



ONTARIO PERSPECTIVES ON CLEAN ELECTRICITY

METHODOLOGY

This survey was conducted with 2,000 Ontarians from April 21st to 27th, 2023. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.19%.

The data were weighted according to census data to ensure that the sample matched Ontario's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.



FINDINGS

Awareness and use of heat pumps in Ontario is low.

- Only a minority (34%) of Ontarians have heard of a heat pump and know what it does
- Only 2% of Ontarians report owning a heat pump, though 44% express interest in purchasing one

Many Ontarians are not very aware of federal programs to encourage eco-friendly solutions, such as solar panels or heat pumps.

- Just 44% of Ontarians are at least somewhat aware of these programs
- 31% are not very aware of the programs
- 19% are not aware at all

FINDINGS

A strong majority (80% of Ontario residents) believe transitioning to 100% electricity is the right thing to do.

Poll shows a majority in Ontario believe clean electricity investments can help the economy.

- 81% of Ontarians believe clean energy offers a competitive advantage for Canada's economy
- A majority (73%) feel Canada must invest in clean electricity or risks falling behind the United States

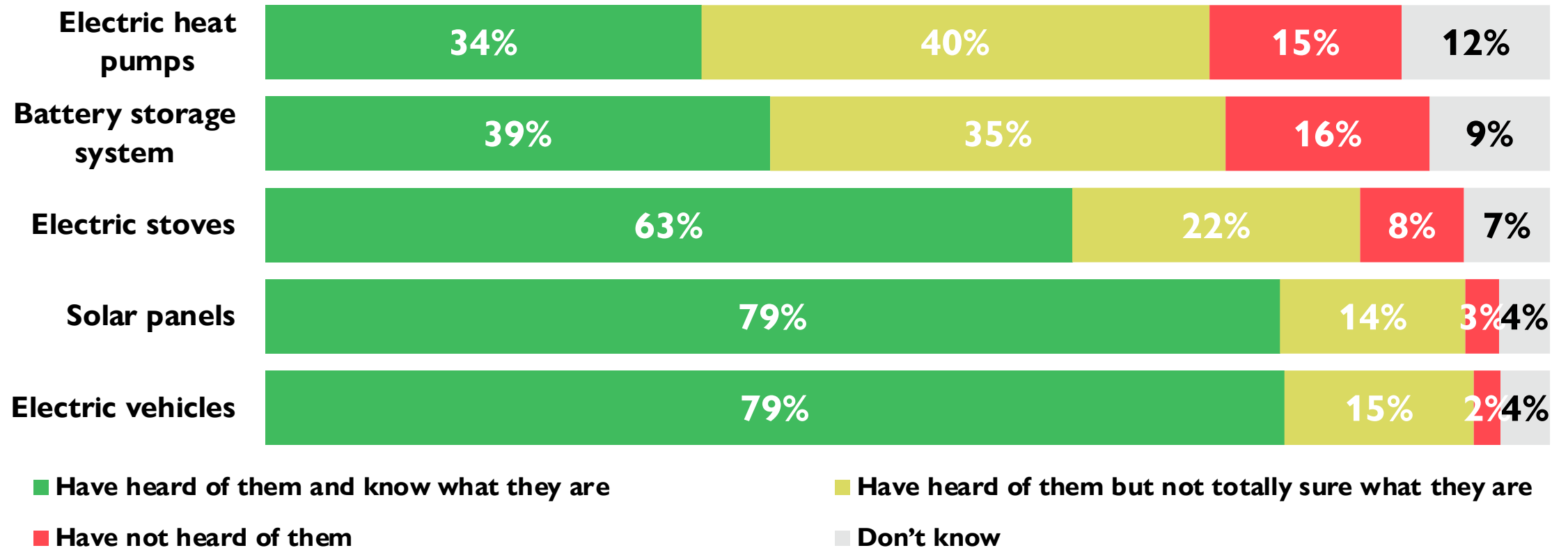
Majority want Ontario to increase renewable energy – and do so quickly.

- 74% of Ontarians believe Ontario can't move fast enough to ramp up clean electricity
- 63% of Ontarians feel Ontario doesn't have enough wind or solar energy



Thinking now specifically about the following renewable energy appliances or items, in principle, how aware are you of what they are or do?

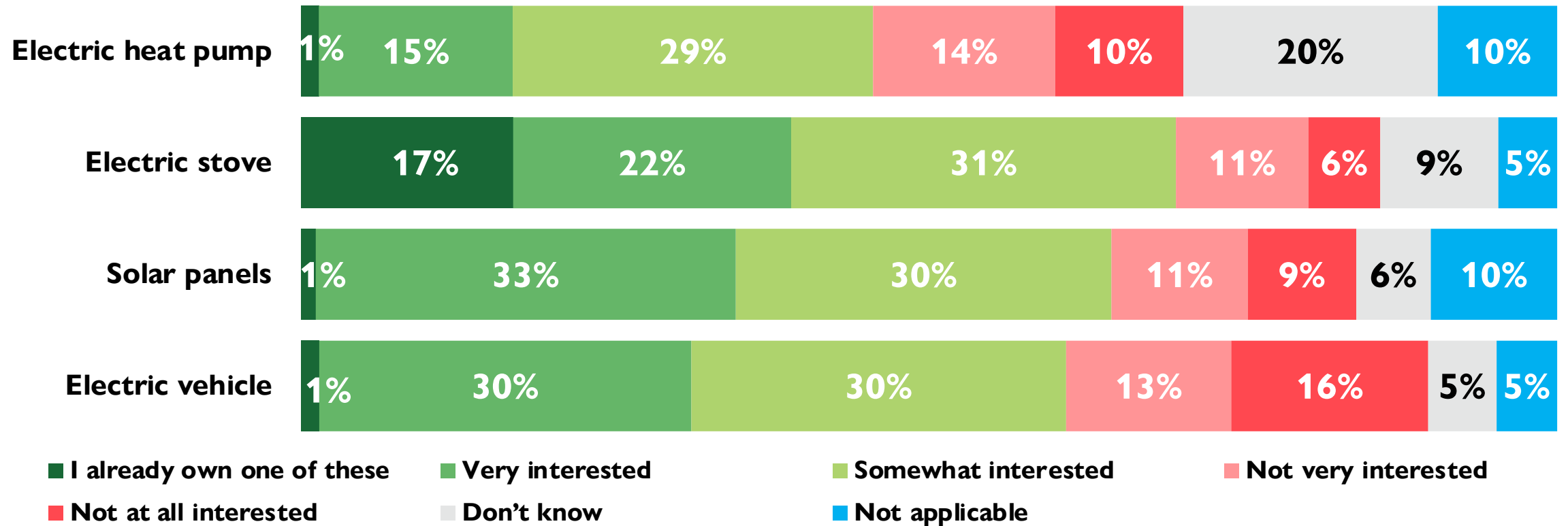
RENEWABLE ENERGY APPLIANCES OR ITEMS



*Totals may not add up to 100 due to rounding.

And in principle, putting aside issues of cost, how interested would you be in purchasing one of them?

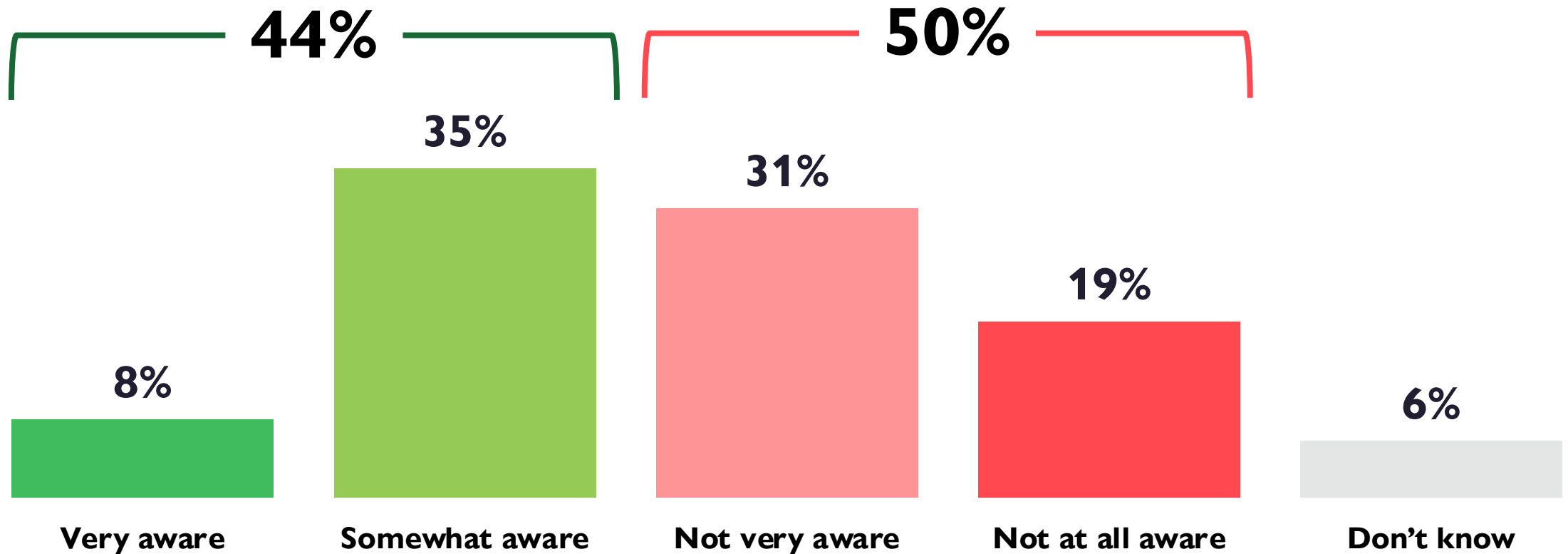
INTEREST IN PURCHASING



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Before taking this survey, how aware, if at all, were you of these programs and support?

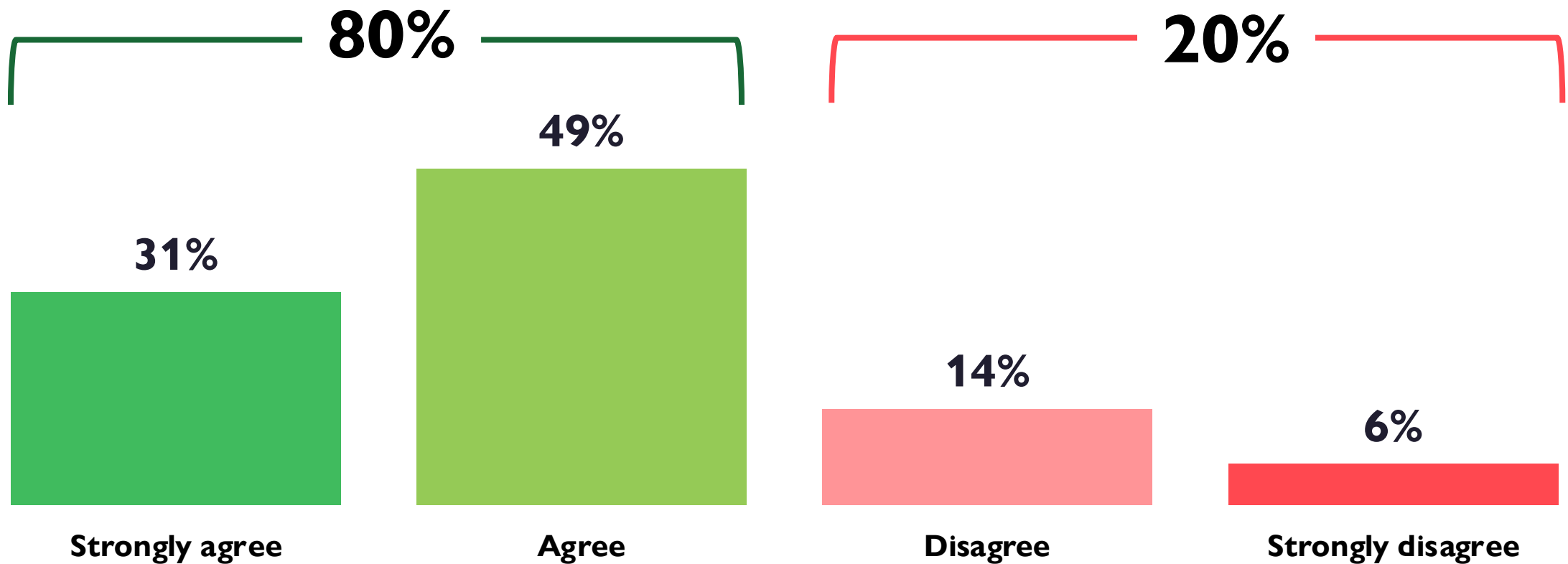
“The federal government of Canada has a range of programs designed to support and encourage the uptake of renewable energy technologies such as solar panels, electric vehicles and heat pumps.”





The federal government plans to move Canada to 100% clean electricity by 2035. How much do you agree or disagree with the following statements?

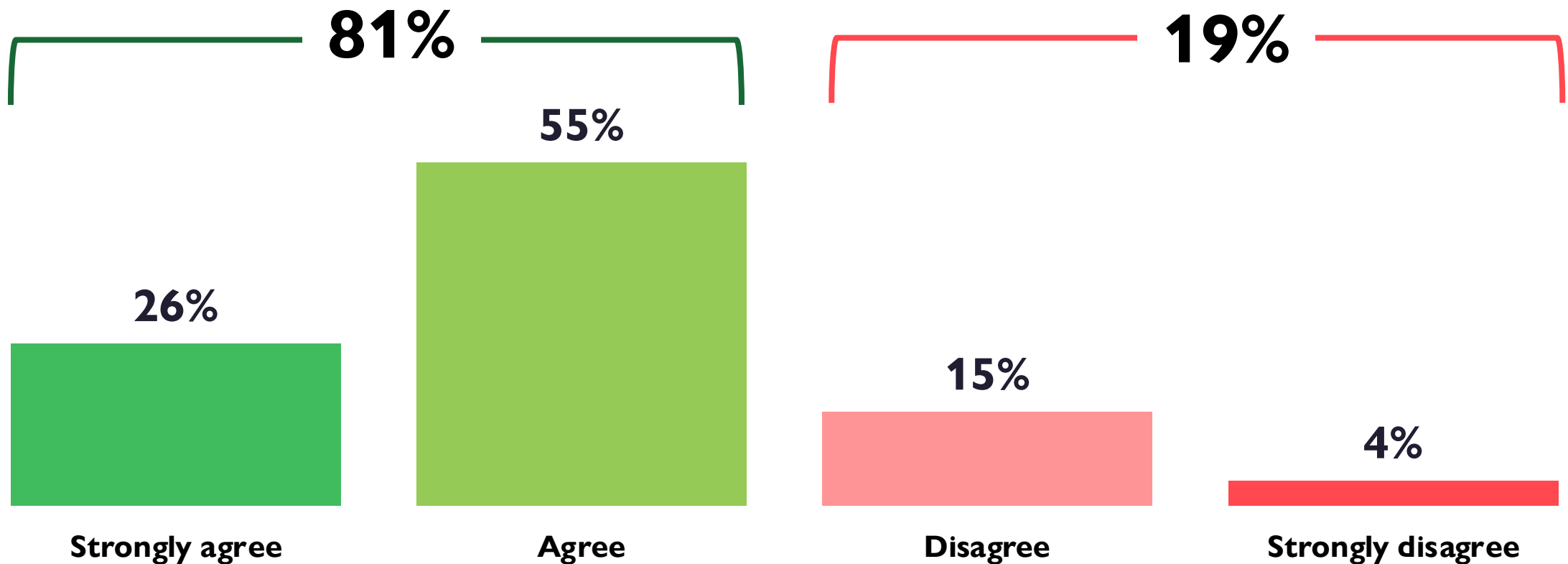
“Transitioning to 100% clean electricity is the right thing to do.”





The federal government plans to move Canada to 100% clean electricity by 2035. How much do you agree or disagree with the following statements?

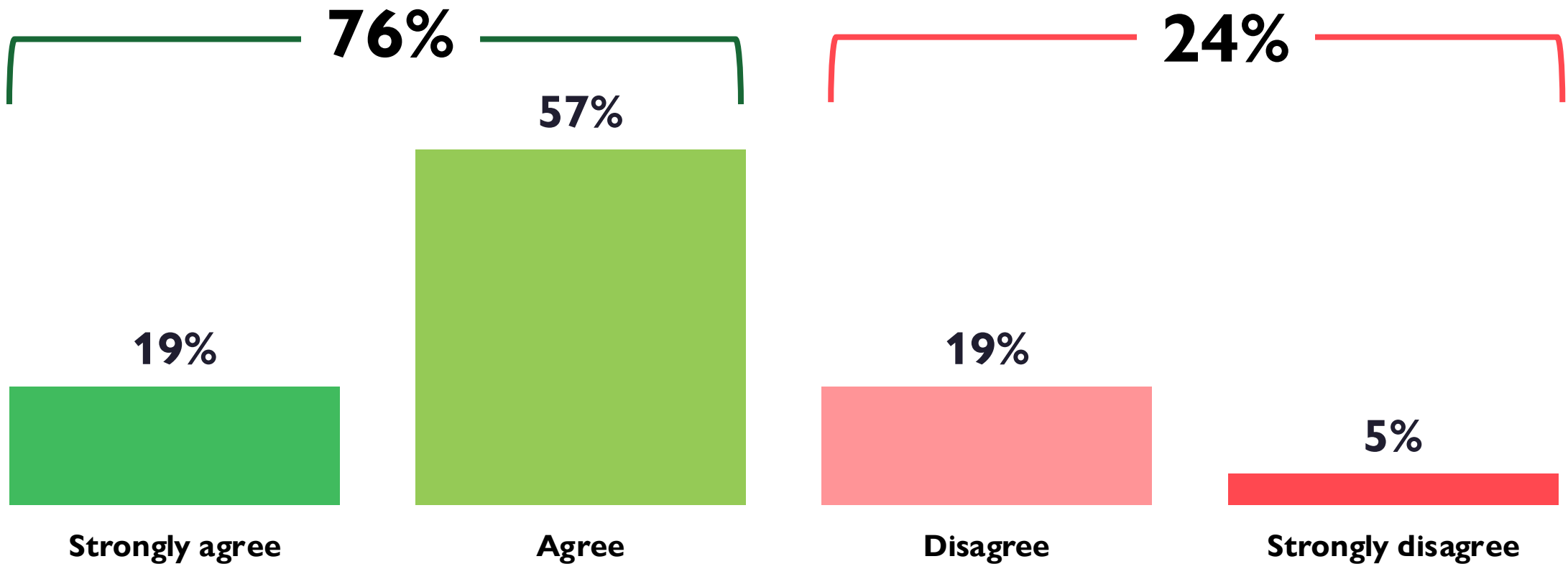
“Clean electricity will provide a competitive advantage for Canada’s economy.”





The federal government plans to move Canada to 100% clean electricity by 2035. How much do you agree or disagree with the following statements?

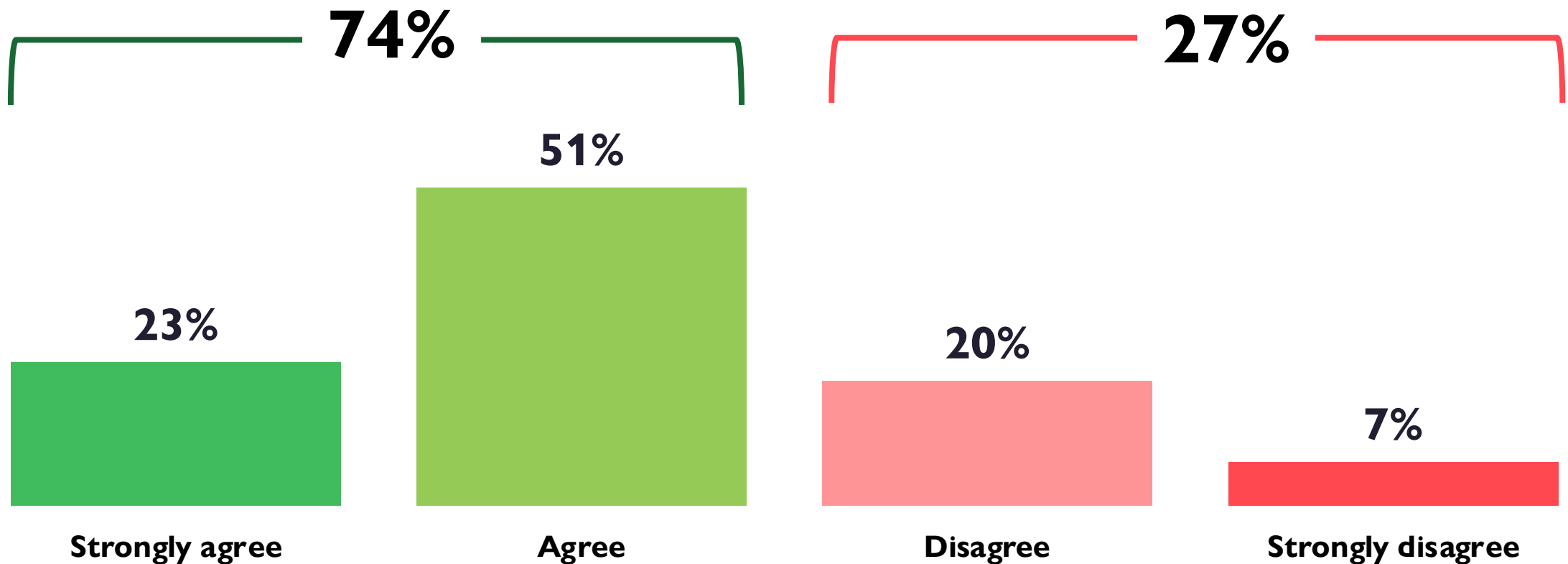
“The US Inflation Reduction Act includes historic investments for clean electricity Canada must invest in clean electricity or we risk falling behind.”





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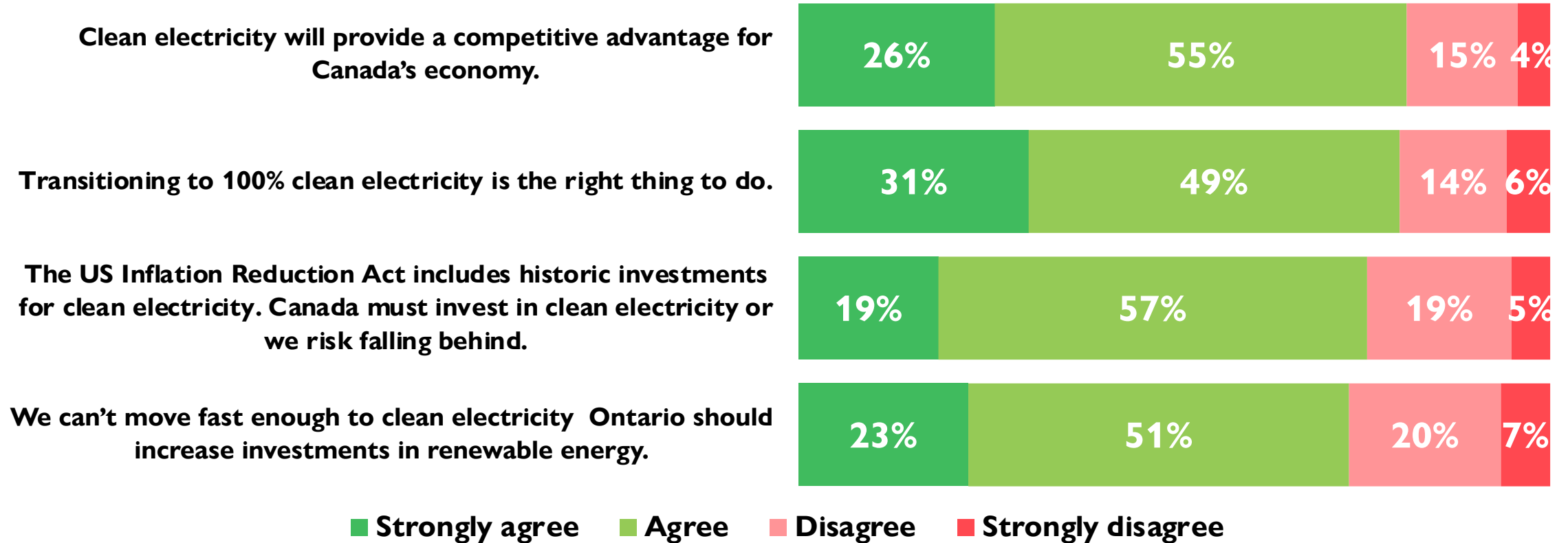
“We can’t move fast enough to clean electricity. Ontario should increase investments in renewable energy.”





The federal government plans to move Canada to 100% clean electricity by 2035. How much do you agree or disagree with the following statements?

STATEMENTS COMPARED



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