

## Icynene: Homeowner Omnibus (Canada)

## Detailed tables

2.1. How much do you agree/disagree with each of the following statements as it relates to you personally? - It is important for me to reduce energy in my home to save money.

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

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
Weighted	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
Completely agree	662 66%	288 60%	374 72% A	155 67%	276 68%	231 64%	241 67%	421 66%	81 63%	65 64%	52 77%	257 65%	142 65%	64 75%
Somewhat agree	300 30%	170 35% B	130 25%	63 27%	118 29%	118 33%	109 30%	191 30%	45 35% JM	34 33%	14 21%	120 30%	71 32% M	17 20%
Somewhat disagree	20 2%	13 3%	7 1%	10 4% E	7 2%	3 1%	4 1%	16 2%	2 1%	3 3%	1 2%	9 2%	3 1%	1 2%
Completely disagree	17 2%	12 2%	5 1%	4 2%	7 2%	7 2%	5 1%	12 2%	2 1%	0 -	1 1%	8 2%	4 2%	3 3%
Summary														
Top 2 Box - Agree	962 96%	458 95%	504 98% A	218 94%	394 97%	349 97%	350 97%	612 96%	127 97%	98 97%	66 97%	376 96%	213 97%	81 95%
Bottom 2 Box - Disagree	37 4%	25 5% B	12 2%	14 6%	13 3%	10 3%	9 3%	28 4%	3 3%	3 3%	2 3%	17 4%	7 3%	4 5%

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

		CHILDREN IN HOUSEHOLD		EDUCATION		EMPLOYMENT STATUS				MARITAL STATUS		TYPE OF RESIDENCE OWNED			
	Total	Yes	No	No college	College	Full time	Part time	Not employed	Retired	Married	Other	House - single detached	House - semi-detached	Condominium	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Home owners	1035	201	834	826	209	495	85	134	296	677	358	821	81	73	60
Weighted	999	254	746	755	244	506	81*	168	216	613	386	782	80*	75*	62*
Completely agree	662 66%	175 69%	487 65%	503 67%	159 65%	354 70% G	51 63%	100 60%	137 63%	402 66%	260 67%	529 68% M	52 65%	38 50%	43 70% M
Somewhat agree	300 30%	63 25%	237 32%	223 30%	77 32%	137 27%	27 33%	57 34%	74 34% E	192 31%	108 28%	230 29%	24 30%	29 38%	17 28%
Somewhat disagree	20 2%	8 3%	12 2%	18 2%	3 1%	8 2%	3 4%	8 5% H	2 1%	9 1%	11 3%	13 2%	3 4%	3 3%	2 3%
Completely disagree	17 2%	7 3%	10 1%	11 2%	6 2%	8 2%	0 -	3 2%	3 1%	10 2%	7 2%	9 1%	1 2%	6 9% KN	0 -
Summary															
Top 2 Box - Agree	962 96%	238 94%	724 97%	726 96%	236 97%	491 97%	78 96%	157 93%	211 98% G	594 97%	368 95%	760 97% M	76 95%	66 88%	60 97%
Bottom 2 Box - Disagree	37 4%	15 6%	22 3%	29 4%	8 3%	16 3%	3 4%	11 7% H	5 2%	19 3%	18 5%	22 3%	4 5%	9 12% K	2 3%

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2.3. How much do you agree/disagree with each of the following statements as it relates to you personally? - It is important to me to reduce my impact on the environment whenever possible.

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

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
Weighted	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
Completely agree	553 55%	230 48%	323 63% A	118 51%	232 57%	202 56%	211 59%	342 53%	70 54% I	38 37%	34 50%	219 56% I	140 64% IJ	52 61% I
Somewhat agree	394 39%	215 45% B	179 35%	96 41%	155 38%	143 40%	136 38%	258 40%	55 42%	48 47% L	29 43%	161 41% L	70 32%	31 36%
Somewhat disagree	39 4%	28 6% B	11 2%	14 6% E	18 4% E	6 2%	10 3%	28 4%	2 2%	13 13% HKLM	4 6%	11 3%	7 3%	1 1%
Completely disagree	14 1%	10 2%	4 1%	4 2%	2 1%	7 2%	1 0	13 2%	3 2%	3 3%	1 1%	3 1%	2 1%	2 2%
Summary														
Top 2 Box - Agree	947 95%	445 92%	502 97% A	214 92%	387 95%	345 96%	347 97%	600 94%	125 96% I	86 84%	63 93%	379 96% I	210 96% I	83 97% I
Bottom 2 Box - Disagree	53 5%	38 8% B	15 3%	18 8%	21 5%	14 4%	12 3%	41 6%	5 4%	16 16% HKLM	5 7%	14 4%	9 4%	2 3%

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**2.3. How much do you agree/disagree with each of the following statements as it relates to you personally? - It is important to me to reduce my impact on the environment whenever possible.**

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

		CHILDREN IN HOUSEHOLD		EDUCATION		EMPLOYMENT STATUS				MARITAL STATUS		TYPE OF RESIDENCE OWNED			
	Total	Yes	No	No college	College	Full time	Part time	Not employed	Retired	Married	Other	House - single detached	House - semi-detached	Condominium	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Home owners	1035	201	834	826	209	495	85	134	296	677	358	821	81	73	60
Weighted	999	254	746	755	244	506	81*	168	216	613	386	782	80*	75*	62*
Completely agree	553 55%	134 53%	418 56%	423 56%	130 53%	266 53%	45 55%	94 56%	126 59%	343 56%	209 54%	431 55%	50 62%	36 48%	36 58%
Somewhat agree	394 39%	100 39%	294 39%	298 40%	96 39%	203 40%	36 45%	67 40%	82 38%	241 39%	154 40%	306 39%	29 36%	34 45%	25 41%
Somewhat disagree	39 4%	16 6% B	23 3%	28 4%	11 4%	28 6% FH	0 -	5 3%	4 2%	18 3%	21 5%	32 4%	2 2%	4 6%	1 1%
Completely disagree	14 1%	3 1%	11 1%	6 1%	8 3% C	9 2%	0 -	2 1%	3 1%	12 2%	2 1%	13 2%	0 -	1 1%	0 -
Summary															
Top 2 Box - Agree	947 95%	234 92%	713 96%	722 96%	225 92%	469 93%	81 100% E	161 96%	208 97% E	584 95%	363 94%	737 94%	79 98%	70 93%	61 99%
Bottom 2 Box - Disagree	53 5%	20 8%	33 4%	34 4%	19 8%	37 7% FH	0 -	7 4%	7 3%	29 5%	23 6%	45 6%	2 2%	5 7%	1 1%

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### 5. When making renovations or repairs to your home, which of the following statements is closest to your point of view?

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

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners Weighted	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
I would not spend additional funds to make my home more environmentally-friendly	82	38	43	23	39	20	37	45	13	8	4	25	31	2
	8%	8%	8%	10%	10% E	6%	10%	7%	10%	8%	5%	6%	14% KM	3%
I would spend additional funds to make my home more environmentally-friendly, but only if I saved money in the long run as a result	778	382	396	178	321	278	276	503	101	81	60	312	158	66
	78%	79%	77%	77%	79%	78%	77%	78%	78%	79%	89% L	79%	72%	77%
I would spend additional funds to make my home more environmentally-friendly, even if it didn't save me money in the long run.	139	63	77	31	48	60	47	93	16	13	4	57	31	18
	14%	13%	15%	13%	12%	17% D	13%	14%	12%	13%	6%	14%	14%	21% J

## 5. When making renovations or repairs to your home, which of the following statements is closest to your point of view?

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

		CHILDREN IN HOUSEHOLD		EDUCATION		EMPLOYMENT STATUS				MARITAL STATUS		TYPE OF RESIDENCE OWNED			
	Total	Yes	No	No college	College	Full time	Part time	Not employed	Retired	Married	Other	House - single detached	House - semi-detached	Condominium	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Home owners	1035	201	834	826	209	495	85	134	296	677	358	821	81	73	60
Weighted	999	254	746	755	244	506	81*	168	216	613	386	782	80*	75*	62*
I would not spend additional funds to make my home more environmentally-friendly	82	24	58	62	19	50	5	12	11	41	41	63	5	11	3
	8%	10%	8%	8%	8%	10% H	7%	7%	5%	7%	11%	8%	6%	14%	5%
I would spend additional funds to make my home more environmentally-friendly, but only if I saved money in the long run as a result	778	198	581	592	187	396	61	137	163	488	291	608	65	54	52
	78%	78%	78%	78%	76%	78%	75%	81%	76%	79%	75%	78%	80%	71%	84%
I would spend additional funds to make my home more environmentally-friendly, even if it didn't save me money in the long run.	139	32	107	101	38	60	15	19	41	85	55	111	11	11	7
	14%	13%	14%	13%	16%	12%	19%	11%	19% E	14%	14%	14%	14%	15%	11%

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**7.5. To what extent have each of the following factors caused you to become more energy efficient (if at all) and to reduce your environmental impact at home: - My own desire to be more energy conscious and environmentally responsible**

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

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
Weighted	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
A great deal more	405 41%	162 34%	243 47%	81 35%	185 45%	138 38%	146 41%	260 41%	41 32%	32 32%	17 25%	165 42%	109 49%	41 48%
Somewhat more	413 41%	202 42%	211 41%	96 42%	145 36%	172 48%	144 40%	269 42%	61 47%	37 36%	31 45%	165 42%	83 38%	36 41%
A little more	148 15%	95 20%	53 10%	45 19%	62 15%	42 12%	57 16%	91 14%	18 14%	24 24%	17 25%	56 14%	24 11%	8 10%
No more	33 3%	24 5%	9 2%	10 4%	16 4%	8 2%	12 3%	21 3%	9 7%	9 8%	3 5%	7 2%	4 2%	1 1%
Summary														
Top 2 Box - Great deal/ Somewhat more	818 82%	365 75%	454 88%	177 76%	330 81%	310 86%	290 81%	528 82%	103 79%	69 68%	48 70%	330 84%	192 87%	77 90%
Bottom 2 Box - Little/ No more	181 18%	119 25%	63 12%	55 24%	77 19%	49 14%	69 19%	112 18%	28 21%	33 32%	20 30%	63 16%	28 13%	9 10%

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### 8. Which of the following statements best describes how much rising oil, gas and natural gas prices have affected your energy consumption at home?

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

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners Weighted	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
I am deeply concerned about rising energy costs and am taking a number of significant steps to reduce my energy consumption at home.	372	165	207	77	169	126	137	235	41	28	28	157	64	54
	37%	34%	40%	33%	41%	35%	38%	37%	31%	28%	41%	40% L	29%	63% HIJKL
I am somewhat concerned about rising energy costs and am taking small steps to reduce my energy consumption at home.	491	229	261	110	187	193	176	314	67	55	36	180	128	25
	49%	47%	51%	47%	46%	54% D	49%	49%	51% M	54% M	52% M	46% M	58% KM	29%
Rising energy costs have not affected my energy consumption habits at home.	137	89	48	45	52	40	45	91	23	18	4	56	28	7
	14%	18% B	9%	19% E	13%	11%	13%	14%	18% J	18%	6%	14%	13%	8%
Summary														
Top 2 Box - Concerned	863 86%	395 82%	468 91% A	187 81%	356 87%	318 89% C	314 87%	549 86%	107 82%	83 82%	64 94% H	337 86%	192 87%	79 92%



## 9. How much do you agree/disagree that rising energy costs are affecting/will affect your energy consumption habits in the following ways: - Top 2 box - Agree Summary

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

		GENDER		AGE			HOUSEHOLD INCOME		REGION					
	Total	Male	Female	18-34	35-54	55+	<\$55K	\$55K+	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Home owners	1035	468	567	129	390	515	372	663	144	82	83	396	240	90
Weighted	999	483	516	232	408	359	359	641	130	102*	68*	394	220	86*
Lower/raise our thermostat by 3 degrees or more.	849	392	457	197	348	303	315	534	108	80	58	333	189	82
	85%	81%	89% A	85%	85%	84%	88%	83%	83%	78%	85%	84%	86%	95% HIJKL
Reducing our automobile use	830	399	431	190	332	307	310	520	111	82	59	319	184	76
	83%	83%	83%	82%	81%	86%	86%	81%	85%	80%	86%	81%	84%	88%
Turn off the furnace/air conditioner	741	337	404	172	313	255	274	467	96	76	58	276	162	74
	74%	70%	78% A	74%	77%	71%	76%	73%	74%	75%	85% K	70%	74%	86% HKL
Considering investing in energy efficient upgrades worth \$1,000 or more (such as adding insulation)	679	312	367	158	290	231	253	427	80	62	62	267	137	72
	68%	65%	71% A	68%	71% E	64%	70%	67%	61%	61%	91% HIKL	68%	62%	84% HIKL
Considering alternative renewable energy sources such as solar power	644	302	342	161	267	216	242	402	81	71	47	250	130	64
	64%	63%	66%	69%	66%	60%	67%	63%	62%	69%	69%	64%	59%	75% L