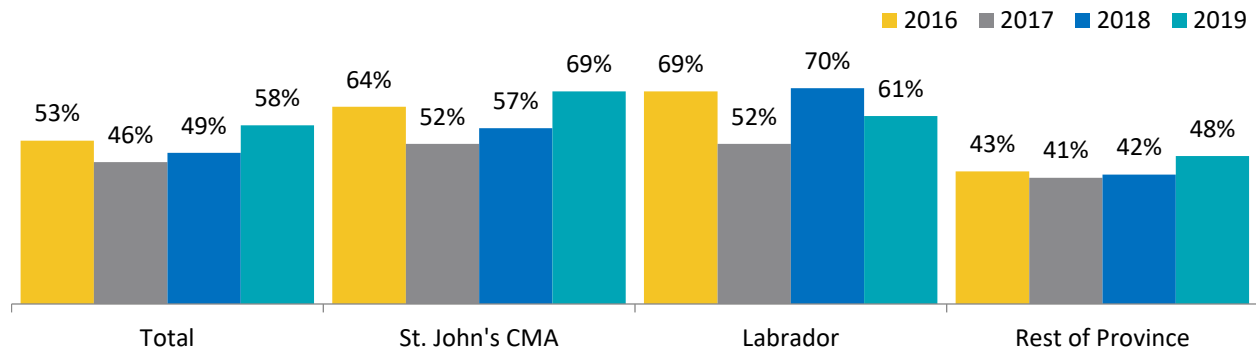
A new question was added in 2019 to understand the primary vs. secondary heat sources used in the province. The most common primary heat source among the total population was an electric baseboard heater (52%), followed by forced air oil furnaces (9%), with all other sources scoring at eight percent of the sample or less. In terms of secondary heat sources for those who use more than one type (n=255), electric baseboard heaters again were the most commonly cited (35%), but respondents also mentioned wood stoves (23%), propane heaters/fireplaces (12%) and mini-split heat pumps (10%) as the top secondary sources.

Table 6: Heating System by Region

Primary vs. Secondary Heating Sources		
	Primary	Secondary
Total (n)	600	255
Electric Baseboard	52%	35%
Forced Air Furnace (oil)	9%	2%
Wood Stove	8%	23%
Mini-Split Heat Pump	7%	10%
Hot Water Furnace (oil)	7%	2%
Central Air Source Heat Pump	4%	0%
Hot Water Furnace (electric)	2%	2%
Forced Air Furnace (electric)	2%	2%
Wood Furnace	2%	0%
Propane Heater/Fireplace/Stove	1%	12%
Other Electric Heaters/Space Heaters	1%	2%
Wood/Oil Furnace Combination	1%	0%
In-Floor Heating	1%	0%
Radiant Panels	1%	1%
Ground Source Heat Pump	1%	0%
Electric Fireplace	0%	2%
Infrared Heater/Fireplace	0%	0%
Wood Burning Fireplace	0%	2%
Heat Pump (general)	0%	0%

This year, 58% of households were exclusively using electricity for home heating, which marks an increase from 49% in 2018. This increase was driven largely by a jump in the St. John’s CMA region (57% vs. 69%).

Figure 2: Percent Using Electricity Exclusively for Home Heating

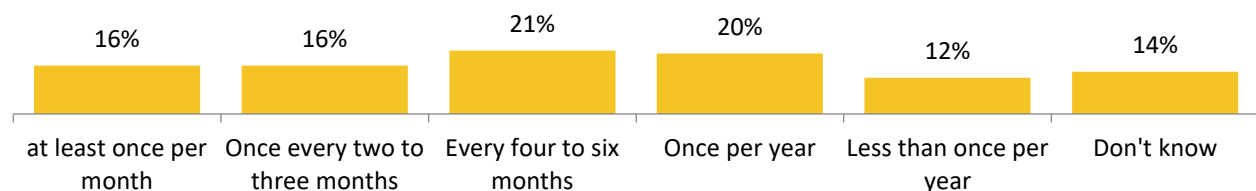


Among those who use electricity as their main source for home heating but supplement it through other means (n=120), the top supplemental heating sources were wood stoves (53%), propane heaters or fireplaces (44%), and forced air oil furnaces (8%).

Respondents who have a mini-split heat pump in their home (n=72) were asked how many indoor and outdoor heat pump units that they have. In terms of indoor units, the majority cited having one (46%) or two (39%) while eight percent had three or more (one percent said they had none or were unsure). Meanwhile, over one-half (53%) said they had one outdoor unit, and equal amounts said they had none (21%) or two (21%). Three percent reported having three outdoor units, and an additional three percent were unsure or answered that the question was not applicable to them.

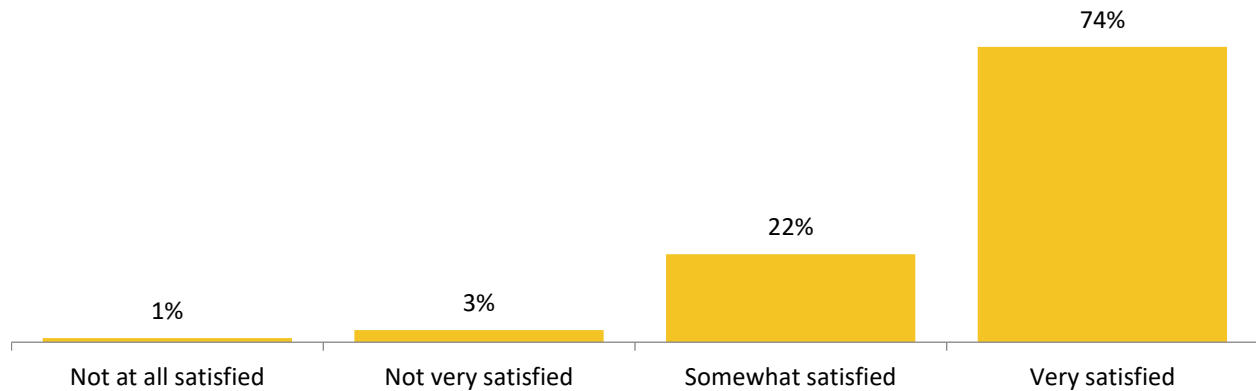
This year, new questions were added to the survey regarding heat pump maintenance and performance among those who use heat pumps in general to heat their homes (n=97). First, respondents were asked how often they change the filters in their heat pumps. There was a relatively even mix of responses to this question with 21 percent saying *every four to six months*, followed by *once per year* (20%), *at least once per month* (16%), and *once every two to three months* (16%). Just 12 percent reported changing their heat pump filters less than once per year, and 14% were unsure.

Figure 3: Heat Pump Filter Change Frequency



Following this, heat pump users were asked how satisfied they are with the performance of their heat pump. The vast majority (96%) were satisfied (74% very satisfied, and 22% somewhat satisfied). Very few respondents were not satisfied (3% not very satisfied, and 1% not at all satisfied).

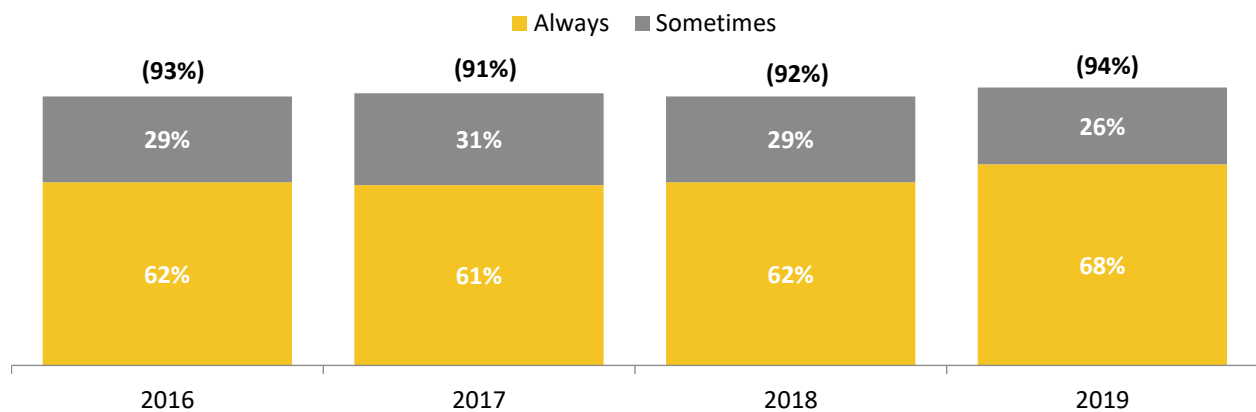
Figure 4: Satisfaction with Heat Pump Performance



Home Energy Conservation

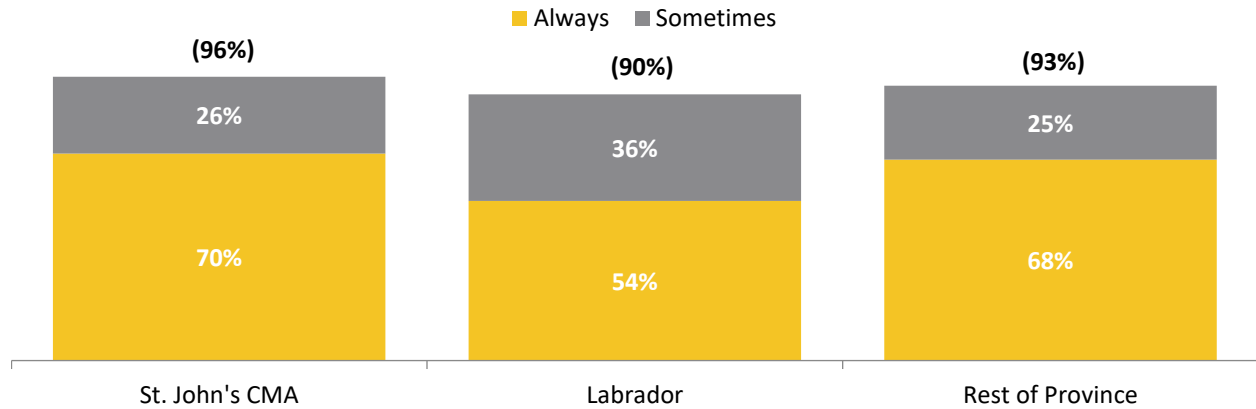
The vast majority of households continue to make a conscious effort to reduce the amount of electricity they use. Ninety-four percent of households surveyed said they always (68%) or sometimes (26%) try to conserve energy. This was on par with recent years, though the percentage of those who always make a conscious effort to reduce electricity was up from 2018 (62% vs. 68%).

Figure 5: Frequency of Households Making Efforts to Conserve Energy by Year



The level of effort made by residents was fairly consistent across the key regions of the province, though those in Labrador were less likely overall to report making these efforts to reduce electricity use.

Figure 6: Frequency of Households Making Efforts to Conserve Energy by Region



Similar to previous years, the **main** motivator to conserve energy for the vast majority of households was to “save money and lower their electricity bill” (93%).

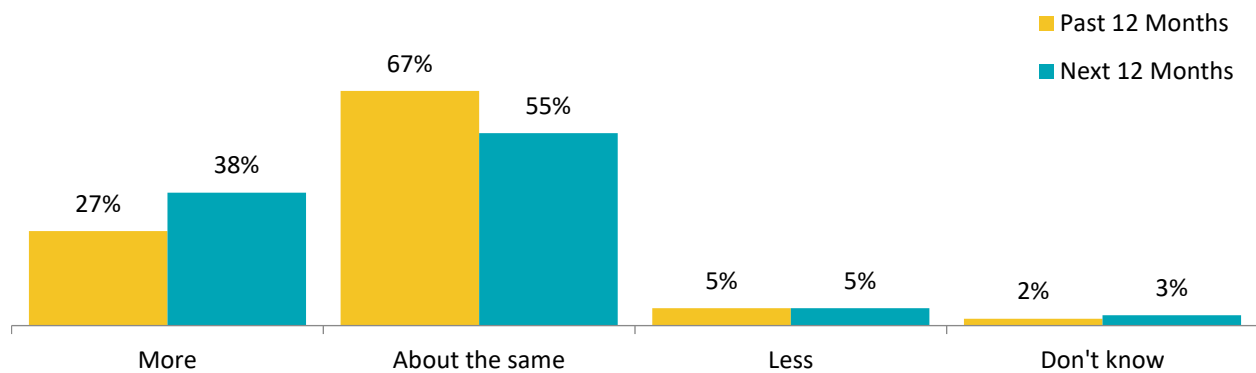
Comparing **all mentions** regionally, results were fairly consistent. Observationally, Labrador respondents were the most likely to cite “to conserve energy.”

Table 7: Motivation for Conserving Electricity (All Mentions)

	Total	St. John's CMA	Rest of Province	Labrador
Save Money				
2016	94%	93%	96%	89%
2017	95%	95%	96%	90%
2018	97%	96%	98%	93%
2019	97%	98%	98%	92%
Help the Environment				
2016	21%	29%	14%	29%
2017	21%	28%	16%	29%
2018	24%	29%	20%	19%
2019	21%	24%	19%	28%
Conserve Energy				
2016	19%	19%	19%	21%
2017	20%	20%	20%	10%
2018	16%	17%	14%	29%
2019	17%	18%	14%	32%

Respondents were asked to what extent their energy-saving behaviour has changed over the past 12 months and to what extent they plan to engage in energy-saving behaviour over the next 12 months. Just over one-quarter (27%) of households indicated they had engaged in more energy-saving behaviour over the past 12 months, while 38% indicated they plan to do more in the next 12 months. These results were on par with 2018 when these questions were asked for the first time.

Figure 7: Energy-Saving Behaviour



To provide additional insight into what types of specific energy-saving actions households practice to reduce their energy usage, respondents were again provided with a list of different energy conservation activities. For each one, respondents were first asked whether or not they currently engage in the activity. If not, customers were then asked if they plan to start doing each activity over the next 12 months.

In 2019, the vast majority of households once again are taking simple steps to conserve energy such as turning off the lights (98%), washing clothes in cold water (89%), and turning down the heat (84%). Further, around six-in-ten are hanging clothes to dry (62%) or using less hot water for showering (59%). There were no major changes in these measures compared to the previous year.

Table 8: Household Energy Conservation Activities – Past Behaviour

		Have Done it
Turn off the lights	2016	96%
	2017	95%
	2018	96%
	2019	98%
Turn the heat down	2016	85%
	2017	87%
	2018	84%
	2019	84%
Wash clothes in cold water	2016	87%
	2017	88%
	2018	87%
	2019	89%
Hang clothes to dry	2016	59%
	2017	64%
	2018	64%
	2019	62%
Use less hot water for showering	2016	62%
	2017	61%
	2018	58%
	2019	59%

Among those who have not taken each step, the likelihood to start each was relatively low ranging from a low of 8% for using less hot water for showering to a high of 27% for turning off the lights. These measures were again on par with last year (while there were some double-digit differences, they were not statistically significant given the sample size).

Table 9: Household Energy Conservation Activities – Future Behaviour¹

		Planning to Start
Turn off the lights	2016	29%
	2017	27%
	2018	39%
	2019	27%
Turn the heat down	2016	28%
	2017	28%
	2018	16%
	2019	15%

¹ Sample sizes vary for each activity depending on the percentage who had taken each step to conserve energy.

Table 9: Household Energy Conservation Activities – Future Behaviour² - Continued

		Planning to Start
Wash clothes in cold water	2016	18%
	2017	12%
	2018	13%
	2019	18%
Hang clothes to dry	2016	21%
	2017	12%
	2018	19%
	2019	24%
Use less hot water for showering	2016	13%
	2017	12%
	2018	9%
	2019	8%

When it came to home energy conservation upgrades, the incidence of engaging in each of these measures ranged from a high of 96% buying energy efficient lights to a low of 18% for installing a heat pump. Notably, the number of those who reported upgrading to a programmable or electric thermostat has risen this year (55% in 2019, 45% in 2018), as has adding basement insulation (64% in 2019, 57% in 2018), adding attic insulation (57% in 2019, 51% in 2018) and buying a high-performance showerhead (45% in 2019, 39% in 2018).

Table 9a Household Energy Conservation Upgrades - Past Behaviour

		Have Ever Done it
Bought energy efficient lights	2016	88%
	2017	92%
	2018	94%
	2019	96%
Sealed drafts around vents, doors and windows	2016	74%
	2017	76%
	2018	74%
	2019	75%
Bought energy efficient appliances	2016	68%
	2017	73%
	2018	74%
	2019	78%
Added basement insulation	2016	57%
	2017	54%
	2018	57%
	2019	64%
Bought energy efficient electronics	2016	54%
	2017	55%
	2018	55%
	2019	60%

² Sample sizes vary for each activity depending on the percentage who had taken each step to conserve energy.

Table 9a Household Energy Conservation Upgrades - Past Behaviour – Continued

		Have Done it
Added attic insulation	2016	52%
	2017	50%
	2018	51%
	2019	57%
Installed ENERGY STAR® windows	2016	50%
	2017	50%
	2018	51%
	2019	54%
Upgraded to a programmable or electric thermostat	2016	44%
	2017	44%
	2018	45%
	2019	55%
Bought a high-performance showerhead	2016	38%
	2017	42%
	2018	39%
	2019	45%
Installed an energy efficient heat recovery ventilator	2016	15%
	2017	17%
	2018	18%
	2019	21%
Installed a heat pump	2016	7%
	2017	8%
	2018	14%
	2019	18%

Among those who had already undertaken each upgrade, respondents were most likely to buy more energy efficient lights (64%) and least likely to install another HRV (1%). These measures were on par with 2018 with the exception of the percentage planning to install another heat pump which was up from 2018 (10% vs. 16%).

Among those who had not undertaken each energy conservation home upgrade, their propensity to do so during the next 12 months was relatively low among most activities. However, the proportion of those who indicated they planned to buy energy efficient lights (for the first time) increased substantially compared to last year (45%, compared to 9% in 2018 – note sample size is extremely small).

Table 9b Household Energy Conservation Upgrades - Future Behaviour³

		Planning to (Again)	Planning to (First Time)
Buy energy efficient lights	2016	70%	30%
	2017	68%	26%
	2018	63%	9%
	2019	64%	45%
Seal drafts around vents, doors and windows	2016	53%	22%
	2017	55%	22%
	2018	55%	29%
	2019	51%	28%
Buy a high-performance showerhead	2016	15%	24%
	2017	14%	16%
	2018	14%	22%
	2019	11%	25%
Upgrade to a programmable or electric thermostat	2016	22%	24%
	2017	21%	24%
	2018	23%	23%
	2019	21%	30%
Buy energy efficient appliances	2016	34%	15%
	2017	30%	19%
	2018	28%	15%
	2019	25%	14%
Add basement insulation	2016	18%	13%
	2017	15%	9%
	2018	14%	11%
	2019	13%	15%
Add attic insulation	2016	10%	12%
	2017	12%	13%
	2018	11%	14%
	2019	12%	19%
Install ENERGY STAR® windows	2016	9%	7%
	2017	9%	6%
	2018	11%	11%
	2019	10%	10%
Buy energy efficient electronics	2016	44%	12%
	2017	39%	10%
	2018	30%	13%
	2019	35%	12%
Install an energy efficient heat recovery ventilator	2016	3%	2%
	2017	4%	2%
	2018	6%	3%
	2019	1%	3%
Install a heat pump	2016	9%	5%
	2017	13%	8%
	2018	10%	15%
	2019	16%	13%

³ Sample sizes vary for each activity depending on the percentage who had taken each step to conserve energy

Respondents were also asked if they had made any other energy-efficient changes to their home in the past year. While 76% had not made any further changes (consistent with last year), the top mention was replacing doors (6%). All other responses were mentioned by less than 4 percent of those surveyed. This was consistent across those who use electricity for their main heating sources versus those using other primary heat sources.

The top reasons cited for making these changes were to save energy (45%), save money (41%), for comfort (25%), and that their home needed an upgrade (21%). Notably, compared to last year, more people cited saving energy (40% in 2018), while fewer cited saving money (52% in 2018).

Respondents who had made energy-efficient changes in the past year were asked what additional energy-saving activities and upgrades they planned to engage in over the coming year. Fifty-five percent reported no other activities, 14% were unsure, 7% reported planning to install a heat pump or mini-split. All other responses were mentioned by less than 4 percent of those surveyed.

Among those who had installed a heat pump (n=105), the top choice was a single-zone mini-split (45%; n=47), followed by multi-zone mini-split (21%; n=22) and central air source (17%; n=18), while 14% (n=15) were unsure what type was installed.

Among those planning to install a heat pump (n=64), 47% (n=30) were unsure of the type. Twenty-eight percent (n=18) were planning to install a multi-zone mini-split, 22% (n=14) were planning to install single-zone mini-split, while an additional 3% (n=2) were planning to install a central air source heat pump.

In 2019, respondents who have thermostats in their homes (n=592) were asked how many they had, and how many of these are programmable, electronic, wall dial, or baseboard heater dial. On average, respondents reported 7 thermostats in total.

Fifty-five percent of respondents reported at least one programmable thermostat while 19 percent reported at least one electronic thermostat, 54% had at least one wall dial thermostat and 21% had at least one baseboard heater dial. The following table illustrates the differences in thermostat types, along with differences in distribution between regions. Nearly six-in-10 (57%) of those in Labrador have between six and 10 thermostats at home, and they are more likely to be wall dial thermostats. Those in the St. John's CMA region are more likely to have programmable thermostats than those elsewhere.

Additionally, homes that used electricity as their main heating source reported a higher frequency of programmable (mean 5.8 vs. 3.0), electronic (mean 6.0 vs. 2.9) and wall dial (mean 6.0 vs. 2.9) thermostats.

Table 10 Thermostat Types by Region

	Total	St. John's CMA	Rest of Province	Labrador
Have thermostat (n=600)				
0	1%	0%	0%	7%
1 - 5	37%	31%	43%	26%
6 - 10	44%	41%	45%	57%
11+	18%	27%	12%	11%
Don't know/NA	1%	2%	0%	1%
Mean*	7.0	7.9	6.2	7.0
Programmable (n=592)				
0	45%	35%	53%	61%
1 - 5	34%	37%	33%	25%
6 - 10	14%	18%	11%	15%
11+	5%	7%	4%	0%
Mean*	5.1	5.7	4.5	3.8
Electronic (n=592)				
0	81%	77%	83%	93%
1 - 5	12%	13%	10%	4%
6 - 10	6%	8%	4%	4%
11+	2%	2%	2%	0%
Mean*	5.4	5.5	5.2	4.5
Wall dial (n=592)				
0	46%	46%	46%	36%
1 - 5	32%	30%	35%	26%
6 - 10	19%	19%	18%	40%
11+	3%	5%	1%	0%
Mean*	5.1	5.3	4.9	5.6
Baseboard dial (n=592)				
0	79%	82%	77%	61%
1 - 5	18%	15%	18%	36%
6 - 10	3%	2%	6%	4%
11+	1%	0%	1%	0%
Mean*	3.5	3.0	3.8	3.0

* Means calculated for homes that reported each type (i.e. homes with zero were excluded).

Electric Vehicles

Lastly, respondents were asked about their interest in buying an electric vehicle. Overall, one-quarter (25%) were very (5%) or somewhat (20%) likely to consider an electric vehicle in the next 5 years which was up from 17 percent in 2018. Of respondents who were likely to buy this type of vehicle, 28% would be likely to buy a 100% battery-operated vehicle, while 58% would buy a plug-in hybrid. Thirteen percent were not sure which they would choose.

The top reasons for being unlikely to consider an electric vehicle included cost (29%), no plans to purchase a vehicle in general (21%), availability of charging stations (19%), concerns about reliability and engine charge (10%), and the fact that they aren't suitable for their lifestyle (10%).

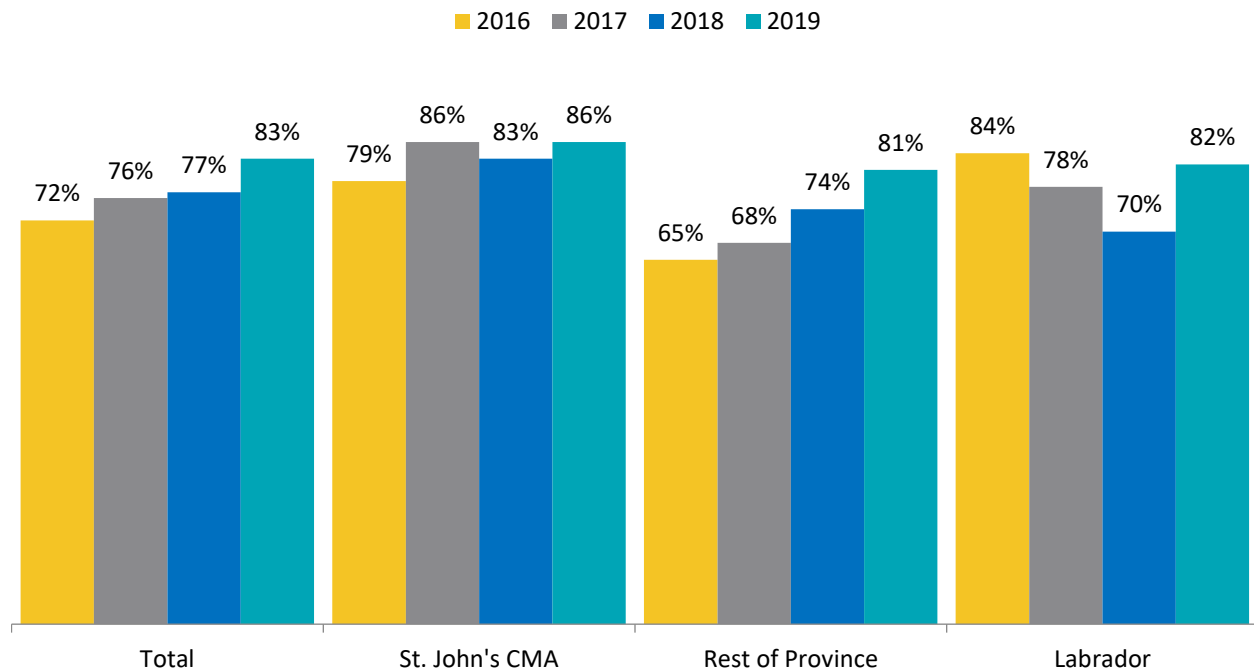
takeCHARGE Program Awareness and Usage

Unaided Awareness

Unaided awareness increased in 2019, with 83% indicating they were aware of advertising promoting energy savings products and tips in Newfoundland and Labrador. Unaided awareness is now 11 percentage points higher compared to 2016.

Comparing the results regionally, awareness is relatively consistent across the three key regions of the province.

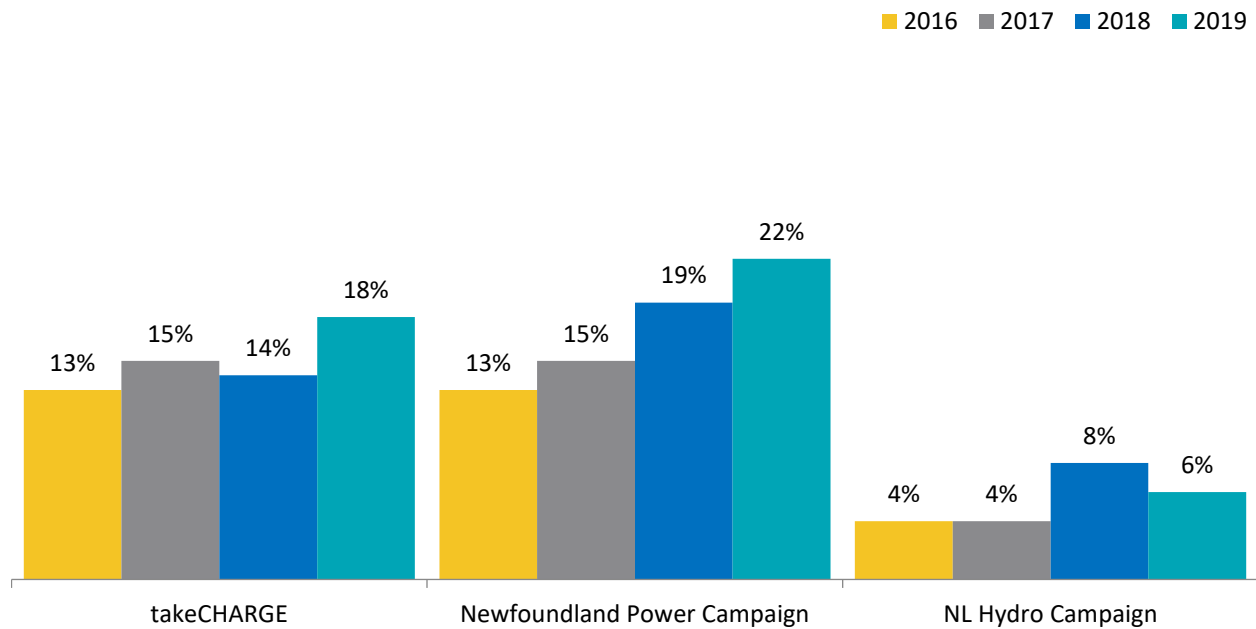
Figure 8: Unaided Awareness of Advertising Campaigns (General)



Twenty-two percent of those aware of the campaign correctly identified it as the takeCHARGE program (unaided) which was up from 2018 (18%). An additional 26% referred to it as the Newfoundland Power campaign, while 7% said it was the Newfoundland and Labrador Hydro campaign.

When extrapolating these numbers to the total population, top-of-mind awareness for the takeCHARGE brand sits at 18% which trended up from 14% in 2018. The incidence of respondents referring to it as the Newfoundland Power campaign also trended up slightly to 22%. While these differences were not statistically significant year over year, there has been an upward trend since 2016 (particularly with respect to the “Newfoundland Power campaign.”

Figure 9: Name of Energy Savings Campaign (Unaided)



The majority of those aware (n=500) did attribute the advertising to Newfoundland Power (64%) and Newfoundland and Labrador Hydro (29%), while 28% attributed it to the Provincial Government. This was on par with the previous year.

Residents of St. John’s CMA were once again the most likely to attribute the campaign to Newfoundland Power (74%), while Labrador residents were most likely to say Newfoundland and Labrador Hydro was responsible (65%). The results were consistent when compared to 2018; although the drop among those in Labrador appears substantial, the smaller population size is such that this is not statistically significant.

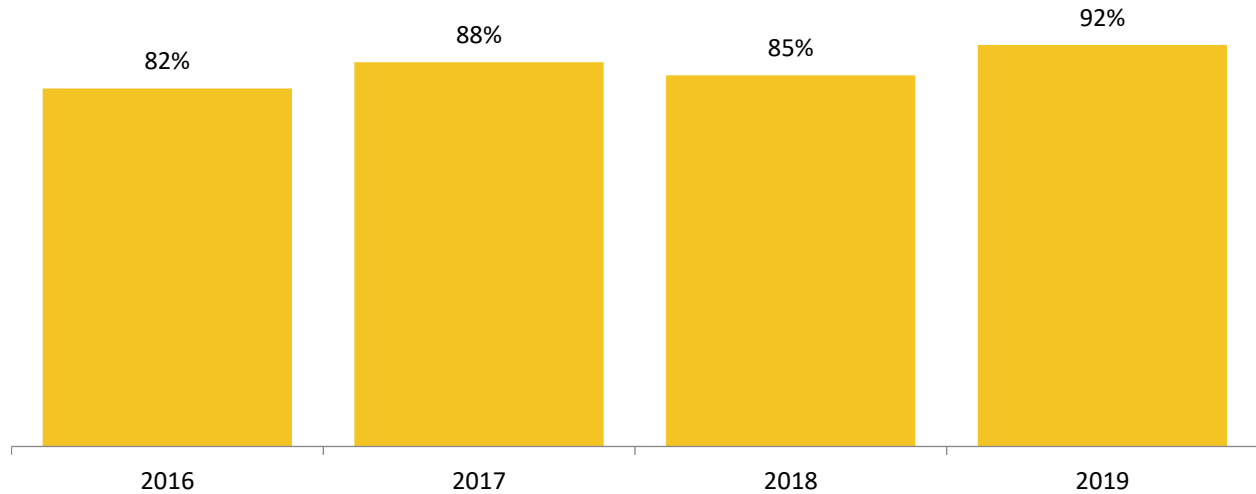
**Table 11: Unaided Recall of Organization Responsible for Campaign
Subset: Those Aware of the Campaign (n=470)**

	Total	St. John's CMA	Rest of Province	Labrador
NF Power				
2016	66%	76%	62%	30%
2017	67%	80%	59%	6%
2018	65%	79%	58%	14%
2019	64%	74%	60%	17%
NL Hydro				
2016	25%	23%	22%	59%
2017	24%	21%	24%	72%
2018	29%	18%	33%	80%
2019	29%	25%	29%	65%
Provincial Government				
2016	26%	27%	23%	37%
2017	24%	29%	20%	22%
2018	27%	32%	24%	29%
2019	28%	31%	25%	39%
Other				
2016	8%	8%	7%	7%
2017	10%	8%	11%	17%
2018	13%	12%	14%	21%
2019	8%	5%	10%	9%
Don't Know				
2016	18%	13%	22%	22%
2017	18%	13%	23%	11%
2018	14%	12%	16%	9%
2019	17%	13%	21%	17%

Total Awareness

Ninety-two percent of households surveyed had heard of the takeCHARGE program when prompted (aided plus unaided). This was up from 2018 (85%) which is a positive sign for the program.

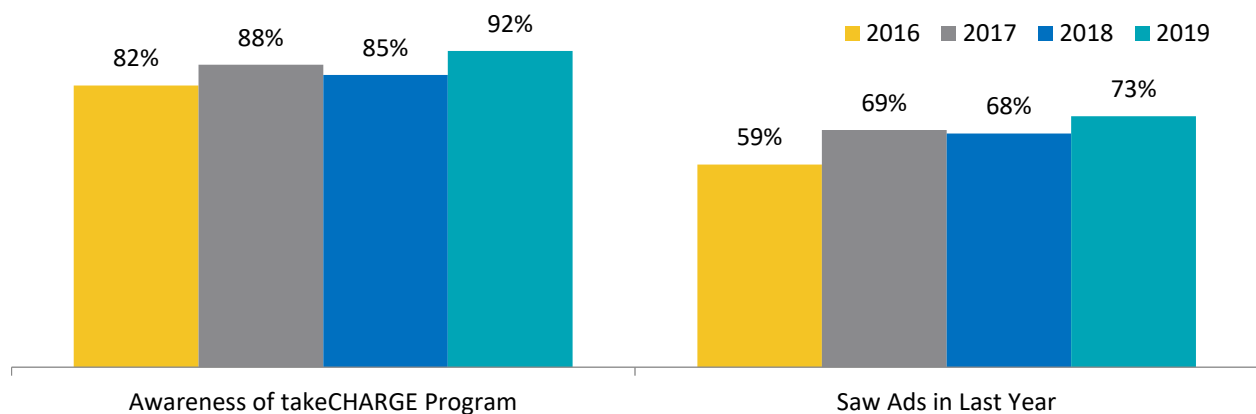
Figure 10: Total Awareness of takeCHARGE Program



Among those who were aware of the program (n=553), eight-in-ten (82%) were at least somewhat familiar (24% very familiar; 58% somewhat familiar) which was on par with 2018.

Among those who were aware (n=553), 79% cited seeing or hearing something related to the takeCHARGE campaign in the past year. This translates into nearly three-quarters (73%) of the total population in the province which did trend up from 2018.

Figure 11: Recall of takeCHARGE Campaign (Total Population)



When asked what programs or services are provided by the takeCHARGE program, top mentions were “rebates” in general (62%) and tips on how to save energy (16%). More people cited rebates as part of takeCHARGE’s services this year compared to last year (52% in 2018).

Of those who recalled something related to the program (n=438), television was the top source at 71% percent, while bill inserts were the second top mention at 26%. This was consistent with 2018. When looking at other information sources, there was some movement year over year. This year, respondents were more likely to report seeing information on Facebook (2019: 16%, 2018: 8%).

Table 12: Source of Campaign Awareness
Subset: Those Aware of takeCHARGE Program who Recalled Advertising

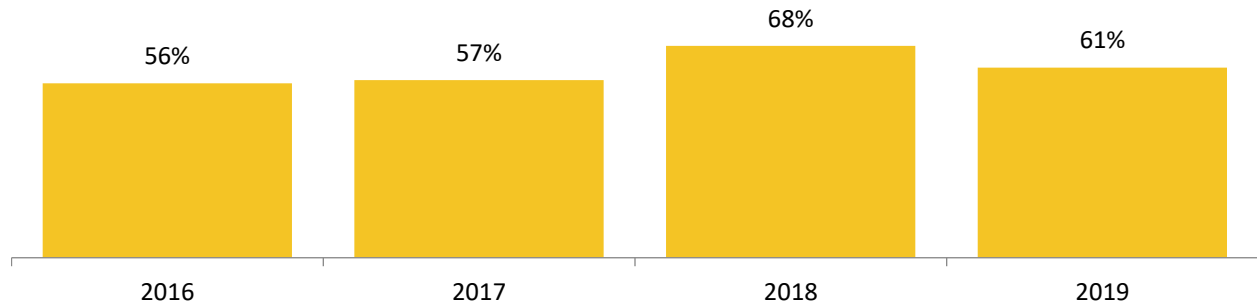
	Total	St. John’s CMA	Rest of Province	Labrador
Total (n)	438	216	206	16
Television	71%	68%	72%	94%
Bill inserts	26%	29%	24%	19%
Radio	26%	22%	31%	6%
Building supply/retail store	19%	22%	17%	6%
Facebook	16%	13%	17%	25%
Online advertising	15%	16%	14%	6%
Email	7%	10%	4%	0%
Mail/flyers	5%	6%	5%	6%
Miscellaneous	4%	4%	5%	0%
Newspaper	4%	3%	5%	0%
Don't know	4%	4%	3%	6%
Home energy reports	3%	3%	4%	0%
Magazine or booklet	2%	3%	2%	0%
YouTube	2%	2%	2%	6%
Costco	2%	1%	3%	0%
Other website	2%	2%	1%	0%
takeCHARGE website	1%	2%	1%	0%
Trade shows/displays	1%	2%	0%	0%
Word of mouth	1%	2%	0%	0%
MyHome website	1%	1%	0%	0%
Billboards/posters/billboard on vehicle	1%	0%	1%	0%
NL Hydro/NL Power websites	1%	0%	0%	6%

Overall, 53% of households who recalled seeing or hearing something related to the takeCHARGE program (n=438) made changes to try and reduce their electricity usage as a result. This translated into 38% of the total population, which is on par with last year (37%).

Awareness of TV Advertising Campaign

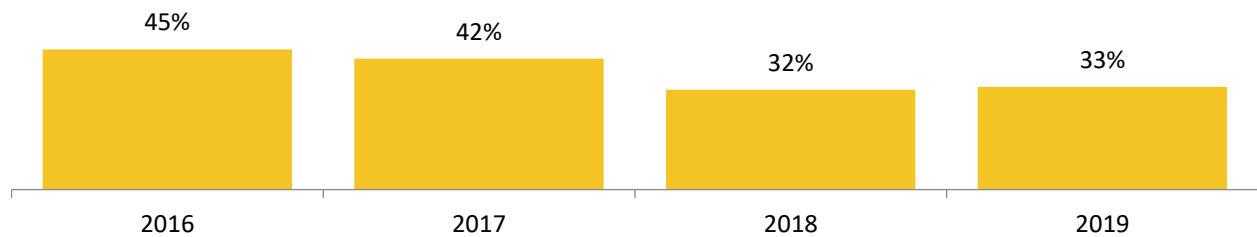
All households surveyed were asked specifically about the TV ad featuring “scallywags” stealing heat and wasting energy and money. Overall, 61% of households surveyed recalled seeing this ad, a drop from last year (68%). This question was modified slightly in 2019 to reference all ads in general instead of one specific ad which may have contributed to this drop.

Figure 12: Aided Awareness of takeCHARGE Insulation and Thermostat Campaign



In 2019, 33% of those aware (n=366) indicated they had made changes to reduce the amount of electricity they use as a result of seeing the TV ad. This is on par with last year.

**Figure 13: Incidence of TV Ads Impacting Behaviour
Subset: Among those who saw the ads (n=366)**

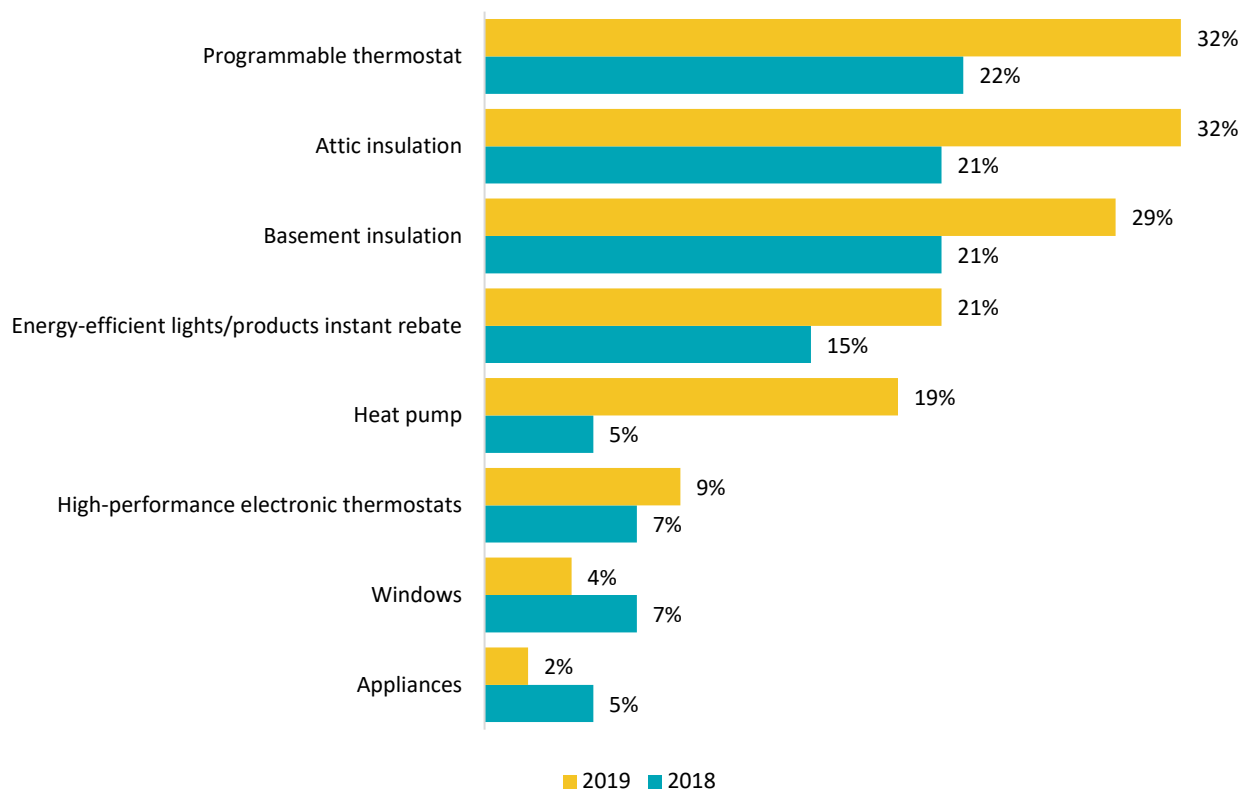


Awareness and Use of Rebate Programs

This year, 61% indicated they were aware (unaided) of specific programs offered by takeCHARGE, which marks a statistically significant increase from last year (48% in 2018). Awareness was highest among St. John’s CMA residents (71%).

In terms of specific rebates, awareness was highest for rebates to purchase a programmable thermostat (32%), upgrade insulation in your attic (32%), upgrade basement insulation (29%), purchase energy efficient products (21%) or install a heat pump.⁴ Awareness was statistically significantly higher for all five of these rebates compared to 2018. Four percent of respondents mentioned a rebate to install new windows and two percent appliances. Both of these programs are no longer offered.

Figure 14: Unaided Awareness of takeCHARGE Rebate Programs – Top Mentions



⁴ Newfoundland and Labrador Hydro offered heat pump rebates from Oct 15, 2019 to March 15, 2020.

All households were asked i) whether they were aware of a list of available rebate programs; ii) whether or not they took part in the program; and iii) how likely they are to take part in the program (again) over the next 12 months:

Table 13: Awareness and Use of Rebate Programs by Region – Total Population (Aided)

	Total	St. John's CMA	Rest of Province	Labrador
Programmable Thermostat				
Aware of Program	68%	75%	64%	39%
Participated in Program	18%	28%	11%	4%
Participated Previously and Likely to Take Part in Next Year	6%	9%	4%	0%
Did Not Participate Previously and Likely to Take Part in Next Year	26%	23%	27%	32%
High Performance Electronic Thermostat				
Aware of Program	30%	33%	29%	11%
Participated in Program	5%	8%	2%	0%
Participated Previously and Likely to Take Part in Next Year	2%	4%	1%	0%
Did Not Participate Previously and Likely to Take Part in Next Year	18%	19%	17%	7%
Upgrade Insulation in Basement / Crawl Space				
Aware of Program	60%	61%	61%	28%
Participated in Program	12%	14%	11%	4%
Participated Previously and Likely to Take Part in Next Year	2%	1%	0%	2%
Did Not Participate Previously and Likely to Take Part in Next Year	15%	13%	17%	18%
Upgrade Insulation in Attic				
Aware of Program	61%	60%	63%	43%
Participated in Program	9%	10%	9%	0%
Participated Previously and Likely to Take Part in Next Year	1%	1%	1%	0%
Did Not Participate Previously and Likely to Take Part in Next Year	16%	14%	17%	11%
Install HRV Unit				
Aware of Program	31%	35%	28%	18%
Participated in Program	3%	4%	3%	0%
Purchase Energy Efficient Lights/Products				
Aware of Program	56%	61%	53%	54%
Participated in Program	41%	45%	38%	32%
Participated Previously and Likely to Take Part in Next Year	34%	38%	32%	21%
Did Not Participate Previously and Likely to Take Part in Next Year	26%	24%	28%	29%

Note: Likelihood to participate not asked for HRV units in 2019.

- **Two-thirds (68%)** were aware of the rebate for a **programmable thermostat** (up from 61% in 2018). **Eighteen percent** had **participated** in the program, while **6 percent** had **participated** and were **likely to participate again** in the next year and **26 percent** were **likely to participate for the first time** in the next year.
- More than **one-half (61%)** were aware of the rebate **for upgrading the insulation in your attic** which was **on par with 2018**. **Nine percent** had **participated** in the program while **1 percent** had **participated** and were **likely to participate again** in the next year and **16 percent** were **likely to participate for the first time** in the next year.

- Overall, **awareness** was also fairly high for rebates when you **upgrade the insulation in your basement or crawl space (60%)** which was **on par** with last year. **Twelve percent** had **participated** in the program, while **two percent** had **participated** and were **likely to participate again** in the next year and **15 percent** were **likely to participate for the first time** in the next year.
- **Fifty-six percent** of households were **aware** of the rebate for **energy efficient lights** and other products which was **on par with 2018**. **Forty-one percent** had **participated** in the program (up from 34% last year), while **34 percent** had **participated** and were **likely to participate again** in the next year (up from 26% in 2018) and **26 percent** were **likely to participate for the first time** in the next year.
- **Thirty percent** of households were **aware** of the rebate for **high performance electronic thermostats** which was on par with last year. **Five percent** had **participated** in the program while **two percent** had **participated** and were **likely to participate again** in the next year and **18 percent** were **likely to participate for the first time** in the next year.
- **Awareness** for the rebate to **install an HRV unit (31%)** was a statistically significant increase from 21% last year. Meanwhile, **two percent** had **participated** in the program.

Regionally, awareness levels tended to be higher among St. John's CMA residents.

The table below summarizes the year-over-year changes from 2018 to 2019.

Table 14: Awareness and Use of Rebate Programs by Year – Total Population

	2016	2017	2018	2019
Programmable Thermostat				
Aware of Program	56%	61%	61%	68%
Participated in Program	12%	15%	15%	18%
High Performance Electronic Thermostat				
Aware of Program	30%	28%	25%	30%
Participated in Program	4%	4%	5%	5%
Upgrade Insulation in Basement / Crawl Space				
Aware of Program	58%	60%	57%	60%
Participated in Program	6%	11%	9%	12%
Upgrade Insulation in Attic				
Aware of Program	44%	58%	58%	61%
Participated in Program	6%	9%	9%	9%
Purchase Energy Efficient Lights/Products				
Aware of Program	46%	48%	54%	56%
Participated in Program	28%	32%	35%	41%
Install a HRV				
Aware of Program	18%	19%	21%	31%
Participated in Program	1%	2%	2%	3%

Overall, 49% of Newfoundland and Labrador households had taken part in at least one rebate program which did trend up from 45% last year and is now 12 percentage points above the level seen in 2016 (37%).

Among those who had purchased at least one eligible product (n=297), 36% indicated that they had not applied for the rebate, which was on par with 2018 (35%). In 2019, respondents were also asked what products they purchased but did not apply for the rebate. Among this group (n=106), the top mentions included light bulbs (31%), programmable thermostats (25%), basement insulation (21%) and attic insulation (15%). There was likely some confusion among those who said light bulbs given that rebate is applied automatically in-store.

The top reasons for not applying for the rebate included it was *too much hassle* (19%), *not aware* (18%), *haven't gotten around to it* (14%) *not worth the effort or the savings weren't large enough* (11%), and *not knowing how to do it* (5%).

Those who took part in at least one of the programs and were aware of the rebates were also asked where they got their information about the rebate (n=263). The top sources included advertising in general (32%), online (24%), a retailer or building supply sales associate (19%), retailer in-store signage (18%) and bill inserts (15%). Bill inserts (2018: 26% vs. 2019: 15%) and word of mouth (2018: 19% vs. 2019: 11%) were both mentioned less frequently compared to last year.

Those who had participated in the program and were aware of the rebates (n=240) were also asked to what extent they found each information source mentioned above helpful. Given the small sample sizes for each information source, individual results are not presented. However, the majority of people found each source very or somewhat helpful with the percentage ranging from a low of 90 percent to a high of 100 percent which is very positive.

Financing Energy Efficient Products

Just under four-in-ten (39%) Newfoundland Power customers were very (10%) or somewhat (29%) interested in the financing program compared to 37% (very: 8%; somewhat: 29%) of Newfoundland and Labrador Hydro customers. These results were consistent with 2018.

Among Newfoundland Power customers that were interested (n=199), the top products they would like to finance included heat pumps (50%), appliances (11%), basement and attic insulation (9%), thermostats (9%), electric water heaters/hot water tanks (8%), and HRVs (6%). These results remain on par with last year.

Information Sources and Media Usage

Sources of Information on Energy Efficiency

Respondents were asked where they would go to look for information on energy efficient products, services or tips. Websites were by far the top mention at 84% (takeCHARGE website: 11%; Newfoundland Power website: 28%; Newfoundland and Labrador Hydro website: 2%; other websites: 43%), which is up from 75% a year ago. Speaking directly to a Newfoundland Power representative was the other top mention at 8%, which is on par with last year. As with previous years, these results demonstrate the importance of online resources for energy efficiency.

Responsibility for Providing Information on Energy Efficiency

Seventy-seven percent⁵ of respondents felt the responsibility for providing information on energy efficiency lay with the utility company (providing a response of Newfoundland Power, Newfoundland and Labrador Hydro or Electric Utility Company in general) which was on par with 2018.

Newfoundland Power (56%) and the provincial government (54%) are perceived as being most responsible for providing households with information about efficient use of energy through advertising, booklets, brochures or information on the web. This is on par with last year. Newfoundland and Labrador Hydro was third at 28% percent, also unchanged from 2018. Residents of St. John's CMA (63%) were most likely to say that Newfoundland Power was responsible, while those in Labrador were more likely to cite Newfoundland and Labrador Hydro (50%).

⁵ Calculated based on the percentage of respondents who said one or more of "Newfoundland Power", "Newfoundland and Labrador Hydro" or "Electric Utility in general".

Table 15: Responsibility for Providing Information on Energy Efficiency

	Total	St. John's CMA	Rest of Province	Labrador
Total (n)	600	266	306	28
Newfoundland Power	55%	63%	51%	18%
Provincial Government	54%	58%	50%	61%
Newfoundland and Labrador Hydro	28%	27%	25%	50%
Federal Government	23%	23%	23%	18%
Electric Utility Company (general)	17%	19%	15%	14%
Other	17%	17%	18%	16%
Don't know	10%	6%	14%	11%

In terms of delivering programs such as incentives, rebates, or financing plans to improve the energy efficiency of households, 63 percent⁶ of respondents felt the responsibility lay with the utility company (providing a response of Newfoundland Power, Newfoundland and Labrador Hydro or Electric Utility Company in general) which was on par with 2018.

Looking at each entity individually, 63% mentioned the provincial government, followed by Newfoundland Power (43%), the federal government (32%), and Newfoundland and Labrador Hydro (24%). Those in Labrador were more likely than those elsewhere to believe Newfoundland and Labrador Hydro should deliver these programs while St. John's CMA residents were most likely to cite Newfoundland Power (53%).

Table 16: Responsibility for Delivering Programs

	Total	St. John's CMA	Rest of Province	Labrador
Total (n)	600	266	306	28
Provincial Government	63%	66%	61%	61%
Newfoundland Power	43%	53%	38%	11%
Newfoundland and Labrador Hydro	24%	24%	23%	43%
Federal Government	32%	35%	30%	32%
Electric Utility Company (general)	12%	12%	13%	7%
Other	13%	13%	12%	22%
Don't know	11%	7%	15%	11%

⁶ Calculated based on the percentage of respondents who said one or more of "Newfoundland Power", Newfoundland and Labrador Hydro" or "Electric Utility in general".

Key Demographic Differences

This year, an additional component of analysis was added regarding demographic differences in responses. The below sections highlight the most notable differences among demographic categories.

Gender

Differences by gender were observed in a few key areas of the survey. Women were more likely than men to report being very familiar with the amount of money paid for electricity (80% among women, 74% among men) and in making a conscious effort to reduce electricity use (71% of women report doing so always compared to 66% of men). Additionally, more men reported upgrading to a programmable or electric thermostat as part of their existing energy-saving upgrades than women (63% of men, 46% of women), and women were more likely to report comfort, sealing drafts, and/or making their homes warmer as a reason to make energy-efficient changes (31% of women, 20% of men). Finally, when asked why they did not apply for a rebate after having purchased eligible products, men were far more likely to report it being a hassle to do so (28%) than women (7%).

Age

Many differences in responses between age groups may indicate different lifestyles, especially those which are reflective of life stage. For example, in terms of energy-saving upgrades made to their home, those in the 18 to 34 age group were less likely than other age categories to have added basement insulation (18-34: 42%; 35-54: 65%; 55-64: 69% 65 plus: 63%) or to have installed ENERGY STAR windows (18-34: 40%; 35-54: 53%; 55-64: 59%; 65 plus: 51%). This may be attributed to the incidence of homeowners in each category, with those in younger age groups more likely to be renting. Purchasing energy-efficient lights appeared to be the most accessible upgrade to have been made across age groups, and those in the 18 to 34 age range were far more likely to be planning to buy more energy-efficient lights (84%) compared to other groups (67% among those 35 to 49, 63% of those 50 to 64, and 52% of those 65 and older).

Awareness of programs for energy saving upgrades also tended to be lower among the younger age group. Again, this is likely linked in part to home ownership rates across age groups.

Income

Those households who made less than \$40,000 per year tended to be the least likely to have made the majority of energy savings upgrades included in the survey. In some instances (e.g. adding insulation to the basement or attic), this may be linked in part to lower home ownership rates among this group as well as the cost of some upgrades.

Further, awareness and participation in programs for energy saving upgrades also tended to be lower among the lowest income group.

Provided below is a demographic breakdown of program participants by age, income and home ownership. Program participants skewed to higher income, and homeowners which is expected given to participate in certain programs, a customer must own their home.

Table 18: Demographics by Program Participation

	Participated	Did not Participate
Total (n)	296	304
Age		
18-34	6%	11%
35-49	33%	25%
50-64	39%	41%
65 and older	21%	22%
Income		
Under \$40,000	12%	23%
\$40,000-\$79,999	26%	28%
\$80,000-\$119,000	23%	17%
\$120,000 or more	33%	25%
Prefer not to say	6%	9%
Home Ownership		
Own	93%	84%
Rent	6%	15%
Prefer not to say	1%	1%

Implications for the takeCHARGE Program

Heat pumps continue to gain traction with customers.

A number of indicators for heat pumps showed positive movement again in 2019. The percentage of households using heat pumps continues to trend upward moving from 9 percent in 2017 to 14 percent in 2018 and 17% in 2019. Further, respondents who currently use a heat pump were extremely satisfied (96% very or somewhat satisfied).

The incidence of electricity exclusive households is growing.

In 2019, 58% of respondents indicated they use electricity exclusively for home heating which was a significant increase over 2018 (49%). This growth may be fueled in part by the increased use of heat pumps as an alternate energy source and will warrant monitoring moving forward.

Awareness of the takeCHARGE program is trending up.

A number of awareness indicators showed positive movement in 2019. Although some of these differences were not statistically significant, taken together it's a positive sign for the program. The percentage of respondents that were aware of advertising promoting energy savings products and tips in general, along with the unaided recall of the takeCHARGE program, both trended up in 2019. Further, the total awareness of the takeCHARGE program (aided plus unaided) jumped from 85% to 92% this year.

The upward trend in awareness of the takeCHARGE program coincided with an increase in awareness and uptake of the rebate programs in some instances.

In 2019, unaided awareness of various rebate programs was significantly higher compared to last year including programmable thermostats, attic insulation, basement insulation, and energy efficient lights. Further, there was also an increase in the participation rate for energy efficient lights and other product rebates compared to 2018 (35% vs. 41%).

Appendix A: Questionnaire

SECTION 1.0: INTRODUCTION

Telephone Introduction:

Hi, my name is _____ from MQO Research, a professional research firm. Today we are conducting a survey on electricity and home energy use. May I please speak to someone who is 18 years of age or older and is one of the main decision-makers in your household (one of the heads of household). The survey will only take approximately 15 minutes to complete and your help is really appreciated. Would you have a few minutes to complete the survey today?

Yes.....1 **CONTINUE**
 No.....2 Is there a more convenient time for me to call back? ARRANGE FOR A CALLBACK OR THANK AND TERMINATE.

If a respondent questions the validity of the survey, the call or MQO, please state: MQO Research has been conducting research studies in Canada and abroad for 30 years. We are a Member of the Canadian Research Insights Council which is responsible for developing and approving market and research standards and supportive programs; providing effective promotion and advocacy for the market and insights research industry; serving as a source of information for the industry; and being a forum for collective industry action.

If a respondent questions the confidentiality of the information that they are providing, please state the following: As a member of the Canadian Research Insights Council we adhere to strict standards of privacy and confidentiality. Our data is presented to our client in aggregate form. Information will never be released to our client or any other third party in a manner that could be used to disclose your identity or violate your privacy.

SECTION A: GENERAL HOME ENERGY USE

A1a_1. Which of the following home heating systems do you use in your home?

Read List – Select All that Apply – Probe for Any Others

- Electric Baseboard 01
- Forced Air Furnace (Electric)..... 02
- Forced Air Furnace (Oil) 02
- Hot Water Furnace (Electric) 03
- Hot Water Furnace (Oil)..... 03
- Wood Stove (including wood pellet stove)..... 04
- Ground Source Heat Pump 05
- Central Air Source Heat Pump 06
- Mini Split Heat Pump 07
- Radiant Panels..... 08
- Other (Please Specify)..... 09
- Don't Know (VOL)..... 99 **Thank and Terminate**

A1a1b. **If Mini Split Mentioned:** How many indoor heat pump units do you have?

A1a1c. **If Mini Split Mentioned:** How many outdoor heat pump units do you have?

A1a1d. **If Heat Pump of Any Kind:** How often, if at all, do you change the filters in your heat pump?

At least one per month.....	01
Once every 2-3 months.....	02
Once every 4-6 months.....	03
Once per year.....	04
Less often.....	05
Don't Know (VOL).....	99

A1a1e. **If Heat Pump of Any Kind:** How satisfied are you with the performance of your heat pump? Are you...

Very satisfied.....	01
Somewhat satisfied.....	02
Not very satisfied.....	03
Not at all satisfied.....	04
Neutral (VOL).....	97
Don't Know (VOL).....	99

A1a_2. **If more than one item referenced in A1A_1: Which home heating system is your primary heat source? What is your secondary source of home heating?**

Programming Note: Only Show Sources Mentioned in Q1a_1

Electric Baseboard.....	01
Forced Air Furnace (Electric).....	02
Forced Air Furnace (Oil).....	02
Hot Water Furnace (Electric).....	03
Hot Water Furnace (Oil).....	03
Wood Stove (including wood pellet stove).....	04
Ground Source Heat Pump.....	05
Central Air Source Heat Pump.....	06
Mini Split Heat Pump.....	07
Radiant Panels.....	08
Other (Please Specify).....	09
Don't Know (VOL).....	99

A2a. How familiar are you with the amount of money you pay for the electricity you use? Are you...

Read List

- Very familiar..... 1
- Somewhat familiar..... 2
- Not at all familiar 3 **Ask to speak with someone who is informed – if not available thank and terminate**
- Or is it included in your rent 4

A3a. Would you say you always, sometimes, rarely or never make a conscious effort to reduce how much electricity you use?

- Always 1
- Sometimes 2
- Rarely 3 **Go to A3c**
- Never..... 4 **Go to A3c**
- Don't know..... 9 **Go to A3c**

A3b. What is the main reason you try to reduce or manage your use of electricity? **Probe:** Why do you try to reduce the amount of electricity used in your household?

Do Not Read List. Record Main Reason First Then Other Mentions

- To save money / lower bill..... 1
- To help the environment 2
- To save / conserve energy 3
- Not trying to reduce use 4
- Other (Please Specify) _____ 5
- Don't know..... 9

A3c. Over the past 12 months, have you been engaging in more, less or about the same amount of energy savings activities and upgrades to reduce the amount of electricity you use?

- More..... 1
- Less..... 2
- About the same..... 3
- Don't know..... 9

A3d. Do you plan to engage in more, less or about the same amount of energy savings activities and upgrades to reduce the amount of electricity you use over the next 12 months?

- More..... 1
- Less..... 2
- About the same..... 3
- Don't know..... 9

A4a. I'm now going to read you a list of energy-saving activities.

a1. Which of the following energy saving activities do you currently do at home?

Yes

No

Don't know (VOL)

- a. Turn off the lights
- b. Wash clothes in cold water
- c. Hang out clothes to dry
- d. Use less hot water for showering
- e. Turn the heat down

a3. If No: Are you planning to start to <insert activity> in the next 12 months?

Yes

No

Don't know (VOL)

- a. Turn off the lights
- b. Wash clothes in cold water
- c. Hang out clothes to dry
- d. Use less hot water for showering
- e. Turn the heat down

A4b. Next, I'm going to read you a list of energy saving upgrades.

b1. Which of the following energy savings upgrades have you ever made to your home?

Yes

No

Don't know (VOL)

- a. Bought energy efficient lights
- b. Bought a high performance showerhead
- c. Bought energy efficient appliances
- d. Bought energy efficient electronics
- e. Added basement insulation
- f. Added attic insulation
- g. Upgraded to a programmable or electronic thermostat
- h. Installed energy star windows
- i. Sealed drafts around vents, doors and windows
- j. Installed an energy efficient heat recovery ventilator
- k. Installed a heat pump

b2. If Yes: Are you planning to <insert upgrade> in the next 12 months?

Yes

No

Don't know (VOL)

- a. Buy more energy efficient lights
- b. Buy another high performance showerhead
- c. Buy more energy efficient appliances
- d. Buy more energy efficient electronics
- e. Add more basement insulation
- f. Add more attic insulation
- g. Upgrade to more programmable or electronic thermostats
- h. Install more energy star windows
- i. Seal more drafts around vents, doors and windows
- j. Install another energy efficient heat recovery ventilator
- k. Install another heat pump

b3. If No: Are you planning to <insert upgrade> in the next 12 months?

Yes

No

Already fully upgraded (VOL)

Don't know (VOL)

- a. Buy energy efficient lights
- b. Buy a high performance showerhead
- c. Buy energy efficient appliances
- d. Buy energy efficient electronics
- e. Add basement insulation
- f. Add attic insulation
- g. Upgrade to a programmable or electronic thermostat
- h. Install energy star windows
- i. Seal drafts around vents, doors and windows
- j. Install energy efficient heat recovery ventilator
- k. Install heat pump

A4_1. **If already installed a heat pump in A4b:** What type of heat pump have you installed?

Mini-split (single zone or one indoor unit)	1
Mini-split (multi-zone or two or more indoor units)	2
Central air source	3
Ground source	4
Don't know.....	9

A4_2. **If planning to install a heat pump in A4b:** What type of heat pump are you planning to install?

- Mini-split (single zone or one indoor unit) 1
- Mini-split (multi-zone or two or more indoor units) 2
- Central air source 3
- Ground source 4
- Don't know..... 9

A5a. What, if any, other energy efficient changes have you made to your home in the past year?

Allow for Multiple Responses

- None..... 97 **Skip to A6**

A5b. Why did you make this/these change(s)? **Probe:** What motivated you to make this/these change(s)?

Do Not Read List. Record Main Reason First Then Other Mentions

- Rebate 1
- Coupon..... 2
- Advertising 3
- Friend/Family member 4
- Save energy..... 5
- Save money..... 6
- Concern about electricity prices rising / Muskrat Falls 7
- Home Energy Report Recommendations 8
- MyHome Website Recommendations 9
- Other (Please Specify) _____ 10
- Don't know..... 99

A5c. What additional energy savings activities and upgrades do you plan to engage in over the next 12 months?

- Other (Please Specify) _____ 1
- Don't know..... 9

Q5d. How many thermostats do you have in total in your home?

- _____ #
- Don't know..... 9

Q5e. Of the total thermostats you have in your home, how many are...

- Programmable _____
- Electronic _____
- Wall dial _____
- Baseboard heater dial _____

Check Total of Q5d vs. Q5e.

Q6a. An electric vehicle is an alternative fuel vehicle that uses an electric motor and battery instead of a gas-powered internal combustion engine. Electric vehicles are different from hybrid vehicles which use a combination of electricity and gas. How likely are you to consider buying an electric vehicle in the next 5 years?

Are you...

- Very likely..... 1
- Somewhat likely 2
- Not very likely 3
- Not at all likely 4
- Don't know (VOL)..... 9

Q6a1. **If Q6a=1/2:** Would you most likely buy a 100% battery operated vehicle or a plug-in hybrid?

- 100% battery operated 1
- Plug-in Hybrid..... 2
- Don't know (VOL)..... 9

Q6b. If Q6a=3/4: Why are you unlikely to consider buying an electric vehicle?

Do not read list

- Cost to purchase 1
- Cost of electricity 2
- Availability of charging stations 3
- Other (Please Specify) 4
- Don't know (VOL)..... 9

SECTION B: TOP OF MIND AWARENESS

B1a. Are you aware of any advertising campaigns in Newfoundland and Labrador promoting energy saving products and tips to save energy?

- Yes..... 1
- No..... 2 **Go to C1**
- Don't know..... 9 **Go to C1**

B1b. What is the name of this energy saving advertising campaign?

Do Not Read List. Record all responses.

- Take Charge 01
- NF Power campaign 02
- NL Hydro campaign..... 03
- Tax credit campaign 04
- Federal government campaign 05
- Provincial government campaign 06

Energy savers rebate..... 07
 Turn back the tide..... 08
 Other (Please Specify) 09
 Don't know..... 99

B1c. Who is responsible for this energy saving advertising campaign?

Do Not Read List. Record Main Response First Then Other Mentions

NF Power..... 01
 NL Hydro 02
 Provincial Government 03
 Federal Government 04
 Other (Please Specify) 09
 Don't know..... 99

SECTION C: AWARENESS OF ENERGY SAVINGS PROGRAMS AND PROMOTIONS

C1. **Skip to C1b if Take Charge recalled specifically in B1b:** Newfoundland Power and Newfoundland and Labrador Hydro's energy saving campaign is called Take Charge. First...

a. Have you ever heard of the Take Charge program?

Yes..... 1
 No..... 2 **Go to C4a**
 Don't know..... 9 **Go to C4a**

b. Would you say you are very familiar, somewhat familiar, not very familiar or not at all familiar with the Take Charge program?

Very familiar..... 01
 Somewhat familiar 02
 Not very familiar 03
 Not at all familiar 04
 Don't know..... 99

c. What programs or services are provided by the Take Charge program?

Do Not Read List.

Rebates 01
 Tips on how to save energy 02
 Other (Please Specify) 09
 Don't know..... 99

d. Have you heard or seen anything related to the Take Charge campaign in the past year?

Yes..... 1
 No..... 2 **Go to C4a**
 Don't know..... 9 **Go to C4a**

C2a. Where do you recall seeing or hearing about the Take Charge advertising campaign in the last year?

Do not Read List. Allow Multiple Responses (First Mention and Other Mentions).

Take Charge website.....	01
Bill inserts.....	02
Facebook.....	03
Television	04
Radio	05
Newspaper.....	06
Building supply/retail store.....	07
Magazine or booklet.....	08
Trade shows / displays.....	09
Online advertising.....	10
Word of mouth (friend/family).....	11
Twitter.....	12
YouTube	13
Home Energy Reports	14
MyHome Website	15
Other (Please Specify) _____	16
No other mentions.....	17
Don't know.....	99

C2b. Have you made any changes to try and reduce the amount of electricity you use as a result of seeing or hearing anything from Take Charge?

Yes.....	1
No.....	2
Don't know.....	9

C3a. Do you recall any TV ads recently for energy saving tips and upgrades which included “small, orange scallywags” that waste energy?

Yes.....	1	
No.....	2	Go to C5a
Don't know.....	9	Go to C5a

C3d. Have you made any changes to try and reduce the amount of electricity you use as a result of seeing this TV advertising campaign?

Yes.....	1
No.....	2
Don't know.....	9

C5a. Are you aware of any of the specific rebate programs offered by Take Charge?

Yes.....	1	
No.....	2	Go to C6
Don't know.....	9	Go to C6

C5b. What Take Charge rebate programs are you aware of?

Do Not Read List – Accept Multiple Responses

A rebate when you purchase a programmable thermostat	01
A rebate on the purchase of high performance electronic thermostats.....	02
A rebate when you upgrade the insulation in your basement or crawl space.....	03
A rebate when you upgrade the insulation in your attic.....	04
A rebate when you install a HRV (Heat Recovery Ventilator) unit.	05
A rebate when you install a washer.....	06
A rebate when you install a fridge	07
A rebate when you install a freezer	08
A rebate when you install a TV	09
A rebate when you install an appliance	10
An instant rebate when you purchase energy efficient lights/products	11
A rebate when you install windows	12
Don't know.....	99

C6. I will now read a list of available programs offered by the Take Charge program. For each I would like you to tell me whether or not you were aware of the program, whether or not you have participated in this program or are likely to participate in the near future.

A rebate when you purchase a programmable thermostat

a. Were you aware of this program?

Yes.....	1	
No.....	2	Go to C6c
Don't know.....	9	Go to C6c

b. Did you take part in this program?

Yes.....	1
No.....	2
Don't know.....	9

c. Are you likely to take part in this program (again) in the next 12 months?

Yes.....	1
No.....	2
Don't know.....	9

C7. A rebate on the purchase of high performance electronic thermostats.

a. Were you aware of this program?

- Yes..... 1
- No..... 2 **Go to C7c**
- Don't know..... 9 **Go to C7c**

b. Did you take part in this program?

- Yes..... 1
- No..... 2
- Don't know..... 9

c. Are you likely to take part in this program (again) in the next 12 months?

- Yes..... 1
- No..... 2
- Don't know..... 9

C8. A rebate when you upgrade the insulation in your basement or crawl space.

a. Were you aware of this program?

- Yes..... 1
- No..... 2 **Go to C8c**
- Don't know..... 9 **Go to C8c**

b. Did you take part in this program?

- Yes..... 1
- No..... 2
- Don't know..... 9

c. Are you likely to take part in this program (again) in the next 12 months?

- Yes..... 1
- No..... 2
- Don't know..... 9

C9. A rebate when you upgrade the insulation in your attic.

a. Were you aware of this program?

- Yes..... 1
- No..... 2 **Go to C9c**
- Don't know..... 9 **Go to C9c**

b. Did you take part in this program?

- Yes..... 1
- No..... 2
- Don't know..... 9

c. Are you likely to take part in this program (again) in the next 12 months?

- Yes..... 1
- No..... 2
- Don't know..... 9

C10. A rebate when you install a HRV (Heat Recovery Ventilator) unit.

a. Were you aware of this program?

- Yes..... 1
- No..... 2 **Go to C10c**
- Don't know..... 9 **Go to C10c**

b. Did you take part in this program?

- Yes..... 1
- No..... 2
- Don't know..... 9

C11. An instant rebate when you purchase energy efficient lights or other energy efficient products for your home.

a. Were you aware of this program?

- Yes..... 1
- No..... 2 **Go to C11c**
- Don't know..... 9 **Go to C11c**

b. Did you take part in this program?

- Yes..... 1
- No..... 2
- Don't know..... 9

c. Are you likely to take part in this program (again) in the next 12 months?

- Yes..... 1
- No..... 2
- Don't know..... 9

If No to all of C6b/C7b/C8b/C9b/C10b/C10_1b/C11b go to Section C14_1

C12a. Did you purchase any products included in the rebate programs mentioned earlier but NOT apply for the rebate?

- Yes..... 1
- No..... 2 **Go to C13**
- Don't know..... 9 **Go to C14_1**

C12a1. **If Q12a=Yes:** What products did you purchase but not apply for the rebate?

Do not read list

- Programmable thermostat 1
- High performance electronic thermostat 2
- Basement insulation 3
- Attic insulation 4
- HRV 5
- Other (Please Specify) _____ 8
- Don't know..... 9

C12b. Why didn't you apply for the rebate? Would you say it was mainly because...

- Too much trouble / hassle 1
- Not worth the effort/saving not large enough 2
- Don't know what to do / how to go about it 3
- Wasn't aware of it 4
- Just haven't gotten around to it 5
- Wasn't available in my area 6
- Am not available/eligible for the rebates () 7
- Instant rebate provided – no need to apply 8
- Other (Please Specify) _____ 8
- Don't know..... 9

C13. **Skip if C12b=04 (Not Aware):** Where did you get your information about the rebate program?

Read List. Rotate.

- Retailer/building supply sales associate 01
- Retail in-store signage..... 02
- Website 03
- Social media 04
- Advertising 05
- Word of mouth 06
- Bill insert 07
- Brochure 08
- Trade show..... 09
- Home Energy Report..... 10
- MyHome Website 11
- Other (Please Specify) _____ 12

Don't know..... 99

C14. **Skip if C12b=04 (Not Aware): For Each Mention in C13:** To what extent did you find the <C13> helpful? Would you say the <C13> was...?

Read and Rotate Options 1 Through 3.

Very helpful 1
Somewhat helpful 2
Not helpful 3
Didn't interact with any staff from retailer (VOL)..... 4
Don't know / can't recall (VOL)..... 9

C16. **If Newfoundland Power Customer:** How interested are you in financing energy efficient products through your utility? Are you...

Very interested 1
Somewhat interested..... 2
Not very interested 3 **Go to D1**
Not at all interested 4 **Go to D1**
Don't know..... 9 **Go to D1**

C16_1. **If NL Hydro Customer:** How interested are you in financing a mini-split heat pump through your utility? Are you...

Very interested 1
Somewhat interested..... 2
Not very interested 3
Not at all interested 4
Don't know..... 9

C17a. **If Newfoundland Power Customer/Interested:** What type of products would you like to finance?

Do Not Read List – Select All That Apply

Electric water heaters / Hot water tank 01
R-2000 upgrades 02
Electric home heating systems 03
Heat-recovery ventilation system..... 04
Electric fireplace and mantle 05
Digital or programmable thermostats 06
Basement and attic insulation 07
Heat pump 08
Windows 09
Other (Please Specify)..... 10
Don't know / can't recall (VOL)..... 99

SECTION D: INFORMATION SOURCES AND MEDIA USE

D1. If you were looking for information on energy efficient products, services or tips where is the first place (or places) you would go to find this information? **Probe:** Any others?

Do Not Read List. Accept Multiple Responses

Facebook page	02
Newspapers	03
Magazines	04
Retailer Flyers / Go Bag	05
Radio	06
Television	07
Bill inserts or newsletters	08
Store displays	09
Advice from retailers.....	10
Take Charge Website	11
A Newfoundland Power representative	12
A Newfoundland and Labrador Hydro representative	13
Billboards	14
Tradeshows.....	15
Mall displays	16
Provincial government departments.....	17
Federal government departments.....	18
Word of mouth (friend/family).....	19
Email.....	20
Twitter.....	21
YouTube	22
Other websites.....	23
On-line ads	01
Other (Please Specify) _____	24
Don't know.....	99

D3b. In your opinion, who should be providing you information such as advertising, booklets, brochures or information on the web, about efficient use of energy?

Do Not Read List. (Record First Mention and Other Mentions).

Newfoundland Power	1
Newfoundland and Labrador Hydro	2
Electric Utility company	3
Federal Government	4
Provincial Government	5
Other (Please Specify) _____	6
No other mentions.....	7
Don't know.....	9

D3c. In your opinion, who should be delivering programs such as incentives, rebates, or financing plans to improve the energy efficiency of your home?

Do Not Read List. (Record First Mention and Other Mentions).

Newfoundland Power	1
Newfoundland and Labrador Hydro	2
Electric Utility company	3
Federal Government	4
Provincial Government	5
Other (Please Specify) _____	6
No other mentions.....	7
Don't know.....	9

D4. **Ask NF Power Customers Only:** I would like to get your opinion of the overall service provided by Newfoundland Power. On a 10 point scale where 1 is “Not at all satisfied” and 10 is “Fully satisfied”, how satisfied are you with the overall service provided by Newfoundland Power?

_____ 1- 10	
Don't know.....	9

SECTION E: DEMOGRAPHICS

Finally, we have a few questions to help us analyze the survey results.

E1a. In what year were you born?

_____ year	
Prefer not to say	8

E1b. **If Prefer Not to Say:** To which of the following age groups do you belong?

Read List

18 - 24	1
25 - 34	2
35 - 49	3
50 – 64.....	4
65 or more	5
Prefer not to say	8

E2. What is the highest level of schooling that you have obtained?

Read List

Less than high school	1
Completed high school	2
Technical / vocational school above high school.....	3
Some college or university.....	4
Completed college or university	5
Post-graduate degree (masters, doctorate, equivalent)	6
Prefer not to say	8

E3. How many people currently reside in your home including yourself?

_____ People

One / Just myself.....	1
Prefer not to say	8

E5. Which of the following broad income categories best describes your total household annual income? That is everyone’s income combined before taxes. Just stop me when I have reached the right category.

Read List

Under \$40,000	01
\$40,000 to \$59,999.....	02
\$60,000 to \$79,999.....	03
\$80,000 to \$99,999.....	04
\$100,000 to \$119,999.....	05
\$120,000 to \$139,999.....	06
\$140,000 to \$159,999.....	07
\$160,000 or more	08
Prefer not to say	98

E6a. Do you own or rent your home?

Own.....	1
Rent.....	2
Prefer not to say	8

E6b. What type of dwelling do you live in?

Read List

Single dwelling house.....	01
Semi-detached house	02
Townhouse or Rowhouse	03

Apartment / Flat (less than 5 units) 04
 Apartment / Flat (5 to 20 units) 05
 Apartment (More than 20 units) 06
 Mobile home / trailer..... 07
 Other (Please Specify) _____ 08
 Prefer not to say 98

E6c. Approximately how old is your home or dwelling? **Round to the nearest year.**

_____ years
 Don't know..... 9

Gen: Observe Gender

Male 1
 Female..... 2

Programming Note: Record Region:

St. John's CMA
 Remainder of Island
 Labrador

Programming Note: Record Service Area/Provider

NF Power
 NL Hydro

Appendix B: Tabular Results

A1a_1: Which of the following home heating systems do you use in your home?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Electric Baseboard	69%	73%	75%	66%
Wood Stove (including wood pellet stove)	19%	10%	25%	26%
Mini Split Heat Pump	12%	16%	0%	10%
Forced Air Furnace (oil)	10%	8%	7%	12%
Propane heater/fireplace/stove	9%	12%	0%	6%
Hot Water Furnace (oil)	8%	8%	4%	9%
Central Air Source Heat Pump	4%	5%	0%	3%
Hot Water Furnace (electric)	4%	5%	0%	3%
Forced Air Furnace (electric)	4%	3%	7%	4%
Wood furnace	3%	0%	4%	5%
Other Electric heaters/space heaters	3%	3%	0%	3%
Wood/ Oil Furnace Combination	2%	1%	7%	3%
In floor heating	2%	2%	0%	2%
Radiant Panels	1%	1%	0%	2%
Electric Fireplace	1%	1%	0%	1%
Infrared Heater/fireplace	1%	0%	0%	2%
Ground Source Heat Pump	1%	1%	0%	1%
Wood burning fireplace	1%	2%	0%	0%
Miscellaneous mentions	1%	1%	0%	1%
Heat pump (general)	0%	0%	0%	1%

Column totals may exceed 100% due to multiple response

A1a1b: How many indoor heat pump units do you have?
SUBSET: Respondents that use mini split heat pump(s) to heat their home

	Total	Region	
		St. John's CMA	Rest of Province
Total Unweighted (n)	72	42	30
.00	6%	5%	7%
1.00	46%	50%	40%
2.00	39%	36%	43%
3.00	4%	2%	7%
4.00	3%	2%	3%
8.00	1%	2%	0%
Don't know/Not applicable (VOL)	1%	2%	0%

A1a1b: How many indoor heat pump units do you have?SUBSET:
Respondents that use mini split heat pump(s) to heat their home- Mean Values -

	Total	Region	
		St. John's CMA	Rest of Province
N	71	41	30
Mean	1.6	1.6	1.6

Refused and Don't know have been excluded

A1a1c: How many outdoor heat pump units do you have?
SUBSET: Respondents that use mini split heat pump(s) to heat their home

	Total	Region	
		St. John's CMA	Rest of Province
Total Unweighted (n)	72	42	30
.00	21%	19%	23%
1.00	53%	64%	37%
2.00	21%	14%	30%
3.00	3%	2%	3%
Don't know/Not applicable (VOL)	3%	0%	7%

A1a1c: How many outdoor heat pump units do you have?
SUBSET: Respondents that use mini split heat pump(s) to heat their home
- Mean Values -

	Total	Region	
		St. John's CMA	Rest of Province
N	70	42	28
Mean	1.1	1.0	1.1

Refused and Don't know have been excluded

A1a1b + A1a1c: Total heat pump units
SUBSET: Respondents that use mini split heat pump(s) to heat their home

	Total	Region	
		St. John's CMA	Rest of Province
Total Unweighted (n)	72	42	30
1.00	18%	17%	20%
2.00	39%	45%	30%
3.00	14%	17%	10%
4.00	18%	12%	27%
5.00	3%	5%	0%
6.00	3%	0%	7%
11.00	1%	2%	0%
100.00	3%	2%	3%
101.00	1%	0%	3%

A1a1b + A1a1c: Total heat pump units
SUBSET: Respondents that use mini split heat pump(s) to heat their home- Mean Values -

	Total	Region	
		St. John's CMA	Rest of Province
N	69	41	28
Mean	2.7	2.6	2.8

Refused and Don't know have been excluded

**A1a1d: How often, if at all, do you change the filters in your heat pump?
SUBSET: Respondents that use heat pump(s) to heat their home**

	Total	Region	
		St. John's CMA	Rest of Province
Total Unweighted (n)	97	56	41
At least once per month	16%	11%	24%
Once every 2-3 months	16%	21%	10%
Once every 4-6 months	21%	21%	20%
Once per year	20%	20%	20%
Less often	12%	16%	7%
Don't know/Not applicable (VOL)	14%	11%	20%

A1a1e: How satisfied are you with the performance of your heat pump? Are you...

SUBSET: Respondents that use heat pump(s) to heat their home

	Total	Region	
		St. John's CMA	Rest of Province
Total Unweighted (n)	97	56	41
Very satisfied	74%	75%	73%
Somewhat satisfied	22%	21%	22%
Not very satisfied	3%	4%	2%
Not at all satisfied	1%	0%	2%

A1a_2_1: Which home heating system is your primary heating source?- ALL RESPONDENTS -

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Electric Baseboard	52%	57%	64%	45%
Forced Air Furnace (electric)	2%	2%	7%	3%
Hot Water Furnace (electric)	2%	3%	0%	1%
Wood Stove (including wood pellet stove)	8%	2%	14%	12%
Ground Source Heat Pump	1%	1%	0%	1%
Central Air Source Heat Pump	4%	5%	0%	3%
Mini Split Heat Pump	7%	9%	0%	6%
Radiant Panels	1%	1%	0%	0%
Forced Air Furnace (oil)	9%	8%	7%	10%
Hot Water Furnace (oil)	7%	7%	0%	8%
Propane heater/fireplace/stove	1%	2%	0%	0%
In floor heating	1%	1%	0%	1%
Wood furnace	2%	0%	4%	4%
Wood/ Oil Furnace Combination	1%	1%	4%	2%
Other Electric heaters/space heaters	1%	2%	0%	1%
Heat pump (general)	0%	0%	0%	0%
Electric Fireplace	0%	0%	0%	0%
Infrared Heater/fireplace	0%	0%	0%	1%
Don't know/Not applicable (VOL)	1%	0%	0%	1%

**A1a_2_2: What is your secondary source of heating?
SUBSET: Respondents with more than one heating source**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	255	109	7	139
Electric Baseboard	35%	31%	43%	38%
Forced Air Furnace (electric)	2%	3%	0%	1%
Hot Water Furnace (electric)	2%	2%	0%	2%
Wood Stove (including wood pellet stove)	23%	17%	43%	27%
Central Air Source Heat Pump	0%	1%	0%	0%
Mini Split Heat Pump	10%	14%	0%	7%
Radiant Panels	1%	0%	0%	1%
Forced Air Furnace (oil)	2%	1%	0%	3%
Hot Water Furnace (oil)	2%	3%	14%	1%
Propane heater/fireplace/stove	12%	17%	0%	8%
Wood burning fireplace	2%	3%	0%	1%
In floor heating	1%	1%	0%	1%
Wood furnace	2%	0%	0%	4%
Wood/ Oil Furnace Combination	0%	0%	0%	1%
Other Electric heaters/space heaters	2%	2%	0%	3%
Heat pump (general)	0%	0%	0%	1%
Electric Fireplace	2%	3%	0%	1%
Other (Please specify)	1%	2%	0%	1%
Don't know/Not applicable (VOL)	1%	2%	0%	0%

A2a: How familiar are you with the amount of money you pay for the electricity you use?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Very familiar	77%	79%	68%	75%
Somewhat familiar	22%	20%	29%	24%
Or is it included in your rent	1%	0%	4%	1%

A3a: Would you say you always, sometimes, rarely or never make a conscious effort to reduce how much electricity you use?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Always	68%	70%	54%	68%
Sometimes	26%	26%	36%	25%
Rarely	3%	1%	4%	5%
Never	2%	2%	7%	2%
Don't know (VOL)	1%	1%	0%	1%

A3b: What is the main reason you try to reduce or manage your use of electricity?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	565	255	25	285
To save money / lower bill	93%	93%	84%	95%
To save / conserve energy	3%	4%	4%	3%
To help the environment	2%	3%	8%	1%
Other (Please Specify)	1%	0%	0%	1%
Don't know (VOL)	0%	0%	4%	0%

A3B: Are there any other reasons you try to reduce or manage your use of electricity?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	564	255	24	285
No other reasons (VOL)	64%	61%	46%	68%
To help the environment	19%	21%	21%	17%
To save / conserve energy	13%	15%	29%	11%
To save money / lower bill	4%	5%	8%	3%
Other (Please Specify)	1%	0%	4%	1%
Don't know (VOL)	1%	1%	0%	1%

Column totals may exceed 100% due to multiple response

A3B: Are there any other reasons you try to reduce or manage your use of electricity?- All mentions -

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	565	255	25	285
To save money / lower bill	97%	98%	92%	98%
To help the environment	21%	24%	28%	19%
To save / conserve energy	17%	18%	32%	14%
Other (Please Specify)	1%	0%	4%	2%
Don't know (VOL)	1%	1%	4%	1%

Column totals may exceed 100% due to multiple response

A3c: Over the past 12 months, have you been engaging in more, less or about the same amount of energy savings activities and upgrades to reduce the amount of electricity you use compared to 12 months ago?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
More	27%	28%	14%	27%
Less	5%	2%	4%	7%
About the same	67%	68%	82%	64%
Don't know/Not applicable (VOL)	2%	2%	0%	2%

A3d: Do you plan to engage in more, less or about the same amount of energy savings activities and upgrades to reduce the amount of electricity you use over the next 12 months?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
More	38%	40%	21%	38%
Less	5%	3%	4%	6%
About the same	55%	54%	75%	53%
Don't know/Not applicable (VOL)	3%	2%	0%	3%

A4a_a1: Which of the following energy saving activities do you currently do at home?

		Total	Region		
			St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)		600	266	28	306
Turn off the lights	Yes	98%	99%	93%	97%
	No	2%	1%	7%	2%
	Don't know/Not applicable (VOL)	1%	0%	0%	1%
Wash clothes in cold water	Yes	89%	89%	79%	89%
	No	10%	9%	21%	10%
	Don't know/Not applicable (VOL)	1%	2%	0%	1%
Hang out clothes to dry	Yes	62%	58%	54%	66%
	No	37%	41%	43%	33%
	Don't know/Not applicable (VOL)	1%	1%	4%	1%
Use less hot water for showering	Yes	59%	58%	57%	60%
	No	38%	38%	36%	38%
	Don't know/Not applicable (VOL)	3%	4%	7%	2%
Turn the heat down	Yes	84%	85%	82%	84%
	No	13%	12%	11%	14%
	Don't know/Not applicable (VOL)	3%	3%	7%	2%

A4a_a3: Are you planning to start to <insert activity> in the next 12 months?

		Total	Region		
			St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)		11	2	2	7
Turn off the lights	Yes	27%	50%	50%	14%
	No	73%	50%	50%	86%
Total Unweighted (n)		61	25	6	30
Wash clothes in cold water	Yes	18%	20%	0%	20%
	No	67%	68%	100%	60%
	Don't know/Not applicable (VOL)	15%	12%	0%	20%
Total Unweighted (n)		221	109	12	100
Hang out clothes to dry	Yes	24%	23%	25%	26%
	No	70%	72%	75%	67%
	Don't know/Not applicable (VOL)	5%	5%	0%	7%
Total Unweighted (n)		227	101	10	116
Use less hot water for showering	Yes	8%	5%	30%	9%
	No	89%	91%	70%	88%
	Don't know/Not applicable (VOL)	3%	4%	0%	3%
Total Unweighted (n)		78	32	3	43
Turn the heat down	Yes	15%	22%	33%	9%
	No	77%	72%	67%	81%
	Don't know/Not applicable (VOL)	8%	6%	0%	9%

A4b_b1: Which of the following energy savings upgrades have you every made to your home?

		Total	Region		
			St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)		600	266	28	306
Bought energy efficient lights	Yes	96%	98%	96%	94%
	No	4%	1%	4%	6%
	Don't know/ Not applicable (VOL)	0%	1%	0%	0%
Bought a high performance showerhead	Yes	45%	45%	46%	44%
	No	50%	50%	43%	49%
	Don't know/ Not applicable (VOL)	6%	5%	11%	6%
Bought energy efficient appliances	Yes	78%	80%	71%	78%
	No	18%	16%	18%	19%
	Don't know/ Not applicable (VOL)	4%	4%	11%	4%
Bought energy efficient electronics	Yes	60%	62%	57%	58%
	No	33%	32%	21%	35%
	Don't know/ Not applicable (VOL)	7%	6%	21%	7%
Added basement insulation	Yes	64%	65%	61%	64%
	No	29%	27%	21%	31%
	Don't know/ Not applicable (VOL)	7%	8%	18%	6%
Added attic insulation	Yes	57%	53%	61%	60%
	No	36%	39%	32%	34%
	Don't know/ Not applicable (VOL)	7%	8%	7%	6%
Upgraded to a programmable or electronic thermostat	Yes	55%	64%	36%	49%
	No	41%	33%	61%	46%
	Don't know/ Not applicable (VOL)	4%	3%	4%	5%
Installed energy star windows	Yes	54%	56%	39%	53%
	No	34%	32%	50%	34%
	Don't know/ Not applicable (VOL)	13%	12%	11%	13%
Sealed drafts around vents, doors and windows	Yes	75%	77%	75%	74%
	No	21%	19%	25%	23%
	Don't know/ Not applicable (VOL)	3%	4%	0%	3%
Installed an energy efficient heat recovery ventilator	Yes	21%	28%	11%	15%
	No	72%	64%	86%	77%
	Don't know/ Not applicable (VOL)	7%	8%	4%	7%
Installed a heat pump	Yes	18%	23%	4%	14%
	No	80%	74%	93%	83%
	Don't know/ Not applicable (VOL)	3%	3%	4%	2%

A4b_b2: Are you planning to <insert upgrade> in the next 12 months?

		Total	Region		
			St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)		576	261	27	288
Buy more energy efficient lights	Yes	64%	64%	67%	63%
	No	30%	30%	26%	31%
	Don't know/Not applicable (VOL)	6%	6%	7%	6%
Total Unweighted (n)		269	120	13	136
Buy another high performance showerhead	Yes	11%	10%	8%	12%
	No	84%	83%	92%	83%
	Don't know/Not applicable (VOL)	6%	7%	0%	5%
Total Unweighted (n)		470	212	20	238
Buy more energy efficient appliances	Yes	25%	24%	30%	26%
	No	64%	67%	65%	62%
	Don't know/Not applicable (VOL)	11%	10%	5%	12%
Total Unweighted (n)		360	166	16	178
Buy more energy efficient electronics	Yes	35%	41%	19%	31%
	No	54%	51%	69%	55%
	Don't know/Not applicable (VOL)	11%	8%	13%	13%
Total Unweighted (n)		386	174	17	195
Add more basement insulation	Yes	13%	10%	6%	17%
	No	83%	86%	88%	80%
	Don't know/Not applicable (VOL)	4%	4%	6%	3%
Total Unweighted (n)		342	141	17	184
Add more attic insulation	Yes	12%	11%	12%	13%
	No	82%	84%	76%	81%
	Don't know/Not applicable (VOL)	6%	5%	12%	6%
Total Unweighted (n)		329	169	10	150
Upgrade to more programmable or electronic thermostats	Yes	21%	23%	40%	17%
	No	73%	70%	60%	77%
	Don't know/Not applicable (VOL)	6%	7%	0%	5%

Total Unweighted (n)		322	149	11	162
Install more energy star windows	Yes	10%	9%	18%	10%
	No	84%	87%	73%	82%
	Don't know/Not applicable (VOL)	6%	5%	9%	7%
Total Unweighted (n)		452	204	21	227
Seal more drafts around vents, doors and windows	Yes	51%	53%	57%	49%
	No	43%	42%	24%	45%
	Don't know/Not applicable (VOL)	6%	4%	19%	6%
Total Unweighted (n)		125	75	3	47
Install another energy efficient heat recovery ventilator	Yes	1%	1%	0%	0%
	No	94%	92%	100%	98%
	Don't know/Not applicable (VOL)	5%	7%	0%	2%
Total Unweighted (n)		105	60	1	44
Install another heat pump	Yes	16%	17%	0%	16%
	No	78%	78%	100%	77%
	Don't know/Not applicable (VOL)	6%	5%	0%	7%

A4b_b3: Are you planning to <insert upgrade> in the next 12 months?

		Total	Region		
			St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)		22	3	1	18
Buy energy efficient lights	Yes	45%	100%	0%	39%
	No	41%	0%	100%	44%
	Already fully upgraded (VOL)	5%	0%	0%	6%
	Don't know/Not applicable (VOL)	9%	0%	0%	11%
Total Unweighted (n)		297	134	12	151
Buy a high performance showerhead	Yes	25%	26%	17%	25%
	No	62%	63%	83%	58%
	Already fully upgraded (VOL)	1%	0%	0%	1%
	Don't know/Not applicable (VOL)	12%	10%	0%	15%
Total Unweighted (n)		105	43	5	57
Buy energy efficient appliances	Yes	14%	21%	0%	11%
	No	69%	70%	80%	67%
	Already fully upgraded (VOL)	1%	2%	0%	0%
	Don't know/Not applicable (VOL)	16%	7%	20%	23%

Total Unweighted (n)		197	84	6	107
Buy energy efficient electronics	Yes	12%	15%	0%	10%
	No	79%	80%	83%	79%
	Don't know/Not applicable (VOL)	9%	5%	17%	11%
Total Unweighted (n)		171	71	6	94
Add basement insulation	Yes	15%	8%	17%	19%
	No	73%	85%	83%	63%
	Already fully upgraded (VOL)	4%	0%	0%	6%
	Don't know/Not applicable (VOL)	9%	7%	0%	12%
Total Unweighted (n)		216	103	9	104
Add attic insulation	Yes	19%	15%	22%	24%
	No	66%	71%	67%	62%
	Already fully upgraded (VOL)	6%	6%	11%	6%
	Don't know/Not applicable (VOL)	8%	9%	0%	9%
Total Unweighted (n)		246	88	17	141
Upgrade to a programmable or electronic thermostat	Yes	30%	36%	18%	28%
	No	61%	55%	71%	63%
	Already fully upgraded (VOL)	0%	0%	0%	1%
	Don't know/Not applicable (VOL)	9%	9%	12%	9%
Total Unweighted (n)		203	84	14	105
Install energy star windows	Yes	10%	12%	0%	10%
	No	80%	80%	93%	79%
	Already fully upgraded (VOL)	1%	0%	0%	2%
	Don't know/Not applicable (VOL)	8%	8%	7%	9%
Total Unweighted (n)		128	51	7	70
Seal drafts around vents, doors and windows	Yes	28%	31%	29%	26%
	No	55%	53%	29%	59%
	Already fully upgraded (VOL)	4%	6%	0%	3%
	Don't know/Not applicable (VOL)	13%	10%	43%	13%
Total Unweighted (n)		431	170	24	237
Install an energy efficient heat recovery ventilator	Yes	3%	5%	0%	3%
	No	83%	84%	88%	81%
	Already fully upgraded (VOL)	0%	0%	0%	0%
	Don't know/Not applicable (VOL)	14%	11%	13%	16%

Total Unweighted (n)		478	197	26	255
Install a heat pump	Yes	13%	15%	4%	13%
	No	71%	70%	81%	71%
	Already fully upgraded (VOL)	0%	1%	0%	0%
	Don't know/Not applicable (VOL)	15%	15%	15%	16%

A4_1: What type of heat pump have you installed? SUBSET: Respondents that already installed a heat pump

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	105	60	1	44
Mini-split (single zone or one indoor unit)	45%	50%	0%	39%
Mini-split (multi-zone or two or more indoor units)	21%	18%	0%	25%
Central air source	17%	18%	100%	14%
Don't know/Not applicable (VOL)	14%	12%	0%	18%
Ground source	3%	2%	0%	5%

A4_2: What type of heat pump are you planning to install? SUBSET: Respondents that are planning to install a heat pump

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	64	30	1	33
Don't know/Not applicable (VOL)	47%	30%	0%	64%
Mini-split (multi-zone or two or more indoor units)	28%	30%	0%	27%
Mini-split (single zone or one indoor unit)	22%	37%	100%	6%
Central air source	3%	3%	0%	3%

A5a: What, if any, other energy efficient changes have you made to your home in the past year?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
None	76%	79%	86%	72%
Replaced/added doors/storm doors	6%	6%	7%	5%
Seal drafts around vents, doors and windows	4%	3%	4%	6%
Miscellaneous mentions	4%	3%	0%	5%
Added insulation to outside walls	3%	3%	0%	4%
Insulation (Non specific types/general areas in home)	2%	2%	0%	3%
Replaced siding on home	2%	0%	0%	4%
Cover windows (usually with blinds, curtains, or plastic) - Includes energy efficient curtains/thermal curtains	2%	2%	0%	2%
Installed/ upgraded windows (non specific types)	2%	2%	0%	2%
Buy energy efficient lights	2%	1%	4%	2%
Add basement/crawl space insulation	1%	1%	0%	2%
Add attic insulation	1%	0%	4%	2%
Buy energy efficient appliances	1%	1%	0%	1%
Programmable lights (motion censor, timer, etc.)	1%	2%	0%	1%
Reduced use of electronics / unplugging when not in use	1%	0%	4%	1%
Replaced/upgraded roof	1%	0%	0%	1%
Insulating hot water heater and/or pipes	1%	0%	4%	1%
Use less hot water for showering	0%	0%	0%	0%
Turn the heat down	0%	0%	0%	0%
Upgrade to a programmable or electronic thermostat	0%	0%	0%	0%
Bought an energy efficient heater / furnace	0%	1%	0%	0%
Added insulation between floors	0%	0%	0%	1%
Turn off lights	0%	0%	0%	0%
Install a heat pump	0%	0%	0%	0%
Installed wood/oil stove/furnace	0%	0%	0%	0%
Refused (VOL)	0%	0%	0%	0%

Column totals may exceed 100% due to multiple response

A5b: Why did you make this/these change(s)?- First mention -SUBSET: Respondents who made energy efficient changes in past year

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	143	55	4	84
Save money	29%	24%	25%	32%
Save energy	26%	29%	25%	24%
comfort / seal drafts / make it warmer	17%	15%	50%	17%
Home needed repair / upgrade	17%	16%	0%	18%
Miscellaneous mentions	5%	5%	0%	5%
Concern about electricity prices rising / Muskrat Falls	4%	9%	0%	1%
Appliances needed to be replaced/repared/upgraded	2%	0%	0%	4%
Don't know/Not applicable (VOL)	1%	2%	0%	0%

**A5b: Why did you make this/these change(s)?
- Other mentions -
SUBSET: Respondents who made energy efficient changes in past year**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	142	54	4	84
No other reasons (VOL)	50%	46%	50%	52%
Save energy	20%	19%	50%	19%
Save money	13%	15%	0%	12%
comfort / seal drafts / make it warmer	8%	9%	0%	8%
Home needed repair / upgrade	4%	4%	0%	5%
Concern about electricity prices rising / Muskrat Falls	3%	4%	0%	2%
Concern for the environment	3%	6%	0%	1%
Miscellaneous mentions	3%	4%	0%	2%
Appliances needed to be replaced/repared/upgraded	2%	0%	0%	4%
Don't know/Not applicable (VOL)	1%	2%	0%	0%

Column totals may exceed 100% due to multiple response

A5b: Why did you make this/these change(s)?- All mentions -SUBSET: Respondents who made energy efficient changes in past year

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	143	55	4	84
Save energy	45%	47%	75%	43%
Save money	41%	38%	25%	44%
comfort / seal drafts / make it warmer	25%	24%	50%	25%
Home needed repair / upgrade	21%	20%	0%	23%
Miscellaneous mentions	8%	9%	0%	7%
Concern about electricity prices rising / Muskrat Falls	7%	13%	0%	4%
Appliances needed to be replaced/repared/upgraded	4%	0%	0%	7%
Concern for the environment	3%	5%	0%	1%
Don't know/Not applicable (VOL)	1%	4%	0%	0%

Column totals may exceed 100% due to multiple response

A5c: What additional energy savings activities and upgrades do you plan to engage in over the next 12 months?SUBSET: Respondents who made energy efficient changes in past year

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
None/Nothing	55%	57%	39%	54%
Don't know/Not applicable	14%	11%	21%	17%
Heat Pump/Mini Split	7%	10%	4%	4%
Miscellaneous mentions	4%	4%	14%	4%
Add attic insulation	3%	3%	0%	4%
Replace windows	3%	2%	7%	3%
Seal drafts/replace weather stripping around windows/doors	2%	4%	0%	1%
Lights (LEDs, Energy Star, energy efficient)	2%	4%	7%	0%
Replace/add doors	2%	2%	7%	2%
Add basement/crawlspace insulation	2%	2%	0%	2%

Programmable thermostats	2%	2%	7%	1%
Burn more wood/Get a wood stove - Includes wood pellet stove	2%	1%	0%	2%
Other heat sources (convection, mini stoves, infrared, baseboard, wood furnace, forced air	2%	1%	4%	2%
Unplug/turns things off when not being used 14	2%	2%	0%	1%
Turn heat down (General)	2%	3%	0%	0%
Replace siding	1%	1%	4%	2%
Install/use propane heater/fireplace/stove	1%	2%	0%	1%
Install new showerhead/high performance showerhead	1%	2%	0%	1%
Add insulation (General)	1%	1%	0%	1%
Conserve energy (General)	1%	0%	0%	2%
Keep lights turned off/use lights less	1%	0%	7%	1%
Use less hot water/wash clothes in cold water	1%	0%	4%	1%
New thermostats (General)	1%	1%	0%	1%
Installing solar panels	1%	1%	0%	1%
Add insulation to exterior walls	1%	0%	0%	1%
Replace/upgrade roof	1%	0%	0%	1%
Turn heat down when not home/room is not being used	1%	1%	4%	0%
Energy efficient hot water heater - Includes hot water on demand/tankless	1%	0%	0%	1%
Use the dryer less/use clothes-line to dry clothes	1%	0%	0%	1%
Energy efficient appliances	0%	0%	0%	1%

Column totals may exceed 100% due to multiple response

Q5d: How many thermostats do you have in total in your home?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
.00	1%	0%	7%	0%
1.00	12%	9%	18%	14%
2.00	8%	9%	0%	8%
3.00	6%	5%	0%	8%
4.00	5%	3%	4%	6%
5.00	6%	5%	4%	7%
6.00	9%	6%	7%	12%
7.00	11%	10%	7%	12%
8.00	9%	10%	18%	8%
9.00	5%	5%	14%	4%
10.00	10%	10%	11%	9%
11.00	3%	3%	0%	3%
12.00	7%	11%	11%	4%
13.00	1%	2%	0%	1%
14.00	2%	3%	0%	2%
15.00	2%	3%	0%	1%
16.00	1%	2%	0%	1%
18.00	1%	1%	0%	0%
20.00	1%	1%	0%	0%
21.00	0%	0%	0%	0%
23.00	0%	1%	0%	0%
24.00	0%	0%	0%	0%
25.00	0%	0%	0%	0%
Don't know/Not applicable (VOL)	1%	2%	0%	1%

**Q5d: How many thermostats do you have in total in your home?
- Mean Values -**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
N	592	262	28	302
Mean	7.0	7.9	6.5	6.2

Refused and Don't know have been excluded

Q5e_1: Of the total thermostats you have in your home, how many are programmable?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	592	262	28	302
.00	45%	35%	61%	53%
1.00	12%	11%	14%	14%
2.00	8%	9%	4%	7%
3.00	5%	5%	7%	5%
4.00	4%	5%	0%	4%
5.00	5%	7%	0%	3%
6.00	3%	4%	4%	2%
7.00	3%	3%	0%	3%
8.00	3%	5%	11%	1%
9.00	2%	3%	0%	1%
10.00	3%	3%	0%	4%
11.00	1%	1%	0%	2%
12.00	2%	2%	0%	2%
13.00	0%	1%	0%	0%
14.00	1%	2%	0%	0%
15.00	1%	1%	0%	0%
18.00	0%	0%	0%	0%
19.00	0%	0%	0%	0%
20.00	0%	0%	0%	0%
23.00	0%	0%	0%	0%
24.00	0%	0%	0%	0%

**Q5e_1: Of the total thermostats you have in your home, how many are programmable?
- Mean Values -**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
N	592	262	28	302
Mean	2.8	3.7	1.5	2.1

Refused and Don't know have been excluded

Q5e_2: Of the total thermostats you have in your home, how many are electronic?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	592	262	28	302
.00	81%	77%	93%	83%
1.00	4%	3%	0%	4%
2.00	3%	3%	0%	3%
3.00	2%	3%	4%	2%
4.00	1%	2%	0%	0%
5.00	2%	2%	0%	1%
6.00	2%	2%	4%	1%
7.00	1%	2%	0%	1%
8.00	1%	1%	0%	1%
9.00	1%	1%	0%	1%
10.00	1%	2%	0%	0%
11.00	0%	0%	0%	0%
12.00	1%	1%	0%	1%
13.00	0%	0%	0%	0%
14.00	1%	0%	0%	1%
15.00	0%	0%	0%	0%
18.00	0%	1%	0%	0%
23.00	0%	0%	0%	0%

**Q5e_2: Of the total thermostats you have in your home, how many are electronic?
- Mean Values -**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
N	592	262	28	302
Mean	1.0	1.3	.3	.9

Refused and Don't know have been excluded

Q5e_3: Of the total thermostats you have in your home, how many are wall dial?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	592	262	28	302
.00	46%	46%	36%	46%
1.00	11%	12%	14%	10%
2.00	6%	7%	4%	6%
3.00	5%	2%	4%	7%
4.00	5%	6%	0%	5%
5.00	5%	3%	4%	7%
6.00	6%	5%	11%	6%
7.00	5%	5%	7%	6%
8.00	4%	5%	4%	4%
9.00	2%	2%	11%	1%
10.00	2%	2%	7%	1%
11.00	0%	1%	0%	0%
12.00	1%	2%	0%	0%
13.00	0%	0%	0%	0%
14.00	0%	1%	0%	0%
15.00	1%	1%	0%	0%
16.00	1%	0%	0%	1%
18.00	0%	0%	0%	0%
19.00	0%	0%	0%	0%
62.00	0%	0%	0%	0%

**Q5e_3: Of the total thermostats you have in your home, how many are wall dial?
- Mean Values -**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
N	592	262	28	302
Mean	2.8	2.9	3.6	2.6

Refused and Don't know have been excluded

Q5e_4: Of the total thermostats you have in your home, how many are baseboard heater dial?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	592	262	28	302
.00	79%	82%	61%	77%
1.00	5%	5%	7%	5%
2.00	6%	6%	14%	5%
3.00	3%	1%	7%	4%
4.00	2%	2%	4%	2%
5.00	2%	1%	4%	2%
6.00	1%	1%	0%	2%
7.00	1%	1%	0%	1%
8.00	1%	0%	4%	1%
9.00	0%	0%	0%	1%
10.00	1%	0%	0%	1%
12.00	1%	0%	0%	1%

Q5e_4: Of the total thermostats you have in your home, how many are baseboard heater dial?
- Mean Values -

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
N	592	262	28	302
Mean	.7	.5	1.2	.9

Refused and Don't know have been excluded

Q6a: How likely are you to consider buying an electric vehicle in the next 5 years? Are you...

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Very likely	5%	8%	0%	4%
Somewhat likely	20%	24%	7%	17%
Not very likely	26%	23%	36%	28%
Not at all likely	47%	44%	57%	49%
Don't know (VOL)	2%	2%	0%	2%

**Q6a1: Would you most likely buy a 100% battery operated vehicle or a plug-in hybrid?
SUBSET: Respondents that are likely to buy an electric vehicle**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	149	84	2	63
100% battery operated	28%	27%	0%	30%
Plug-in Hybrid	58%	60%	100%	56%
Don't know (VOL)	13%	13%	0%	14%

Q6b: Why are you unlikely to consider buying an electric vehicle? SUBSET: Respondents who are unlikely to consider buying an electric vehicle in the next 5 years

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	441	177	26	238
Cost to purchase	29%	30%	19%	29%
Not planning to purchase a new vehicle in foreseeable future/ Recently purchased new vehicle	21%	19%	8%	25%
Availability of charging stations	19%	24%	19%	16%
Concern about reliability/ charge range/ running out of power/ charging time/engine performance (long distance travel)	10%	10%	4%	11%
Not suitable/available for lifestyle (age, family size, employment requirements , style of vehicle, etc.)	10%	11%	15%	9%
Don't know enough about them / they are still too new to the market	8%	7%	8%	8%
Cost of electricity	7%	7%	4%	6%
Don't know (VOL)	6%	6%	12%	5%
Not interested / Don't like them/ Doesn't need one (general)	4%	3%	0%	4%
Would prefer/ used to using a gas powered vehicle	3%	2%	0%	5%
Not efficient in cold climates/they don't work in cold climates	3%	1%	27%	1%
Doesn't drive/ Uses public transportation	2%	2%	0%	3%
Miscellaneous mentions	2%	3%	0%	0%
Have never considered it	1%	2%	0%	1%
Environmental concerns	1%	1%	0%	1%
Cost (general)	1%	1%	0%	1%

Column totals may exceed 100% due to multiple response

B1a: Are you aware of any advertising campaigns in Newfoundland and Labrador promoting energy saving products and tips to save energy?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	83%	86%	82%	81%
No	16%	13%	18%	19%
Don't know (VOL)	1%	0%	0%	1%

B1b: What is the name of this energy saving advertising campaign? SUBSET: Respondents who are aware of advertising campaigns

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	500	230	23	247
Don't know (VOL)	43%	40%	52%	45%
NF Power campaign	26%	25%	4%	29%
Take Charge	22%	29%	26%	16%
NL Hydro campaign	7%	3%	22%	9%
Miscellaneous mentions	2%	1%	0%	3%
Energy savers rebate	2%	1%	0%	3%
Heat pump/Heat pump rebates - Includes Mitsubishi heat pumps	1%	0%	0%	2%
Energy smart	1%	1%	0%	0%
Provincial government campaign	1%	1%	0%	0%
Refused (VOL)	0%	0%	0%	0%

Column totals may exceed 100% due to multiple response

B1c: Who is responsible for this energy saving advertising campaign?
- First mention -
SUBSET: Respondents who are aware of advertising campaigns

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	500	230	23	247
NF Power	57%	67%	13%	51%
Don't know (VOL)	17%	13%	17%	21%
NL Hydro	15%	10%	52%	17%
Provincial Government	9%	9%	13%	9%
Nalcor	1%	0%	4%	0%
Miscellaneous mentions	1%	0%	0%	1%
Federal Government	0%	0%	0%	1%
Hardware/Building supply/ retail stores	0%	0%	0%	0%

B1c: Who is responsible for this energy saving advertising campaign?
- Other mentions -
SUBSET: Respondents who are aware of advertising campaigns

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	413	199	19	195
Don't know (VOL)	30%	30%	21%	30%
Provincial Government	23%	26%	32%	20%
No other mentions <font3>(VOL)<font4>	23%	23%	32%	22%
NL Hydro	16%	17%	16%	16%
NF Power	9%	8%	5%	11%
Federal Government	3%	3%	0%	4%
Nalcor	3%	4%	5%	2%
Hardware/Building supply/ retail stores	1%	0%	0%	3%
Miscellaneous mentions	1%	0%	0%	2%

Column totals may exceed 100% due to multiple response

**B1c: Who is responsible for this energy saving advertising campaign?- All mentions -
SUBSET: Respondents who are aware of advertising campaigns**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	500	230	23	247
NF Power	64%	74%	17%	60%
NL Hydro	29%	25%	65%	29%
Provincial Government	28%	31%	39%	25%
Don't know (VOL)	17%	13%	17%	21%
Federal Government	3%	2%	0%	4%
Nalcor	3%	3%	9%	2%
Miscellaneous mentions	1%	0%	0%	2%
Hardware/Building supply/ retail stores	1%	0%	0%	2%

Column totals may exceed 100% due to multiple response

**C1a: Have you ever heard of the Take Charge program?
SUBSET: Respondents who did not mention Take Charge in B1b**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	490	200	22	268
Yes	90%	91%	95%	90%
No	9%	9%	5%	9%
Don't know (VOL)	1%	1%	0%	1%

**C1a: Have you ever heard of the Take Charge program?
- TOTAL AWARENESS -**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	92%	93%	96%	91%
No	7%	6%	4%	8%
Don't know (VOL)	1%	0%	0%	1%

**C1b: Would you say you are very familiar, somewhat familiar, not very familiar or not at all familiar with the Take Charge program?
SUBSET: Respondents who are aware of Take Charge**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	553	248	27	278
Very familiar	24%	28%	11%	21%
Somewhat familiar	58%	61%	52%	57%
Not very familiar	14%	10%	22%	17%
Not at all familiar	4%	1%	15%	5%

C1c: What programs or services are provided by the Take Charge program? SUBSET: Respondents who are aware of Take Charge

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	553	248	27	278
Rebates	62%	72%	48%	54%
Don't know (VOL)	26%	19%	37%	32%
Tips on how to save energy	16%	16%	11%	16%
Financing/Rebates/Discounts (for heat pumps and others)	5%	6%	4%	4%
Miscellaneous Mentions	2%	3%	7%	1%
Programmable Thermostats (No mention of rebate or information)	2%	2%	4%	2%
Provided Energy Efficient Light Bulbs	2%	1%	15%	1%
Insulation (No mention of rebate or information)	1%	1%	4%	2%
Light/Lightbulbs (No mention of rebate or provision)	1%	1%	0%	1%
Heat Pump (No mention of financing)	1%	2%	0%	1%
Insulation (Discount/Rebate)	1%	1%	4%	1%
Home Energy Audits/Assessments	1%	1%	0%	1%
Monthly Home Energy Reports	1%	2%	0%	1%
Provided Draft sealing kits / Efficiency kit	0%	0%	4%	0%
Windows (No mention of rebate or information)	0%	0%	0%	0%

Column totals may exceed 100% due to multiple response

C1d: Have you seen or heard anything related to the Take Charge campaign in the past year?

SUBSET: Respondents who are aware of Take Charge

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	553	248	27	278
Yes	79%	87%	59%	74%
No	16%	9%	30%	21%
Don't know (VOL)	5%	4%	11%	5%

C2A: Where do you recall seeing or hearing about the Take Charge advertising campaign in the last year? - First mention -SUBSET: Respondents who have seen or heard something related to Take Charge

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	438	216	16	206
Television	48%	43%	63%	52%
Bill inserts	10%	11%	0%	11%
Radio	8%	9%	0%	7%
Building supply/retail store	8%	10%	0%	5%
Facebook	7%	5%	19%	8%
Online advertising	5%	4%	0%	6%
Email	4%	4%	6%	3%
Mail/ Flyers	2%	2%	0%	2%
Miscellaneous Mention	2%	3%	6%	1%
Newspaper	1%	2%	0%	0%
Don't Know (VOL)	1%	1%	0%	1%
Home Energy Reports	1%	1%	0%	0%
Magazine or booklet	1%	0%	0%	1%
YouTube	0%	1%	0%	0%
Costco	0%	1%	0%	0%
Other website	0%	1%	0%	0%
Take Charge website	0%	0%	0%	0%
Trade shows/displays	0%	0%	0%	0%
Word of mouth (Friend/family)	0%	0%	0%	0%
MyHome Website	0%	0%	6%	0%
Billboards/posters/ billboard on vehicle	0%	0%	0%	0%
NL Hydro/ NL Power websites	0%	0%	0%	0%

C2A: Where do you recall seeing or hearing about the Take Charge advertising campaign in the last year?- Other mentions -SUBSET: Respondents who have seen or heard something related to Take Charge

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	433	213	16	204
Television	23%	25%	31%	20%
No other mentions (VOL)	23%	23%	38%	22%
Radio	19%	20%	19%	17%
Bill inserts	15%	12%	6%	20%
Building supply/retail store	12%	12%	6%	12%
Online advertising/ Internet (general)	10%	12%	6%	8%
Facebook	9%	8%	6%	9%
Newspaper	6%	8%	0%	4%
Magazine or booklet	3%	2%	0%	4%
Mail/ Flyers/ Brochures	2%	2%	0%	3%
Don't Know (VOL)	2%	2%	0%	3%
Trade shows/displays	2%	2%	6%	1%
YouTube	2%	2%	0%	2%
Word of mouth (Friend/family)	2%	0%	0%	3%
Twitter	2%	2%	0%	1%
Miscellaneous Mention	2%	1%	0%	2%
Email	1%	1%	0%	1%
Billboards	1%	2%	0%	0%
NL Hydro/ NL Power websites	1%	1%	0%	0%
Take Charge website	0%	0%	0%	0%
Home Energy Reports	0%	0%	0%	0%
MyHome Website	0%	0%	0%	0%
Costco	0%	1%	0%	0%
Billboards/posters/ billboard on vehicle	0%	1%	0%	0%
Posters	0%	0%	0%	0%
Other website	0%	0%	0%	0%

Column totals may exceed 100% due to multiple response

C2A: Where do you recall seeing or hearing about the Take Charge advertising campaign in the last year?- All mentions -SUBSET: Respondents who have seen or heard something related to Take Charge

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	438	216	16	206
Television	71%	68%	94%	72%
Radio	26%	29%	19%	24%
Bill inserts	26%	22%	6%	31%
Building supply/retail store	19%	22%	6%	17%
Facebook	16%	13%	25%	17%
Online advertising	15%	16%	6%	14%
Newspaper	7%	10%	0%	4%
Email	5%	6%	6%	5%
Mail/ Flyers	4%	4%	0%	5%
Magazine or booklet	4%	3%	0%	5%
Miscellaneous Mention	4%	4%	6%	3%
Don't Know (VOL)	3%	3%	0%	4%
YouTube	2%	3%	0%	2%
Trade shows/displays	2%	2%	6%	2%
Word of mouth (Friend/family)	2%	1%	0%	3%
Twitter	2%	2%	0%	1%
Home Energy Reports	1%	2%	0%	1%
Billboards	1%	2%	0%	0%
Costco	1%	2%	0%	0%
NL Hydro/ NL Power websites	1%	1%	0%	0%
Take Charge website	1%	0%	0%	1%
MyHome Website	1%	0%	6%	0%
Billboards/posters/ billboard on vehicle	1%	1%	0%	0%
Other website	1%	1%	0%	0%
Posters	0%	0%	0%	0%

Column totals may exceed 100% due to multiple response

C2b: Have you made any changes to try and reduce the amount of electricity you use as a result of seeing or hearing anything from Take Charge?

SUBSET: Respondents who have seen or heard something related to Take Charge

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	438	216	16	206
Yes	53%	53%	38%	54%
No	45%	45%	63%	44%
Don't know (VOL)	2%	2%	0%	1%

C3a: Do you recall any TV ads recently for energy saving tips and upgrades which included "small, orange scallywags" that waste energy?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	61%	68%	50%	56%
No	37%	31%	46%	42%
Don't know (VOL)	2%	1%	4%	2%

C3d: Have you made any changes to try and reduce the amount of electricity you use as a result of seeing this TV advertising campaign?

SUBSET: Respondents who recall seeing the TV ads mentioned in C3a

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	366	181	14	171
Yes	33%	35%	14%	33%
No	64%	63%	79%	64%
Don't know (VOL)	3%	2%	7%	4%

C5a: Are you aware of any specific rebate programs offered by Take Charge?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	61%	71%	32%	55%
No	37%	28%	61%	42%
Don't know (VOL)	2%	1%	7%	3%

C5b: What Take Charge rebate programs are you aware of? SUBSET: Respondents who are aware of the specific rebate programs offered by Take Charge

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	366	189	9	168
A rebate when you purchase a programmable thermostat	53%	62%	44%	43%
A rebate when you upgrade the insulation in your attic	52%	49%	56%	55%
A rebate when you upgrade the insulation in your basement or crawl space	47%	44%	44%	50%
An instant rebate when you purchase energy efficient lights/products	35%	41%	33%	27%
A rebate when you install/purchase a heat pump/mini split pump	31%	30%	33%	33%
A rebate on the purchase of high performance electronic thermostats	15%	19%	11%	11%
A rebate when you install windows	7%	7%	0%	7%
Don't know (VOL)	4%	3%	0%	6%
A rebate when you install a HRV (Heat Recovery Ventilator) unit	4%	4%	0%	4%
A rebate when you install an appliance	3%	3%	11%	4%
Insulation rebates does not specify attic/basement/crawlspace	1%	2%	0%	1%
A rebate when you install a washer	1%	0%	0%	2%
Home heating rebate (specific mentions)	1%	0%	0%	2%
Other home improvement rebates	1%	2%	0%	0%
High efficiency showerhead rebates	1%	2%	0%	0%
A rebate when you install a fridge	1%	0%	0%	1%
Thermostat rebates (type of thermostat not specified)	1%	1%	0%	1%
A rebate when you install a freezer	0%	0%	0%	1%
A rebate when you install a TV	0%	1%	0%	0%

Column totals may exceed 100% due to multiple response

**C6a: Were you aware of this program?
- A rebate when you purchase a programmable thermostat -**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	68%	75%	39%	64%
No	32%	24%	61%	35%
Don't know (VOL)	1%	1%	0%	1%

C6b: Did you take part in this program?- A rebate when you purchase a programmable thermostat -SUBSET: Respondents who are aware of the program

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	406	200	11	195
Yes	27%	37%	9%	18%
No	70%	62%	73%	79%
Don't know/Not applicable (VOL)	2%	2%	18%	3%

**C6b: Did you take part in this program?
- A rebate when you purchase a programmable thermostat -**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	18%	28%	4%	11%
No	48%	46%	29%	51%
Don't know/Not applicable (VOL)	2%	1%	7%	2%
Not Aware	32%	25%	61%	36%

C6c: Are you likely to take part in this program (again) in the next 12 months?
- A rebate when you purchase a programmable thermostat -
SUBSET: Respondents who are aware of the program

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	32%	33%	32%	31%
No	55%	55%	57%	55%
Don't know/Not applicable (VOL)	13%	12%	11%	14%

C7a: Were you aware of this program?
- A rebate on the purchase of high performance electronic thermostats -

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	30%	33%	11%	29%
No	68%	64%	89%	69%
Don't know (VOL)	2%	3%	0%	1%

C7b: Did you take part in this program?- A rebate on the purchase of high performance electronic thermostats -SUBSET: Respondents who are aware of the program

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	180	87	3	90
Yes	15%	23%	0%	8%
No	82%	76%	100%	87%
Don't know/Not applicable (VOL)	3%	1%	0%	6%

C7b: Did you take part in this program?
- A rebate on the purchase of high performance electronic thermostats -

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	5%	8%	0%	2%
No	25%	25%	11%	25%
Don't know/Not applicable (VOL)	1%	0%	0%	2%
Not Aware	70%	67%	89%	71%

C7c: Are you likely to take part in this program (again) in the next 12 months?
- A rebate on the purchase of high performance electronic thermostats -
SUBSET: Respondents who are aware of the program

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	20%	23%	7%	18%
No	63%	64%	68%	62%
Don't know/Not applicable (VOL)	17%	13%	25%	20%

C8a: Were you aware of this program?
- A rebate when you upgrade the insulation in your basement or crawl space -

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	60%	61%	39%	61%
No	39%	38%	57%	38%
Don't know (VOL)	1%	1%	4%	1%

C8b: Did you take part in this program?- A rebate when you upgrade the insulation in your basement or crawl space -SUBSET: Respondents who are aware of the program

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	362	163	11	188
Yes	20%	23%	9%	19%
No	77%	75%	91%	78%
Don't know/Not applicable (VOL)	2%	1%	0%	3%

**C8b: Did you take part in this program?
- A rebate when you upgrade the insulation in your basement or crawl space -**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	12%	14%	4%	11%
No	47%	46%	36%	48%
Don't know/Not applicable (VOL)	1%	1%	0%	2%
Not Aware	40%	39%	61%	39%

**C8c: Are you likely to take part in this program (again) in the next 12 months?
- A rebate when you upgrade the insulation in your basement or crawl space -
SUBSET: Respondents who are aware of the program**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	17%	14%	18%	19%
No	73%	78%	64%	69%
Don't know/Not applicable (VOL)	10%	8%	18%	12%

**C9a: Were you aware of this program?
- A rebate when you upgrade the insulation in your attic -**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	61%	60%	43%	63%
No	38%	38%	54%	36%
Don't know (VOL)	1%	2%	4%	0%

C9b: Did you take part in this program?- A rebate when you upgrade the insulation in your attic -SUBSET: Respondents who are aware of the program

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	366	160	12	194
Yes	15%	17%	0%	14%
No	83%	81%	92%	83%
Don't know/Not applicable (VOL)	2%	2%	8%	3%

**C9b: Did you take part in this program?
- A rebate when you upgrade the insulation in your attic -**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	9%	10%	0%	9%
No	50%	49%	39%	53%
Don't know/Not applicable (VOL)	2%	1%	4%	2%
Not Aware	39%	40%	57%	37%

**C9c: Are you likely to take part in this program (again) in the next 12 months?
- A rebate when you upgrade the insulation in your attic -
SUBSET: Respondents who are aware of the program**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	17%	15%	11%	18%
No	73%	76%	68%	71%
Don't know/Not applicable (VOL)	11%	9%	21%	11%

**C10a: Were you aware of this program?
- A rebate when you install a HRV (Heat Recovery Ventilator) unit -**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	31%	35%	18%	28%
No	67%	65%	79%	69%
Don't know (VOL)	2%	1%	4%	3%

C10b: Did you take part in this program?- A rebate when you install a HRV (Heat Recovery Ventilator) unit -SUBSET: Respondents who are aware of the program

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	184	92	5	87
Yes	10%	11%	0%	9%
No	87%	86%	100%	87%
Don't know/Not applicable (VOL)	3%	3%	0%	3%

**C10b: Did you take part in this program?
- A rebate when you install a HRV (Heat Recovery Ventilator) unit -**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	3%	4%	0%	3%
No	27%	30%	18%	25%
Don't know/Not applicable (VOL)	1%	1%	0%	1%
Not Aware	69%	65%	82%	72%

**C11a: Were you aware of this program?
- An instant rebate when you purchase energy efficient lights or other energy efficient products for your home -**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	56%	61%	54%	53%
No	42%	38%	39%	46%
Don't know (VOL)	2%	2%	7%	1%

**C11b: Did you take part in this program?
- An instant rebate when you purchase energy efficient lights or other energy efficient products for your home -
SUBSET: Respondents who are aware of the program**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	338	161	15	162
Yes	73%	75%	60%	72%
No	25%	24%	27%	27%
Don't know (VOL)	2%	1%	13%	2%

C11b: Did you take part in this program?- An instant rebate when you purchase energy efficient lights or other energy efficient products for your home -

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	41%	45%	32%	38%
No	14%	15%	14%	14%
Don't know (VOL)	1%	0%	7%	1%
Not Aware	44%	39%	46%	47%

**C11c: Are you likely to take part in this program (again) in the next 12 months?
- An instant rebate when you purchase energy efficient lights or other energy efficient products for your home -
SUBSET: Respondents who are aware of the program**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Yes	61%	62%	50%	60%
No	30%	28%	32%	31%
Don't know (VOL)	10%	10%	18%	9%

**C12a: Did you purchase any products included in the rebate programs mentioned earlier but NOT apply for the rebate?
SUBSET: Respondents who took part in any of the rebate programs**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	297	150	11	136
Yes	36%	38%	9%	35%
No	60%	58%	82%	60%
Don't know (VOL)	5%	4%	9%	5%

C12a1: What products did you purchase but not apply for the rebate?
SUBSET: Respondents who purchased products but did not apply for rebate

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	106	57	1	48
Lightbulbs	31%	28%	100%	33%
Programmable thermostat	25%	28%	0%	23%
Basement insulation	21%	14%	0%	29%
Attic insulation	15%	14%	0%	17%
HRV	8%	9%	0%	8%
Heat pump	6%	9%	0%	2%
High performance electronic thermostat	5%	5%	0%	4%
Miscellaneous mentions	5%	5%	0%	4%
Don't know (VOL)	4%	2%	0%	6%
Appliances	3%	4%	0%	2%
Insulation (general)	3%	2%	0%	4%
Electronics	1%	0%	0%	2%

Column totals may exceed 100% due to multiple response

C12b: Why didn't you apply for the rebate? Would you say it was mainly because....SUBSET: Respondents who purchased products but did not apply for rebate

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	106	57	1	48
Too much trouble / hassle	19%	18%	0%	21%
Not worth the effort/saving not large enough	11%	9%	0%	15%
Don't know what to do / how to go about it	5%	7%	0%	2%
Wasn't aware of it	18%	21%	0%	15%
Just haven't gotten around to it	14%	16%	0%	13%
Wasn't available in my area	1%	2%	0%	0%
Am not available/eligible for the rebates	9%	7%	0%	13%
Instant rebate provided - no need to apply	8%	5%	100%	10%
Other (Please specify)	13%	14%	0%	13%
Don't know (VOL)	1%	2%	0%	0%

**C13: Where did you get your information about the rebate program?
SUBSET: Respondents who didn't apply for the rebate or weren't aware of it**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	263	132	9	122
Advertising	32%	32%	33%	33%
Internet/online (general)	24%	29%	11%	20%
Retailer/building supply sales associate	19%	17%	22%	21%
Retail in-store signage	18%	20%	11%	16%
Bill insert	15%	14%	11%	16%
Social Media	13%	13%	22%	12%
Word of mouth	11%	10%	11%	11%
Television	9%	11%	11%	7%
Brochure	6%	6%	11%	7%
Radio - Includes CBC radio	6%	6%	0%	7%
NL Power/ NL Hydro - Includes website mentions, Emails, Representative going door-to-door	5%	4%	33%	4%
Take Charge website/emails/representative	4%	5%	11%	2%
Home energy report	3%	4%	0%	3%
Newspaper/News	3%	2%	0%	4%
Trade show	2%	2%	0%	2%
Don't know	2%	2%	0%	2%
Miscellaneous mentions	2%	2%	0%	2%
MyHome Website	1%	2%	0%	1%
Product packaging/inserts	1%	2%	0%	1%
Email	1%	2%	0%	0%
Flyers	0%	1%	0%	0%
Mail	0%	1%	0%	0%

Column totals may exceed 100% due to multiple response

**C14: To what extent did you find the _____ helpful? Would you say the _____ was...? SUBSET:
Respondents who were aware of the rebate programs**

		Total	Region		
			St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)		51	23	2	26
To what extent did you find the retailer/building supply sales associate helpful? Would you say the retailer/building supply sales associate was...?	Very helpful	51%	43%	50%	58%
	Somewhat helpful	39%	43%	50%	35%
	Not helpful	8%	9%	0%	8%
	Not applicable (VOL)	2%	4%	0%	0%
Total Unweighted (n)		47	26	1	20
To what extent did you find the retail in-store signage helpful? Would you say the retail in-store signage was...?	Very helpful	55%	58%	0%	55%
	Somewhat helpful	40%	35%	100%	45%
	Not helpful	4%	8%	0%	0%
Total Unweighted (n)		58	35	1	22
To what extent did you find the website helpful? Would you say the website was...?	Very helpful	59%	69%	0%	45%
	Somewhat helpful	38%	26%	100%	55%
	Not helpful	3%	6%	0%	0%
Total Unweighted (n)		34	17	2	15
To what extent did you find social media helpful? Would you say social media was...?	Very helpful	32%	35%	0%	33%
	Somewhat helpful	62%	53%	100%	67%
	Not helpful	6%	12%	0%	0%
Total Unweighted (n)		85	42	3	40
To what extent did you find the advertising helpful? Would you say the advertising was...?	Very helpful	38%	36%	33%	40%
	Somewhat helpful	59%	60%	67%	58%
	Not helpful	1%	2%	0%	0%
	Not applicable (VOL)	1%	2%	0%	0%
	Don't know (VOL)	1%	0%	0%	3%
Total Unweighted (n)		28	13	1	14
To what extent did you find word of mouth helpful? Would you say word of mouth was...?	Very helpful	32%	23%	100%	36%
	Somewhat helpful	64%	77%	0%	57%
	Not helpful	4%	0%	0%	7%
Total Unweighted (n)		40	19	1	20
To what extent did you find the bill insert helpful? Would you say the bill insert was...?	Very helpful	50%	47%	0%	55%
	Somewhat helpful	48%	47%	100%	45%
	Not helpful	3%	5%	0%	0%

Total Unweighted (n)		17	8	1	8
To what extent did you find the brochure helpful? Would you say the brochure was...?	Very helpful	35%	25%	0%	50%
	Somewhat helpful	65%	75%	100%	50%
Total Unweighted (n)		6	3	0	3
To what extent did you find the trade show helpful? Would you say the trade show was...?	Very helpful	67%	100%	0%	33%
	Somewhat helpful	33%	0%	0%	67%
Total Unweighted (n)		9	5	0	4
To what extent did you find the Home Energy Report helpful? Would you say the Home Energy Report was...?	Very helpful	44%	40%	0%	50%
	Somewhat helpful	56%	60%	0%	50%
Total Unweighted (n)		3	2	0	1
To what extent did you find the MyHome Website helpful? Would you say the MyHome Website was...?	Very helpful	67%	50%	0%	100%
	Somewhat helpful	33%	50%	0%	0%

C16: How interested are you in financing energy efficient products through your utility? SUBSET: Respondents that are NL Power customers

	Total	Region	
		St. John's CMA	Rest of Province
Total Unweighted (n)	510	266	244
Very interested	10%	9%	10%
Somewhat interested	29%	30%	28%
Not very interested	21%	22%	20%
Not at all interested	37%	35%	39%
Don't know/Not applicable (VOL)	3%	4%	2%

C16_1: How interested are you in financing a mini-split heat pump through your utility?
SUBSET: Respondents that are NL Hydro Power customers

	Total	Region	
		Labrador	Rest of Province
Total Unweighted (n)	90	28	62
Very interested	8%	4%	10%
Somewhat interested	29%	29%	29%
Not very interested	22%	29%	19%
Not at all interested	34%	32%	35%
Don't know/Not applicable (VOL)	7%	7%	6%

C17a: What type of products would you like to finance?
SUBSETS: Respondents who are NL Power customers and interested in financing

	Total	Region	
		St. John's CMA	Rest of Province
Total Unweighted (n)	199	105	94
Heat Pump	50%	52%	47%
Don't know /Can't recall (VOL)	25%	28%	21%
Appliances	11%	11%	10%
Digital or programmable thermostats	9%	7%	12%
Basement and attic insulation	9%	8%	10%
Electric water heaters / Hot water tank	8%	5%	11%
Heat-recovery ventilation system	6%	8%	4%
Miscellaneous mentions	4%	4%	4%
Lights/LEDs/energy efficient lights	3%	2%	3%
Windows	2%	2%	2%
Insulation (general)	2%	1%	3%
Electronics	2%	3%	0%
Furnace/ stove (electric, pellet, wood, general)	1%	1%	1%
Electric home heating systems	1%	0%	1%

Column totals may exceed 100% due to multiple response

D1: If you were looking for information on energy efficient products, services or tips where is the first place (or places) you would go to find this information?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Other websites - Includes Google/internet/online	43%	45%	54%	41%
NL Power website	28%	34%	11%	24%
Take Charge website	11%	13%	21%	8%
Don't know (VOL)	11%	6%	11%	15%
On-line ads	8%	8%	7%	8%
A Newfoundland Power representative	8%	8%	0%	8%
A Newfoundland and Labrador Hydro representative	4%	3%	18%	4%
Advice from retailers	4%	3%	4%	5%
Provincial government departments	3%	3%	0%	3%
Word of mouth (friend/family)	3%	3%	4%	3%
Hydro's website	2%	1%	11%	2%
Television	2%	1%	0%	3%
Retailer Flyers / Go Bag	2%	2%	0%	1%
NL Power (no mention of representative or online)	1%	1%	0%	2%
Miscellaneous mentions	1%	0%	0%	2%
Facebook page	1%	2%	0%	1%
Store displays	1%	0%	0%	2%
Federal government departments	1%	1%	0%	0%
NL Hydro (no mention of representative or online)	1%	1%	0%	1%
Bill inserts or newsletters	1%	1%	0%	0%
Consumer reports/ Energy guide	1%	1%	0%	0%
Advice from Electrician	1%	0%	0%	1%
Newspapers	0%	0%	0%	0%
Radio	0%	0%	0%	1%
YouTube	0%	0%	0%	0%
Manufacturer/ Product packaging	0%	0%	0%	0%
Email	0%	0%	0%	0%

Column totals may exceed 100% due to multiple response

D3b: In your opinion, who should be providing you information such as advertising, booklets, brochures or information on the web, about efficient use of energy?- First mention -

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Newfoundland Power	40%	46%	14%	37%
Provincial government	20%	19%	18%	21%
Electric Utility company	10%	11%	11%	9%
Don't know (VOL)	10%	6%	11%	14%
Newfoundland and Labrador Hydro	10%	5%	32%	11%
Federal government	4%	6%	4%	3%
Retailers/ Suppliers	2%	2%	0%	2%
Take Charge	1%	1%	4%	2%
Miscellaneous mentions	1%	3%	4%	0%
Manufacturer	1%	1%	4%	1%
Own responsibility to stay informed	1%	1%	0%	1%
Landlord/property owner	1%	0%	0%	1%

D3b: In your opinion, who should be providing you information such as advertising, booklets, brochures or information on the web, about efficient use of energy?
- Other mentions -

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	540	251	25	264
Provincial government	38%	41%	48%	34%
Federal government	21%	19%	16%	23%
Newfoundland and Labrador Hydro	20%	24%	20%	17%
Newfoundland Power	16%	18%	4%	16%
No other mentions (VOL)	15%	18%	20%	13%
Don't know (VOL)	7%	4%	12%	10%
Electric Utility company	7%	8%	4%	6%
Local Municipality / City	3%	2%	4%	4%
Retailers/ Suppliers	3%	2%	0%	4%
Manufacturer	1%	2%	0%	2%
Nalcor	1%	2%	0%	0%
Contractors/Home Builders	1%	0%	0%	2%
Other Organizations (NGO, NPO, Regulatory agencies, interest groups, Independent body,)	1%	1%	0%	1%
Miscellaneous mentions	1%	1%	0%	0%
Own responsibility to stay informed	0%	0%	0%	1%
Government (no specific mention of provincial or federal)	0%	0%	0%	0%
Oil companies	0%	0%	0%	0%
News/ media	0%	0%	0%	0%
Environmental groups	0%	0%	0%	0%
Landlord/property owner	0%	0%	0%	0%

Column totals may exceed 100% due to multiple response

D3b: In your opinion, who should be providing you information such as advertising, booklets, brochures or information on the web, about efficient use of energy?- All mentions

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Newfoundland Power	55%	63%	18%	51%
Provincial government	54%	58%	61%	50%
Newfoundland and Labrador Hydro	28%	27%	50%	25%
Federal government	23%	23%	18%	23%
Electric Utility company	17%	19%	14%	15%
Don't know (VOL)	10%	6%	11%	14%
Retailers/ Suppliers	4%	4%	0%	5%
Local Municipality / City	3%	2%	4%	4%
Manufacturer	2%	2%	4%	2%
Miscellaneous mentions	2%	4%	4%	0%
Take Charge	1%	1%	4%	2%
Nalcor	1%	2%	0%	0%
Own responsibility to stay informed	1%	1%	0%	1%
Contractors/Home Builders	1%	0%	0%	2%
Other Organizations (NGO, NPO, Regulatory agencies, interest groups, Independent body,)	1%	1%	0%	1%
Landlord/property owner	1%	0%	0%	1%
Government (no specific mention of provincial or federal)	0%	0%	0%	0%
Oil companies	0%	0%	0%	0%
News/ media	0%	0%	0%	0%
Environmental groups	0%	0%	0%	0%

Column totals may exceed 100% due to multiple response

**D3c: In your opinion, who should be delivering programs such as incentives, rebates, or financing plans to improve the energy efficiency of your home?
- First mention -**

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Provincial government	35%	35%	32%	36%
Newfoundland Power	25%	33%	11%	20%
Don't know (VOL)	11%	7%	11%	15%
Federal government	10%	9%	14%	9%
Newfoundland and Labrador Hydro	9%	6%	25%	9%
Electric Utility company	6%	6%	4%	7%
Government (general- no mentions of federal or provincial, etc.)	1%	1%	0%	1%
Retailers/ Suppliers/ Manufacturers	1%	0%	0%	1%
Nalcor - Includes Muskrat Falls	1%	2%	4%	0%
Miscellaneous mentions	1%	1%	0%	1%
Homeowner/ own responsibility	1%	0%	0%	1%
Municipality/ City	0%	0%	0%	0%

D3c: In your opinion, who should be delivering programs such as incentives, rebates, or financing plans to improve the energy efficiency of your home?- Other mentions -

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	532	248	25	259
Provincial government	32%	33%	32%	30%
Federal government	25%	27%	20%	24%
Newfoundland Power	20%	21%	0%	21%
Newfoundland and Labrador Hydro	18%	19%	20%	16%
No other mentions (VOL)	14%	12%	20%	16%
Electric Utility company	7%	6%	4%	7%
Don't know (VOL)	5%	5%	0%	7%
Retailers/ Suppliers/ Manufacturers	3%	4%	8%	3%
Miscellaneous mentions	2%	2%	4%	2%
Municipality/ City	2%	0%	8%	3%
Nalcor - Includes Muskrat Falls	2%	2%	0%	2%
Government (general- no mentions of federal or provincial, etc.)	1%	1%	0%	0%
Oil Companies	0%	0%	0%	0%
Finance/ Insurance companies	0%	0%	0%	0%
Homeowner/ own responsibility	0%	0%	0%	0%

Column totals may exceed 100% due to multiple response

D3c: In your opinion, who should be delivering programs such as incentives, rebates, or financing plans to improve the energy efficiency of your home?
- All mentions -

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Provincial government	63%	66%	61%	61%
Newfoundland Power	43%	53%	11%	38%
Federal government	32%	35%	32%	30%
Newfoundland and Labrador Hydro	24%	24%	43%	23%
Electric Utility company	12%	12%	7%	13%
Don't know (VOL)	11%	7%	11%	15%
Retailers/ Suppliers/ Manufacturers	4%	4%	7%	4%
Miscellaneous mentions	3%	3%	4%	3%
Nalcor - Includes Muskrat Falls	2%	3%	4%	1%
Municipality/ City	2%	1%	7%	2%
Government (general- no mentions of federal or provincial, etc.)	1%	2%	0%	1%
Homeowner/ own responsibility	1%	0%	0%	1%
Oil Companies	0%	0%	0%	0%
Finance/ Insurance companies	0%	0%	0%	0%

Column totals may exceed 100% due to multiple response

D4: I would like to get your opinion of the overall service provided by Newfoundland Power.

On a 10 point scale where 1 is 'Not at all satisfied' and 10 is 'Fully satisfied', how satisfied are you with the overall service provided by Newfoundland Power?

SUBSETS: Respondents who are NL Power customers

	Total	Region	
		St. John's CMA	Rest of Province
Total (n)	510	266	244
1 - Not at all satisfied	3%	3%	2%
2	2%	1%	2%
3	2%	2%	1%
4	2%	3%	2%
5	10%	12%	9%
6	7%	7%	6%
7	15%	17%	13%
8	24%	23%	25%
9	13%	12%	15%
10 - Fully satisfied	21%	20%	23%
Don't know (VOL)	1%	2%	1%
% 8 or higher	59%	55%	63%
Mean	7.5	7.4	7.6

Don't knows have been excluded from '% 8 or higher' calculation.

Age Group

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
18 - 34	9%	13%	7%	6%
35 - 49	29%	35%	18%	25%
50 - 64	40%	38%	54%	41%
65 or older	22%	14%	21%	29%

E2: What is the highest level of schooling that you have obtained?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Less than high school	8%	3%	7%	11%
Completed high school	14%	11%	14%	17%
Technical / vocational school above high school	11%	8%	14%	14%
Some college or university	12%	11%	7%	13%
Completed college or university	43%	52%	43%	36%
Post-graduate degree (masters, doctorate, equivalent)	12%	15%	14%	8%
Prefer not to say (VOL)	1%	0%	0%	1%

E3: How many people currently reside in your home including yourself?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
One / Just myself	12%	12%	11%	12%
2.00	46%	36%	54%	53%
3.00	17%	17%	18%	17%
4.00	18%	26%	14%	11%
5.00	5%	6%	0%	3%
6.00	2%	2%	4%	1%
7.00	1%	1%	0%	1%
Prefer not to say	1%	0%	0%	1%

E3: How many people currently reside in your home including yourself?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
One / Just myself (VOL)	12%	12%	11%	12%
2	46%	36%	54%	53%
3	17%	17%	18%	17%
4	18%	26%	14%	11%
5 or more	7%	9%	4%	5%
Prefer not to say (VOL)	1%	0%	0%	1%

E5: Which of the following broad income categories best describes your total household annual income?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Under \$40,000	17%	9%	18%	25%
\$40,000 to \$59,999	12%	9%	4%	14%
\$60,000 to \$79,999	16%	18%	11%	14%
\$80,000 to \$99,999	11%	12%	14%	10%
\$100,000 to \$119,999	9%	9%	11%	8%
\$120,000 to \$139,999	7%	9%	7%	6%
\$140,000 to \$159,999	8%	11%	0%	5%
\$160,000 or more	14%	17%	21%	10%
Prefer not to say (VOL)	8%	6%	14%	8%

E6a: Do you own or rent your home?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Own	88%	87%	89%	90%
Rent	11%	13%	7%	9%
Prefer not to say (VOL)	1%	0%	4%	1%

E6b: What type of dwelling do you live in?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Single dwelling house	85%	81%	86%	89%
Semi-detached house	5%	7%	11%	3%
Townhouse or Rowhouse	3%	4%	0%	3%
Apartment / Flat (less than 5 units)	3%	3%	0%	2%
Apartment / Flat (5 to 20 units)	1%	2%	0%	1%
Apartment (More than 20 units)	1%	1%	0%	1%
Mobile home / trailer	1%	1%	0%	1%
Other (Please Specify)	1%	1%	0%	0%
Prefer not to say (VOL)	1%	0%	4%	1%

E6c: Approximately how old is your home or dwelling?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
1.00	0%	0%	0%	0%
2.00	2%	2%	0%	2%
3.00	2%	2%	0%	2%
4.00	2%	3%	0%	1%
5.00	5%	5%	11%	4%
6.00	3%	4%	0%	2%
7.00	3%	2%	4%	3%
8.00	3%	4%	0%	2%
9.00	1%	2%	0%	1%
10.00	4%	5%	7%	2%
11.00	2%	2%	4%	2%
12.00	2%	3%	0%	1%
13.00	1%	2%	0%	0%
14.00	1%	2%	0%	1%
15.00	4%	6%	0%	2%
16.00	1%	0%	0%	1%
17.00	0%	0%	0%	1%
18.00	1%	1%	0%	1%
19.00	1%	1%	4%	0%
20.00	4%	3%	11%	4%
21.00	0%	0%	0%	0%
22.00	1%	1%	0%	1%
23.00	0%	0%	0%	0%
24.00	1%	1%	4%	1%
25.00	4%	3%	4%	4%
26.00	1%	1%	0%	1%
27.00	1%	0%	0%	2%
28.00	1%	1%	4%	1%
29.00	1%	0%	4%	2%
30.00	5%	2%	7%	7%
31.00	1%	1%	0%	0%
32.00	1%	1%	0%	1%
33.00	1%	0%	0%	1%
34.00	1%	1%	0%	1%

35.00	4%	3%	4%	5%
37.00	1%	0%	0%	2%
38.00	1%	0%	4%	2%
39.00	1%	0%	0%	1%
40.00	7%	8%	4%	7%
41.00	0%	0%	0%	0%
42.00	0%	0%	4%	0%
43.00	1%	0%	0%	1%
44.00	1%	1%	0%	1%
45.00	3%	2%	0%	3%
46.00	1%	1%	0%	0%
47.00	1%	0%	0%	1%
48.00	1%	1%	0%	1%
49.00	0%	0%	0%	0%
50.00	5%	5%	11%	5%
51.00	0%	0%	0%	1%
52.00	0%	0%	0%	1%
55.00	1%	1%	4%	0%
56.00	0%	0%	0%	0%
58.00	0%	0%	0%	0%
60.00	3%	2%	7%	3%
61.00	0%	0%	0%	0%
62.00	0%	0%	0%	0%
63.00	1%	1%	0%	0%
65.00	1%	2%	0%	0%
66.00	0%	0%	0%	0%
67.00	0%	0%	0%	0%
68.00	0%	0%	0%	0%
69.00	0%	0%	0%	0%
70.00	2%	2%	0%	1%
75.00	1%	0%	0%	1%
79.00	0%	0%	0%	0%
80.00	1%	0%	0%	2%
82.00	1%	0%	0%	1%
90.00	0%	0%	0%	0%
91.00	0%	0%	0%	0%
95.00	0%	0%	0%	0%
96.00	0%	0%	0%	0%
100.00	1%	1%	0%	0%

104.00	0%	0%	0%	0%
120.00	0%	0%	0%	1%
125.00	0%	0%	0%	0%
135.00	0%	0%	0%	0%
140.00	0%	0%	0%	0%
160.00	0%	0%	0%	1%
Don't know (VOL)	4%	5%	4%	4%

E6c: Approximately how old is your home or dwelling?

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
10 years or less	23%	29%	21%	18%
11 to 20 years	16%	19%	18%	12%
21 to 30 years	15%	11%	21%	19%
31 to 40 years	16%	14%	11%	19%
41 to 50 years	12%	11%	14%	13%
51 years or more	13%	12%	11%	14%
Don't know (VOL)	4%	5%	4%	4%

Gender

	Total	Region		
		St. John's CMA	Labrador	Rest of Province
Total Unweighted (n)	600	266	28	306
Male	53%	56%	54%	50%
Female	47%	44%	46%	50%