

## Homeowners

# Detailed tables

1\_1. (It's very important for me to reduce energy in my home in order to save money) How much do you agree or disagree with each of the following statements as it relates to you personally?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners	1285	176	118	108	485	288	110	166	377	742	415	870
Weighted	1250	159	124*	94	495	272	106	160	367	723	420	830
It's very important for me to reduce energy in my home in order to save money												
Completely agree	872 70%	106 67%	77 63%	57 61%	368 74%	174 64%	89 84%	119 74%	264 72%	489 68%	297 71%	575 69%
Somewhat agree	337 27%	50 31%	39 31%	35 37%	108 22%	91 33%	14 14%	36 22%	91 25%	210 29%	107 26%	230 28%
Somewhat disagree	28 2%	1 1%	8 6%	1 1%	9 2%	7 3%	2 2%	6 4%	3 1%	19 3%	10 2%	18 2%
Completely disagree	14 1%	2 1%	0 -	1 1%	9 2%	1 0	1 1%	0 -	8 2%	6 1%	6 1%	8 1%
Summary												
Top2Box - Agree	1208 97%	156 98%	116 94%	92 98%	476 96%	265 97%	103 97%	154 96%	356 97%	698 97%	404 96%	804 97%
Low2Box - Disagree	42 3%	3 2%	8 6%	2 2%	18 4%	8 3%	3 3%	6 4%	11 3%	25 3%	16 4%	26 3%

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### 5. Which of the following steps have you taken in your own home and life to help reduce greenhouse gases by increasing energy efficiency in the last two years?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners Weighted	1285	176	118	108	485	288	110	166	377	742	415	870
	1250	159	124*	94	495	272	106	160	367	723	420	830
Switched to a high efficiency heating system	360	39	45	37	181	34	23	37	105	218	114	246
	29%	25% E	36% EF	40% AEF	37% AEF	13% E	22% E	23%	29%	30%	27%	30%
Switched to a high efficiency cooling system	184	12	7	15	121	23	6	22	47	115	59	125
	15%	7%	6%	16% ABEF	25% ABEF	8%	6%	14%	13%	16%	14%	15%
Added insulation	469	59	50	42	181	87	49	61	129	279	139	330
	38%	37%	41%	45% E	37%	32%	47% E	38%	35%	39%	33%	40% J
Sealed air leaks	760	77	86	62	301	161	73	87	224	450	250	511
	61%	48%	69% A	66% A	61% A	59% A	69% A	54%	61%	62%	59%	62%
Turned down the heat during the winter	1041	132	96	77	436	226	74	127	305	609	358	683
	83%	83% F	78%	81%	88% BEF	83% F	70%	79%	83%	84%	85%	82%
Reduced my automobile usage in favour of public transit	280	37	24	18	98	80	24	39	78	164	102	178
	22%	23%	19%	19%	20%	29% BCD	23%	24%	21%	23%	24%	21%
Turned down the air conditioning during the summer	574	48	29	48	341	89	21	64	162	348	211	364
	46%	30%	23%	51% ABEF	69% ABCEF	33% F	19%	40%	44%	48%	50% K	44%
None of the above	50	10	7	3	12	10	8	7	12	31	18	33
	4%	6% D	6%	4%	2%	4%	8% D	4%	3%	4%	4%	4%

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## 6. Over the course of the last year, how much did you spend on average per month on either heating or cooling your home?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: House owners	1285	176	118	108	485	288	110	166	377	742	415	870
Weighted	1250	159	124*	94	495	272	106	160	367	723	420	830
\$0	7 1%	1 1% D	0 -	1 1% D	0 -	4 2% D	0 -	3 2% I	2 1%	2 0	2 0	4 1%
\$1-\$50	64 5%	15 9% BD	2 2%	4 4%	20 4%	18 7%	5 5%	10 6%	17 5%	37 5%	13 3%	50 6% J
\$51-\$100	341 27%	54 34% F	52 42% CDEF	26 28% F	127 26% F	70 26% F	12 11%	47 29%	108 29%	187 26%	101 24%	240 29%
\$101-\$200	511 41%	60 38%	44 36%	43 46%	221 45%	103 38%	40 38%	51 32%	146 40%	314 43% G	193 46% K	318 38%
\$201-\$300	100 8%	6 4%	5 4%	6 7%	46 9% AE	14 5%	22 21% ABCDE	12 7%	21 6%	67 9%	32 8%	68 8%
\$301-\$400	31 2%	1 1%	3 2%	3 3%	13 3%	3 1%	8 8% ADE	9 5% I	10 3%	12 2%	10 2%	21 3%
\$401-\$500	15 1%	1 0	1 1%	0 -	8 2%	3 1%	2 2%	2 1%	2 1%	11 2%	6 1%	9 1%
\$501-\$750	20 2%	4 2%	3 2%	2 2%	9 2%	1 0	2 2%	2 1%	8 2%	10 1%	7 2%	13 2%
\$751-\$1,000	33 3%	3 2%	4 3%	3 3%	10 2%	13 5% DF	0 -	6 3%	10 3%	18 2%	11 3%	23 3%
More than \$1,000	128 10%	14 9%	10 8%	6 7%	40 8%	43 16% ABCD	15 14%	21 13%	42 11%	65 9%	46 11%	82 10%
(Dk/Ns)	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0
Summary												
Mean	394.1	427.8	289.1	283.4	362.9	503.7 C	428.0	413.9	367.0	403.5	453.5	364.1
STD. DEV.	936.22	1234.72	498.85	522.41	940.68	1085.02	575.14	689.93	755.81	1058.80	1172.38	789.37
STD. ERR.	26.13	93.07	45.92	50.27	42.76	63.94	54.84	53.55	38.98	38.87	57.55	26.78
Median	148.46	118.71 DE	117.97 ADE	140.95 DE	148.44	148.07 D	198.34 DE	145.32 HI	140.84 I	148.75	149.24 K	145.07

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### 7.1. [Switch to a high efficiency heating system] Which of the following do you intend to do to help in reducing energy consumption for the following winter?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who have not switched to a high efficiency heating system	908	128	74	64	305	252	85	125	266	517	303	605
Weighted	889	120	79*	57*	313	238	83*	124	261	504	306	584
Yes	169 19%	39 33% DE	16 20% E	13 23% E	63 20% E	19 8% E	19 23% E	19 15%	51 20%	99 20%	65 21%	104 18%
No	720 81%	81 67%	63 80%	43 77%	250 80% A	219 92% ABCDF	64 77%	105 85%	210 80%	405 80%	240 79%	480 82%

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### 7.2. [Added insulation] Which of the following do you intend to do to help in reducing energy consumption for the following winter?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who have not added insulation	797	109	68	60	307	195	58	100	242	455	273	524
Weighted	781	100*	73*	52*	314	185	57*	99*	238	444	281	500
Yes	156 20%	15 15%	21 29%	10 19%	57 18%	40 22%	13 24%	23 23%	43 18%	89 20%	62 22%	93 19%
No	625 80%	85 85%	52 71%	42 81%	257 82%	145 78%	43 76%	76 77%	194 82%	355 80%	218 78%	407 81%

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### 7.3. [Seal air leaks] Which of the following do you intend to do to help in reducing energy consumption for the following winter?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who have not sealed air leaks	493	86	34	36	185	120	32	69	144	280	163	330
Weighted	489	83*	38**	32*	194	111	33**	73*	143	273	170	319
Yes	254 52%	34 41%	18 49%	20 63% A	109 56% A	51 46%	22 66%	41 56%	74 52%	139 51%	86 51%	168 53%
No	235 48%	49 59% CD	19 51%	12 37%	85 44%	60 54%	11 34%	32 44%	69 48%	134 49%	84 49%	151 47%

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### 7.4. [Turn down the heat during the winter] Which of the following do you intend to do to help in reducing energy consumption for the following winter?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Respondents who do not turn down the heat during the winter Weighted	205	28	23	20	53	48	33	31	59	115	58	147
	209	27**	27**	18**	59*	47*	32*	33**	62*	114	62*	147
Yes	64 31%	7 24%	7 26%	5 30%	20 34%	14 31%	11 33%	13 40%	16 25%	35 31%	16 26%	48 32%
No	145 69%	20 76%	20 74%	12 70%	39 66%	32 69%	21 67%	20 60%	46 75%	79 69%	46 74%	100 68%