



# Supporting Accessibility, Inclusivity, and Retention in Energy Efficiency Programs

FINAL REPORT

**Prepared for Natural Resources Canada**

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**Ce rapport est aussi disponible en français**

This public opinion research report presents the results of an online survey conducted by Léger Marketing Inc. on behalf of Natural Resources Canada. The quantitative research study was conducted with 2,919 Canadians who are homeowners residing in different regions of Canada between February 18 and March 31, 2022.

Cette publication est aussi disponible en français sous le titre *Soutenir l'accessibilité, l'inclusivité et la rétention dans les programmes d'efficacité énergétique*.

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# Table of contents

1.0 EXECUTIVE SUMMARY .....	5
1.1 Background and Objectives.....	5
1.2 Methodology .....	7
1.3 Overview of the Findings.....	9
1.4 Notes on Interpretation of the Research Findings .....	10
1.5 Political Neutrality Statement and Contact Information .....	11
2.0 DETAILED RESULTS.....	12
2.1 Demographic Profile of the Respondents .....	12
2.2 Characteristics of Respondents’ Homes.....	15
2.2.1 Type of Home.....	15
2.2.2 Indigenous Primary Residences .....	16
2.2.3 Residence Square Footage.....	17
2.2.4 Construction Year of the Primary Residence .....	17
2.2.5 Last Energy Efficiency Improvement.....	19
2.3 Energy Efficiency .....	19
2.3.1 Percentage of Income Dedicated to Paying Monthly Bills.....	20
2.3.2 Monthly Amount Paid for Home Energy Bills .....	21
2.3.3 Financial Burden of Home Energy Costs .....	22
2.3.4 Priority to Improve Home Energy Efficiency .....	23
2.3.5 Reasons for Improvements Being a Priority .....	24
2.3.6 Reasons for Improvements NOT Being a Priority .....	26
2.3.7 Disposable Income for a Home Improvement Project .....	27
2.3.8 Planned Energy Efficiency Improvements .....	28
2.3.9 Estimated Costs of Energy Efficiency Improvements .....	30
2.3.10 Planned Sources to be Used to Minimize the Financial Burden of Home Energy Improvement Projects .....	32
2.4 Awareness of Energy Efficiency Programs .....	33
2.4.1 Awareness of Government Resources and Support Programs for Energy Efficiency.....	33
2.4.2 Familiarity with the Canada Greener Homes Grant .....	34
2.4.3 Application to the Canada Greener Homes Grant Among Eligible Homeowners .....	36

2.4.4 Reasons not to Apply to the Canada Greener Homes Grant .....	37
2.4.5 Awareness of Provincial Programs and Support for Energy Efficiency.....	37
2.4.6 Awareness of Regional/Municipal Programs and Support for Energy Efficiency .....	39
2.5 Trust in Government .....	40
2.5.1 Trust in Resources and/or Support Programs From All Levels of Government.....	40
2.6 Reasons and Barriers for Home Energy Efficiency Improvements.....	42
2.6.1 Reasons for Making Home Energy Efficiency Improvements .....	42
2.6.2 Reasons or Barriers for not Prioritizing Home Energy Efficiency Improvements .....	44
2.6.3 On-Reserve Limitations to Accessing Home Energy Efficiency Improvements .....	46
2.6.4 Fair Access to Government Grants for Visible Minority Communities .....	46
2.6.5 Priorities When Choosing to Make Home Improvements .....	47
2.6.7 Incentives for Less Home Energy Usage .....	48
2.7 Psychographic Profile of Respondents.....	49
2.8. Energy Source.....	51
2.8.1 Main Energy Source for Home Heating .....	51
2.8.2 Possession of Energy-related Items .....	52
2.8.3 Likelihood of Owning Energy-related Items in the Near-future .....	52
2.9 Canada Greener Homes Grant (CGHG) .....	53
2.9.1 Audiences for Consideration for the CGHG .....	53
2.9.2 The Audience for Consideration’s Attitude Towards Energy Efficiency Improvements.....	57
2.10 Conclusion .....	58
APPENDIX.....	60
A.1 Quantitative Methodology .....	60
A.1.1 Sampling Procedure.....	60
A.1.2 Data Collection .....	61
A.1.3 Answer Rate.....	61
A.1.4 Unweighted and Weighted Samples .....	62
A.2 Survey Questionnaire.....	67

# 1.0 EXECUTIVE SUMMARY

Leger is pleased to present Natural Resources Canada with this report on findings from a quantitative survey designed to learn about Canadians who are homeowners residing in different regions. This report was prepared by Léger Marketing Inc. who was contracted by Natural Resources Canada (contract number 23483-221011/001/CY awarded February 3, 2022). This contract has a value of \$176,989.50 (excluding HST).

## 1.1 Background and Objectives

Natural Resources Canada (NRCan) has a mandate through the *Energy Efficiency Act* to promote energy efficiency, to make and enforce regulations that prescribe standards and labelling requirements for energy-using products and products that affect energy use, and to collect data on energy use.

The Canada Greener Homes Grant (CGHG) program was launched in May 2021 to support homeowners in making energy efficiency, resiliency, and solar retrofits for their homes while creating green jobs in the sector to advance economic recovery. The program was immediately met with a high level of interest from homeowners who quickly registered for the program.

To ensure that the CGHG program is able to effectively reach homeowners with the greatest need for support to complete home energy retrofits, and is inclusive of all demographic groups, it is important that NRCan has comprehensive data on: who homeowners are, where they live, characteristics of their households and homes, and their attitudes and behaviours towards energy efficiency and conservation. Previously, such data was fragmented along multiple datasets, many of which are outdated or lacking demographic characteristics.

Acquiring comprehensive data through a survey provides an evidence base for NRCan to inform innovative solutions that support the effectiveness, efficiency, accessibility, and inclusivity for the CGHG program and other energy efficiency/conservation programs. It also informs subsequent departmental programs and policies to address barriers to home energy efficiency/conservation and increase awareness of energy-efficient products and practices.

In this context, Leger Marketing Inc. was commissioned by NRCan to gather quantitative data on the demographic characteristics of homeowners, households, and homes in Canada, and the awareness, attitudes, and behaviours of homeowners related to energy efficiency, conservation, and supportive federal programming.

More specifically the research gathers and analyzes data on:

- Demographic characteristics of individual homeowners, e.g., region, age, gender, Indigenous (First Nations, Inuit, Métis), visible minority, LGBTQ2+, newcomer, language profiles, persons living with a disability;
- Household characteristics (e.g., number of members, ages, children, household income);
- Home ownership (e.g., owning with a mortgage, owning without a mortgage);

- Characteristics of the home (e.g., home type, age, size, heat source, need for repairs, completion of EnerGuide assessments, completion of retrofits for energy efficiency);
- Awareness of energy efficiency programs in Canada, including the CGHG program; and
- Attitudes and behaviours in relation to energy efficiency/conservation, their relationship to climate change and related federal programs.

Overall, this research provides insights on the needs for, and barriers to, accessing programs to enhance home energy efficiency. It also provides behavioural insights on how homeowners make decisions in relation to energy efficiency/conservation, which informs NRCan program development and implementation in this area.

## 1.2 Methodology

The quantitative research consisted of telephone interviews, which were conducted using a computer-assisted telephone interviewing system (CATI technology).

To obtain reliable data for each of the subgroups, we surveyed a total sample of 2,919 Canadian adults in all regions of the country. Only one adult respondent was interviewed per household. The national margin of error for this survey is +/- 1.8%, 19 times out of 20.

### Sample Distribution

The sample frame has been designed using a regional stratification scheme designed to accurately reflect the geographic distribution of Canada's population, including the North (Yukon, Northwest Territories, and Nunavut). The following table describes the regional quotas and the effective sample distribution achieved during the data collection.

Table 1. Sample Regional Distribution

Region	Quotas	Effective Sample Size (n=)	Maximum Margin of Error
Atlantic Canada	190	217	6.7%
Quebec	600	617	3.9%
Ontario	1,050	1,104	2.9%
Prairies (MB, SK)	160	195	7.0%
Alberta	320	361	5.2%
British Columbia	350	392	5.0%
Yukon, Northwest Territories and Nunavut	30	33	17.1%
<b>Total</b>	<b>2,700</b>	<b>2,919</b>	<b>1.8%</b>

The main target population in this study was Canadian adults aged 18 and older who are homeowners. To meet the objectives of this research, the sample also had to include sufficient representation from the following key target groups:

- Indigenous peoples (First Nations, Inuit, Métis);
- Those who identify as a visible minority;
- Newcomers to Canada (last 10 years was suggested as the cut-off period);
- Persons living with a disability or in a household with someone who is living with a disability; and
- Persons who identify as belonging to the LGBTQ2+ community.

### Quotas Structure

As per the specific target groups which need to be sufficiently represented to offer statistically valid results, Leger proposed a structure with minimum quotas for each specific target.

The following table describes the minimum quotas and the effective sample distribution achieved during the data collection for each of those specific targets.

Table 2. Sample Size for Specific Target Groups

Target Group (minimum quota)	Minimum Quotas	Effective Sample Size (n=)	Maximum Margin of Error
Indigenous peoples	100	116	±9.1%
Those who identify as a visible minority	220	323	±5.5%
Newcomers to Canada	100	123	±8.8%
Persons living with a disability	220	243	±6.3%
Persons who identify as belonging to the LGBTQ2+ community	100	113	±9.2%
<b>Total</b>	<b>740</b>	<b>918</b>	<b>±1.9%</b>

Data collection for this survey took place between February 18 and March 31, 2022. The national response rate for the survey was 5.2%. The details of the calculation of the response rate and the comprehensive distribution of calls are presented in Appendix A. A pre-test of 39 interviews, in both official languages, was conducted between February 18 and 23, 2022. More specifically, 20 interviews were conducted in French and 19 in English. Some minor changes were made to the questionnaire following the pre-test, including minor rephrasing of some of the questions and the addition of examples to be provided to the interviewers, as provided by Natural Resources Canada representatives. Data collection began as planned. The pre-test responses were included in the overall results. The interviews lasted an average of 23 minutes. The interviews were recorded to assess the level of understanding of each issue in the population.

A proportion of the interviews were conducted with a sample of cell phone numbers (cell phone-only household members), in order to provide an adequate and reliable sample of the youth cohort (18 to 34). In order to optimize the number of young Canadians who participate in the survey, 40% of telephone numbers in the sample frame came from lists of cell phones-only households in Canada, as supplied by Survey Sampler ASDE. While the cell phone sample did not exclusively target the youth cohort, this age group was over-indexed in that target sample. The other interviews were conducted with landline users.

According to 2016 national census data from Statistics Canada, Leger weighted the results of this survey by age, gender, region, and education level. Results were also weighted by specific profile: Indigenous, immigrants, newcomers, visible minorities and LGBTQ2+ in order to give back the real weight of the



respondents with this profile and prevent them from unbalancing the whole sample due to the fact that they had been voluntarily overrepresented in the sampling frame.

Leger meets the strictest quantitative research guidelines. The questionnaire was prepared in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research—Series D—Quantitative Research. Details on the methodology, Leger’s quality control mechanisms, the questionnaire, and the weighting procedures are provided in the appendix.

## **1.3 Overview of the Findings**

### ***Last Improvement of Energy Efficiency***

- Just under half of Canadian homeowners (46%) indicated that the last time that they upgraded their primary residence to make it more energy efficient was less than 5 years ago.
- Fewer than one out of five Canadian homeowners (16%) indicated that their home was never renovated to improve energy efficiency.
- There are no major statistically significant differences on this question for gender, age, region and language spoken at home.
- Homeowners who immigrated to Canada are more likely than other homeowners to have indicated that their primary residence has never been improved for energy efficiency (22%).

### ***Energy Efficiency***

- More than half of the respondents (54%) reported that they spend more than \$200 per month.
- Homeowners in Alberta (82%), the Atlantic Provinces (66%), and the territories (84%) are more likely than other homeowners to report paying more than \$200 per month for their primary residence's energy bills.
- Homeowners whose primary residence is in a rural area are more likely than homeowners living in urban areas to report paying more than \$200 per month for their energy bill (66%).

### ***Financial Burden of Energy Costs***

- Just over one in five Canadian homeowners (21%) indicated that the energy costs of their primary residence are a significant financial burden to them.
- Homeowners with an annual household income of less than \$60,000 are more likely than other homeowners to consider their home's energy costs to be a financial burden (30%).

### ***Disposable Income for a Home Improvement Project***

- Homeowners whose home is in Quebec are significantly more likely than others to have indicated that they do not have any disposable income to make improvements to their primary residence.
- Homeowners who identified as Indigenous (18%) and those with a disability (15%) were statistically more likely than other homeowners to have reported having less than \$1,000 available to make home improvements.

### ***Familiarity with the Canada Greener Homes Grant (CGHG)***

- Homeowners whose language most frequently used at home is French are statistically more likely to have indicated that they are not familiar with the Canada Greener Homes Grant (72%) than are other homeowners. This is also the case for homeowners whose residence is located in Quebec (75%).
- Homeowners who reported having a disability are also significantly more likely to have said they are unfamiliar with Canada Greener Homes Grant (70%) than other homeowners.

#### ***Reasons Not to Apply to the Canada Greener Homes Grant***

- A few reasons were given by these homeowners for not applying to the CGHG. They have indicated that the process is too complicated (28%), that home improvements are too expensive and out of their budget (12%), that they are not eligible or don't qualify (8%) or that they do not trust the program (5%).

#### ***Awareness of Regional/Municipal Programs and Support for Energy Efficiency***

- Three quarters (75%) of homeowners who consider their home energy costs to be a burden, as well as those for whom energy costs are not a burden, were not aware of any energy efficiency programs in their region or municipality.

#### ***Reasons for Making Home Energy Efficiency Improvements***

- The first reason cited by respondents was the desire to save money or reduce energy costs (88%) for those whose energy costs are a burden versus 74% for those whose energy costs are not a burden.

#### ***Reasons for Not Prioritizing Home Energy Efficiency Improvements***

- The cost of improvements was the main reason cited by homeowners whose energy costs are a burden (61%) compared to 23% for the others.

#### ***Likelihood of Owning Energy-related Items in the Near-future***

- Half of the homeowners (55%) who responded to the survey indicated that they do not plan to purchase any energy efficient items or to improve the energy footprint of their home. Slightly less than half (44%) of them indicated having made home energy improvements in the last 5 years, while almost one fifth of them stated that no renovation was ever made to improve their home's energy efficiency.

## **1.4 Notes on Interpretation of the Research Findings**

The opinions and observations expressed in this document do not reflect those of Natural Resources Canada. This report was compiled by Leger based on research conducted specifically for this project. This research is probabilistic; the results can be applied to the general population of Canada. The research was designed with this objective in mind.

## 1.5 Political Neutrality Statement and Contact Information

Leger certifies that the final deliverables fully comply with the Government of Canada's political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standing with the electorate, or ratings of the performance of a political party or its leaders.

Signed by:



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## 2.0 DETAILED RESULTS

### 2.1 Demographic Profile of the Respondents

Table 3 details the composition of the sample collected for the research project. Half of the sample (50%) identifies as female while approximately half identifies as male (49%). Two thirds of the survey respondents (67%) are 45 years of age or older, the other third of respondents are 44 years of age or younger (33%). Approximately one third of respondents (31%) have a university-level education, another third (33%) have a college or CEGEP-level education, and the remaining respondents (35%) have less than a college or CEGEP-level education. The regional distribution of respondents in Canada follows the distribution of the Canadian population.

Table 3. Demographic Profile of the Respondents

#### Gender

Female	50%
Male	49%

#### Age

18-24	3%
25-34	12%
35-44	17%
45-54	21%
55-64	22%
65+	25%

#### Education

High School or less	28%
Coll.	40%
Uni.	31%

#### Region of Residence

British Columbia	13%
Alberta	12%
Saskatchewan	3%
Manitoba	4%
Ontario	38%
Quebec	22%
New Brunswick	1%
Nova Scotia	2%
Newfoundland and Labrador	3%
Prince Edward Island	1%
Yukon	1%

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**Urban or Rural Area**

Urban	75%
Rural	22%

**Langage Spoken at Home**

English	79%
French	22%
Other	9%

**Income**

<\$60k	26%
\$60K-\$149k	42%
\$150k+	17%

Table 4 shows the immigration status of survey respondents. Nearly eight out of ten respondents (79%) were born in Canada, and one out of five (21%) were born outside the country.

Table 4. Immigration Status

Born in Canada	79%
Born outside Canada	21%

Among respondents born outside of Canada, the vast majority (82%) arrived to Canada at least ten years ago, before 2012. Of the remaining respondents who were born outside of Canada, 15% arrived within the last ten years, and 2% chose not to answer this question (Table 5).

Table 5. Years of Arrival in Canada

Before 2012	82%
2012-2022	15%
Prefer not to answer	2%

The composition of the sample by minority status is presented in Table 6. Seven out of ten respondents (71%) do not belong to a minority group. Among the respondents living in a minority situation, 18% claim to belong to a visible minority, 7% claim to have a disability or limitation of some kind, 4% identify as Indigenous (First Nations, Inuk (Inuit) or Metis) and 2% identify as part of the LGBTQ2+ community. A small proportion of respondents (1%) chose not to answer this question.

Table 6. Minority Profile

A member of the LGBTQ2+ community	2%
A person with a disability	7%

A member of a visible minority group	18%
An Indigenous person (First Nations, Inuk (Inuit) or Métis)	4%
None of the above	71%
Prefer not to answer	1%

Of the respondents who identified as Indigenous, most identified as First Nations (55%) or Métis (40%). Few Indigenous respondents in the sample identified themselves as Inuk (1%), while some (4%) preferred not to answer this question.

Table 7. Indigenous Profile

First Nations	55%
Inuk	1%
Metis	40%
Prefer not to answer	4%

Table 8 indicates the place of residence of these respondents on or off reserve. The vast majority (86%) indicated that they lived off reserve while just over one in ten (13%) indicated the opposite. A small proportion of respondents (1%) chose not to answer this question.

Table 8. Living on Reserve

Live on reserve	13%
Live off reserve	86%
Prefer not to answer	1%

Table 9 details the household composition of homeowners in Canada. Homeowners' households are mainly composed of more than one person. Only 19% of homeowners reported living alone. A slight majority of 52% reported having children under the age of 18 living with them. Just over half (56%) reported that they have a mortgage that they are still paying, and over one third reported that they have finished paying (35%) their mortgage. Finally, the majority (63%) said they were in the employed population.

Table 9. Composition of the Household

**Household Size**

1	19%
2	34%
3	17%
4+	29%

### Children in the Household

Yes	52%
No	47%

### Mortgage

Have a mortgage	56%
Mortgage paid	35%
Under a land lease agreement	3%

### Employment

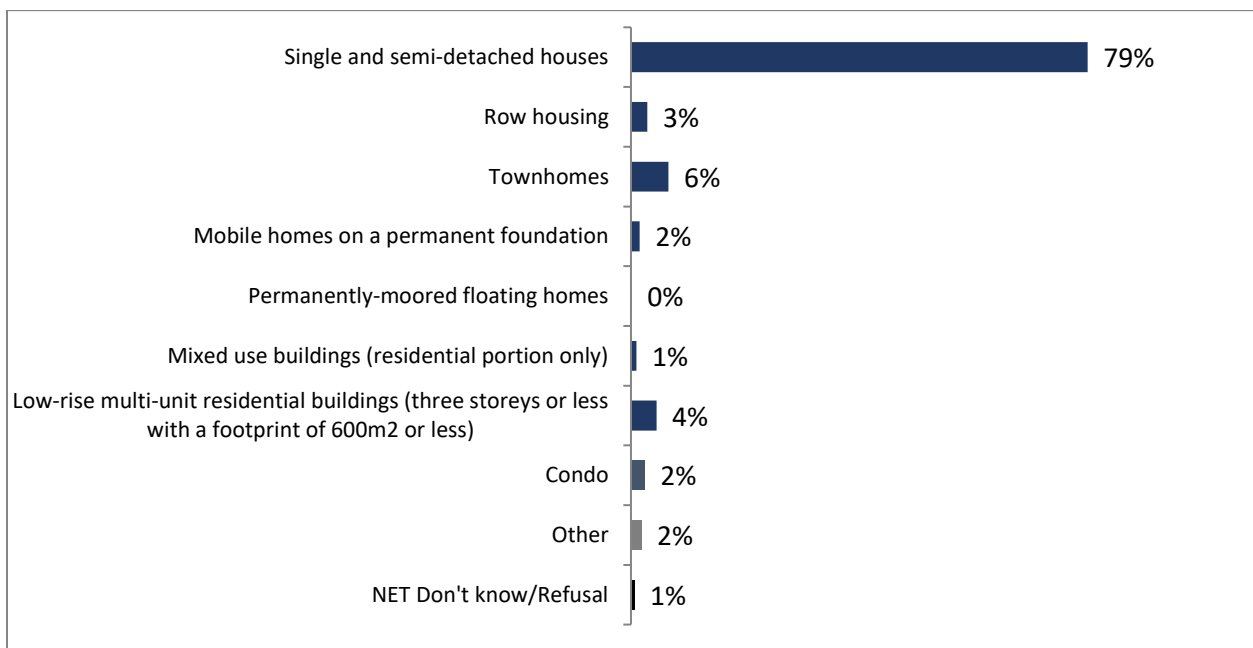
Employed	63%
Unemployed	7%
Retired	28%

## 2.2 Characteristics of Respondents' Homes

### 2.2.1 Type of Home

The majority of Canadian homeowners live in a single or semi-detached home (79%) as their primary residence. Other types of primary residences are much less common. Less than 10% of homeowners live in townhomes (6%), low-rise multi-unit residential buildings (three stories or less with a footprint of 600 m<sup>2</sup> or less) (4%), row houses (3%), mobile homes on a permanent foundation (2%), condos (2%), mixed-use buildings (residential portion only) (1%), or other types of residence (2%).

Figure 1: Type of home



Q11: What type of home (primary residence) do you currently live in? Base: All respondents (n=2,919)

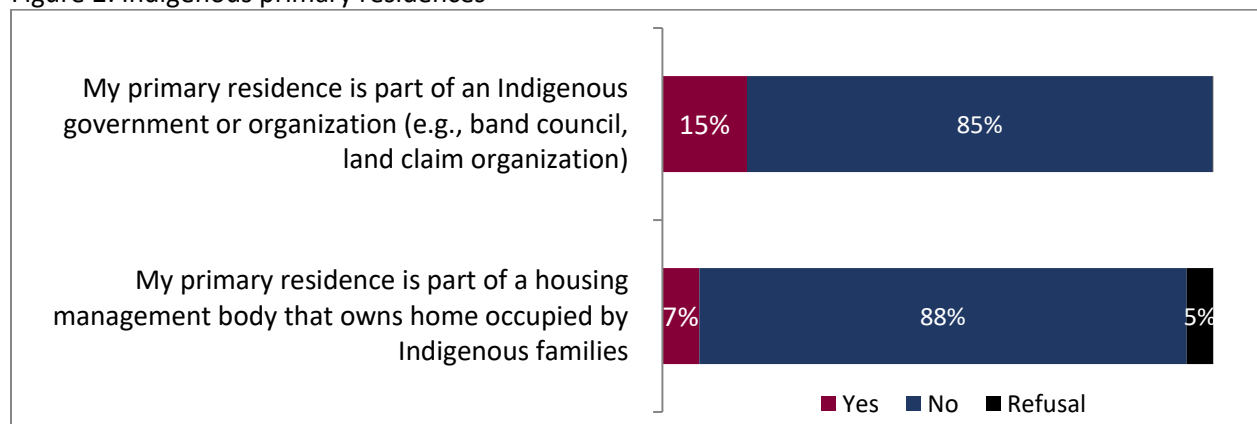
Notable subgroup differences regarding respondents' type of home include the following:

- There were no significant differences between men and women in the type of residence they own.
- Younger homeowners between 18 and 34 were more likely than other homeowners to live in a townhouse (19%) or apartment building (10%). Homeowners 55 and older were more likely to live in a single-family home (84%).
- Homeowners living in rural areas were more likely to live in single-family homes (91%) and mobile homes (3%), while homeowners in urban areas were more likely to live in townhouses (11%) and apartment buildings (7%).
- Homeowners who identified themselves as visible minorities were more likely to live in row houses (17%) while homeowners who did not identify as visible minorities were more likely to live in single family homes (82%).
- Immigrant homeowners were more likely to live in townhouses (13%), while non-immigrant homeowners were more likely to live in single-family homes (81%) or in mobile homes (2%). Newcomers, on the other hand, were more likely to live in a building (20%).

## 2.2.2 Indigenous Primary Residences

Fewer than one out of ten (5%) Indigenous respondents report that their home is part of an Indigenous government or organization (such as a band council or land claim organization) and fewer than one out of ten (7%) report that their primary residence is part of a housing management organization that owns housing occupied by Indigenous families.

Figure 2: Indigenous primary residences



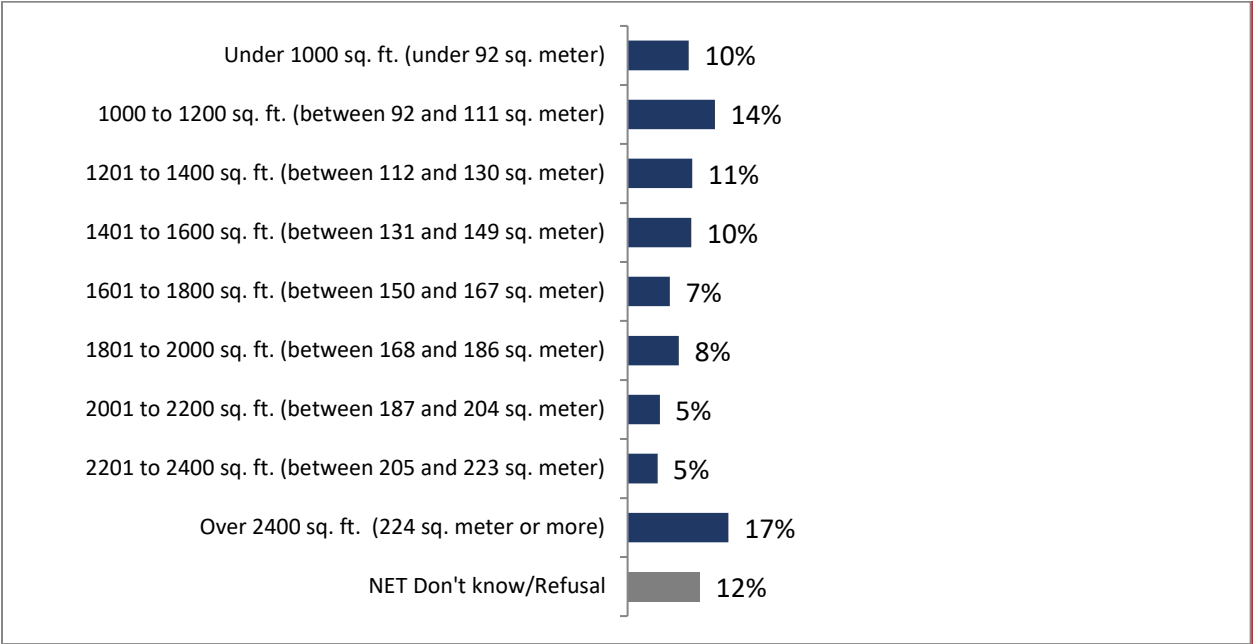
Q12: Do any of the following situations apply to you or your principal residence? Base: Respondents who identify as Indigenous people (n=116)



### 2.2.3 Residence Square Footage

About one in ten homeowners (12%) were unable to state the size of the living area of their principal residence (in square feet or square meters). About one quarter of homeowners (27%) reported having 2,001 square feet or more of living space, another quarter (26%) between 1,401 and 2,000 square feet, and the remaining 35% reported having less than 1,400 square feet.

Figure 3: Living space square footage of the residence

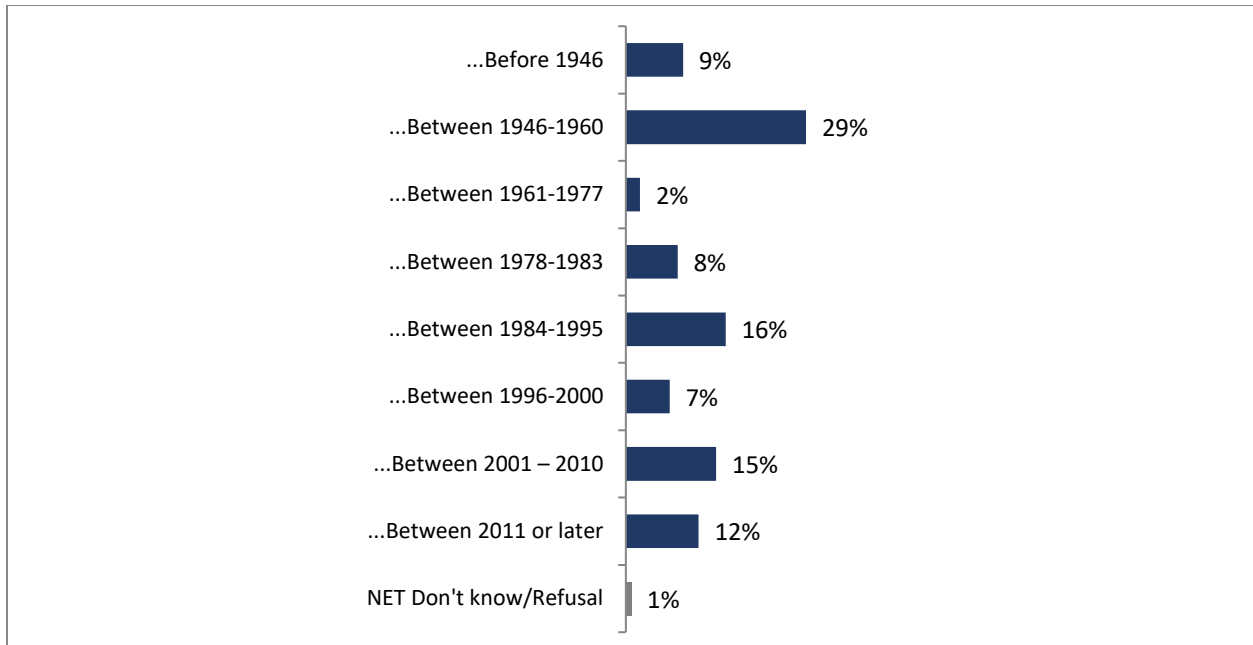


Q14: What is the living space in square footage of your home? Base: All respondents (n=2,919)

### 2.2.4 Construction Year of the Primary Residence

About one in ten (12%) Canadian homeowners reported that their primary residence was built between 2011 or later. More than one third of homeowners (38%) said their primary residence was built between 1984 and 2010 and about the same proportion (40%) said their primary residence was built between 1946 and 1983. Less than one in ten homeowners (9%) indicated that their primary residence was built before 1946.

Figure 4: Construction year of the primary residence



*Q13.1: In what year was your residence built? Base: All respondents + Q13.2: Even if you do not know the exact year, would you say your primary residence was built? (n=2,919)*

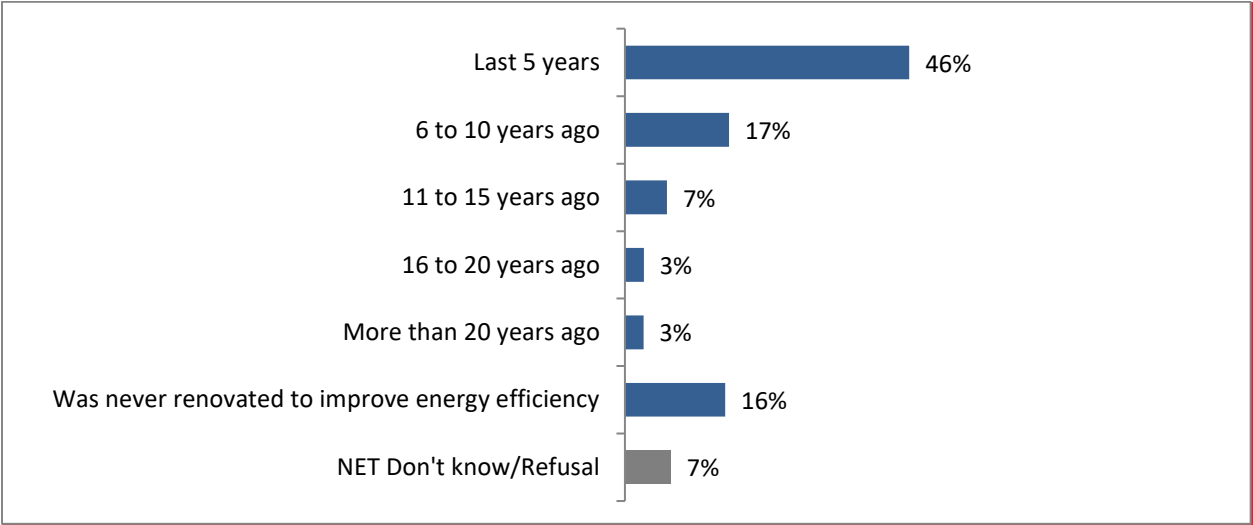
Notable subgroup differences regarding respondents' construction year of their primary residence include the following:

- Homeowners of 18 to 34 years old are more likely than other respondents to have mentioned that their residence was built in the last 10 years (24%). Likewise, homeowners in Alberta are more likely to have answered that their primary residence was built in the last 10 years (20%).
- Homeowners 55 and older are more likely than other homeowners to have indicated that their home was built between 1946 and 1960 (34%).
- The homeowners residing in the Atlantic provinces are more likely than others to have answered that the construction of their main residence occurred before 1946.
- Homeowners with a household income of less than \$60,000 annually are statistically more likely to have indicated that their home was built between 1946 and 1960 (37%). Those with a household income of more than \$150,000 annually are more likely to live in a home that was built between 2001 and 2010 (22%) or within the past 10 years (18%).
- Homeowners who identify as visible minorities are more likely than non-minorities to have mentioned that their home was built between 2001 and 2010 (23%). Homeowners who immigrated to Canada are more likely to have indicated that their home was built between 2001 and 2010 (21%), and newcomers are more likely to have indicated that their primary residence was built within the past 10 years (30%).

### 2.2.5 Last Energy Efficiency Improvement

Just under half of Canadian homeowners (46%) indicated that the last time that they upgraded their primary residence to make it more energy efficient was less than 5 years ago. One quarter (24%) said that the last energy efficiency improvements were made 6 to 15 years ago. Fewer (22%) said that the last energy efficiency retrofit was done more than 15 years ago on their primary residence. A few homeowners (7%) were unable to answer or refused to answer this question.

Figure 5: Last energy efficiency improvement



Q15: Based on what you know, when was the last time that a home improvement was made to make your home more energy efficient? Base: All respondents (n=2,919)

Notable subgroup differences regarding respondents last known renovations to improve their residence’s energy efficiency include the following:

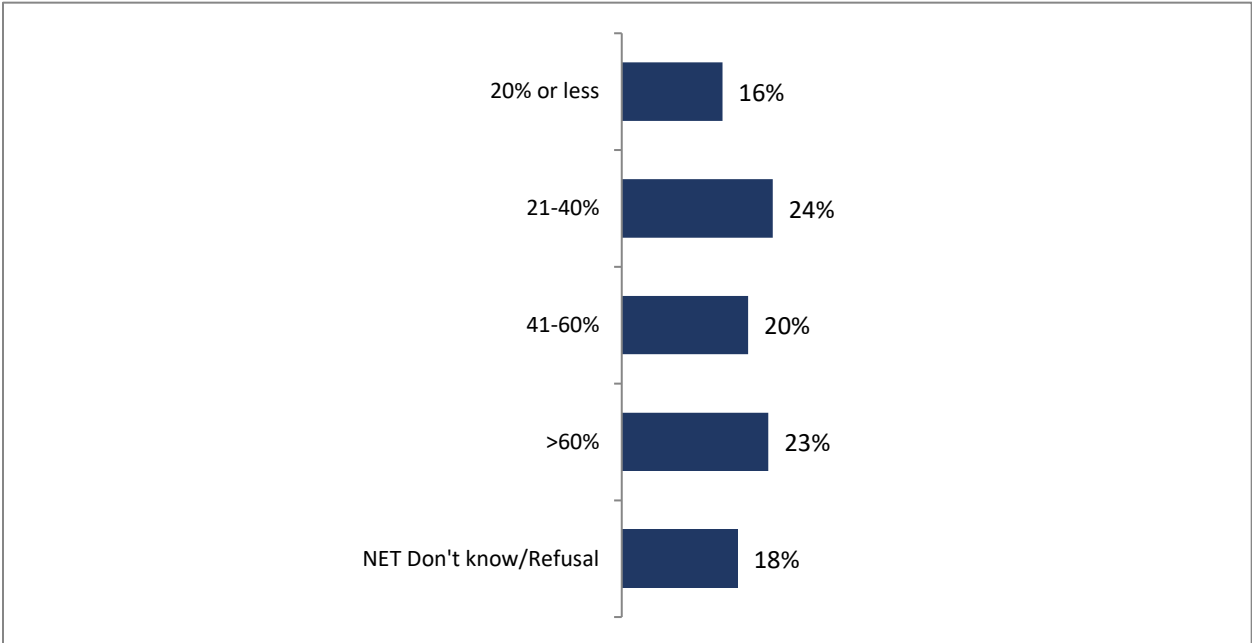
- There are no major statistically significant differences on this question for gender, age, region and language spoken at home.
- Homeowners with a household income higher than \$150,000 per year are more likely to have made energy efficiency improvements to their home in the past 5 years (54%).
- Homeowners who identify as Indigenous are statistically more likely to have made energy efficiency improvements to their home in the past 5 years (58%).
- Homeowners who immigrated to Canada are more likely than other homeowners to have indicated that their primary residence has never been improved for energy efficiency (22%).

### 2.3 Energy Efficiency

### 2.3.1 Percentage of Income Dedicated to Paying Monthly Bills

Just under one quarter of Canadian homeowners reported that their monthly expenses (including all bills, mortgage, debt payments and loans) exceeded 60% of their monthly household income. One out of five homeowners (20%) estimated this expense to be between 41% and 60% of their household income. One quarter (24%) estimated this expense at between 21% and 40%, while 16% of respondents estimated this expense at less than 20% of their household income. Nearly one out of five respondents (18%) did not answer, either because they were not able to make this assessment or did not want to answer the question.

Figure 6: Percentage of income dedicated to paying monthly bills



*Q8: Based on your best guess, what percentage (%) of your total monthly household income is dedicated to paying your monthly bills, including your mortgage and any other loans or debt payments? Base: All respondents (n=2,919)*

Notable subgroup differences regarding respondents' percentage of income dedicated to paying monthly bills include the following:

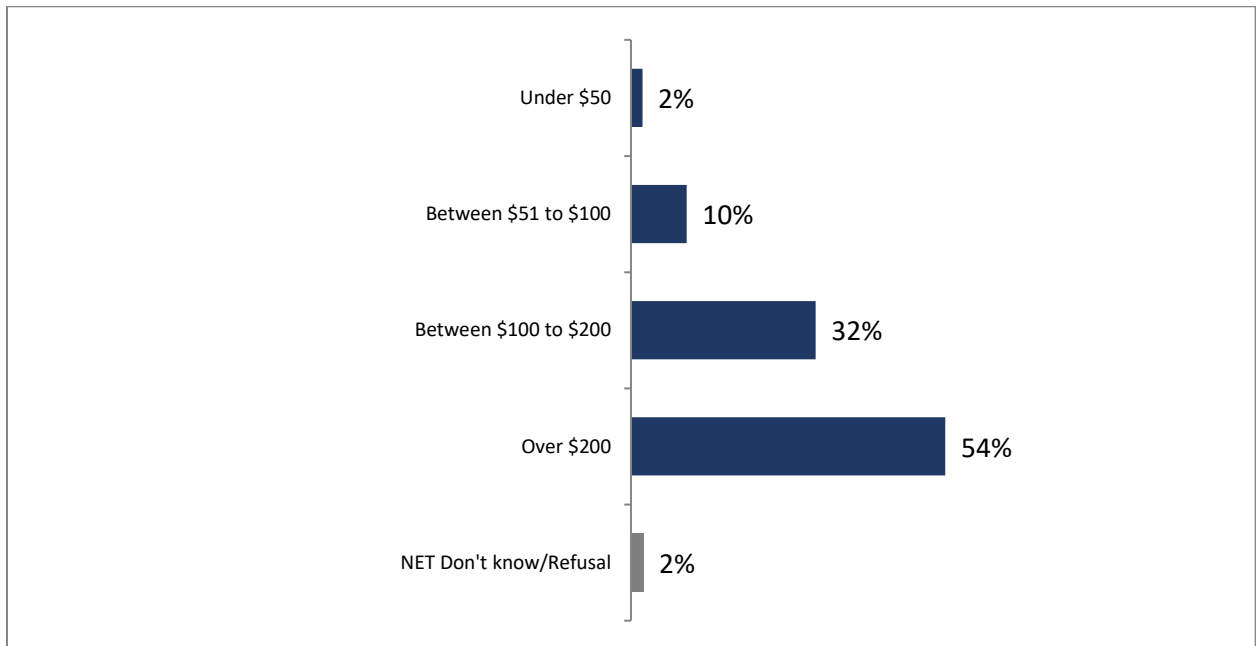
- Homeowners 18 to 34 years of age are statistically more likely to have reported that the percentage of their monthly income dedicated to paying bills is between 41% and 60% (26%) or more than 60% (30%).
- Homeowners who reside in the Atlantic provinces are among the Canadian homeowners with the highest percentage of monthly income dedicated to paying bills. They are statistically more likely to have indicated that 41% to 60% of their monthly income is spent on bills (30%).
- Homeowners with household incomes over \$150,000 per year spend the least percentage of their monthly income on bills. They are more likely than other homeowners to have indicated that they spend between 21% and 40% of their monthly income on bills (33%) or 20% or less (22%).

- Homeowners who belong to the LGBTQ2+ community are more likely than other homeowners to spend between 41% and 60% of their monthly income on paying bills.
- Homeowners who are newcomers are statistically less likely to dedicate 20% or less of their monthly income to paying bills (8%).

### 2.3.2 Monthly Amount Paid for Home Energy Bills

With respect to monthly energy expenses (electricity, gas, etc.), a very small number of Canadian homeowners (2%) reported having energy costs of \$50 or less per month. One in ten homeowners (10%) indicated that their monthly energy costs for their primary residence were between \$51 and \$100, while one third of respondents (32%) estimated their monthly energy costs to be between \$100 and \$200. More than half of the respondents (54%) reported that they spend more than \$200 per month on their home's energy needs. A small proportion of respondents (2%) did not answer this question.

Figure 7: Monthly amount paid for home energy bills



*Q9: Based on your best guess, what is the amount you pay each month for your home energy bills (electricity, gas, etc.)? Is it...? Base: All respondents (n=2,919)*

Notable subgroup differences regarding respondents' monthly amount paid for energy bills include the following:

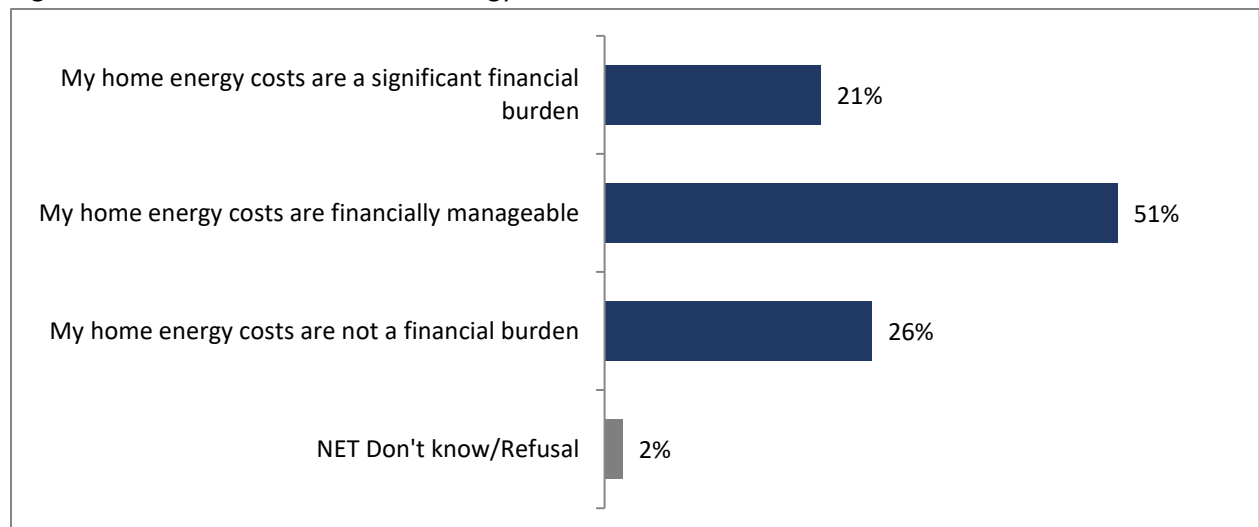
- Homeowners in Alberta (82%), the Atlantic Provinces (66%), and the territories (84%) are more likely than other homeowners to report paying more than \$200 per month for their primary residence's energy bills. Homeowners in Quebec are more likely than others to report paying between \$100 and \$200 (41%) or between \$51 and \$100 (16%) per month for their energy bills.

- Homeowners whose primary residence is in a rural area are more likely than homeowners living in urban areas to report paying more than \$200 per month for their energy bill (66%).
- Homeowners with an annual household income of more than \$150,000 are more likely to pay more than \$200 per month for their energy bill (67%).
- Homeowners who are newcomers are more likely than other homeowners to pay between \$51 and \$100 per month for their energy bills (21%). However, they are less likely to pay more than \$200 per month for energy bills (30%).
- Homeowners who identify themselves as LGBTQ2+ are more likely than non-LGBTQ2+ homeowners to report paying less than \$50 per month for their energy bills (9%). However, they are less likely to pay more than \$200 per month (34%).

### 2.3.3 Financial Burden of Home Energy Costs

Just over one in five Canadian homeowners (21%) indicated that the energy costs of their primary residence are a significant financial burden to them. About one quarter (26%) of homeowners do not consider these costs to be a financial burden. The remaining 51% of Canadian homeowners said that the energy costs of their primary residence are manageable for their household.

Figure 8: Financial burden of home energy costs



*Q16: Which best describe your home energy costs (electricity, gas, etc.):*

*Base: All respondents (n=2,919)*

Notable differences among the subgroups regarding their perception that their home energy costs are a financial burden are as follows:

- Homeowners 35 to 54 years of age are statistically more likely to have answered that their primary residence's energy costs are a significant financial burden (26%). In contrast, homeowners 55 and

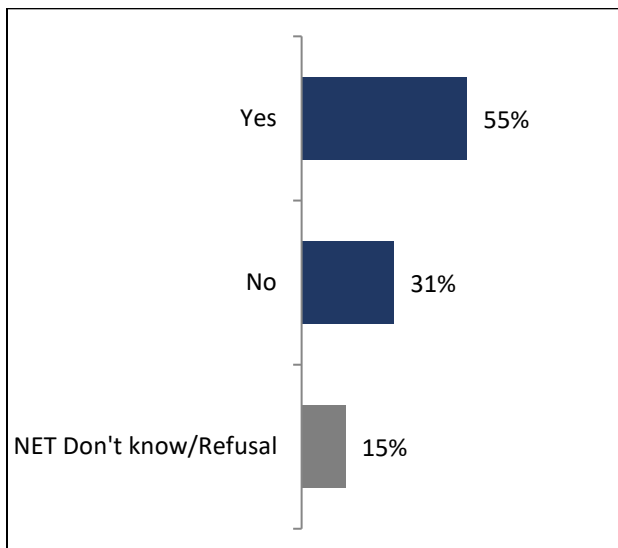
older are statistically more likely to have said that home energy costs are not a financial burden (31%).

- Homeowners living in Alberta are significantly more likely than other homeowners to have indicated that their home's energy costs are a significant financial burden (42%), while homeowners living in Quebec are significantly more likely to have answered that energy costs are not a financial burden to their household (31%).
- Homeowners with an annual household income of less than \$60,000 are more likely than other homeowners to consider their home's energy costs a financial burden (30%) while those with an annual household income of more than \$150,000 are more likely than other homeowners not to have considered their home's energy costs a burden (37%).
- Homeowners who define themselves as newcomers and homeowners with disabilities are statistically more likely to have identified home energy costs as a significant financial burden (31%).

### 2.3.4 Priority to Improve Home Energy Efficiency

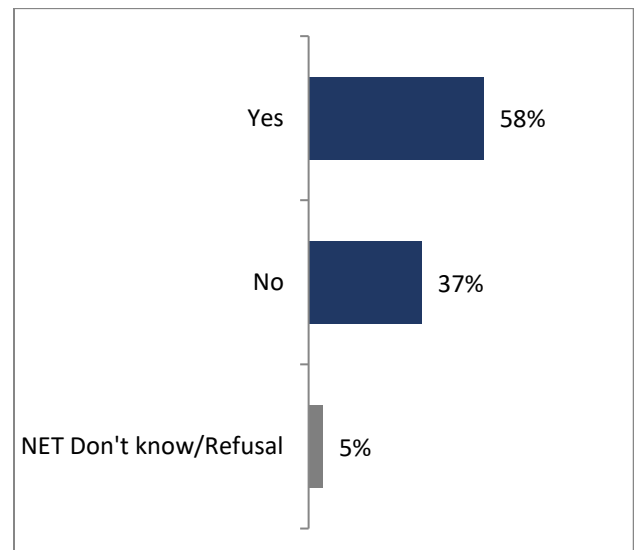
Among Canadian homeowners whose home energy costs are a financial burden, more than half (55%) consider it a significant enough burden that they would make upgrading their home a priority to reduce energy bills and avoid energy and heat loss. This proportion (58%) is similar among homeowners for whom the energy cost of their home is not a financial burden.

Figure 9A-B: Priority to upgrade home energy efficiency



*Q17: You have mentioned that your home energy costs are a burden to you. Is that burden significant enough that you would make it a priority to upgrade your home to bring your home energy bills down or prevent energy and*

*heat loss? Base: Respondents for whom home energy costs are a financial burden (n=538)*



*Q17B: Although you mentioned that energy costs are not a burden to you, is it a priority for*

you to make energy efficiency improvements to your home? Base: Respondents for whom home

energy costs are **NOT** a financial burden (n=2,333)

Notable differences among the subgroups regarding their opinion whether upgrading home energy efficiency is a priority:

Those for whom energy costs are a financial burden.

- Homeowners 55 or older are significantly more likely than other homeowners to have indicated that it is not a priority for them to improve the energy efficiency of their home (36%).
- Homeowners whose primary residence is in Alberta are also more likely to have mentioned that it is not a priority for them to make energy efficiency improvements to their home (40%).
- Homeowners who define themselves as newcomers to Canada are significantly more likely than other homeowners to want to make energy improvements to their home a priority (80%).

Those for whom energy costs are not a financial burden.

- Homeowners 35 to 54 years old are significantly more likely than other homeowners to be interested in making energy efficiency improvements to their homes a priority.
- Homeowners with an annual household income of more than \$150,000 are significantly more likely to have identified energy efficiency improvements to their home as a priority (65%).

### 2.3.5 Reasons for Improvements Being a Priority

The desire to make improvements to reduce home energy costs a priority is driven primarily by economic considerations. Nearly two out of three (64%) homeowners for whom energy costs are a burden and more than half (56%) for whom it is not a burden indicated that saving money is what motivates them to want to make these adjustments a priority. Both homeowners for whom energy costs are a burden and for whom it is not a burden indicated that the desire to save or not waste energy (9% and 20% respectively) and the desire to help the environment and reduce their environmental footprint (7% and 22% respectively) are also important reasons for making energy improvements to their primary residence a priority.

Table 10: Reasons for upgrades being a priority

	Home energy costs are a financial burden	Home energy costs are NOT a financial burden
Saving money - reducing operating costs/energy costs	64%	56%



Save energy / Do not want to waste energy / Use less energy / Energy efficient	9%	20%
Helping the environment - reducing environmental footprint	7%	22%
House needs updating (insulation, furnace, etc.) / House is old	6%	6%
Making my home more comfortable (less draughty or stuffy, even temperatures)	6%	10%
Need to replace windows/doors	5%	3%
Home improvements are expensive and outside my budget	2%	0%
Increase property value	1%	2%
Climate change	0%	3%
To leave a better planet for future generations	0%	2%
Replacing or updating old appliances	0%	1%
Aligns with my values / Right thing to do	0%	3%
New / Newer technologies available	0%	1%
Other	4%	3%
None / Nothing / Already did everything	2%	2%
NET Don't know/Refusal	9%	5%

Q17\_1 and Q17B1: In a few words, please tell us why it is a priority?

Base: Respondents for whom making upgrades to bring down home energy costs is a priority (and home energy costs are a financial burden n=298); (and home energy costs are **NOT** a financial burden n=1,319)

Notable differences among the subgroups regarding their reasons for considering improvements a priority:

Those for whom energy costs are a financial burden.

- Homeowners 55 and older are more likely than other homeowners to make energy improvements a priority to make their home more comfortable (13%).
- Homeowners whose primary residence is located in Alberta are significantly more likely than others to have identified making energy improvements to their home as a priority to save money and reduce operating costs (77%). Homeowners whose residence is located in the Atlantic provinces are significantly more likely to have identified energy improvements as a priority to make their home more comfortable (24%).

Those for whom energy costs are not a financial burden.

- Homeowners aged 35-54 are significantly more likely to have made home modifications a priority to help the environment and reduce their environmental footprint (28%), as well as to save money and reduce their operating costs (63%).
- Homeowners in Ontario (61%) or in the Atlantic provinces (68%) are significantly more likely than others to say they make it a priority to adjust their home in order to save money or reduce their operating costs.

### 2.3.6 Reasons for Improvements NOT Being a Priority

Lack of funds or the perception that they cannot afford it is the main reason (46%) cited by homeowners for whom energy costs are a burden for not making improvements a priority. Proportionately, this reason was much less mentioned by homeowners for whom energy costs are not a burden (9%). The latter were significantly more likely to say that this type of modification to their primary residence was not necessary (either because this type of retrofit has already been done to the home, or the home is energy efficient) than were other homeowners (47% vs. 22%). Homeowners for whom energy costs are a burden were more likely (13%) to mention that high energy costs are preventing them from making energy improvements to their primary residence a priority.

Table 11: Reasons for upgrades **NOT** being a priority

	Home energy costs are a financial burden	Home energy costs are NOT a financial burden
Lack of funds / Can't afford it / Too costly	46%	9%
Not needed (reno's are already done, not renovating, already energy efficient, good as is, built with energy efficient materials)	22%	47%
Energy rates are too high	13%	0%
Energy efficiency is not a valuable improvement	4%	3%
Planning to sell	4%	5%
The home was recently built	4%	9%
Decision is up to the condo board / building administration	2%	3%
My age / Too old	1%	3%
Have other/higher priorities	0%	5%
Energy costs are manageable	0%	7%
I heat with wood	0%	2%
House is too old	0%	1%
Other	4%	3%

None / Nothing	0%	0%
NET Don't know/Refusal	4%	6%

*Q17\_2 and Q17B2: In a few words, please tell us why it is not a priority?*

*Base: Respondents for whom making upgrades to bring down home energy costs is NOT a priority (and home energy costs are a financial burden, n=174); (and home energy costs are **NOT** a financial burden, n=911)*

Notable differences among the subgroups regarding their reasons for NOT considering improvements a priority.

Those for whom energy costs are a financial burden.

- Homeowners who are 55 and older are more likely than other homeowners to have indicated that it is not a priority for them because there is no necessary energy efficiency improvement to be made to their home (32%).

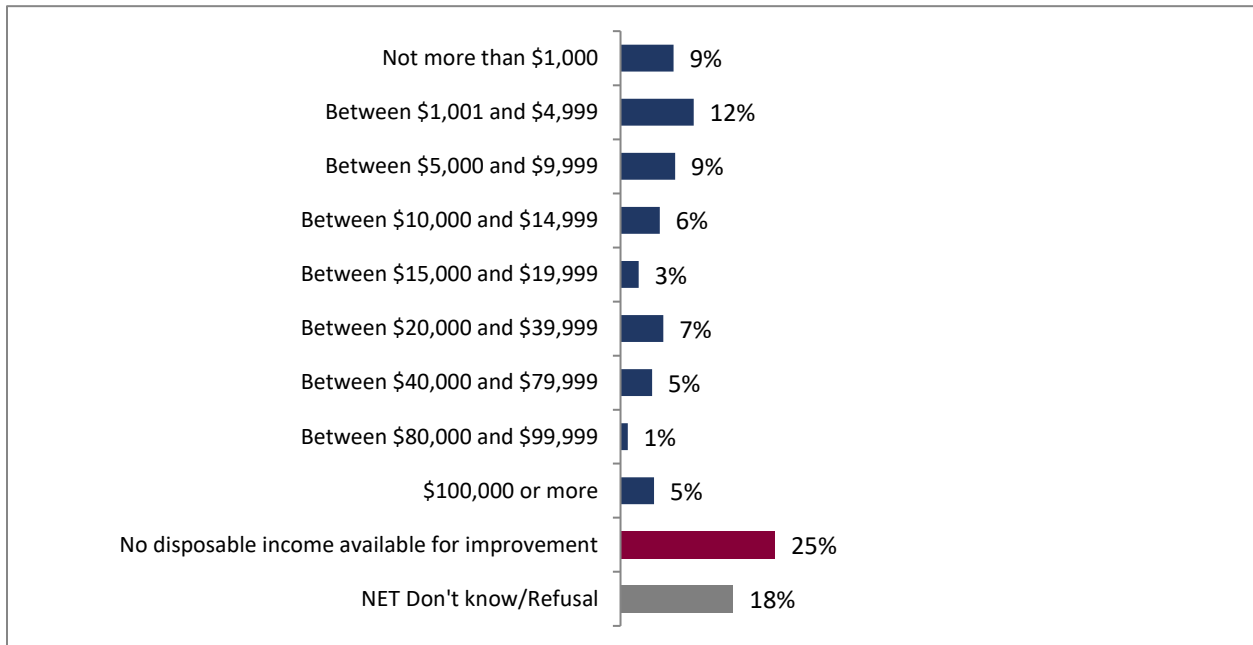
Those for whom energy costs are not a financial burden.

- Homeowners 35 to 54 years old are more likely than other homeowners to have explained that it is not a priority for them because they have other or higher priorities than home energy efficiency (10%).
- Homeowners 55 and older are more likely than other homeowners to have indicated that home energy improvements are not a priority because no home renovations are needed (53%).

### **2.3.7 Disposable Income for a Home Improvement Project**

One in five homeowners (20%) reported having less than \$5,000 available to make improvements to their property. Just under one in five (18%) said they have between \$5,000 and \$19,999 available to make improvements to their primary residence. About the same proportion (19%) said they had \$20,000 or more available to undertake such work. One quarter of Canadian homeowners (25%) said they had no money available to make improvements to their primary residence. Finally, just under one in five (18%) did not know or would not answer the question.

Figure 10: Disposable income for a home improvement project



Q10: *Approximately, how much disposable income do you have saved aside if you needed or wanted to undertake a home improvement project? Base: All respondents (n=2,919)*

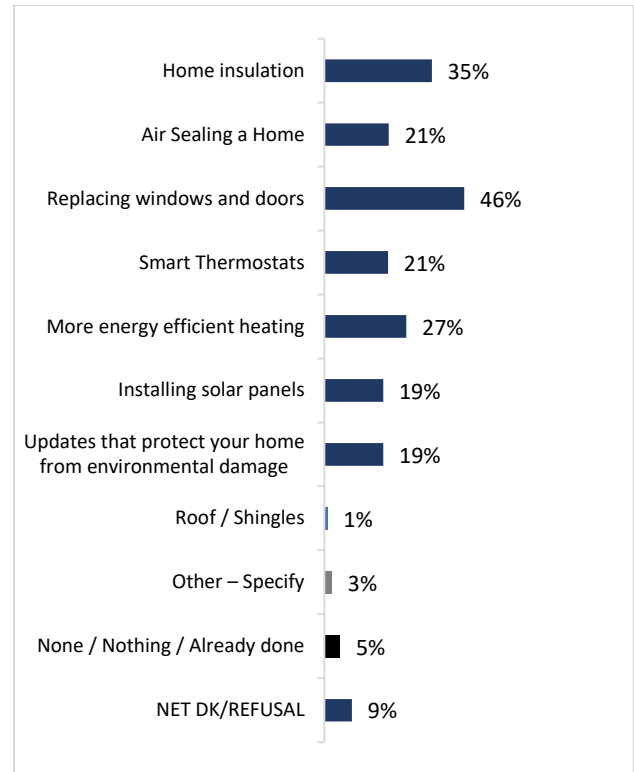
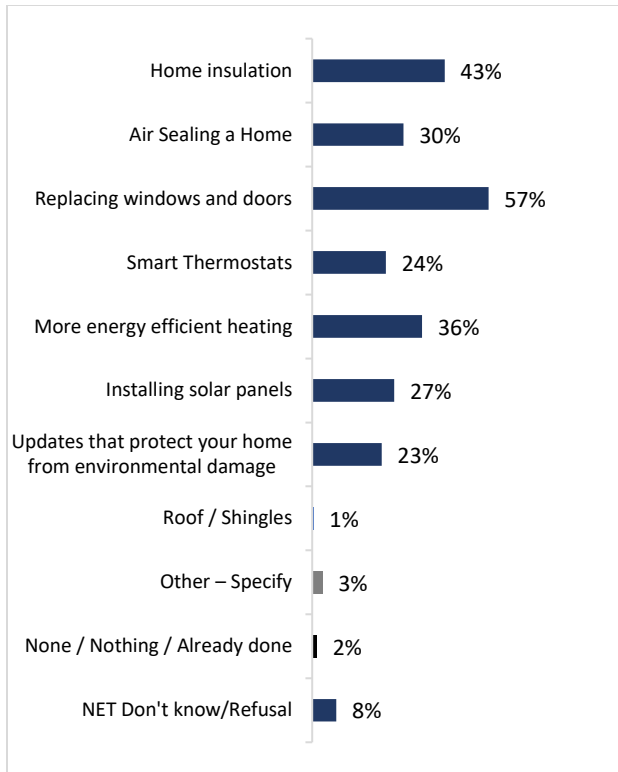
Notable subgroup differences regarding respondents' disposable income for a home improvement project include the following:

- Homeowners 18 to 34 are more likely than other homeowners to have indicated that they have between \$1,001 and \$4,999 to spend on home improvements (19%). This is also the case for homeowners who identified themselves as a visible minority (20%).
- Homeowners whose home is in Quebec are significantly more likely than others to have indicated that they do not have any disposable income to make improvements to their primary residence.
- Homeowners who identified as Indigenous (18%) and those with a disability (15%) were statistically more likely than other homeowners to have reported having less than \$1,000 available to make home improvements.

### 2.3.8 Planned Energy Efficiency Improvements

Replacing windows and doors, installing a more efficient heating system and re-insulating are the three improvements most frequently mentioned by Canadian homeowners. These are the same three priorities regardless of whether energy costs are a financial burden to the respondent. Other important improvements include weatherproofing, installing smart thermostats, installing solar panels and improvements that protect homes from environmental damages. Re-roofing or re-shingling was mentioned only by a very small minority of respondents.

Figure 11A-B: Planned energy efficiency improvements



*Q19: What energy efficiency improvements do you plan to make to your home? \*Multiple answers allowed. Base: Respondents for whom home energy costs are a financial burden and for whom making upgrades to bring down home energy costs is a priority (n=298)*

*Q19B: Base: Respondents for whom home energy costs are **NOT** a financial burden and for whom making upgrades to bring down home energy costs is a priority (n=1,319)*

Notable subgroup differences regarding respondents planned energy efficiency improvements include:

Those for whom energy costs are a financial burden.

- Homeowners between 35 and 54 years are significantly more likely than other homeowners to have planned to add smart thermostats as an addition to improve the energy efficiency of their home (31%).
- Homeowners whose primary residence is located in Manitoba are more likely than other homeowners to have plans to air seal their home (59%), while homeowners whose residence is located in Ontario are more likely to have plans to replace windows and doors in their home (67%).
- Homeowners in rural areas are statistically more likely to want to improve the insulation in their homes (59%).
- Homeowners who identify as visible minorities are statistically more likely than other homeowners to have indicated a willingness to add smart thermostats (42%) and install solar panels (42%) to their primary residence.

- Homeowners who immigrated to Canada are more likely than other homeowners to have indicated they want to install solar panels (40%) on their home.

Those for whom energy costs are not a financial burden.

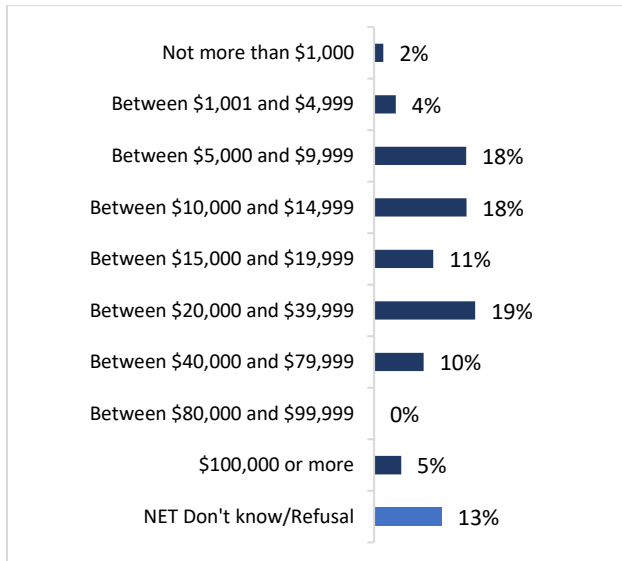
- Male homeowners are statistically more likely than females to be interested in improving the energy efficiency of their home's heating (32%).
- Homeowners between 18 and 34 are more likely than other homeowners to be interested in making improvements to their home's insulation (46%), incorporating smart thermostats (31%), and improving the energy efficiency of their heating (35%). Those aged between 35 and 54 are more likely than other homeowners to be interested in replacing windows and doors in their homes (52%).
- Homeowners located in British Columbia are statistically more likely than others to consider making improvements to their home's heating system (37%), as are homeowners located in the Atlantic Provinces (41%). Homeowners in Alberta are statistically more likely to have expressed their desire to install solar panels in their home (28%), while Quebec homeowners are significantly more likely to have expressed their willingness to install smart thermostats (26%).
- Homeowners who identified themselves as visible minorities are statistically more likely to have mentioned the desire to install smart thermostats in their homes (32%), as are immigrant homeowners (28%) and newcomers (55%).
- Homeowners with disabilities are statistically more likely than other homeowners to be interested in replacing windows and doors in their homes (59%).

### **2.3.9 Estimated Costs of Energy Efficiency Improvements**

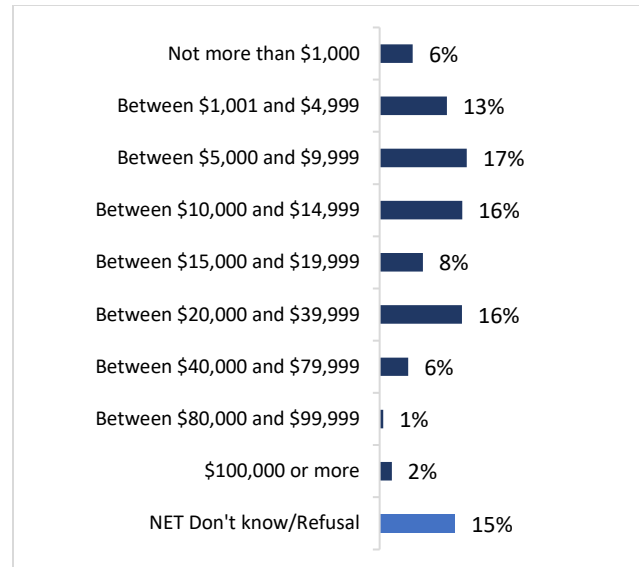
Among homeowners who considered their home's energy costs to be a burden, 6% believed that the improvements they were planning would cost less than \$5,000, almost half (47%) believed that they would cost between \$5,000 and \$19,999, and one third (34%) believed that they would cost \$20,000 or more. Among homeowners who did not consider their home's energy costs to be a burden, 19% believed their planned improvements would cost less than \$5,000, four out of ten (41%) believed they would cost between \$5,000 and \$19,999, and one quarter (25%) believed they would cost \$20,000 or more. The remaining respondents did not know or would not answer the question.

Among homeowners who indicated that they don't consider their home's energy costs to be a burden, 6% believed that the upgrades they are planning will cost less than \$5,000, almost half (47%) believed that they will cost between \$5,000 and \$19,999, and one third (34%) believed that they will cost \$20,000 or more. Among homeowners who indicated that they do not consider home energy costs to be a burden, 19% believed that the improvements they are planning will cost less than \$5,000, four in ten (41%) believed that they will cost between \$5,000 and \$19,999, and one quarter (25%) believed that they will cost \$20,000 or more. The remaining respondents did not know or did not want to answer the question.

Figure 12A-B: Estimated costs of energy efficiency improvements



*Q18: How much do you think you will need to invest to make energy improvements to your home in the next 5 years, regardless of where this money comes from? Base: Respondents for whom home energy costs are a financial burden and for whom making upgrades to bring down home energy costs is a priority (n=298)*



*Q18B: Base: Respondents for whom home energy costs are **NOT** a financial burden and for whom making upgrades to bring down home energy costs is a priority (n=1,319)*

Notable subgroup differences regarding respondents estimated costs of energy efficiency improvements include:

Those for whom energy costs are a financial burden.

- Homeowners between the ages of 18 and 34 are statistically more likely than other homeowners to have indicated that they need between \$5,000 and \$9,999 to make improvements to their home (43%).
- Homeowners whose primary residence is in Ontario are statistically more likely to have indicated that they need between \$15,000 and \$19,999 to make the necessary renovations to their home (20%).

Those for whom energy costs are not a financial burden.

- Homeowners with an annual household income of \$150,000.00 or more are statistically more likely to have mentioned that they would need between \$20,000 and \$39,999 to make home improvements (23%).

### 2.3.10 Planned Sources to be Used to Minimize the Financial Burden of Home Energy Improvement Projects

To finance their home improvement projects, homeowners have slightly different plans depending on whether they consider their energy expenses to be a burden or not. For the former, taking advantage of government financial assistance and tax credits for green retrofits (49%) was the preferred strategy followed by using disposable income and savings (42%), financing the retrofit through a mortgage (24%) or using a home-equity line of credit (23%) or personal line of credit (21%). For homeowners who did not consider energy expenses to be a burden, using disposable income and savings (66%) was the preferred strategy, followed by using government financial assistance and tax credits for green renovations (42%), and using a home-equity line of credit (19%) or personal line of credit (16%). Homeowners who viewed energy expenses as a burden were proportionally more likely to report considering refinancing or remortgaging the home (17%) or using their credit cards (12%) compared to homeowners who did not view energy expenses as a burden (7% and 6% respectively).

Table 12: Planned sources to be used to minimize the financial burden of your home energy improvement project

	Home energy costs are a financial burden	Home energy costs are NOT a financial burden
Leveraging government financial assistance and tax credits for eco-friendly home renovations	49%	42%
Disposable income and savings	42%	66%
Financing renovations into my mortgage	24%	13%
Using my home loan equity line of credit	23%	19%
Using a personal line of credit	21%	16%
Refinancing home/re-mortgage the house to pay for renovations	17%	7%
Using money available through credit cards	12%	6%
None of the above	8%	7%
Unsure\Prefer not to answer	4%	2%

*Q20 and Q20B: Which of the following sources do you plan to use to minimize the financial burden of your home energy improvement project?*

*Base: Respondents for whom home energy costs are a financial burden and for whom making upgrades to bring down home energy costs is a priority (n=298)*

*Base: Respondents for whom home energy costs are **NOT** a financial burden and for whom making upgrades to bring down home energy costs is a priority (n=1,319)*

Notable subgroup differences regarding respondents planned sources to be used to minimize the costs of home energy improvement projects include:



Those for whom energy costs are a financial burden.

- Homeowners with an annual household income of more than \$150,000 are statistically more likely to have mentioned using their income and savings to carry out energy-efficiency projects for their home (66%).
- Homeowners who identified themselves as visible minorities were also statistically more likely to have reported planning to use their income and savings to complete their energy efficiency retrofit projects (56%).

Those for whom energy costs are not a financial burden.

- Homeowners whose primary residence is located in Alberta are statistically more likely to have mentioned planning to use a personal line of credit to carry out their energy efficiency improvement project (27%) as are homeowners whose primary residence is located in the Atlantic region (25%).
- Homeowners whose residence is in Quebec are significantly more likely to finance their projects through their mortgage (23%).
- Homeowners between the ages of 35 and 54 are significantly more likely than others to be considering taking advantage of government financial assistance and tax credits to carry out home improvements (48%). This is also the case for homeowners whose homes are located in the Atlantic region (53%), homeowners who do not identify as a visible minority (45%), homeowners who do not identify as a newcomer (43%) and those who do not identify as a member of the LGBTQ2+ community (43%).

## **2.4 Awareness of Energy Efficiency Programs**

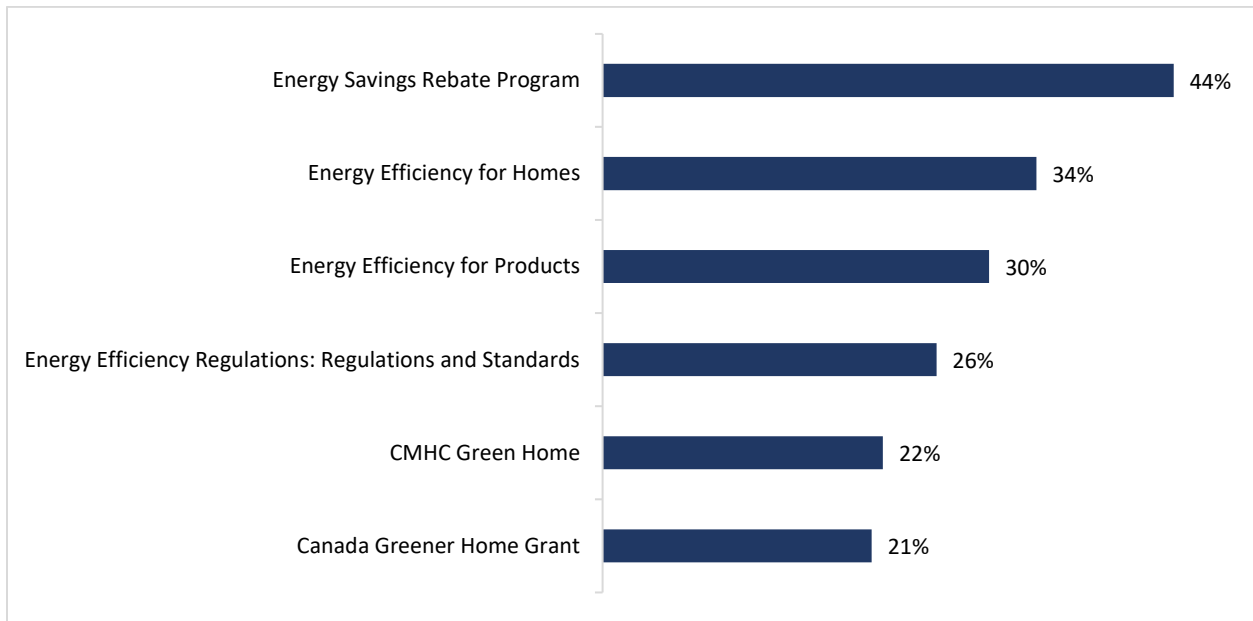
### **2.4.1 Awareness<sup>1</sup> of Government Resources and Support Programs for Energy Efficiency**

Of the federal programs that provide financial incentives to support more energy efficient choices among Canadian homeowners, the three most well-known programs were the Energy Savings Rebate Program (44%), CMHC Green Home Program (22%) (not to be confused with CMHC's Greener Homes Loan program) followed by the newly launched GH Grant (21%) in 2021. Also 30% of respondents stated that they were aware of the tips provided by the federal government to reduce energy consumption from the products they buy (i.e. Energy Efficiency for Products) and 34% of respondents were aware of the tips provided to improve the energy performance of their old or new home (i.e. Energy Efficiency for Homes). Moreover, 26% of respondents mentioned knowing the Energy Efficiency Regulations: Regulations and Standards.

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<sup>1</sup> Awareness: homeowners know that the program exists without necessarily having further knowledge or understanding of it.

Figure 13: Awareness of government resources and support programs for energy efficiency



*Q21 and Q21B: Are you currently aware of the following government resources and/or support programs for energy efficiency?*

*Base: Respondents for whom home energy costs are a financial burden and for whom making upgrades to bring down home energy costs is a priority (n=298)*

*Base: Respondents for whom home energy costs are **NOT** a financial burden and for whom making upgrades to bring down home energy costs is a priority (n=1,319)*

Notable subgroup differences regarding respondents' awareness of federal government resources and support programs for energy efficiency include:

- Homeowners who identified themselves as newcomers are significantly more likely to be aware of the Canada Greener Homes Grant than are other homeowners (33%), as are those with an annual household income of more than \$150,000 (27%).

## 2.4.2 Familiarity<sup>2</sup> with the Canada Greener Homes Grant

The level of familiarity with the CGHG varies among eligible<sup>3</sup> homeowners who mentioned being aware of the program. About half of eligible homeowners who mentioned being aware<sup>4</sup> of the program (48%)

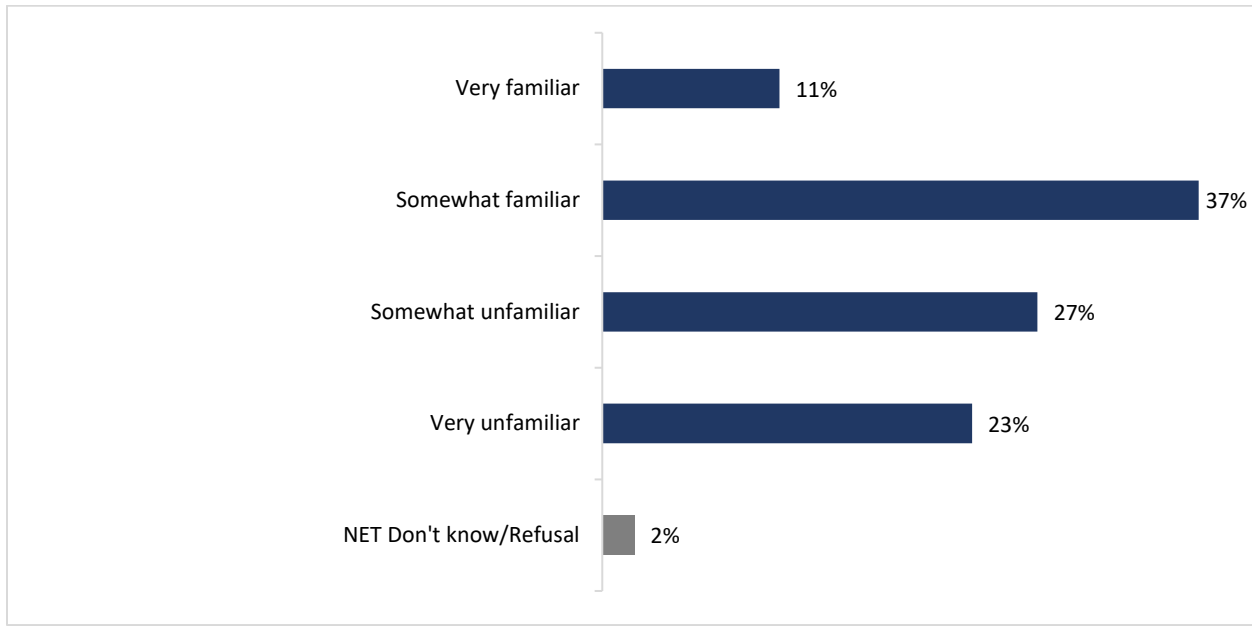
<sup>2</sup> Familiarity: homeowners know that the program exists AND acknowledge some level of knowledge or understanding of it.

<sup>3</sup> The base of eligible respondents was established by screening out respondents who mentioned that they did not apply to the CGHG because renovations were not needed, that they did not qualify for the CGHG or that the decision was not up to them. Also screened out were those who did not plan to make energy efficiency improvements to their home or whose only planned improvement was to install a smart thermostat, and those who stated that making energy efficiency improvements to their home was not a priority because such renovations were not needed.

<sup>4</sup> Awareness: homeowners know that the program exists without necessarily having further knowledge or understanding of it.

said they were familiar with the CGHG, while the other half of these same homeowners (50%) said they were somewhat or very unfamiliar with it. A few eligible homeowners who mentioned being aware of the program were very familiar (11%) with the CGHG, while nearly one quarter (23%) of them indicated that they were very unfamiliar with it.

Figure 14: Familiarity with the Canada Greener Homes Grant among eligible homeowners



*Q22 and Q22B: How familiar are you with the Canada Greener Homes Grant Initiative?*

*Base: Respondents who mentioned being aware of the CGHG, who are eligible for the CGHG and for whom making upgrades to bring down home energy costs is a priority (n=255)*

The following subgroups were especially likely to be very or somewhat familiar with the CGHG:

- Eligible homeowners from Ontario (57%) and those for whom English is the primary language spoken at home (54%) are significantly more likely to have reported being familiar with the Canada Greener Homes Grant than other eligible homeowners.

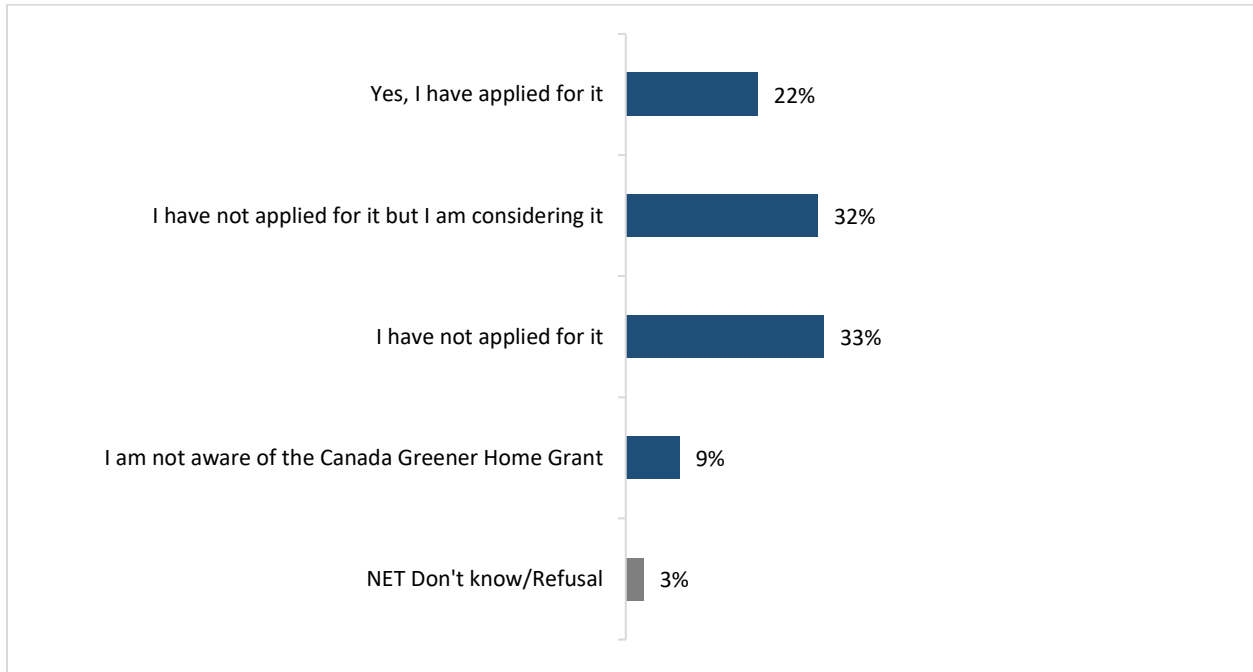
The following subgroups were especially likely to be very or somewhat unfamiliar with the CGHG:

- Eligible homeowners whose language most frequently used at home is French are statistically more likely to have indicated that they are not familiar with the Canada Greener Homes Grant (68%) than are other eligible homeowners. This is also the case for eligible homeowners whose residence is located in Quebec (68%).

### 2.4.3 Application to the Canada Greener Homes Grant Among Eligible<sup>5</sup> Homeowners

Of those homeowners who are eligible for the CGHG and who indicated familiarity or unfamiliarity<sup>6</sup> with it, one third (33%) said they had not applied for the Grant and close to one out of ten (9%) admitted to not being aware<sup>7</sup> of it. Just over one in five (22%) indicated that they had applied, and nearly one third (32%) indicated that they were considering doing so in the future.

Figure 15: Application to the Canada Greener Homes Grant among eligible homeowners



*Q23 and Q23B: Have you applied to the Canada Greener Homes Grant?*

*Base: Respondents who are eligible for the CGHG<sup>8</sup>, who mentioned being familiar or unfamiliar with the CGHG, and for whom making upgrades to bring down home energy costs is a priority (n=249)*

The following subgroups were especially likely to be considering applying to the CGHG:

<sup>5</sup> The base of eligible respondents was established by screening out respondents who mentioned that they did not apply to the CGHG because renovations were not needed, that they did not qualify for the CGHG or that the decision was not up to them. Also screened out were those who did not plan to make energy efficiency improvements to their home or whose only planned improvement was to install a smart thermostat, and those who stated that making energy efficiency improvements to their home was not a priority because such renovations were not needed.

<sup>6</sup> Familiarity: homeowners know that the program exists AND acknowledge some level of knowledge or understanding of it.

<sup>7</sup> Awareness: homeowners know that the program exists without necessarily having further knowledge or understanding of it.

<sup>8</sup> The base of eligible respondents was established by screening out respondents who mentioned that they did not apply to the CGHG because renovations were not needed, that they did not qualify for the CGHG or that the decision was not up to them. Also screened out were those who did not plan to make energy efficiency improvements to their home or whose only planned improvement was to install a smart thermostat, and those who stated that making energy efficiency improvements to their home was not a priority because such renovations were not needed.

- Eligible homeowners living in urban areas are significantly more likely to say they have not yet applied for the Canada Greener Homes Grant but are considering doing so (36%).

#### 2.4.4 Reasons not to Apply to the Canada Greener Homes Grant

A few reasons were given by these homeowners for not applying to the CGHG. They have indicated that the process is too complicated (28%), that home improvements are too expensive and out of their budget (12%), that they are not eligible or don't qualify (8%) or that they do not trust the program (5%).

Table 13: Reasons not to apply to the CGHG

Too complicated/unsure about the process	47%
Home improvements are too expensive and outside my budget	18%
The grant that is available is too little to make a difference	5%
Don't think the home improvements will make a difference in home efficiency	4%
Friend/family told me that this is not useful for saving money or helping the environment	0%
I don't trust that specific program	8%
Not needed (reno's are already done, not renovating, new home, etc.)	-
Not eligible / Don't qualify	-
Decision is up to the condo board / building administration	-
Too costly	3%
Other	3%
NET Don't know/Refusal	18%

Q24 and Q24B: Why have you not applied for the Canada Greener Homes Grant?

Base: Respondents who are eligible to the CGHG<sup>9</sup> and who mentioned not having applied to the CGHG (n=81)

The sample sizes for most of the subgroups are too small for this question, so no meaningful differences could be identified.

#### 2.4.5 Awareness of Provincial Programs and Support for Energy Efficiency

Incentive programs for home energy efficiency improvements exist in several Canadian jurisdictions. The following section presents the level of awareness of provincial programs among both homeowners who

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<sup>9</sup>The base of eligible respondents was established by screening out respondents who mentioned that they did not apply to the CGHG because renovations were not needed, that they did not qualify for the CGHG or that the decision was not up to them. Also screened out were those who did not plan to make energy efficiency improvements to their home or whose only planned improvement was to install a smart thermostat, and those who stated that making energy efficiency improvements to their home was not a priority because such renovations were not needed.

consider their home energy costs a burden and those for whom energy costs are not a burden. Because the provincial sample sizes were too small for many provinces, we have combined the two subgroups to determine an overall level of awareness for each program assessed. Still, for many provinces, the sample size is under 30. The results are shown for illustrative purposes only and should be interpreted with caution.

Table 14: Awareness of provincial programs and support for energy efficiency – Newfoundland and Labrador

Home Energy Saving Program (HESP)	36%
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*Q25: Are you currently aware of the following provincial programs and support for energy efficiency?  
Base: All respondents from Newfoundland and Labrador for whom home energy costs are a financial burden (n=98)*

Table 15: Awareness of provincial programs and support for energy efficiency – Prince Edward Island

Building Envelope Upgrade Rebate	21%
Equipment Upgrade Rebate	16%
Home Energy Audit Program	37%
New Home Construction Program	53%
Winter Warming Program	3%

*Q25: Are you currently aware of the following provincial programs and support for energy efficiency?  
Base: All respondents from Prince Edward Island for whom home energy costs are a financial burden (n=14)*

Table 16: Awareness of provincial programs and support for energy efficiency – Nova Scotia

Appliance Retirement Program	37%
Clean Energy Financing Program	31%
Demonstration Homes Program	5%
Efficient Product Installation Service	21%
Home Product Rebates	39%
HomeWarming Program	21%
New Home Construction	24%
Solar City Program	33%
SolarHomes Program	22%
Home Energy Assessment Program	59%

*Q25: Are you currently aware of the following provincial programs and support for energy efficiency?  
Base: All respondents from Nova Scotia for whom home energy costs are a financial burden (n=68)*

Table 17: Awareness of provincial programs and support for energy efficiency – Quebec

Chauffez vert	16%
Novoclimat Homes	37%
Rénoclimat	34%

Éconologis	13%
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Q25: Are you currently aware of the following provincial programs and support for energy efficiency?  
 Base: All respondents from Quebec for whom home energy costs are a financial burden (n=605)

Table 18: Awareness of provincial programs and support for energy efficiency – Manitoba

Advanced HRV Control Program	14%
First Nations Insulation and Direct Install	7%
Home Insulation Rebate	35%
Income Qualified Program	16%
Metis Energy Efficiency Offers	9%
New Homes Program	11%
Pool Pump Program	4%
SAVE MORE	5%

Q25: Are you currently aware of the following provincial programs and support for energy efficiency?  
 Base: All respondents from Manitoba for whom home energy costs are a financial burden (n=112)

Table 19: Awareness of provincial programs and support for energy efficiency – British Columbia

CleanBC Better Homes New Construction Program	23%
Energy Coach Service	9%
Home Renovation Rebate and EfficiencyBC Program	41%
CleanBC Better Homes and Home Renovation Rebate Program	27%

Q25: Are you currently aware of the following provincial programs and support for energy efficiency? Base:  
 All respondents from British Columbia for whom home energy costs are a financial burden (n=387)

Table 20: Awareness of provincial programs and support for energy efficiency – Yukon

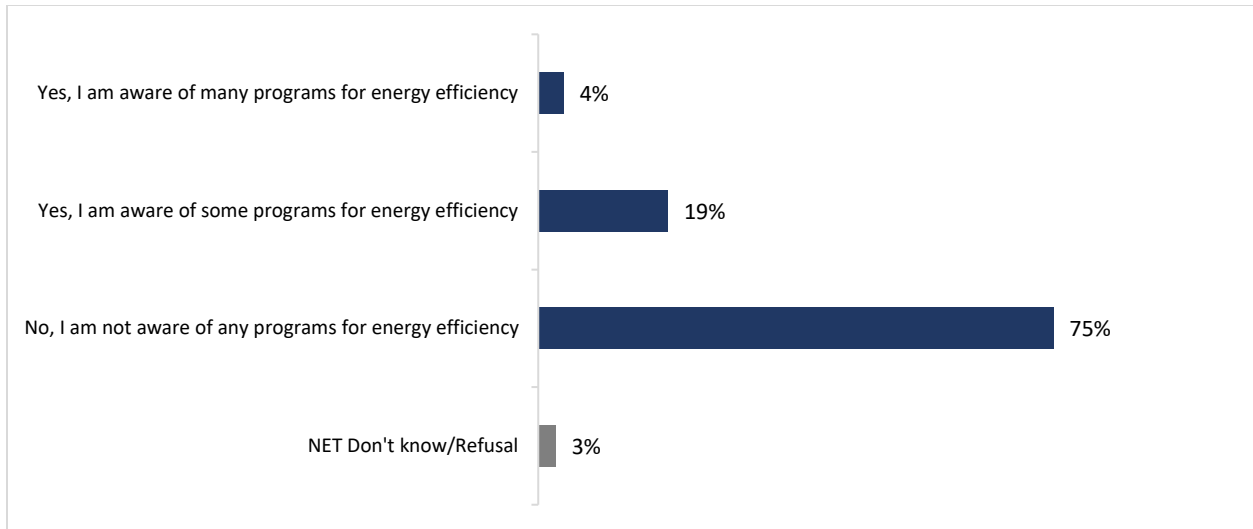
Good Energy Program	41%
Refrigerator Retirement Program	47%
Incentives for Appliances, Heating Systems & Water Conservation	45%

Q25: Are you currently aware of the following provincial programs and support for energy efficiency?  
 Base: All respondents from Yukon for whom home energy costs are a financial burden (n=29)

## 2.4.6 Awareness of Regional/Municipal Programs and Support for Energy Efficiency

Three quarters (75%) of homeowners who considered their home energy costs to be a burden, as well as those for whom energy costs are not a burden, were not aware of any energy efficiency programs in their region or municipality. Almost one quarter (23%) said they were aware of at least one energy efficiency program in their region or municipality.

Figure 16: Awareness of regional/municipal programs and support for energy efficiency



*Q26+Q26B: Are you currently aware of any regional/municipal programs and support for energy efficiency?*

*Base: Respondents for whom home energy costs are a financial burden and for whom it is NOT a financial burden (n=2,871)*

The following subgroups were especially likely to be aware of many or some programs for energy efficiency:

- Homeowners aged 18 to 34 are significantly more likely than other homeowners to have indicated they are aware of energy efficiency programs in their region or municipality (29%).
- Homeowners whose home is located in the Atlantic provinces (32%) and those whose home is located in the territories (55%) are significantly more likely to have reported being aware of energy efficiency programs in their region or municipality (55%).
- Homeowners identifying as visible minorities are more likely to have indicated awareness of energy efficiency programs in their region and municipality (28%).

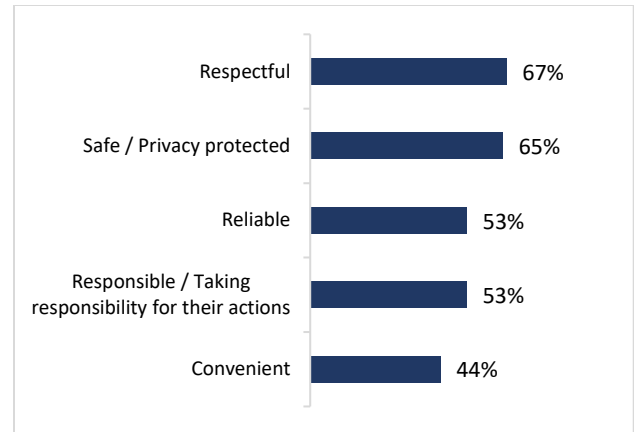
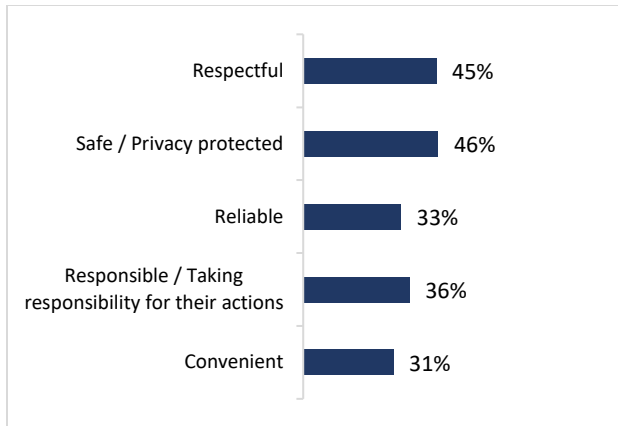
## 2.5 Trust in Government

### 2.5.1 Trust in Resources and/or Support Programs from All Levels of Government

Homeowners who considered their home's energy costs to be a burden indicated that they believed the programs and support offered by all levels of government were safe (46%), respectful (45%), responsible (36%), reliable (33%) and convenient (31%). Their level of trust was significantly lower than for the other homeowners. Indeed, homeowners who felt that their home's energy costs were not a burden indicated that government support programs and resources were safe (65%), respectful (67%), responsible (53%), reliable (53%) and convenient (44%).

Figure 17A-B: Trust in resources and/or support programs propositions from all levels of government





*Q20.1: Overall, do you consider that government propositions on resources and/or support programs for energy efficiency are generally...?  
Base: Respondents for whom home energy costs are a financial burden, for whom making upgrades to bring down home energy costs is a priority, who did not mention planning to leverage government programs to finance home energy improvement projects and who mentioned knowing at least one such government program (n=175)*

*Base: Respondents for whom home energy costs are NOT a financial burden, for whom making upgrades to bring down home energy costs is a priority, who did not mention planning to leverage government programs to finance home energy improvement projects and who mentioned knowing at least one such government program (n=972)*

Notable subgroup differences regarding respondents' opinion of programs and resources:

Significant differences only among those who do not consider energy costs to be a burden.

In general, Quebec homeowners and newcomers were the most positive about the programs and resources offered by all levels of government.

#### *Convenient*

- Quebec homeowners are more likely than other homeowners to have considered the programs to be convenient (56%).
- Newcomers are also more likely to have indicated that the programs and resources offered by all levels of government are convenient (68%).

#### *Reliable*

- Quebec homeowners are more likely than other homeowners to have considered government programs and resources to be reliable (68%).
- Newcomers are also more likely to have indicated that the programs and resources offered by all levels of government were convenient (84%), as are homeowners who identify themselves as visible minorities (65%).

#### *Responsible*

- Homeowners whose residence is located in Quebec are more likely than other homeowners to have found the programs and resources proposed by all levels of government to be responsible (68%).

*Respectful*

- Homeowners with a residence in Quebec are more likely than other homeowners to have considered the programs and resources offered by all levels of government to be respectful (78%).
- Newcomers are also more likely to have indicated that they found the programs and resources proposed by all levels of government to be respectful (82%). However, people with disabilities are under-represented among those who consider them respectful (50%).

*Safe*

- Quebec homeowners are more likely than other homeowners to have considered government programs and resources to be safe (72%).
- Newcomers are also more likely to have indicated that they consider government programs and resources to be safe (83%).

## 2.6 Reasons and Barriers for Home Energy Efficiency Improvements

### 2.6.1 Reasons for Making Home Energy Efficiency Improvements

The top five reasons for making a home energy efficient are the same whether the homeowner considers energy costs a burden or not. The first reason cited by respondents was the desire to save money or reduce energy costs (88%) for those whose energy costs are a burden versus 74% for the others. The second reason is related to the desire to help the environment and reduce one's energy footprint (27%) for those whose energy costs are a burden versus 39% for the others. The desire to make one's home more comfortable, without drafts and to have a more uniform temperature inside, (24%) for those whose energy costs are a burden versus 39% for the others. Increasing the value of the home (14%) and replacing old materials (13%) for those whose energy costs are a burden versus 14% and 12% respectively for others were the other mentions that closed the top five.

Table 21: Reasons for making home more energy efficient

	Home energy costs are a financial burden	Home energy costs are NOT a financial burden
I have no specific reason to do it	2%	2%

Helping the environment - reducing environmental footprint	27%	39%
Saving money - reducing operating costs/energy costs	88%	74%
Increase property value	14%	14%
It aligns with my values	7%	9%
Replacing or updating old equipment	13%	12%
Aesthetic improvements toward energy efficient updates	7%	7%
Emergency replacement	3%	2%
Taking advantage of government incentives	9%	7%
Increasing resiliency against environmental factors (storms, floods, etc.)	7%	7%
Making my home more comfortable (less draughty or stuffy, even temperatures)	24%	25%
To leave a better planet for future generations	8%	10%
Save energy / Do not want to waste energy / Use less energy / Energy efficient	0%	3%
Other	0%	1%
NET Don't know/Refusal	2%	2%

*Q27 and Q27B: What are your reasons for making your home more energy efficient?*

*Base: Respondents for whom home energy costs are a financial burden and for whom making upgrades to bring down home energy costs is a priority (n=298)*

*Base: Respondents for whom home energy costs are **NOT** a financial burden and for whom making upgrades to bring down home energy costs is a priority (n=1,319)*

Notable subgroup differences regarding respondents' reasons for making home energy efficiency improvements include:

Those for whom energy costs are a financial burden.

- Urban homeowners are significantly more likely to have indicated that the main reason for making home improvements is to help the environment and reduce their environmental footprint (31%).
- Rural homeowners are significantly more likely than other homeowners to have mentioned that the main reason for making improvements to their home is to make it more comfortable (37%). This is also the case for homeowners with a household income under \$60,000 (31%).

Those for whom energy costs are not a financial burden.

- Homeowners aged 18 to 34 are significantly more likely than other homeowners to have indicated that the main reason for making home improvements is to help the environment (52%) and because it aligns with their value (16%). Homeowners aged between 35 and 54 are significantly more likely than other homeowners to have indicated saving money and reducing operating costs as the primary reason for making home improvements (80%).
- Homeowners who indicated having a language other than English or French as their primary language spoken at home are significantly more likely to have mentioned the desire to increase the value of their property (25%), the desire to replace or update old equipment (21%), and the

intention to take advantage of government benefits and incentives (20%) as the primary reasons for making energy efficiency improvements to their home.

- Homeowners identifying as visible minorities have identified a multitude of reasons for making energy efficiency improvements to their homes. They are statistically more likely than other homeowners to have mentioned an interest in helping the environment and reducing their environmental footprint (49%), a desire to make their home more comfortable (33%), and an interest in increasing the value of their property (22%), as well as a desire to replace and update old equipment (22%), but also because it aligns with their values (16%), because it increases resilience to environmental factors (15%), because they want to take advantage of government incentives (14%), and to make aesthetic improvements while being energy efficient (13%).
- Homeowners identifying as immigrants have also mentioned numerous reasons for making energy efficiency improvements to their homes. They are statistically more likely than non-immigrant homeowners to have identified a desire to help the environment and reduce their environmental footprint (46%), to want to make their home more comfortable (36%), to want to replace old equipment (20%), and because it aligns with their values (14%).
- Homeowners identifying as newcomers, like immigrant homeowners, have mentioned a multitude of reasons for making energy efficiency improvements to their homes. They are statistically more likely than other homeowners to have mentioned wanting to make their home more comfortable (49%), to increase the value of their property (30%), to replace old equipment (27%), and also because it aligns with their values (23%), to increase their resilience to environmental factors (20%), to take advantage of government incentives (18%), and to leave a better planet for future generations (25%).
- Homeowners with disabilities are significantly more likely to have mentioned a desire to make their home more comfortable (39%) than other homeowners. They are also more likely to have indicated that this is aligned with their value (23%) and that they want to leave a better planet for future generations (20%).
- Homeowners who identify with the LGBTQ2+ community are significantly more likely to have mentioned a desire to help the environment and reduce their environmental footprint (59%).

## **2.6.2 Reasons or Barriers for not Prioritizing Home Energy Efficiency Improvements**

The reasons why Canadian homeowners did not prioritize energy efficiency improvements were somewhat different whether the homeowner considered their energy costs to be a burden or not. The cost of improvements was the main reason cited by homeowners whose energy costs are a burden (61%) compared to 23% for the others. The fact that no improvements were needed at this time was mentioned by homeowners whose energy costs are a burden (21%) compared with 38% for the others. The following reasons were different for homeowners who are burdened by energy costs and those who aren't burdened by energy costs.

Homeowners who considered their home's energy costs to be a burden cited the following reasons: their home requires modifications other than energy upgrades (14%), that modifications will be made in the

future (13%) or the lack of time (12%). For homeowners whose energy costs were not a burden, the reasons given were that the home is still new (16%), that the home requires modifications other than energy upgrades (14%) or that energy upgrades are not a valuable modification (13%).

Table 22: Reasons or barriers for not prioritizing home energy efficiency improvements

	Home energy costs are a financial burden	Home energy costs are NOT a financial burden
No improvements are currently necessary	21%	38%
My home needs other repairs before any energy efficiency improvements	14%	14%
Planning to make improvements in the future	13%	11%
Planning to sell	10%	10%
Improvements are too costly	61%	23%
Do not have time	12%	8%
The home was recently built	11%	16%
The home was recently purchased	5%	7%
Energy efficiency	7%	13%
Decision is up to the condo board / building administration	1%	3%
Other	4%	2%
NET Don't know/Refusal	2%	3%

*Q28A and Q28B: What is the main reason or the barriers for NOT prioritizing any energy efficiency improvements to your home?*

*Base: Respondents for whom home energy costs are a financial burden and for whom making upgrades to bring down home energy costs is not a priority (n=174)*

*Base: Respondents for whom home energy costs are **NOT** a financial burden and for whom making upgrades to bring down home energy costs is not a priority (n=911)*

Notable subgroup differences regarding respondents' reasons or barriers for not prioritizing home energy efficiency improvements include:

Those for whom energy costs are a financial burden.

- Female homeowners are significantly more likely than men to have indicated that improvements are too expensive (71%).
- Homeowners whose home is in Alberta are more likely to have mentioned that no improvements are currently needed to their homes (36%).

Those for whom energy costs are not a financial burden.

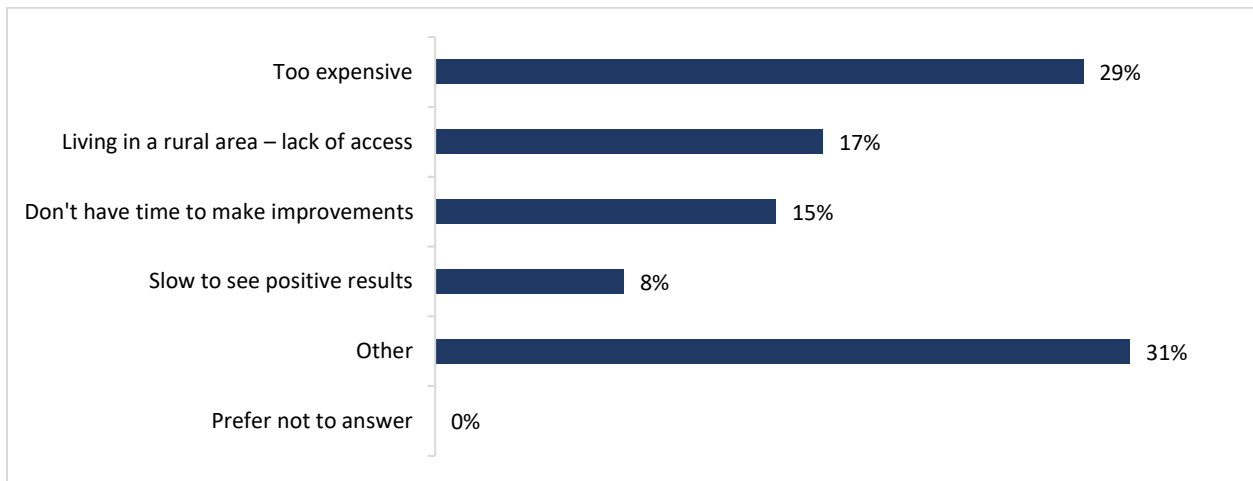
- Female homeowners are more likely than males to have indicated that no improvements are currently needed to their home (43%).

- Homeowners between 18 and 34 are more likely than other homeowners to have indicated that their home was recently acquired (16%). Homeowners between 35 and 54 are more likely than other homeowners to have said that improvements are too expensive (29%), that their home is relatively new (22%), that their home requires other repairs before energy efficiency modifications (19%), and that they plan to make changes in the future (16%). Homeowners aged 55 and older are significantly more likely to have mentioned that their home does not require any improvements at this time (45%).
- Homeowners who define themselves as newcomers are significantly more likely than others to have said their home is too new (42%).

### 2.6.3 On-Reserve Limitations to Accessing Home Energy Efficiency Improvements

Given that only 14 respondents were qualified to answer this question, the results must be interpreted with great caution. No final conclusions can be extrapolated to the Indigenous populations living on a reserve. The results are presented for illustrative purposes only.

Figure 18: On-reserve main limitations to accessing home energy efficiency improvements



Q31: If you are living on a reserve, what is the biggest limitation to accessing energy efficient improvements for your home?

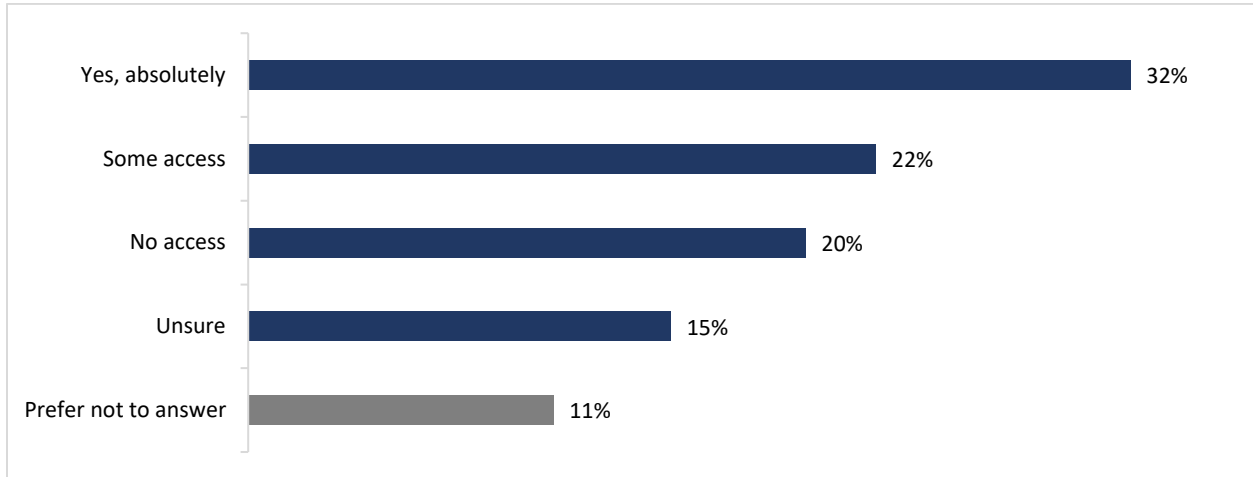
Base: Indigenous respondents living on a reserve (n=14)

### 2.6.4 Fair Access to Government Grants for Visible Minority Communities

Overall, just over half of respondents identifying as a visible minority have expressed the belief that members of their community have equitable access (absolutely + some access) to government grant programs for home energy retrofit projects. One third (32%) responded that they absolutely have access to government grants, and one out of five (22%) responded that they have some access to government

grants. On the other hand, one out of five respondents (20%) said that there was no access for members of their community and 15% said they were not sure about it.

Figure 19: Fair access to government grants for visible minority communities



*Q32: As a member of a visible minority, do you feel that your community (social community, family and friends) has been given fair access to government grants for energy efficiency improvements?*

*Base: Respondents who consider themselves to be part of a visible minority (n=323)*

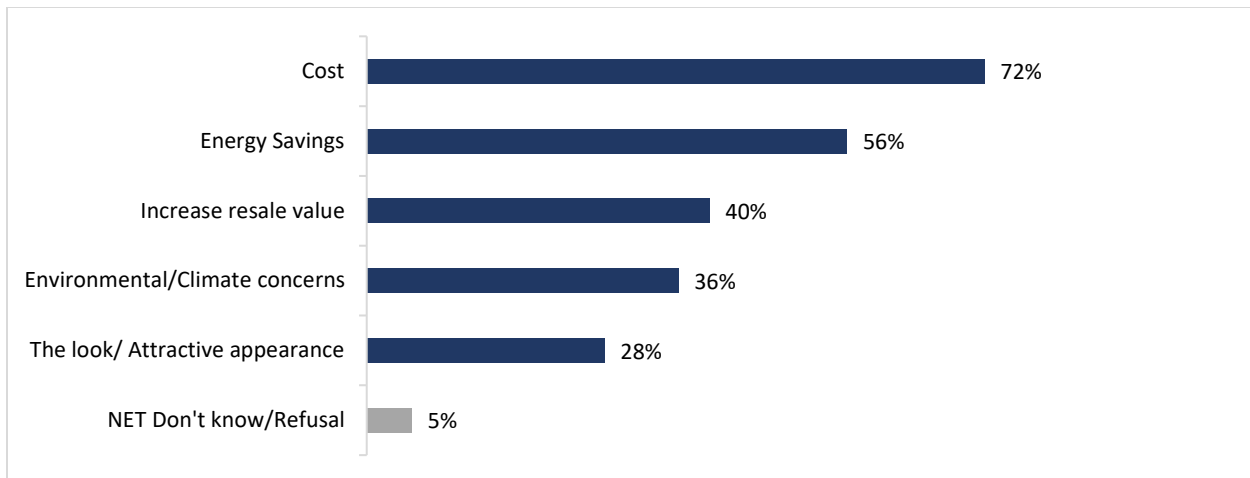
Notable subgroup differences regarding fair access to government grants for visible minority communities include:

- Men (62%) identifying as a visible minority were more likely than women to have indicated that their community absolutely had equitable access to government funding programs for energy efficiency improvements.
- No other statistically significant differences can be identified in the sample subgroups for this question.

## 2.6.5 Priorities When Choosing to Make Home Improvements

Canadian homeowners who want to make improvements to their homes are primarily motivated by cost savings (72%), energy savings (56%), increasing resale value (40%), climate and environmental concerns (36%), and the look and appearance of the home (28%).

Figure 20: Factors prioritized when choosing to make home improvements



Q29: When choosing to make home improvements, in what order would you rank the following priorities when deciding what repairs to do: \*Up to three answers possible.

Base: All respondents (n=2,919)

Notable subgroup differences regarding respondents' priority ranking when choosing to make home improvements include:

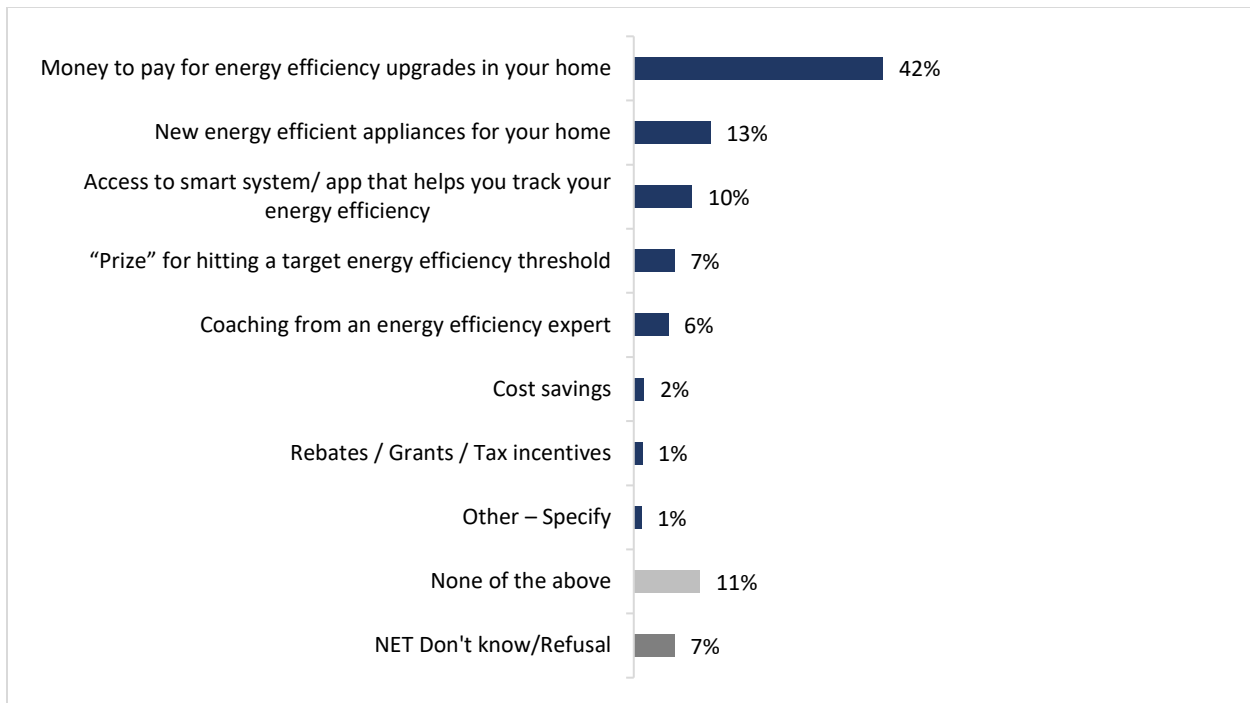
- Homeowners between 18 and 34 are significantly more likely (46%) to be concerned with increasing the value of their property when deciding to make home improvements. Homeowners between 35 and 54 years of age are significantly more likely than other homeowners to focus on the cost (77%) when deciding to make home improvements.
- Homeowners in British Columbia are more likely to have indicated that they consider the cost (79%) but also their concern for the climate and environment (44%) when making decisions to renovate their home. Homeowners in Saskatchewan are more likely than others to indicate that they are concerned about energy conservation (69%), while those in Manitoba tend to prioritize the resale value of their home (54%). Homeowners in the Atlantic region are more likely to prioritize energy conservation (63%).
- Homeowners identifying as visible minorities are significantly more likely to be concerned about energy conservation (63%), as are newcomers (66%).

### 2.6.7 Incentives for Less Home Energy Usage

Receiving financial incentives to make efficiency improvements to the home was the main reason cited by Canadian homeowners (42%) to use less energy in and around their homes. Other incentives were also mentioned, although to a lesser extent. Having new energy-efficient appliances (13%), having connected or smart devices that help measure the home's energy efficiency (10%), winning prizes for meeting an energy efficiency target (7%) and receiving coaching from an expert (6%) were the top five incentives mentioned by Canadian homeowners.

Figure 21: Incentives that most encourage to use less energy at home





*Q30: What incentive would most encourage you to use less energy in and around your home?  
Base: All respondents (n=2,919)*

Notable subgroup differences regarding respondents’ incentives that most encourage less home energy usage include:

- Homeowners between 18 and 34 years of age are significantly more likely (46%) to have indicated that having access to smart systems or apps that would help them track their energy use was an incentive that would encourage them to use less energy (18%). For homeowners between 35 and 54, receiving money to help pay for energy efficiency improvements to their home was a more significant incentive than for other homeowners (49%).

## 2.7 Psychographic Profile of Respondents

More than eight in ten Canadian homeowners agreed that it is important to reduce their environmental footprint (85%), that if they had access to programs to access rebates, support, credits or tax exemptions, they would improve the energy efficiency of their homes (82%), and that actions to make homes more energy efficient really do make a difference to the environment (81%). To a lesser extent, three quarters (74%) of homeowners in Canada agree that they are knowledgeable enough to improve the efficiency of their home, that they feel valued by family and friends when they make the choice to reduce their environmental footprint (58%), that they would pay \$10 more per month in energy bills to protect the environment (48%), that energy efficiency is an important issue, but they find it very difficult to change their habits (41%), and that they are thinking about improving the energy efficiency of their homes, but don't know where to start (36%).

Other homeowners agreed that their household is already doing everything possible to reduce energy use and there is no reason to do more (49%), that their current lifestyle prevents them from reducing energy use (30%), and that they are concerned that making efforts to reduce energy use will take too much time (28%).

Table 23: Psychographic profile of respondents

It's important to me to reduce my environmental footprint.	85%
If I had access to one or more programs to obtain rebates, tax credits or grants to make my home energy efficient, I would do so.	82%
I think the actions we take to make our home energy efficient really make a difference for the environment.	81%
I have the knowledge that helps me improve the energy efficiency of my home	74%
I feel valued by my friends and family in my choice to reduce my environmental footprint	58%
My household is already doing as much as possible to reduce its energy consumption, I have no reason to do more.	49%
I would pay \$10 per month extra in energy bills to protect the environment	48%
Energy efficiency is an important issue for me, but I find it very difficult to change my habits	41%
I am thinking about improving the energy efficiency of my home, but I don't know where to start.	36%
My current lifestyle prevents me from reducing my energy usage	30%
I am afraid that making efforts to reduce energy consumption will take up too much of my time	28%

*Q33: Please indicate your level of agreement or disagreement with the following statements. Base: All respondents (n=2,919)*

Notable subgroup differences regarding respondents' psychographic profiles include:

- Homeowners aged between 18 and 34 are significantly more likely than other homeowners to have identified barriers to improving their environmental footprint: energy efficiency is an important issue for me, but I find it very difficult to change my habits (56%), I am thinking about improving the energy efficiency of my home, but I don't know where to start (55%), my current lifestyle prevents me from reducing my energy usage (39%) and I am afraid that making efforts to reduce energy consumption will take up too much of my time (46%).
- Homeowners of age 55 and older are more likely than others to have indicated that their household is already doing as much as possible to reduce its energy consumption, and that they have no reason to do more (57%).
- Quebec homeowners are more likely than other homeowners to have said they would be willing to pay an extra \$10 per month to protect the environment (54%), but they are afraid that making the extra effort will take too much of their time (34%).
- Homeowners who identified themselves as a visible minority were significantly more likely to have said that they do not know where to start making energy efficiency improvements (53%), that

they find it difficult to change their habits (51%), and that they are afraid that making the extra effort will take too much time (42%).

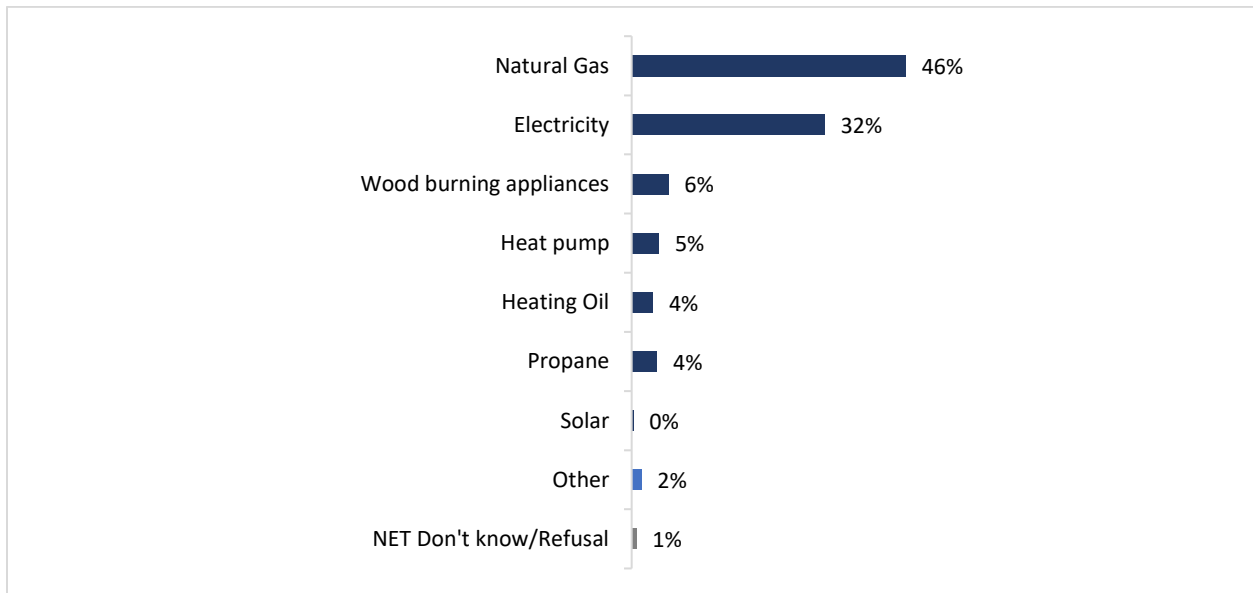
- Homeowners who identified themselves as immigrants were significantly more likely to have indicated that their household is already doing as much as possible to reduce their energy consumption (54%), that they don't know where to start to improve their home's energy performance (46%), and that they are afraid that making the extra effort will take too much of their time (35%).
- Newcomers also share many of these concerns, but they are also more likely than other homeowners to indicate that taking action to make a home energy efficient makes a real difference (90%) and that if they had access to programs that provide assistance, tax credits or other incentives, they would take action to improve the energy efficiency of their home (89%). However, they are also more likely to believe that it is difficult for them to change their habits (52%), to not knowing where to start to make improvements (65%), and to believe that making additional efforts will take too much of their time (56%).

## 2.8. Energy Source

### 2.8.1 Main Energy Source for Home Heating

Almost half of Canadian homeowners (46%) reported using natural gas to heat their homes, while one-third (32%) reported using electricity for heating. The remaining Canadian homeowners reported burning wood (6%), using heat pumps (5%), heating oil (4%) and propane (4%).

Figure 22: Main energy source for home heating



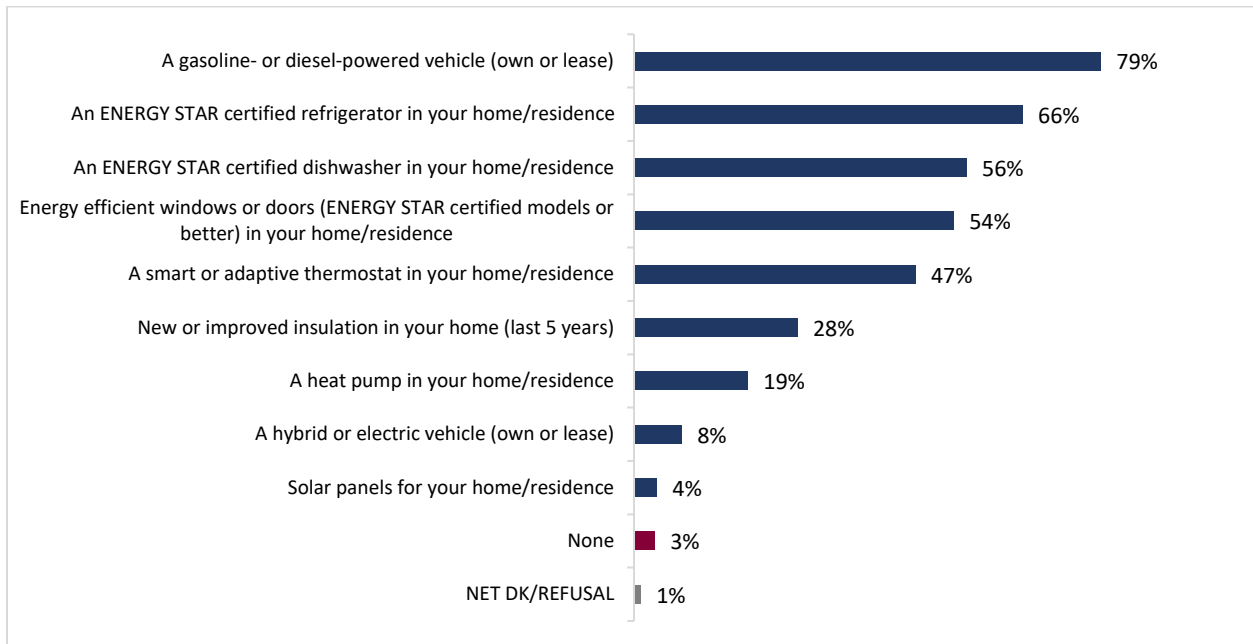
Q34: What is the main energy source used for heating your home?

Base: All respondents (n=2,919)

## 2.8.2 Possession of Energy-related Items

The most common energy-related items owned by Canadian homeowners are ENERGY STAR certified appliances, whether refrigerators (66%), dishwashers (56%), windows and doors (54%). Smart thermostats (47%), new insulation (less than 5 years old) (28%), heat pump (19%) and solar panels (4%) are owned by less than half of Canadian homeowners. Almost eight out of ten Canadian homeowners reported owning or leasing a gas or diesel vehicle (79%). In comparison, only 8% of respondents said they own a hybrid or electric vehicle (8%).

Figure 23: Possession of energy-related items



Q35: Do you currently own (any of) the following? \*Multiple answer allowed.

Base: All respondents (n=2,919)

Notable subgroup differences regarding respondents' owning of energy-related items:

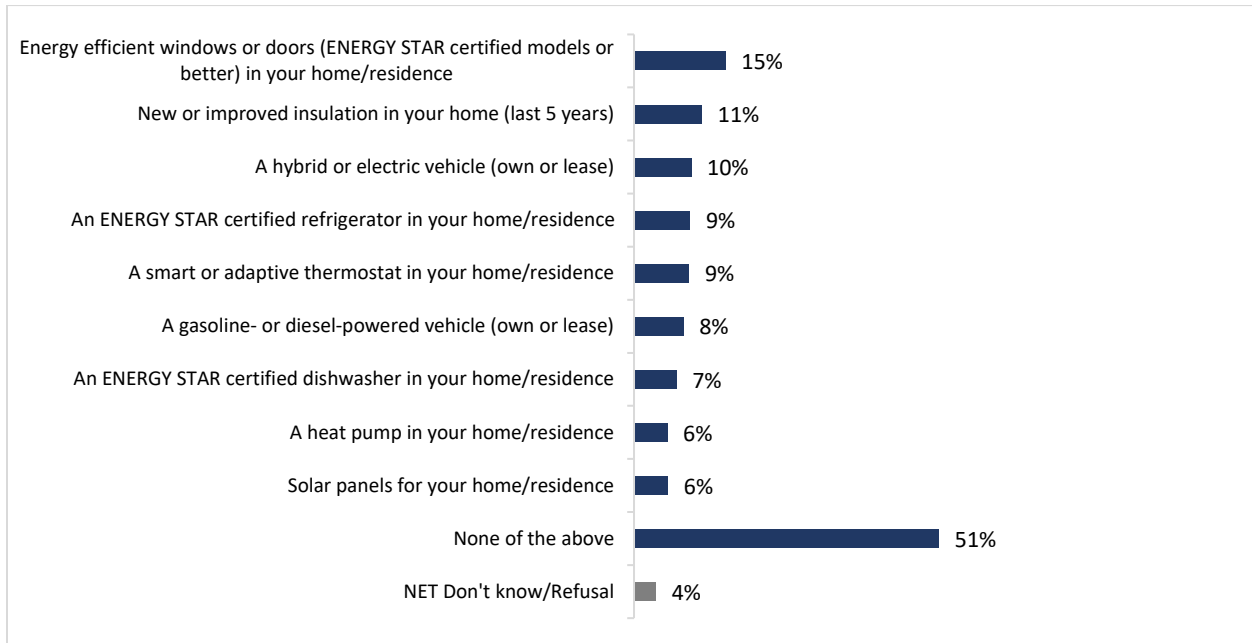
- Homeowners between 35 and 54 are significantly more likely than other homeowners to have reported having an ENERGY STAR dishwasher in their home (61%) and smart thermostats (55%).
- Homeowners in Quebec are significantly more likely to have indicated having a heat pump in their home (40%) and smart thermostats (52%) than other homeowners. Those in the Atlantic provinces are significantly more likely to have said that they own a heat pump (37%), ENERGY STAR windows and doors (62%) and have installed new insulation in their home less than 5 years ago (41%).

## 2.8.3 Likelihood of Owning Energy-related Items in the Near-future

Half of the homeowners (56%) who responded to the survey indicated that they do not plan to purchase any energy efficient items or to improve the energy footprint of their home. The purchase of certified

windows and doors (15%), new home insulation (11%), and a hybrid or electric car (10%) were the three items most frequently mentioned by respondents who said they would purchase energy-related items in the next 6 months. Less than 10% of these respondents mentioned the other items on the list.

Figure 24: Likelihood of owning energy-related items in the next six months



Q36: How likely are you to purchase any of the following in the NEXT SIX MONTHS? \*Multiple answer allowed. Base: All respondents (n=2,919)

Notable subgroup differences regarding respondents' likelihood of owning energy-related items in the next six months:

- Quebec Homeowners who said they would purchase energy-related items in the next 6 months are significantly more likely to have indicated that they want to own a hybrid vehicle in the next few months (16%). Homeowners in the Atlantic provinces who said they would purchase energy-related items in the next 6 months are significantly more likely to have indicated that they want to add a heat pump to their home (14%) in the next few months, as well as new insulation for their home (18%).

## 2.9 Canada Greener Homes Grant (CGHG)

### 2.9.1 Audiences for Consideration for the CGHG

The survey results were filtered to identify a core group of respondents that corresponded to the key primary population for the Canada Greener Homes Grant (CGHG) program. In addition to pulling out the core group of respondents who met the eligibility criteria for the CGHG, we used the following additional criteria to identify key homeowner population segments that would be of interest for the CGHG program:

- 1) Homeowners for whom making energy efficiency improvements to their home is a priority.
- 2) Homeowners whose homes were built in 2010 or earlier.
- 3) Have established a minimum investment of \$5,000 to be made on their property within the next five years.

The CGHG awareness and the intention to apply to CGHG criteria were dropped as this would have been too restrictive and would have significantly reduced the sample size for this group.

Using the criteria mentioned above, the CGHG audience for consideration sample is 500 respondents, representing 17% of Canadian homeowners. More than eight out of ten respondents (85%) who meet this profile live in a single or semi-detached home. About half of them (53%) live in a residence that was built before 1983. The remaining indicated that they live in residences built between 1984 and 2010. Over half of the respondents (56%) in this audience for consideration indicated that their home had undergone an energy efficiency improvement in the last 5 years.

### The Core Audience for Consideration

The following is the profile distribution of this core audience for consideration for the CGHG.

Table 24. Demographic profile of the respondents

<b>Gender</b>	<b>Profile of Homeowners</b>	<b>CGHG Audience for Consideration</b>
Female	50%	44%
Male	49%	55%

<b>Age</b>	<b>Profile of Homeowners</b>	<b>CGHG Audience for Consideration</b>
18-24	3%	4%
25-34	12%	13%
35-44	17%	15%
45-54	21%	28%
55-64	22%	24%
65+	25%	16%

<b>Education</b>	<b>Profile of Homeowners</b>	<b>CGHG Audience for Consideration</b>
High School or less	28%	19%
Coll.	40%	42%
Uni.	31%	40%

<b>Region of Residence</b>	<b>Profile of Homeowners</b>	<b>CGHG Audience for Consideration</b>
British Columbia	13%	14%
Alberta	12%	9%

Saskatchewan	3%	2%
Manitoba	4%	4%
Ontario	38%	42%
Quebec	22%	19%
Atlantic	7%	7%
Territories	1%	2%

**Urban or Rural Area**

Urban	75%	79%
Rural	22%	20%

**Langage Spoken at Home**

English	79%	83%
French	22%	19%
Other	9%	7%

**Income**

<60k\$	26%	19%
60K\$-149k\$	42%	47%
150k+\$	17%	29%

Table 25. Immigration status

	<b>Profile of Homeowners</b>	<b>CGHG Audience for Consideration</b>
Born in Canada	79%	81%
Born outside Canada	21%	19%

Table 26. Minority profile

	<b>Profile of Homeowners</b>	<b>CGHG Audience for Consideration</b>
A member of the LGBTQ2+ community	2%	4%
A person with a disability	7%	6%
A member of a visible minority group	18%	23%
An Indigenous person (First Nations, Inuk (Inuit) or Métis)	4%	4%
None of the above	71%	68%
Prefer not to answer	1%	0%

Table 27. Composition of the household

	<b>Profile of Homeowners</b>	<b>CGHG Audience for Consideration</b>
<b>Household Size</b>		
1	19%	13%
2	34%	35%
3	17%	23%
4+	29%	29%

	<b>Profile of Homeowners</b>	<b>CGHG Audience for Consideration</b>
<b>Children in the Household</b>		
Yes	52%	55%
No	47%	45%

	<b>Profile of Homeowners</b>	<b>CGHG Audience for Consideration</b>
<b>Mortgage</b>		
Have a mortgage	56%	60%
Mortgage paid	35%	38%
Under a land lease agreement	3%	0%

	<b>Profile of Homeowners</b>	<b>CGHG Audience for Consideration</b>
<b>Employment</b>		
Employed	63%	72%
Unemployed	7%	5%
Retired	28%	22%

The profile of the core audience for consideration for the CGHG is relatively similar to the population of homeowners in Canada, but statistically significant differences<sup>10</sup> can be observed.

The core audience for consideration for the CGHG is significantly over-represented among male homeowners and under-represented among female homeowners compared to the general homeowner population of Canada. The core audience for consideration for the CGHG is significantly over-represented among those between 45 and 54 years old, and under-represented among those who are 65 or older.

The core audience for consideration for the CGHG is significantly over-represented among homeowners who have a completed at least one university degree, and under-represented among those who have a high-school diploma or less.

The core audience for consideration for the CGHG is significantly over-represented among English speakers.

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<sup>10</sup> Statistically significant difference : A statistically significant difference between two groups or two points in time means that there is a measurable difference between the groups and that, statistically, the probability of obtaining that difference by chance is very small.



The core audience for consideration for the CGHG is significantly over-represented among households with an annual income of \$60,000 or more. It is under-represented among households who have an annual income of less than \$60,000.

There is little difference in the minority status of the audience for consideration for the CGHG, except that homeowners identifying with the LGBTQ2+ community and visible minorities are over-represented compared to the general homeowner population of Canada.

The core audience for consideration for the CGHG is significantly under-represented among homeowners under a land lease agreement.

The core audience for consideration is also significantly over-represented among three-person households, while under-represented among those who live on their own.

The CGHG audience for consideration is significantly over-represented among the working population and under-represented among those who are retired.

## **2.9.2 The Audience for Consideration's Attitude Towards Energy Efficiency Improvements**

On average, the CGHG audience for consideration reported spending less than half of their monthly income (42%) on bills, mortgages, loans and other debts. Nearly nine out of ten (92%) of the CGHG audience for consideration have a monthly energy bill of more than \$100, with more than half of them (57%) indicating that they are paying over \$200.

About two third of those for whom home energy expenses are a burden consider energy efficiency improvements a priority in order to save money (67%). The desire to reduce energy consumption (14%), helping the environment (11%), and the fact that their house is old and needs renovations and updates (5%) are considered less important reasons for making energy efficiency improvements a priority.

For those whose energy costs are not a burden, saving money (54%), helping the environment (24%), saving energy (20%), increasing their home's comfort (10%) and having an old house that needs renovations and updates (8%) are the main reasons identified for making energy efficiency improvements.

Replacing windows and doors, replacing home insulation, and installing a more energy-efficient heating system are the three improvements planned by the largest number of homeowners who are part of the CGHG's core audience for consideration.

On average, around half of the respondents in this audience for consideration indicated that they want to take advantage of government financial assistance and tax credits for retrofitting their homes, including 46% of those whose energy costs are not a burden and 60% of those who consider their energy costs to be a financial burden. Using savings and income (78% and 67% respectively) and using a home loan equity line of credit (21% and 32% respectively) were the other most popular strategies for those whose energy costs are not a burden and for the others.

The most popular reasons for making their homes energy efficient, in order of preference, were saving money, helping the environment and making their home more comfortable. Less than half of those fitting

the CGHC audience for consideration (49%) indicated that receiving money to pay for energy efficiency improvements to their home was the thing that would most encourage them to use less energy in and around their home.

The respondents who fit the CGHG audience for consideration have a personality type that is significantly more open to energy efficiency improvements than other homeowners. Indeed, they are significantly more likely to have indicated they would make energy efficiency improvements to their homes if they had access to one or more programs that offered rebates, tax credits or grants. They are also significantly more likely to believe that reducing their environmental footprint is important, that they feel valued by their close ones for reducing their environmental footprint, and that they would pay an extra \$10 monthly in energy bills to protect the environment. They are less likely than other homeowners to have suggested that they have already done enough in their household about reducing energy consumption and see no reason to do more.

## 2.10 Conclusion

The CGHG core audience for consideration represents a small percentage of homeowners in Canada, about 17%. Awareness of the CGHG is also quite limited among this group. Indeed, less than a quarter (23%) of the CGHG core audience for consideration indicated being aware of the program. It is therefore important to adequately approach this group of homeowners with campaigns promoting the program.

These homeowners are generally part of the active population under 65 years of age, and they tend to live in single-family homes and semi-detached homes. Their average annual household income is above \$60,000.

They mostly intend to replace their windows, doors and insulation in the next few years. Making energy efficiency adjustments is mainly motivated by economic considerations such as saving money. This motivation comes before environmental reasons, even though this specific group of homeowners tends to also be sensitive to eco-responsible values.

A high proportion of this group indicated that having access to programs that offer financial incentives would prompt them to launch energy efficiency improvement projects on their homes. Given this group's predisposition toward the program, three main strategies should be preferred regarding how to specifically approach them:

- Firstly, as less than one quarter of them are aware of the CGHG, specific efforts should be made in order to increase the knowledge of the program's existence among this group.
- Secondly, more guidance regarding the application process should be communicated to them. Results from this study show that the main reason given by the respondents who were aware of the CGHG for not applying to it was, by far, the fact that the process was too complicated. This reason was mentioned by over half of the core CGHG audience for consideration. Therefore, explicit details about the application process, including where to find relevant resources and help, should be brought to the attention of the target population.

- Thirdly, since this group is sensitive to economic and environmental considerations, the preferred marketing approach should address both their environmental values as well as their economic sensitivity, with an emphasis on the latter. A message centred on the potential for significant savings on their home energy bills combined with the added advantage of reducing their environmental footprint should help to stimulate these respondents' interest for the program while showing them that it aligns with their values.

# APPENDIX

## A.1 Quantitative Methodology

The quantitative research consisted of telephone interviews, which were conducted using a computer-assisted telephone interviewing system (CATI technology). Leger adheres to the most stringent guidelines for quantitative research. The survey was conducted in accordance with Government of Canada requirements for quantitative research, including the Standards of the Conduct of Government of Canada Public Opinion Research—Series D—Quantitative Research.

Respondents were assured of the voluntary and confidential nature of the approach, and the anonymity of their responses. As with all research conducted by Leger, any information that could identify respondents was removed from the data, in accordance with Canada's Privacy Act.

Research interviews were conducted from the Montréal and Winnipeg virtual call centres. Montreal call centre has three separate divisions of interviewers: one made up exclusively of English-speaking interviewers, another exclusively of French-speaking interviewers, and the last of bilingual interviewers. These divisions ensure that all telephone surveys can easily be conducted in either official language. Interviews in English were also conducted from the Winnipeg call centre.

The questionnaire is available in Appendix A2.

### A.1.1 Sampling Procedure

Landline telephone numbers were generated, and household-only cell phone numbers were purchased using a stratified regional sampling approach. Telephone interviews were conducted using Leger's computer-assisted telephone interviewing system (CATI technology). This system manages the sampling electronically, by selecting and randomly dialing the phone number to call. To ensure perfect coverage of a population, the sample included residential telephone numbers located in all of Canada's provinces and territories, as well as the cell phone numbers of Canadians who do not have a residential landline (i.e., pre-validated cell numbers only). Quotas were established to ensure a sufficient number of interviews in each region of Canada. In addition to these regional quotas, data was collected to ensure proper distribution of respondents by gender (men and women) and language (English and French), using flexible quotas.

#### *Canada-Wide Sampling: Households with a Landline*

We defined a Canada-wide sample of telephone numbers. All numbers were randomly selected to generate this basic sample. Each telephone number in this sampling frame was associated with a Canadian province. Subsequently, we used this Canada-wide sample to randomly select numbers by province or region, in proportion with the provincial or regional quotas established for the project.

#### *Canada-Wide Sampling: Households with a Cell Phone Number Only*

For the portion of the sample composed of "cell phone only households," candidates were randomly selected for each province or region taking into account provincial or regional quotas. We set a minimum

quota of 40% respondents from cell phones only households to match as closely as possible the proportion of Canadian cell phone only households estimated by the CRTC (48%).

### A.1.2 Data Collection

Fieldwork for the survey was conducted from February 18 to March 31, 2022. The participation rate for the survey was 5.2%. A pre-test of 39 interviews was completed between February 18 and February 23, 2022.

To achieve data reliability in all subgroups, a total sample of 2,919 Canadians who are eligible voters were surveyed, in all regions of the country.

Since a sample drawn from an Internet panel is not probabilistic in nature, the margin of error cannot be calculated for this survey. Respondents for this survey were selected from among those who have volunteered to participate/registered to participate in online surveys. The results of such surveys cannot be described as statistically projectable to the target population. The data have been weighted to reflect the demographic composition of the target population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

Based on data from Statistics Canada’s 2016 national census, Leger weighted the results of this survey by age, gender within each region of the country.

The following table details the regional distribution of respondents. The baseline sample attempted to replicate as closely as possible the actual distribution of the Canadian population.

**Table A.1 Regional Distribution of Respondents**

<b>Region</b>	<b>Number of Respondents</b>
<b>British Columbia</b>	392
<b>Alberta</b>	361
<b>Saskatchewan</b>	81
<b>Manitoba</b>	114
<b>Ontario</b>	1,104
<b>Quebec</b>	617
<b>Atlantic</b>	217
<b>Total</b>	2,919

### A.1.3 Answer Rate

The overall answer rate for this study is 5.2%.

Below is the calculation of the phone survey’s answer rate. The overall response rate for this study is 16%. The answer rate is calculated using the following formula: Response rate = R ÷ (U + IS + R). The table below provides details of the calculation.

**Table A.2 Response Rate Calculation**

<b>Invalid number</b>	<b>128,285</b>
No service	126,903
Non-residential	558
Fax / modem / pager	824
<b>Unresolved (U)</b>	<b>146,546</b>
No answer	58,543
Answering machine	82,162
Line busy	5,841
<b>In-scope non-responding units (IS)</b>	<b>41,044</b>
Refusal	39,432
Language Barrier	1,612
<b>Responding units (R)</b>	<b>10,495</b>
Quota attained	10
Unqualified	2,670
Incomplete	1,370
Appointment	3,526
<b>COMPLETED INTERVIEWS</b>	<b>2,919</b>
<b>Response rate = R/(U + IS + R)</b>	<b>5.2%</b>

A response rate of 5.2% may seem a bit low but given the target population as well as quotas in specific subgroups of the population with very low incidence, it has been deemed necessary to have a large number of telephone numbers injected into the starting sample in order to meet the objectives of the study. This contributed to the final response rate.

### **A.1.4 Unweighted and Weighted Samples**

A basic comparison of the unweighted and weighted sample sizes was conducted to identify any potential non-response bias that could be introduced by lower response rates among specific demographic subgroups (see tables below).

The table below presents the geographic distribution of respondents, before and after weighting. As shown, the distribution before weighting is almost optimal and weighting has only corrected for small gaps in the distribution.

**Table A.3 Unweighted and Weighted Sample Distribution by Province**

<b>Region</b>	<b>Unweighted</b>	<b>Weighted</b>
<b>British Columbia</b>	392	376
<b>Alberta</b>	361	337
<b>Saskatchewan</b>	81	82

<b>Manitoba</b>	114	130
<b>Ontario</b>	1,104	1,114
<b>Quebec</b>	617	629
<b>Atlantic</b>	217	217
<b>Total</b>	<b>2,919</b>	<b>2,919</b>

The following tables present the demographic distribution of respondents, according to gender and age.

Regarding gender, we can see that weighting has adjusted slightly the proportion of male and female. The adjustments made by weighting are minor, and in no way can we believe that the small differences observed in the effective samples could have introduced a non-response bias for either of these two sample subgroups.

**Table A.4 Unweighted and Weighted Sample Distribution by Gender**

<b>Gender</b>	<b>Unweighted</b>	<b>Weighted</b>
<b>Male</b>	1,455	1,428
<b>Female</b>	1,447	1,473
<b>Total</b>	<b>2,902</b>	<b>2,901</b>

\* The complement corresponds to "other" and "refusal".

Regarding age distribution, the weighting process has corrected some minor discrepancies. The actual distribution of the sample generally follows the distribution of age groups in the actual population. The weighting mainly inflated the weight of owners aged 35 to 54 and reduced the weight of owners aged 55 and over. In this case, it is unlikely that the observed distributions introduce a non-response bias for a particular age group.

**Table A.5 Unweighted and Weighted Sample Distribution by Age Group**

<b>Age</b>	<b>Unweighted</b>	<b>Weighted</b>
Between 18 and 34	347	443
Between 35 and 54	887	1,112
55 and over	1,685	1,364
<b>Total</b>	<b>2,919</b>	<b>2,919</b>

The weighting mainly had to adjust the weights of respondents with a particular status: visible minorities, LGBTQ2+, newcomers, Indigenous people, and people with disabilities. Since these groups were artificially boosted by quotas, the weighting had to restore the real weight of these groups so that they did not skew the overall sample.

**Table A.6 Unweighted and Weighted Sample Distribution by Visible Minority Status**

<b>Visible Minorities</b>	<b>Unweighted</b>	<b>Weighted</b>
<b>Yes</b>	323	527
<b>No</b>	2,596	2,392
<b>Total</b>	<b>2,919</b>	<b>2,919</b>

**Table A.7 Unweighted and Weighted Sample Distribution by LGBTQ2+ Status**

<b>LGBTQ2+ Status</b>	<b>Unweighted</b>	<b>Weighted</b>
<b>Yes</b>	113	69
<b>No</b>	2,806	2,850
<b>Total</b>	<b>2,919</b>	<b>2,919</b>

**Table A.8 Unweighted and Weighted Sample Distribution by Newcomer Status (last 10 years)**

<b>Newcomers</b>	<b>Unweighted</b>	<b>Weighted</b>
<b>Yes</b>	123	92
<b>No</b>	2,796	2,827
<b>Total</b>	<b>2,919</b>	<b>2,919</b>

**Table A.8 Unweighted and Weighted Sample Distribution by Disabled Status**

<b>Disabled</b>	<b>Unweighted</b>	<b>Weighted</b>
<b>Yes</b>	243	203
<b>No</b>	2,676	2,716
<b>Total</b>	<b>2,919</b>	<b>2,919</b>

There is no evidence from the data that having achieved a different age or gender distribution prior to weighting would have significantly changed the results for this study. The relatively small weight factors (see section below) and differences in responses between various subgroups suggest that data quality was not affected. The weight that was applied corrected the initial imbalance for data analysis purposes and no further manipulations were necessary.

The following tables present the weighting factors applied to the database according to the different respondent profiles.

**Table A.6 Weight Factors by Profile**

<b>Age x Gender x Region</b>	<b>Weight</b>
British Columbia Male 18-24	0,234
British Columbia Male 25-34	0,677
British Columbia Male 35-44	0,894
British Columbia Male 45-54	1,373
British Columbia Male 55-64	1,591
British Columbia Male 65+	1,87
British Columbia Female 18-24	0,164
British Columbia Female 25-34	0,775
British Columbia Female 35-44	1,227
British Columbia Female 45-54	1,458
British Columbia Female 55-64	1,432
British Columbia Female 65+	2,171
Alberta Male 18-24	0,112



Alberta Male 25-34	0,878
Alberta Male 35-44	1,042
Alberta Male 45-54	1,298
Alberta Male 55-64	1,123
Alberta Male 65+	1,107
Alberta Female 18-24	0,251
Alberta Female 25-34	0,984
Alberta Female 35-44	1,213
Alberta Female 45-54	1,175
Alberta Female 55-64	1,076
Alberta Female 65+	1,297
Manitoba/Saskatchewan Male 18-24	0,213
Manitoba/Saskatchewan Male 25-34	0,518
Manitoba/Saskatchewan Male 35-44	0,543
Manitoba/Saskatchewan Male 45-54	0,763
Manitoba/Saskatchewan Male 55-64	0,833
Manitoba/Saskatchewan Male 65+	0,812
Manitoba/Saskatchewan Female 18-34	0,855
Manitoba/Saskatchewan Female 35-44	0,545
Manitoba/Saskatchewan Female 45-54	0,763
Manitoba/Saskatchewan Female 55-64	0,705
Manitoba/Saskatchewan Female 65+	0,978
Ontario Male 18-24	0,672
Ontario Male 25-34	2,449
Ontario Male 35-44	3,298
Ontario Male 45-54	4,179
Ontario Male 55-64	4,216
Ontario Male 65+	4,46
Ontario Female 18-24	0,59
Ontario Female 25-34	1,604
Ontario Female 35-44	3,417
Ontario Female 45-54	3,861
Ontario Female 55-64	4,261
Ontario Female 65+	5,107
Quebec Male 18-24	0,377
Quebec Male 25-34	1,695
Quebec Male 35-44	1,954
Quebec Male 45-54	2,402
Quebec Male 55-64	2,002
Quebec Male 65+	1,923
Quebec Female 18-24	0,301

Quebec Female 25-34	1,382
Quebec Female 35-44	1,859
Quebec Female 45-54	1,956
Quebec Female 55-64	2,749
Quebec Female 65+	2,918
Atlantique Male 18-24	0,136
Atlantique Male 25-34	0,236
Atlantique Male 35-44	0,567
Atlantique Male 45-54	0,626
Atlantique Male 55-64	0,893
Atlantique Male 65+	1,091
Atlantique Female 18-24	0,057
Atlantique Female 25-34	0,145
Atlantique Female 35-44	0,769
Atlantique Female 45-54	0,858
Atlantique Female 55-64	0,955
Atlantique Female 65+	1,085
<b>Education</b>	<b>Weight</b>
Prim/Coll	69,246
Uni ROC	24,211
Uni Quebec	6,543
<b>Indigenous</b>	<b>Weight</b>
Yes	4,33
No	95,67
<b>Newcomers (Last 10 years)</b>	<b>Weight</b>
Yes	3,14
No	96,86
<b>Visible Minority</b>	<b>Weight</b>
Yes	18,06
No	81,94
<b>LGBTQ2+</b>	<b>Weight</b>
Yes	2,35
No	97,65
<b>Disabled People</b>	<b>Weight</b>
Yes	6,93

No	93,07
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## A.2 Survey Questionnaire

### INTRODUCTION

“Hello / Bonjour (pause), the Government of Canada is conducting a research survey on energy efficiency. Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais?”

IF FRENCH : « Je vous remercie. Quelqu’un vous rappellera bientôt pour mener le sondage en français. »

“My name is XXXXXX of Léger, the company hired to do the survey. The survey takes about 20 minutes to complete. Should you have any questions about the survey, I can give you a contact person within the Government of Canada / Natural Resources Canada\*. Your participation is voluntary and confidential. Your answers will remain anonymous, and the information you provide will be administered according to the requirements of the Privacy Act, the Access to Information Act, and any other pertinent legislation.

**\*NOTE TO INTERVIEWER: READ ONLY IF REQUESTED BY RESPONDENT:**

**Karl St-Pierre**

**613-290-0763**

**Karl.St-Pierre@nrcan-rncan.gc.ca**

Is this a safe and convenient time for you? May I continue?”

S1. RDD1. Have I reached you on a cellular phone? (DO NOT READ LIST)

- Yes [IF RDD1 = YES, ASK, CELL1]
- No [IF RDD1 = NO, ASK, CELL2]

S2. CELL1. Are you in a safe place to talk on the telephone? (DO NOT READ LIST)

- Yes
- No

S3. [IF CELL1=NO READ:] We would like to conduct this interview with you when it is safe and convenient to do. Thank you for your time, we will call back when it is more convenient.

S4. CELL2. Is this a good time to call? (DO NOT READ LIST)

- Yes [CONTINUE]
- No [RESCHEDULE CALLBACK]

**DO NOT READ - ONLY IF REQUESTED BY THE RESPONDENT:** *If the respondent requests to complete the survey via another mode, ask if they prefer to complete the survey on paper or via the Internet. Record the respondent's name, phone number, email address so that we can conduct the interview with the respondent.*

Before we begin the interview, I am required to inform you that for quality control reasons, this interview may be recorded. May we begin?

- Yes
- No, refusal – THANK AND TERMINATE

[BASE: ALL RESPONDENTS]

[INFO PAGE]

To begin, I will ask you a few questions about yourself that will help us classify your answers.

[BASE: ALL RESPONDENTS]

**Q1**

**Gender**

What is your gender?

Female (1)

Male (2)

Other (3)

[Do not read] Prefer not to answer (9)

[BASE: ALL RESPONDENTS]

**Q2.1**

**Age**

In what year were you born?

[Record year – YYYY]

[Do not read] Prefer not to answer (9999)

[BASE: RESPONDENTS who answered 9999 at Q2.1]

**Q2.2**

**Age2**

Would you be willing to tell me in which of the following age categories you belong?

[Read list]

18 to 24 (1)

25 to 34 (2)

35 to 44 (3)

45 to 54 (4)

55 to 64 (5)

or 65 or older (6)

[Do not read] Prefer not to answer (9)

[BASE: ALL RESPONDENTS]

**Q3**

**Education**

What is the highest level of formal education that you have completed?

[Read list]

Less than a High School diploma or equivalent (1)

High School diploma or equivalent (2)

Registered Apprenticeship or other trades certificate or diploma (3)

College, CEGEP or other non-university certificate or diploma (4)

University certificate or diploma below bachelor's level (5)

Bachelor's degree (6)

Post graduate degree above bachelor's level (7)

[Do not read] Prefer not to answer (9)

[BASE: ALL RESPONDENTS]

**Q4.1**

**GeoLoc1**

What is your postal code?

[Record – A9A 9A9]

[Do not read] Prefer not to answer (9)

[BASE: RESPONDENTS who answered 9 at Q4.1]

**Q4.2**

**GeoLoc2**

Would you be willing to give me the first 3 characters of your postal code (you share these 3 characters with over 40,000 people)?

[Record – A9A]

[Do not read] Prefer not to answer (9)

[BASE: RESPONDENTS who answered 9 at GeoLoc2]

RECODE: ALL RESPONDENTS BASED ON Q4.1 and Q4.2

**Q4.3**

**Province**

In which province or territory do you live?

British Columbia (1)

Alberta (2)

Saskatchewan (3)

Manitoba (4)

Ontario (5)

Quebec (6)

New Brunswick (7)  
Nova Scotia (8)  
Newfoundland and Labrador (9)  
Prince Edward Island (10)  
Northwest Territories (11)  
Nunavut (12)  
Yukon (13)  
[Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS]

**Q5.1**

**MINO**

Do you identify as...?

[Accept all that apply]

**If needed: A person with a disability is a person who has a long-term or recurring impairment (such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental health-related) which limits their daily activities inside or outside the home (such as at school, work, or in the community in general).**

A member of the LGBTQ2 community (1)  
A person with a disability (2)  
A member of a visible minority group (3)  
An Indigenous person (First Nations, Inuk (Inuit) or Métis) (4)  
None of the above (5)  
[Do not read] Prefer not to answer (99)

[BASE: RESPONDENTS who answered 4 at Q5.1]

**Q5.2**

**MINO3**

More precisely, are you a member of the First Nations, Inuk (Inuit), or Métis?

First Nations (1)  
Inuk (2)  
Metis (3)  
[Do not read] Prefer not to answer (99)

[BASE: RESPONDENTS who answered 4 at Q5.1]

**Q5.3**

**RESERVE**

Do you live off or on a reserve?

Live on reserve (1)  
Live off reserve (2)  
[Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS]

**Q6.1**

**BORN**

Where were you born?

Born in Canada (1)

Born outside Canada (2)

[BASE: RESPONDENTS who answered 2 at Q6.1]

**Q6.2**

**YIMM**

In what year did you move to Canada?

[DROP DOWN MENU]

NOTE: "Newcomer" if arrived in Canada between 2012 and 2022 inclusively.

[BASE: ALL RESPONDENTS]

[INFO PAGE]

I will now ask you a few questions about your primary residence.

[BASE: ALL RESPONDENTS]

**Q7**

**PROP**

Are you the sole owner or one of the co-owners of your home that is the primary residence you currently live in?

Yes (1)

No (2) – **TERMINATE**

[BASE: ALL RESPONDENTS]

**Q8**

**BURDEN 1**

Based on your best guess, what percentage (%) of your total monthly household income is dedicated to paying your monthly bills, including your mortgage and any other loans or debt payments?

NUMERIC RESPONSE = %

Don't know (98)

[Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS]

**Q9**

**ENERGYCOST**

Based on your best guess, what is the amount you pay each month for your home energy bills (electricity, gas, etc.)? Is it...?

- Under \$50 (1)
- Between \$51 to \$100 (2)
- Between \$100 to \$200 (3)
- Over \$200 (4)
- Don't know (98)
- [Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS]

**Q10**

**DISPOSABLE INCO**

Approximately, how much disposable income do you have saved aside if you needed or wanted to undertake a home improvement project?

[**DO NOT** Read list – Code accordingly – one answer]

- Not more than \$1,000 (1)
- Between \$1,001 and \$4,999 (2)
- Between \$5,000 and \$9,999 (3)
- Between \$10,000 and \$14,999 (4)
- Between \$15,000 and \$19,999 (5)
- Between \$20,000 and \$39,999 (6)
- Between \$40,000 and \$79,999 (7)
- Between \$80,000 and \$99,999 (8)
- \$100,000 or more (9)
- No disposable income available for improvement (10)
- Don't know (98)
- [Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS]

**Q11**

**DWELLING**

What type of home (primary residence) do you currently live in?

[Read list]

**NOTE TO INTERVIEWER, READ IF NECESSARY:**

**Rowhouse: Row-houses are two or more identical or nearly identical units that share a common wall on one or both sides of the unit.**

**Townhouse: Multi-floor home that share one to two walls with adjacent properties but have their own entrances**

- Single and semi-detached houses
- Row housing
- Townhomes
- Mobile homes on a permanent foundation (1)
- Permanently-moored floating homes (2)



Mixed use buildings (residential portion only) (3)

Low-rise multi-unit residential buildings (three storeys or less with a footprint of 600m<sup>2</sup> or less) (4)

Other (if possible, please specify) (96)

Don't know (98)

[Do not read] Prefer not to answer (99)

[BASE: IF Q5.1 = 4]

**Q12**

**DWELLING**

Do any of the following situations apply to you or your principal residence?

[Read list]

- A. My primary residence is part of an Indigenous government or organization (e.g., band council, land claim organization) [*SHOW ONLY IF INDIGENOUS 4 AT MINO*]
- B. My primary residence is part of a housing management body that owns home occupied by Indigenous families

Yes (1)

No (2)

[Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS]

**Q13.1**

**CONSDATE**

In what year was your residence built?

[Record year – YYYY]

[Do not read] Not sure/Prefer not to answer (9999)

[BASE: RESPONDENTS who answered 9999 at Q13.1]

**Q13.2**

**CONSDATE2**

Even if you do not know the exact year, would you say your primary residence was built ...

(READ LIST)

...Before 1946

... Between 1946-1960

... Between 1961-1977

... Between 1978-1983

... Between 1984-1995

... Between 1996-2000

... Between 2001 – 2010

... Between 2011 or later

Don't know (98)

[Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS]

**Q14**

**SQFOOT**

What is the living space in square footage of your home?

**NOTE TO INTERVIEWER, READ IF NECESSARY: House living space: all “heated living areas” including all space within exterior walls, even if the area includes interior walls and dead space.**

**NOTE TO INTERVIEWER: Just refer to the square meter if the respondent requests it.**

- Under 1000 sq. ft. (under 92 sq. meter) (1)
- 1000 to 1200 sq. ft. (between 92 and 111 sq. meter) (2)
- 1201 to 1400 sq. ft. (between 112 and 130 sq. meter) (3)
- 1401 to 1600 sq. ft. (between 131 and 149 sq. meter) (4)
- 1601 to 1800 sq. ft. (between 150 and 167 sq. meter) (5)
- 1801 to 2000 sq. ft. (between 168 and 186 sq. meter) (6)
- 2001 to 2200 sq. ft. (between 187 and 204 sq. meter) (7)
- 2201 to 2400 sq. ft. (between 205 and 223 sq. meter) (8)
- Over 2400 sq. ft. (224 sq. meter or more) (9)
- Don’t know (98)
- [Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS]

**Q15**

**LAST IMPROVEMENT**

Based on what you know, when was the last time that a home improvement was made to make your home more energy efficient?

**NOTE TO INTERVIEWER:**

**READ, IF NECESSARY: EXAMPLES OF HOME IMPROVEMENTS:**

- *Caulking & weather-proofing to reduce drafts*
- *More efficient heating and/or cooling system (includes heat pumps)*
- *Installing more efficient windows & doors*
- *Insulating walls, basement and/or attic*
- *Installing “smart” (automated) thermostats*
- *Upgrading to more energy efficient appliances*

- Last 5 years (1)
- 6 to 10 years ago (2)
- 11 to 15 years ago (3)
- 16 to 20 years ago (4)
- More than 20 years ago (5)
- Was never renovated to improve energy efficiency (6)
- Don’t know (98)
- [Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS]

**Q16**

**BURDEN2**

Which best describe your home energy costs (electricity, gas, etc.):

My home energy costs are a significant financial burden (1)

My home energy costs are financially manageable (2)

My home energy costs are not a financial burden (3)

Don't know (98)

[Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS]

[INFO PAGE]

The next section will focus on improvements to your home

## Scenario 1 – Energy Cost is a Financial Burden (Q16=1)

[BASE: IF Q16=1 – home energy cost is a financial burden]

**Q17A**

**BURDEN3A**

You have mentioned that your home energy costs are a burden to you. Is that burden significant enough that you would make it a priority to upgrade your home to bring your home energy bills down or prevent energy and heat loss?

Yes (1)

No (2)

Don't know (98)

[Do not read] Prefer not to answer (99)

**OPEN QUESTION**

[BASE IF 1 (YES) AT Q17A]

**Q17AA**

In a few words, please tell us why it is a priority?

Please specify: O (96)

Don't know (98)

[Do not read] Prefer not to answer (99)

**OPEN QUESTION**

[BASE IF 2 (NO) AT Q17A]

**Q17AAA**

In a few words, please tell us why it is not a priority?

Please specify : O (96)

Don't know (98)

[Do not read] Prefer not to answer (99)

[BASE: RESPONDENTS who answered 1 at Q17A = yes to prioritize home energy improvements]

### Q19

#### IMPROVEMENT

What energy efficiency improvements do you plan to make to your home? [Read list – Code accordingly – multiple answers allowed]

Home insulation (This can include attic, ceiling insulation, exterior wall insulation, exposed floor, basement, foundation or crawlspace insulation) (1)

Air Sealing a Home (This can include anything that improves the air-tightness of your home) (2)

Replacing windows and doors (This can include Replacing doors and windows with Energy Star certified models) (3)

Smart Thermostats (4)

More energy efficient heating (Can include non-fossil fuel heating devices, installation of heat pumps) (5)

Installing solar panels (6)

Updates that protect your home from environmental damage (E.g. buying materials for home that protect it from wildfires, potential flooding, from wind damage to power failures (i.e. emergency battery back up) (7)

Other – Specify (96)

Don't know (98)

[Do not read] Prefer not to answer (9)

[BASE: RESPONDENTS who answered 1 at Q17A = yes to prioritize home energy improvements]

### Q18

#### REPAIR

How much do you think you will need to invest to make energy improvements to your home in the next 5 years, regardless of where this money comes from?

[DO NOT Read list – Code accordingly – one answer]

Not more than \$1,000 (1)

Between \$1,001 and \$4,999 (2)

Between \$5,000 and \$9,999 (3)

Between \$10,000 and \$14,999 (4)

Between \$15,000 and \$19,999 (5)

Between \$20,000 and \$39,999 (6)

Between \$40,000 and \$79,999 (7)

Between \$80,000 and \$99,999 (8)

\$100,000 or more (9)

Don't know (98)

[Do not read] Prefer not to answer (99)

[BASE: RESPONDENTS who answered 1 at Q17A = yes to prioritize home energy improvements]

**Q20****RESOURCES**

Which of the following sources do you plan to use to minimize the financial burden of your home energy improvement project?

Disposable income and savings (1)

Financing renovations into my mortgage (2)

Refinancing home/re-mortgage the house to pay for renovations (3)

Using my home loan equity line of credit (4)

Using a personal line of credit (5)

Using money available through credit cards (6)

Leveraging government financial assistance and tax credits for eco-friendly home renovations (7)

None of the above (95)

[Do not read] Unsure\Prefer not to answer (99)

[BASE: RESPONDENTS who answered 1 at Q17A = yes to prioritize home energy improvements]

**AWARENESSPROGFED****Q21**

Are you currently aware of the following government resources and/or support programs for energy efficiency?

Yes (1)

No (2)

Don't know (8)

[Do not read] Prefer not to answer (9)

- A. Energy Efficiency Regulations: Regulations and Standards
- B. Energy Efficiency for Homes
- C. Energy Efficiency for Products
- D. CMHC Green Home
- E. Energy Savings Rebate Program
- F. Canada Greener Home Grant

[BASE: RESPONDENTS who answered 1 (YES) at Q21\_F – CGHG]

**Q22****FAMILIARITYCGHGI**

How familiar are you with the Canada Greener Home Grant Initiative?

[Do not read]

Very familiar (1)

Somewhat familiar (2)

Somewhat unfamiliar (3)

Very unfamiliar (4)

Don't know (8)

[Do not read] Prefer not to answer (9)

[BASE: RESPONDENTS who answered 1-2-3-4 at Q22]

**Q23**

**APPLIEDCGHGI**

Have you applied to the Canada Greener Home Grant?

[Read list]

Yes, I have applied for it (1)

I have not applied for it but I am considering it (2)

I have not applied for it (3)

I am not aware of the Canada Greener Home Grant (4)

Don't know (8)

[Do not read] Prefer not to answer (9)

[BASE: RESPONDENTS who answered 3 at Q23 – I have not applied for CGHG]

**Q24**

**REASONNOTAPPLY**

Why have you not applied for the Canada Greener Home Grant?

[Do not read list – Code accordingly]

Too complicated/unsure about the process (1)

Home improvements are too expensive and outside my budget (2)

The grant that is available is too little to make a difference (3)

Don't think the home improvements will make a difference in home efficiency (4)

Friend/family told me that this is not useful for saving money or helping the environment (5)

I don't trust that specific program (8)

Other – Specify (96)

Don't know (98)

[Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS EXCEPT RESPONDENTS FROM NB-ON-SK-AB-NWT]

**Q25**

**AWARENESSPROGPROV**

Are you currently aware of the following provincial programs and support for energy efficiency?

***READ THE APPROPRIATE LIST BY PROVINCE/TERRITORY***

Yes (1)

No (2)

Don't know (8)

[Do not read] Prefer not to answer (9)

**Newfoundland and Labrador**

- Home Energy Savings Program (HESP)

**PEI**

- Building Envelope Upgrade Rebate

- Equipment Upgrade Rebate
- Home Energy Audit Program
- New Home Construction Program
- Winter Warming Program

#### **Nova Scotia**

- Appliance Retirement Program
- Clean Energy Financing Program
- Demonstration Homes Program
- Efficient Product Installation Service
- Home Product Rebates
- HomeWarming Program
- New Home Construction
- Solar City Program
- SolarHomes Program
- Home Energy Assessment Program

#### **Quebec**

- Chauffez vert
- Novoclimat Homes
- Rénoclimat
- Éconologis

#### **Manitoba**

- Advanced HRV Control Program
- First Nations Insulation and Direct Install
- Home Insulation Rebate
- Income Qualified Program
- Metis Energy Efficiency Offers
- New Homes Program
- Pool Pump Program
- SAVE MORE

#### **British Columbia**

- CleanBC Better Homes New Construction Program
- Energy Coach Service
- Home Renovation Rebate and EfficiencyBC Program
- CleanBC Better Homes and Home Renovation Rebate Program

#### **Yukon**

- Good Energy Program
- Refrigerator Retirement Program
- Incentives for Appliances, Heating Systems & Water Conservation

#### **Nunavut**

- Home Renovation Program

[BASE: IF Q16=1 – home energy cost is a financial burden]

**Q26**

**AWARENESSPROGREGMUNI**

Are you currently aware of any regional/municipal programs and support for energy efficiency?

**DO NOT READ - IF YES – probe for many or some programs**

Yes, I am aware of many programs for energy efficiency (1)

Yes, I am aware of some programs for energy efficiency (2)

No, I am not aware of any programs for energy efficiency (3)

Don't know (8)

[Do not read] Prefer not to answer (9)

[BASE: who did NOT select 7 at Q20 and selected at least one of the following: Q21=1; Q25=1; Q26=1 or 2]

**Q20.1**

**TRUST**

Overall, do you consider that government propositions on resources and/or support programs for energy efficiency are generally...?

- A. Convenient
- B. Reliable
- C. Responsible / Taking responsibility for their actions
- D. Respectful
- E. Safe / Privacy protected

Yes (1)

No (2)

[Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS who answered 1 at Q17A= yes to prioritize home energy improvements]

**Q27**

**REASONTOGOENERGEFF**

What are your reasons for making your home more energy efficient?

[Do not read list – Code accordingly]

I have no specific reason to do it (1) (x)

Helping the environment - reducing environmental footprint (2)

Saving money - reducing operating costs/energy costs (3)

Increase property value (4)

It aligns with my values (5)

Replacing or updating old equipment (6)

Aesthetic improvements toward energy efficient updates (7)

Emergency replacement (8)

Taking advantage of government incentives (9)



Increasing resiliency against environmental factors (storms, floods, etc.) (10)  
Making my home more comfortable (less draughty or stuffy, even temperatures) (11)  
To leave a better planet for future generations (12)  
Other – Specify (96)  
Don't Know (98)  
[Do not read] Prefer not to answer (99)

[BASE: RESPONDENTS who answered 2 at Q17A – NOT prioritize energy efficiency improvements]

**Q28**

**REASON**

What is the main reason or the barriers for NOT prioritizing any energy efficiency improvements to your home?

[Read list – Code accordingly – multiple answers allowed]

[Do not read] No improvements are currently necessary (1)  
My home needs other repairs before any energy efficiency improvements (2)  
Planning to make improvements in the future (3)  
Planning to sell (4)  
Improvements are too costly (5)  
Do not have time (6)  
The home was recently built (7)  
The home was recently purchased (8)  
Energy efficiency is not a valuable improvement (9)  
Other – Specify (96)  
Don't know (98)  
[Do not read] Prefer not to answer (99)

## Scenario 2 – Energy Cost is NOT a Financial Burden (Q16=2-3)

[BASE: IF Q16=2-3 – home energy cost is not a financial burden]

**Q17B**

**BURDEN3B**

Although you mentioned that energy costs are not a burden to you, is it a priority for you to make energy efficiency improvements to your home?

Yes (1)  
No (2)  
Don't know (98)  
[Do not read] Prefer not to answer (99)

**OPEN QUESTION**

[BASE IF 1 (YES) AT Q17B]

**Q17BB**

In a few words, please tell us why it is a priority?

Please specify: O (96)

Don't know (98)

[Do not read] Prefer not to answer (99)

#### OPEN QUESTION

[BASE IF 2 (NO) AT Q17B]

#### Q17BBB

In a few words, please tell us why it is not a priority?

Please specify: O (96)

Don't know (98)

[Do not read] Prefer not to answer (99)

[BASE: RESPONDENTS who answered 1 at Q17B = yes to prioritize home energy improvements]

#### Q19B

#### IMPROVEMENT

What energy efficiency improvements do you plan to make to your primary residence? [Read list – Code accordingly – multiple answers allowed]

Home insulation (This can include attic, ceiling insulation, exterior wall insulation, exposed floor, basement, foundation or crawlspace insulation) (1)

Air Sealing a Home (This can include anything that improves the air-tightness of your home) (2)

Replacing windows and doors (This can include Replacing doors and windows with Energy Star certified models) (3)

Smart Thermostats (4)

More energy efficient heating (Can include non-fossil fuel heating devices, installation of heat pumps) (5)

Installing solar panels (6)

Updates that protect your home from environmental damage (E.g. buying materials for home that protect it from wildfires, potential flooding, from wind damage to power failures (i.e. emergency battery back up) (7)

Other – Specify (96)

Don't know (98)

[Do not read] Prefer not to answer (9)

[BASE: RESPONDENTS who answered 1 at Q17B = yes to prioritize home energy improvements]

#### Q18B

#### REPAIR

How much do you think you will need to invest to make energy improvements to your home in the next 5 years, regardless of where the money comes from?

[DO NOT Read list – Code accordingly – one answer]

Not more than \$1,000 (1)

- Between \$1,001 and \$4,999 (2)
- Between \$5,000 and \$9,999 (3)
- Between \$10,000 and \$14,999 (4)
- Between \$15,000 and \$19,999 (5)
- Between \$20,000 and \$39,999 (6)
- Between \$40,000 and \$79,999 (7)
- Between \$80,000 and \$99,999 (8)
- \$100,000 or more (9)
- Don't know (98)
- [Do not read] Prefer not to answer (99)

[BASE: RESPONDENTS who answered 1 at Q17B = yes to prioritize home energy improvements]

**Q20B**

**RESOURCES**

Which of the following financial resources do you plan to use to minimize the financial burden of this home energy improvement project?

- Disposable income and savings (1)
- Financing renovations into my mortgage (2)
- Refinancing home/re-mortgage the house to pay for renovations (3)
- Using my home loan equity line of credit (4)
- Using a personal line of credit (5)
- Using money available through credit cards (6)
- Leveraging government financial assistance and tax credits for eco-friendly home renovations (7)
- None of the above (95)
- [Do not read] Unsure\Prefer not to answer (99)

[BASE: RESPONDENTS who answered 1 at Q17B = yes to prioritize home energy improvements]

**AWARENESSPROGFED**

**Q21B**

Are you currently aware of the following government resources and/or support programs for energy efficiency?

- Yes (1)
- No (2)
- Don't know (8)
- [Do not read] Prefer not to answer (9)

- A. Energy Efficiency Regulations: Regulations and Standards
- B. Energy Efficiency for Homes
- C. Energy Efficiency for Products
- D. CMHC Green Home
- E. Energy Savings Rebate Program
- F. Canada Greener Home Grant

[BASE: RESPONDENTS who answered 1 at Q21B\_F – CGHG]

**Q22B**

**FAMILIARITYCGHGI**

How familiar are you with the Canada Greener Home Grant Initiative?

[Do not read]

Very familiar (1)

Somewhat familiar (2)

Somewhat unfamiliar (3)

Very unfamiliar (4)

Don't know (8)

[Do not read] Prefer not to answer (9)

[BASE: RESPONDENTS who answered 1-2-3-4 at Q22B]

**Q23B**

**APPLIEDCGHGI**

Have you applied to the Canada Greener Home Grant?

[Read list]

Yes, I have applied for it (1)

I have not applied for it but I am considering it (2)

I have not applied for it (3)

I am not aware of the Canada Greener Home Grant (4)

Don't know (8)

[Do not read] Prefer not to answer (9)

[BASE: RESPONDENTS who answered 3 at Q23B – I have not applied for CGHG]

**Q24B**

**REASONNOTAPPLY**

Why have you not applied for the Canada Greener Home Grant?

[Do not read list – Code accordingly]

Too complicated/unsure about the process (1)

Home improvements are too expensive and outside my budget (2)

The grant that is available is too little to make a difference (3)

Don't think the home improvements will make a difference in home efficiency (4)

Friend/family told me that this is not useful for saving money or helping the environment (5)

I don't trust that specific program (8)

Other – Specify (96)

Don't know (98)

[Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS EXCEPT RESPONDENTS FROM NB-ON-SK-AB-NWT]

**Q25B**

**AWARENESSPROGPROV**

Are you currently aware of the following provincial programs and support for energy efficiency?  
**READ THE APPROPRIATE LIST BY PROVINCE/TERRITORY**

Yes (1)

No (2)

Don't know (8)

[Do not read] Prefer not to answer (9)

**Newfoundland and Labrador**

- Home Energy Savings Program (HESP)

**PEI**

- Building Envelope Upgrade Rebate
- Equipment Upgrade Rebate
- Home Energy Audit Program
- New Home Construction Program
- Winter Warming Program

**Nova Scotia**

- Appliance Retirement Program
- Clean Energy Financing Program
- Demonstration Homes Program
- Efficient Product Installation Service
- Home Product Rebates
- HomeWarming Program
- New Home Construction
- Solar City Program
- SolarHomes Program
- Home Energy Assessment Program

**Quebec**

- Chauffez vert
- Novoclimat Homes
- Rénoclimat
- Éconologis

**Manitoba**

- Advanced HRV Control Program
- First Nations Insulation and Direct Install
- Home Insulation Rebate
- Income Qualified Program
- Metis Energy Efficiency Offers
- New Homes Program
- Pool Pump Program
- SAVE MORE

**British Columbia**

- CleanBC Better Homes New Construction Program
- Energy Coach Service
- Home Renovation Rebate and EfficiencyBC Program
- CleanBC Better Homes and Home Renovation Rebate Program

**Yukon**

- Good Energy Program
- Refrigerator Retirement Program
- Incentives for Appliances, Heating Systems & Water Conservation

**Nunavut**

- Home Renovation Program

[BASE: IF Q16=2-3 – home energy cost is not a financial burden]

**Q26B**

**AWARENESSPROGREGMUNI**

Are you currently aware of any regional/municipal programs and support for energy efficiency?

**DO NOT READ - IF YES – probe for many or some programs**

Yes, I am aware of many programs for energy efficiency (1)

Yes, I am aware of some programs for energy efficiency (2)

No, I am not aware of any programs for energy efficiency (3)

Don't know (8)

[Do not read] Prefer not to answer (9)

[BASE: who did not select 7 at Q20B and selected at least one of the following: Q21B=1; Q25B=1; Q26B=1 or 2]

**Q20B.1**

**TRUST**

Overall, do you consider that government propositions on resources and/or support programs for energy efficiency are generally.....?

- A. Convenient
- B. Reliable
- C. Responsible / Taking responsibility for their actions
- D. Respectful
- E. Safe / Privacy protected

Yes (1)

No (2)

[Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS who answered 1 at Q17B = yes to prioritize home energy improvements]

**Q27B**

## **REASONTOGOENERGEFF**

What are your reasons for making your home more energy efficient?

[Do not read list – Code accordingly]

- I have no specific reason to do it (1) (x)
- Helping the environment - reducing environmental footprint (2)
- Saving money - reducing operating costs/energy costs (3)
- Increase property value (4)
- It aligns with my values (5)
- Replacing or updating old equipment (6)
- Aesthetic improvements toward energy efficient updates (7)
- Emergency replacement (8)
- Taking advantage of government incentives (9)
- Increasing resiliency against environmental factors (storms, floods, etc.) (10)
- Making my home more comfortable (less draughty or stuffy, even temperatures) (11)
- To leave a better planet for future generations (12)
- Other – Specify (96)
- Don't Know (98)
- [Do not read] Prefer not to answer (99)

[BASE: RESPONDENTS who answered 2 at Q17B – NOT prioritize energy efficiency improvements]

### **Q28B**

#### **REASON**

What is the main reason or the barriers for not prioritizing any energy efficiency improvements to your home?

[Read list – Code accordingly – multiple answers allowed]

- [Do not read] No improvements are currently necessary (1)
- My home needs other repairs before any energy efficiency improvements (2)
- Planning to make improvements in the future (3)
- Planning to sell (4)
- Improvements are too costly (5)
- Do not have time (6)
- The home was recently built (7)
- The home was recently purchased (8)
- Energy efficiency is not a valuable improvement (9)
- Other – Specify (96)
- Don't know (98)
- [Do not read] Prefer not to answer (99)

## **Section 3: All Respondents**

[BASE: ALL RESPONDENTS]

[INFO PAGE]

The next section will focus on your opinion and perception regarding improvement to your home and energy efficiency.

[BASE: ALL RESPONDENTS]

**Q29**

**FACTORS**

When choosing to make home improvements, in what order would you rank the following priorities when deciding what repairs to do:

[Read list - Accept up to three answers]

Cost (1)

Energy Savings (2)

The look/ Attractive appearance (3)

Increase resale value (4)

Environmental/Climate concerns (5)

Don't know (98) (X)

[Do not read] Prefer not to answer (99) (X)

[BASE: ALL RESPONDENTS]

**Q30**

**INCENTIVE**

What incentive would most encourage you to use less energy in and around your home?

Access to smart system/ app that helps you track your energy efficiency (1)

Money to pay for energy efficiency upgrades in your home (insulation, heating systems, based on your household income) (2)

New energy efficient appliances for your home (3)

Coaching from an energy efficiency expert (4)

"Prize" for hitting a target energy efficiency threshold (5)

Other – Specify (96)

None of the above (97) (X)

Don't know (98) (X)

[Do not read] Prefer not to answer (99) (X)

[BASE: RESPONDENTS who answered 1 at RESERVE]

**Q31**

**LIMITRESERVE**

If you are living on a reserve, what is the biggest limitation to accessing energy efficient improvements for your home?

Too expensive (1)

Living in a rural area – lack of access (2)

Slow to see positive results (3)

Don't have time to make improvements (4)



Other (6)

[Do not read] Prefer not to answer (9)

[BASE: RESPONDENTS who answered 3 at Q5.1]

**Q32**

**ACCESVISIMINO**

As a member of a visible minority, do you feel that your community (social community, family and friends) has been given fair access to government grants for energy efficiency improvements?

Yes, absolutely (1)

Some access (2)

No access (3)

Unsure [Do not read] Prefer not to answer (9)

[BASE: ALL RESPONDENTS]

**Q33**

**PSYCHOGRAPHIC**

Please indicate your level of agreement or disagreement with the following statements:

[Read list and items - accept one answer only for each item]

- A. I am afraid that making efforts to reduce energy consumption will take up too much of my time
- B. Energy efficiency is an important issue for me, but I find it very difficult to change my habits
- C. My current lifestyle prevents me from reducing my energy usage
- D. I feel valued by my friends and family in my choice to reduce my environmental footprint
- E. I have the knowledge that helps me improve the energy efficiency of my home
- F. I am thinking about improving the energy efficiency of my home, but I don't know where to start.
- G. If I had access to one or more programs to obtain rebates, tax credits or grants to make my home energy efficient, I would do so.
- H. It's important to me to reduce my environmental footprint.
- I. I think the actions we take to make our home energy efficient really make a difference for the environment.
- J. My household is already doing as much as possible to reduce its energy consumption, I have no reason to do more.
- K. I would pay \$10 per month extra in energy bills to protect the environment

Totally agree (1)

Somewhat agree (2)

Somewhat disagree (3)

Totally disagree (4)

Don't know (8)

[Do not read] Prefer not to answer (9)

[BASE: ALL RESPONDENTS]

**Q34**

## HEATENERGY

What is the main energy source used **for heating** your home?

- Electricity (1)
- Natural Gas (2)
- Heating Oil (3)
- Wood burning appliances (4)
- Propane (5)
- Solar (6)
- Heat pump (7)
- Other -Specify (96)
- Don't know (98)
- [Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS]

### Q35

#### CURRENTOWN

Do you currently own (any of) the following?

[Read list – multiple answers allowed]

- A hybrid or electric vehicle (own or lease) (1)
- A gasoline- or diesel-powered vehicle (own or lease) (2)
- An ENERGY STAR certified refrigerator in your home/residence (3)
- An ENERGY STAR certified dishwasher in your home/residence (4)
- A heat pump in your home/residence (5)
- A smart or adaptive thermostat in your home/residence (6)
- Solar panels for your home/residence (7)
- Energy efficient windows or doors (ENERGY STAR certified models or better) in your home/residence (8)
- New or improved insulation in your home (last 5 years) (9)
- None of the above (95) (X)
- Don't know (98) (X)
- [Do not read] Prefer not to answer (99) (X)

[BASE: ALL RESPONDENTS]

### Q36

#### FUTUREPURCHASE

How likely are you to purchase any of the following in the **NEXT SIX MONTHS**?

[Read list – multiple answers allowed]

- A hybrid or electric vehicle (own or lease) (1)
- A gasoline- or diesel-powered vehicle (own or lease) (2)
- An ENERGY STAR certified refrigerator in your home/residence (3)
- An ENERGY STAR certified dishwasher in your home/residence (4)
- A heat pump in your home/residence (5)
- A smart or adaptive thermostat in your home/residence (6)
- Solar panels for your home/residence (7)

Energy efficient windows or doors (ENERGY STAR certified models or better) in your home/residence (8)  
New or improved insulation in your home (last 5 years) (9)  
None of the above (95) (X)  
Don't know (98) (X)  
[Do not read] Prefer not to answer (99) (X)

[BASE: ALL RESPONDENTS]

[INFO PAGE]

I will now ask you a few questions about your household composition.

[BASE: ALL RESPONDENTS]

**Q37.1**

**MENA**

Including yourself, how many people live permanently in your home?  
Please include children in joint custody, as well as students or people temporarily away, for example studying in another city or on an internship or trip abroad.

Enter the number: \_\_\_\_\_ (limits: 1-20) 96

[If MENA>1]

**Q37.2**

**MENA2**

Of this number, how many people live under your dependency, i.e. that you support financially?

Enter the number: \_\_\_\_\_ (limits: 1-20) 96

[If MENA>1]

**Q37.3**

**MENA2**

Do you live...?

**NOTE TO INTERVIEWER: Since the respondent is included as a person who lives under their dependency, the answer must be at least 1.**

[Read list - accept one answer only]

In couple with children 01  
In couple without children 02  
Alone with one or more children 03  
With your mother and/or father and/or brother and/or sister 04  
With one or more roommates 05  
In another situation 96 (Please specify) (0)

[BASE: ALL RESPONDENTS]

**Q38.1**

## **MORTGAGE**

Which of the following best describes your situation regarding mortgage?

- I currently have a mortgage (1)
- My primary residence's mortgage has been paid off (2)
- My primary residence is under a land lease agreement (3)
- [Do not read] Prefer not to answer (9)

[BASE: ALL RESPONDENTS]

### **Q39**

#### **Employment**

Which of the following categories best describes your current employment status? Are you...

[Read list - accept one answer only]

- Working full-time, that is, 35 or more hours per week (1)
- Working part-time, that is, less than 35 hours per week (2)
- Self-employed (3)
- Unemployed, but looking for work (4)
- A student attending school full-time (5)
- Retired (6)
- Not in the workforce [Full-time homemaker, unemployed, not looking for work] (7)
- [Do not read] Other—[Do not specify] (96)
- [Do not read] Prefer not to answer (99)

[BASE: ALL RESPONDENTS]

### **Q40**

#### **INCOME**

Which of the following best describes your total household income last year, before taxes, from all sources for all household members?

[Read list - accept one answer only]

- Less than \$20,000 (1)
- \$20,000 to less than \$40,000 (2)
- \$40,000 to less than \$60,000 (3)
- \$60,000 to less than \$80,000 (4)
- \$80,000 to less than \$100,000 (5)
- \$100,000 to less than \$150,000 (6)
- \$150,000 to less than \$200,000 (7)
- \$200,000 to less than \$250,000 (8)
- \$250,000 and above (9)
- [Do not read] Prefer not to answer (9)

[BASE: ALL RESPONDENTS]

### **Q41**

#### **Language1**

What language(s) do you speak on a regular basis at home?  
[Accept all that apply]

English (1)

French (2)

Other [Do not specify] (3)

[Do not read] Prefer not to answer (9)

[BASE: ALL RESPONDENTS]

**Q42**

**Tel Status**

Does your household subscribe to a home phone service, also known as a landline?

Yes (1)

No (2)

Don't know (8)

[Do not read] Prefer not to answer (9)

**Thank you for your participation.**