

ALBERTANS ON ENERGY EFFICIENCY

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Ipsos Reid

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Calgary, AB – Ipsos Reid polling, conducted on behalf of The Alberta Energy Efficiency Alliance¹ (AEEA), shows most Albertans supporting increased funding for energy efficient building upgrades, as well as increased minimum energy efficiency standards for products.

Building Efficiency

Survey respondents were told that *“Since 2007, industrial facilities in Alberta have paid \$398 million into a fund to reduce the province’s greenhouse gas emissions. Some of this money has been used to increase the energy efficiency of industrial facilities, but it has not yet been used to increase the energy efficiency of homes and commercial buildings.”*

With this context in mind, eight-in-ten (77%) Albertans said they support the government using a portion of these funds to support energy efficiency upgrades for homes and commercial buildings in Alberta (26% ‘strongly support’, 52% ‘support’). Only 7% said they oppose using funds for this purpose (2% ‘strongly oppose’, 5% ‘oppose’). Sixteen percent were undecided.

Support for this idea was higher among university graduates (82%) and those with some post-secondary (79%) than among those with high school or less education (66%).

¹ The Alberta Energy Efficiency Alliance (AEEA) is a diverse group of stakeholders actively working to maximize energy efficiency in the province <http://www.aeea.ca>.



Product Efficiency Standards

Survey respondents were told that “energy efficiency can be increased through higher standards for buildings and products. One example of this is the current efforts to increase minimum energy efficiency levels in the building code.”

With this context in mind, eight-in-ten (80%) Albertans said they support increasing the minimum energy efficiency standards for products (27% ‘strongly support’, 53% ‘support’). Only 6% said they oppose increasing standards (1% ‘strongly oppose’, 4% ‘oppose’). Fourteen percent were undecided.

Support for this idea was higher among older residents (85% among 55+ years vs. 80% among 35-54 years, 74% among 18-34 years), more educated residents (84% among university grads, 82% among those with some post-secondary vs. 69% among those with high school or less) and higher household income residents (85% among \$60K+ vs. 74% among <\$60K).

This result comes from a survey of 802 Albertans conducted by Ipsos Reid on behalf of the Alberta Energy Efficiency Alliance. The survey was conducted online using Ipsos Reid’s national online household panel between May 15 and 19, 2014. These data were statistically weighted to ensure the sample’s regional and sex composition reflects that of the actual Alberta population according to 2011 Census data. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.9 percentage points had all Alberta adults been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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