



**CUPE Manitoba**  
**Power Smart: Views and Preferences**  
**December 2016**

# Research Methodology

This province-wide Omnibus survey was designed in consultation with CUPE Manitoba and conducted by Probe Research via telephone interviews taken between Nov. 29, 2016 and Dec. 11, 2016 among a random and representative sampling of 1,000 adults residing in Manitoba.

With a sample of 1,000 one can say with 95 percent certainty that the results are within  $\pm 3.1$  percentage points of what they would have been if the entire adult population of Manitoba had been interviewed. The margin of error is higher within each of the survey's population sub-groups.

Modified random digit dialing covering both landline and wireless numbers was used to ensure that all Manitoba adults would have an equal opportunity to participate in this Probe Research Inc. survey. Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

For more information on this research project, please contact:

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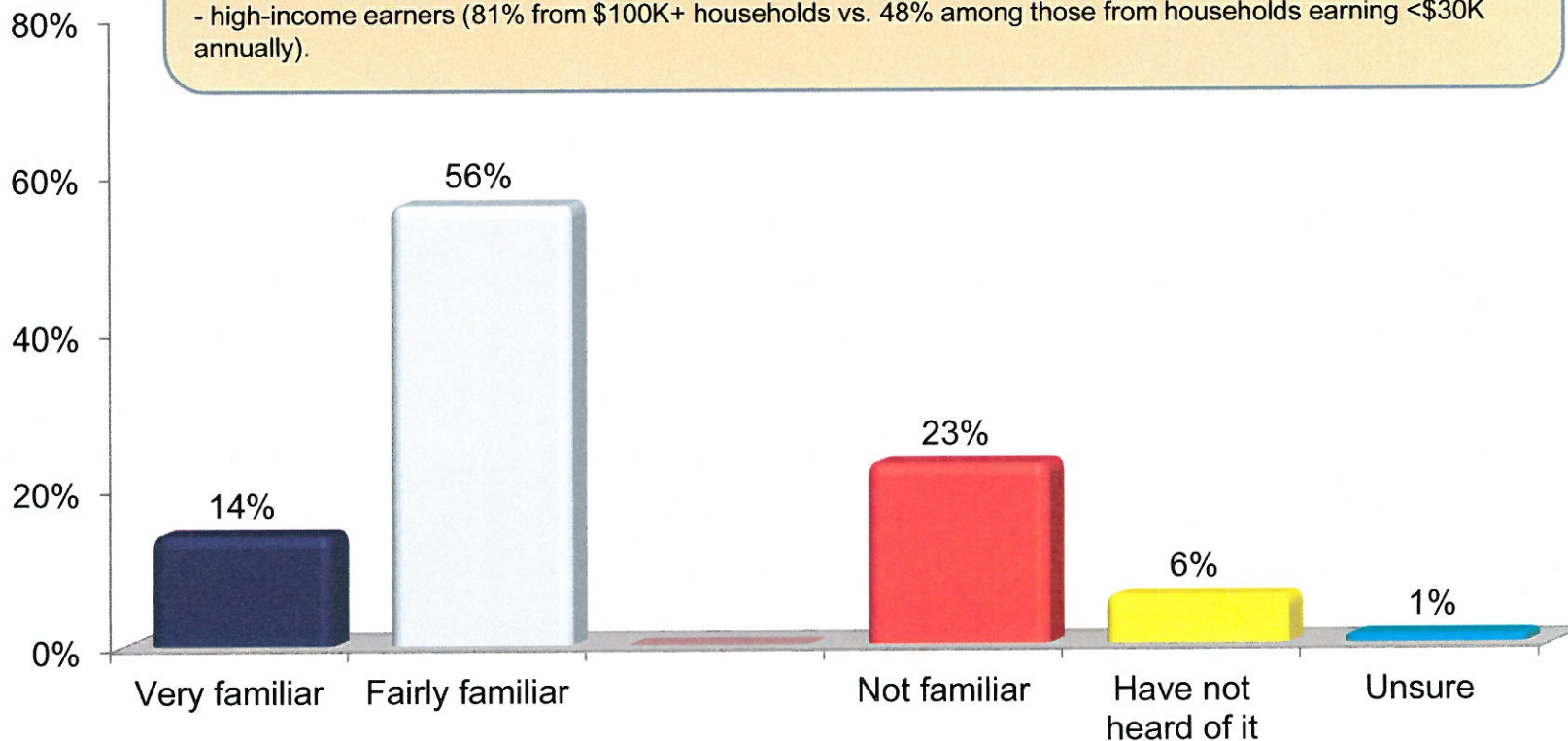
# Public Familiarity with Power Smart

**Q.1** "On another subject now: How familiar are you with Manitoba Hydro's Power Smart program? Would you say you are very familiar, fairly familiar or not familiar with the program, or have you never heard of it?" (n=1,000)

Overall, 70% of respondents are familiar with Power Smart compared to 30% who are not.

Familiarity is highest among:

- older and middle-aged citizens (81% and 77% vs. 53% among those aged 18-34)
- high-income earners (81% from \$100K+ households vs. 48% among those from households earning <\$30K annually).



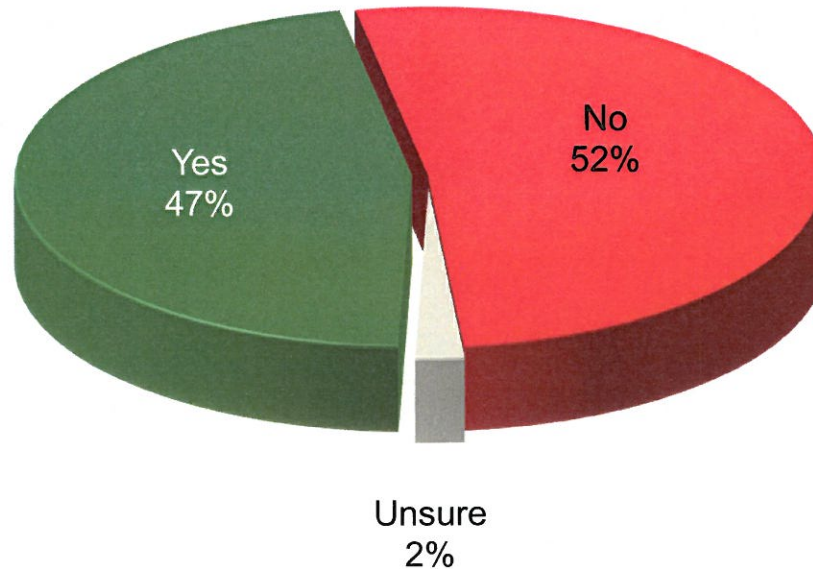
Base: Manitoba adults aged 18 years and over

# Incidence of Personal Use of the Power Smart Program

**Q.2** "Manitoba Hydro's Power Smart program helps Manitobans with household energy conservation by offering things like rebates for furnace upgrades, home insulation and energy efficient light bulbs. Have you personally made use of the Power Smart program?" (n=1,000)

Those most likely to have personally used the program:

- those aged 55+ (58%)
- high income households \$100K+ (58%)
- post-secondary graduates (53%)
- homeowners (53%)



Those most likely to have not personally used the program:

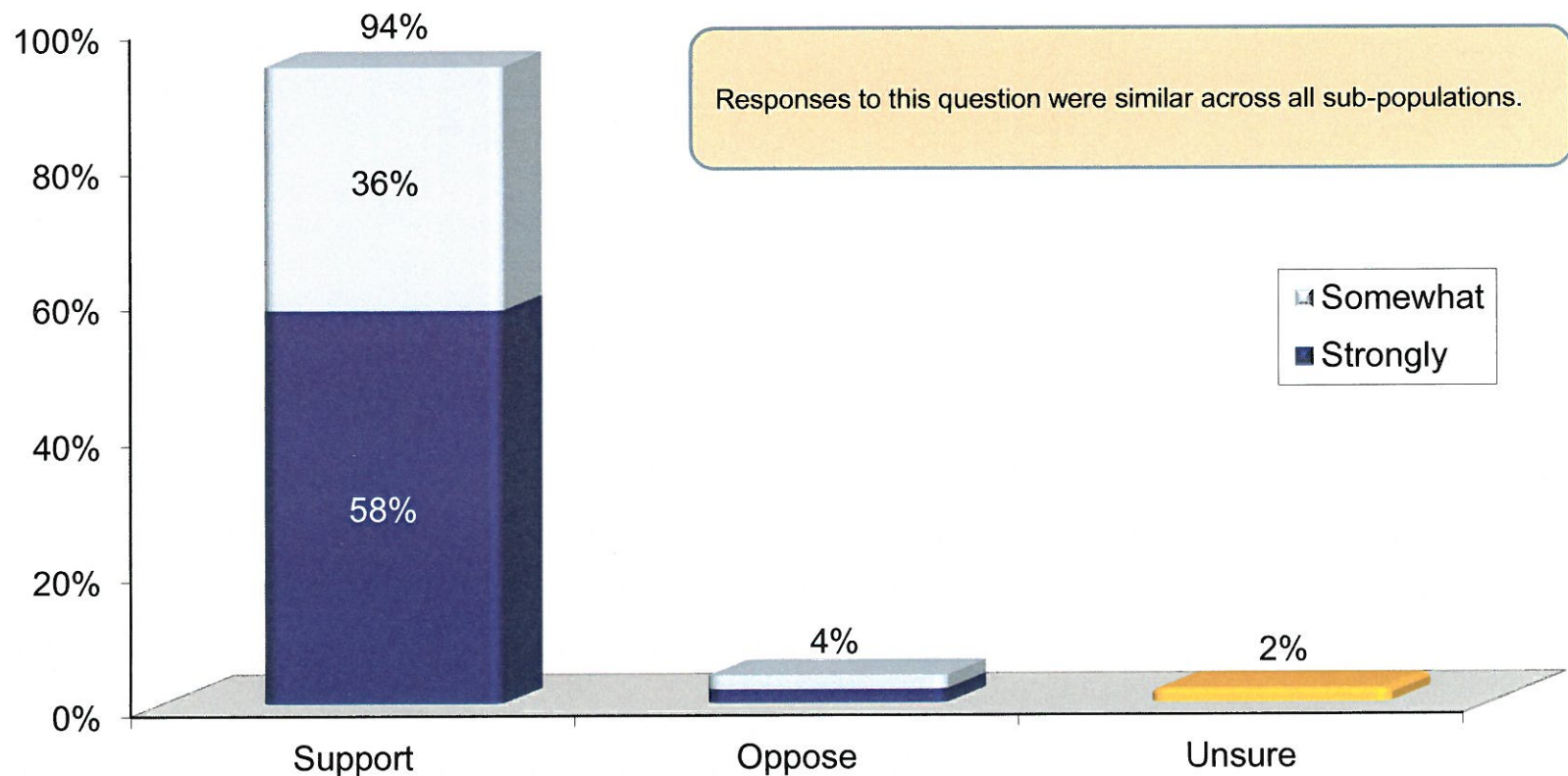
- younger citizens 18-34, (65%)
- low-income households, <\$30K, (61%)
- those with high school education or less (65%)
- Renters (71%)

Base: Manitoba adults aged 18 years and over



# Public Opinion About Power Smart

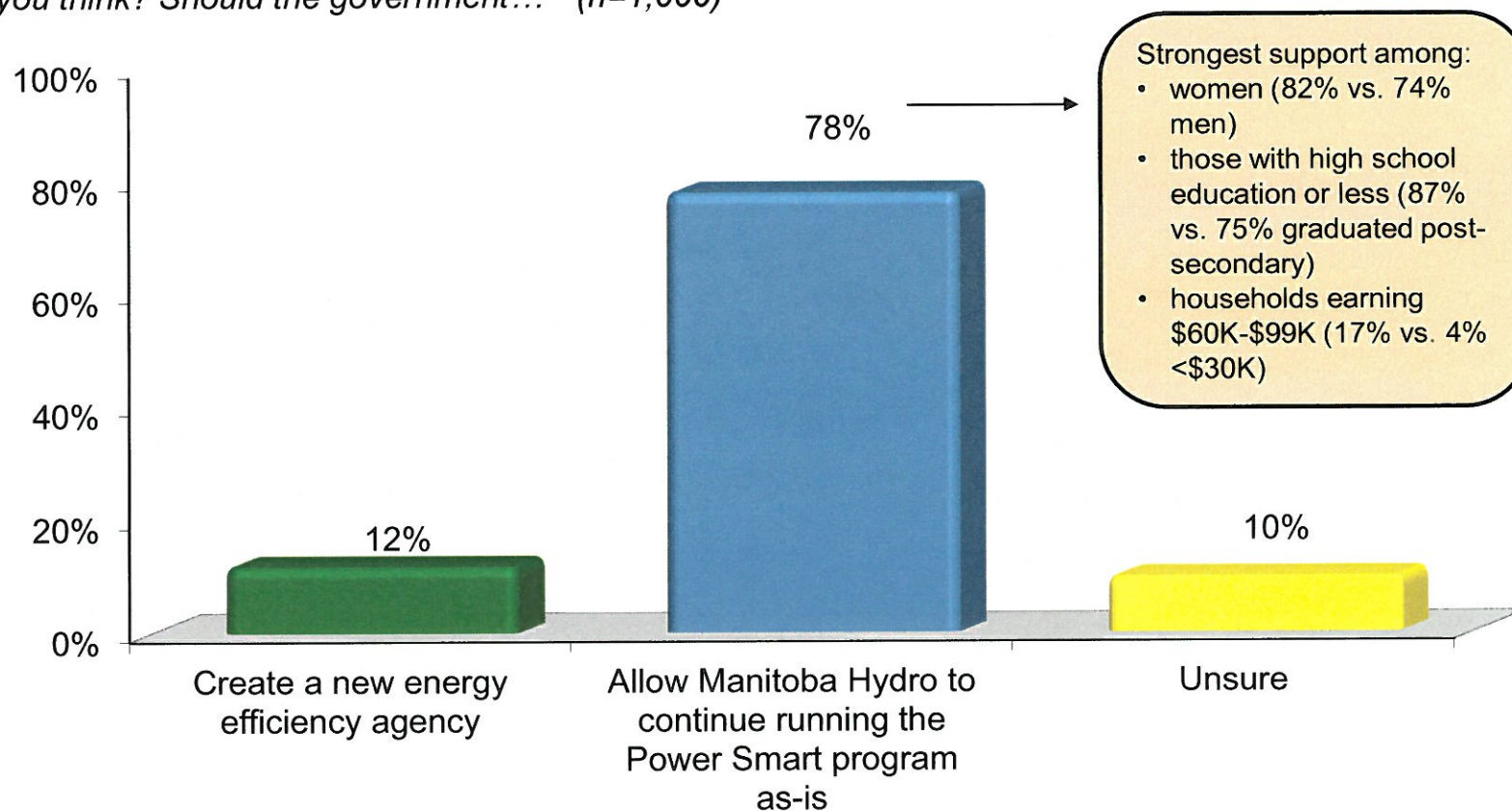
**Q.3** “Based on what you might have seen, heard or experienced, do you strongly support, somewhat support, somewhat oppose or strongly oppose the Power Smart program?” (n=1,000)



Base: Manitoba adults aged 18 years and over

# Opinion on Creation of New Agency to Replace Power Smart

**Q.4** "The Manitoba government plans to replace Manitoba Hydro's Power Smart program with a new agency responsible for energy efficiency programs. The government says Manitoba Hydro's role selling power should be separate from the role of conserving it. Others say Manitoba Hydro should continue to manage Power Smart because it has been doing a good job for 25 years and the program is already well-known. What do you think? Should the government..."\* (n=1,000)



Base: Manitoba adults aged 18 years and over

\*Statements rotated