

# EMPOWERING ONTARIO: CONSTRAINING COSTS AND STAYING COMPETITIVE IN THE ELECTRICITY MARKET

## Leger Public Opinion Research Results: Summary

**81% of Ontarians are concerned that rising electricity prices will impact the health of the Ontario economy.**

Agreement	Total	GTA	Niagara/Hamilton	South	East	North
Concerned	81.0%	77.8%	87.9%	80.0%	82.4%	91.0%
Not concerned	12.7%	16.4%	7.0%	11.7%	12.3%	5.3%

Ontarians aged 55 to 64 are the most concerned (90%).

**81% of Ontarians are concerned that rising electricity prices will impact their disposable income.**

Agreement	Total	GTA	Niagara/Hamilton	South	East	North
Concerned	80.5%	73.1%	88.7%	82.7%	86.4%	90.8%
Not concerned	16.0%	23.0%	11.3%	12.1%	12.5%	6.2%

Ontarians with an annual income between \$60,000 and \$79,000 are the most concerned (88%).

**Less than half of Ontarians admit that they understand the cost drivers that contribute to rising electricity bills.**

Agreement	Total	GTA	Niagara/Hamilton	South	East	North
Understand	49.7%	54.2%	55.3%	44.5%	44.6%	47.1%
Do not understand	40.3%	35.3%	36.5%	43.6%	48.7%	43.4%

Those with an annual income of more than \$100,000 (55%) have the highest understanding of the costs behind their electricity bills.



Please indicate the extent to which you agree or disagree with the following statement: I am concerned that rising electricity prices will impact the health of Ontario's economy.

	REGION						AGE					GENDER	
	TOTAL	GTA	NIAGARA/ HAMILTON	SOUTH	EAST	NORTH	18-34	35-44	45-54	55-64	65+	MALE	FEMALE
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
WEIGHTED TOTAL	1000	407	96	274	146	77	282	203	197	143	175	480	520
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Unweighted Total	1000	450	110	245	135	60	164	175	219	198	244	540	460
AGREE	810	316	84	219	120	70	214	159	165	129	144	386	424
	81.0%	77.8%	87.9%	80.0%	82.4%	91.0%	76.0%	78.1%	83.5%	90.0%	82.5%	80.4%	81.6%
			b			Bd				IJm			
Strongly agree	420	136	58	122	62	42	82	83	86	75	95	194	226
	42.0%	33.5%	60.5%	44.4%	42.5%	54.8%	29.0%	40.9%	43.5%	52.5%	54.1%	40.4%	43.5%
			BDE	b		B		i	I	Ij	IJk		
Somewhat agree	390	180	26	98	58	28	133	75	79	54	50	192	198
	39.0%	44.3%	27.4%	35.6%	39.9%	36.2%	47.0%	37.2%	40.0%	37.5%	28.4%	40.0%	38.1%
			Cd			M			m				
DISAGREE	127	67	7	32	18	4	43	28	27	12	18	70	57
	12.7%	16.4%	7.0%	11.7%	12.3%	5.3%	15.3%	13.6%	13.7%	8.2%	10.2%	14.6%	11.0%
			CF										
Somewhat disagree	104	57	5	28	12	2	38	21	19	12	14	56	48
	10.4%	13.9%	5.6%	10.3%	8.3%	2.0%	13.4%	10.5%	9.6%	8.2%	8.2%	11.6%	9.3%
			F	f									
Strongly disagree	23	10	1	4	6	3	6	6	8	-	3	15	9
	2.3%	2.4%	1.4%	1.5%	4.0%	3.3%	2.0%	3.1%	4.1%		2.0%	3.0%	1.7%
I don't know / I prefer not to answer	62	24	5	23	8	3	24	17	6	3	13	24	38
	6.2%	5.9%	5.1%	8.3%	5.3%	3.7%	8.7%	8.3%	2.8%	1.8%	7.3%	4.9%	7.4%
							kL	kL			kL		

Comparison Groups: BCDEF/IJKLM/NO  
T-Test for Means, Z-Test for Percentages  
Uppercase letters indicate significance at the 99% level.  
Lowercase letters indicate significance at the 95% level.



Please indicate the extent to which you agree or disagree with the following statement: I am concerned that rising electricity prices will impact the health of Ontario's economy.

	EDUCATION				INCOME					MARITAL STATUS			CHILDREN IN HOUSEHOLD <18	
	TOTAL	<=HIGH SCHOOL	COLLEGE	UNIV.	<\$40K	\$40K-\$59K	\$60K-\$79K	\$80K-\$99K	\$100K+	SINGLE	MARRIED	DVORCD/WID/SEP	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(L)	(M)	(N)	(J)	(K)
WEIGHTED TOTAL	1000	207	311	475	231	159	144	116	227	273	589	132	300	694
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Unweighted Total	1000	191	307	495	199	164	145	125	249	204	632	157	265	728
AGREE	810	170	276	362	185	137	122	95	181	204	494	107	241	565
	81.0%	82.1%	88.7%	76.2%	80.0%	86.1%	84.8%	82.0%	79.8%	74.8%	83.9%	81.1%	80.3%	81.4%
			D								1			
Strongly agree	420	101	157	163	98	74	64	51	79	90	259	67	125	292
	42.0%	48.7%	50.5%	34.2%	42.2%	46.2%	44.4%	44.4%	35.0%	32.9%	44.0%	50.9%	41.8%	42.0%
		D	D			i					1	L		
Somewhat agree	390	69	119	199	87	64	58	43	101	114	235	40	115	273
	39.0%	33.5%	38.3%	41.9%	37.8%	39.9%	40.4%	37.6%	44.8%	42.0%	39.9%	30.1%	38.5%	39.4%
									n	n				
DISAGREE	127	22	21	84	26	15	14	18	36	39	72	15	38	88
	12.7%	10.7%	6.7%	17.6%	11.3%	9.2%	9.5%	15.1%	16.0%	14.5%	12.3%	11.1%	12.5%	12.7%
				bc										
Somewhat disagree	104	18	16	69	22	12	10	15	28	38	54	11	31	71
	10.4%	8.7%	5.2%	14.5%	9.6%	7.5%	6.9%	13.3%	12.4%	13.9%	9.1%	8.7%	10.4%	10.2%
				bc										
Strongly disagree	23	4	5	15	4	3	4	2	8	1	19	3	6	17
	2.3%	2.0%	1.5%	3.1%	1.7%	1.7%	2.6%	1.8%	3.6%	0.5%	3.2%	2.5%	2.1%	2.5%
										1				
I don't know / I prefer not to answer	62	15	14	30	20	8	8	3	9	29	23	10	22	41
	6.2%	7.2%	4.6%	6.2%	8.7%	4.8%	5.7%	2.9%	4.2%	10.7%	3.8%	7.8%	7.2%	5.9%
					h					M				

Comparison Groups: BCD/EFGHI/LMN/JK  
T-Test for Means, Z-Test for Percentages  
Uppercase letters indicate significance at the 99% level.  
Lowercase letters indicate significance at the 95% level.

**?** Please indicate the extent to which you agree or disagree with the following statement: Rising electricity prices will impact my disposable income.

	REGION						AGE					GENDER	
	TOTAL	GTA	NIAGARA/ HAMILTON	SOUTH	EAST	NORTH	18-34	35-44	45-54	55-64	65+	MALE	FEMALE
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
WEIGHTED TOTAL	1000	407	96	274	146	77	282	203	197	143	175	480	520
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Unweighted Total	1000	450	110	245	135	60	164	175	219	198	244	540	460
AGREE	805	297	85	227	126	70	212	159	162	128	144	371	434
	80.5%	73.1%	88.7%	82.7%	86.4%	90.8%	75.3%	78.1%	82.5%	89.3%	82.4%	77.4%	83.5%
			B	B	B	B			IJ				n
Strongly agree	478	156	60	133	77	53	101	100	109	81	88	221	258
	47.8%	38.2%	62.2%	48.6%	52.7%	68.5%	35.9%	49.0%	55.5%	56.3%	50.0%	45.9%	49.5%
			Bd	b	B	BDe		i	I	I	I		
Somewhat agree	327	142	25	93	49	17	111	59	53	47	57	151	176
	32.7%	34.9%	26.5%	34.1%	33.7%	22.3%	39.4%	29.1%	27.0%	32.9%	32.3%	31.4%	33.9%
			f			k							
DISAGREE	160	93	11	33	18	5	56	40	29	12	24	93	67
	16.0%	23.0%	11.3%	12.1%	12.5%	6.2%	19.7%	19.6%	14.8%	8.1%	13.9%	19.4%	12.9%
			CDEF			L	L	L				o	
Somewhat disagree	118	68	7	26	14	3	39	29	20	10	20	76	42
	11.8%	16.6%	6.9%	9.6%	9.7%	4.2%	14.0%	14.2%	10.2%	6.9%	11.5%	15.9%	8.1%
			CdeF			l	l	l				O	
Strongly disagree	42	26	4	7	4	2	16	11	9	2	4	17	25
	4.2%	6.3%	4.4%	2.5%	2.7%	2.0%	5.7%	5.4%	4.6%	1.2%	2.5%	3.5%	4.9%
			df			l	l	l					
I don't know / I prefer not to answer	34	16	-	14	2	2	14	5	5	4	7	16	19
	3.4%	3.9%		5.2%	1.1%	3.1%	5.0%	2.2%	2.8%	2.7%	3.7%	3.2%	3.6%
			e										

Comparison Groups: BCDEF/IJKLM/NO  
T-Test for Means, Z-Test for Percentages  
Uppercase letters indicate significance at the 99% level.  
Lowercase letters indicate significance at the 95% level.

**?** Please indicate the extent to which you agree or disagree with the following statement: Rising electricity prices will impact my disposable income.

	EDUCATION				INCOME					MARITAL STATUS			CHILDREN IN HOUSEHOLD <18	
	TOTAL	<=HIGH SCHOOL	COLLEGE	UNIV.	<\$40K	\$40K- \$59K	\$60K- \$79K	\$80K- \$99K	\$100K+	SINGLE	MARRIED	DVORCD/ WID/SEP	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(L)	(M)	(N)	(J)	(K)
WEIGHTED TOTAL	1000	207	311	475	231	159	144	116	227	273	589	132	300	694
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Unweighted Total	1000	191	307	495	199	164	145	125	249	204	632	157	265	728
AGREE	805	170	266	365	184	131	126	97	176	208	484	110	247	555
	80.5%	82.1%	85.6%	76.9%	79.7%	82.5%	87.5%	83.8%	77.8%	76.1%	82.0%	83.8%	82.4%	79.9%
			D				i							
Strongly agree	478	104	173	199	104	80	80	55	99	110	298	68	152	324
	47.8%	50.2%	55.4%	41.9%	44.8%	50.0%	55.3%	47.9%	43.6%	40.2%	50.5%	51.4%	50.8%	46.7%
			D				i				1			
Somewhat agree	327	66	94	166	81	52	46	42	78	98	186	43	95	231
	32.7%	31.9%	30.2%	35.0%	35.0%	32.5%	32.2%	35.9%	34.2%	35.9%	31.5%	32.4%	31.5%	33.2%
DISAGREE	160	27	32	100	38	23	13	17	47	49	90	19	46	113
	16.0%	13.0%	10.3%	21.1%	16.6%	14.2%	9.3%	15.1%	20.6%	18.0%	15.3%	14.4%	15.3%	16.3%
			bc						G					
Somewhat disagree	118	19	26	72	26	20	10	16	32	39	62	16	36	80
	11.8%	9.2%	8.3%	15.2%	11.1%	12.3%	7.0%	13.6%	13.9%	14.1%	10.4%	12.0%	12.0%	11.6%
			bc						g					
Strongly disagree	42	8	6	28	13	3	3	2	15	11	29	3	10	32
	4.2%	3.7%	2.0%	5.9%	5.5%	2.0%	2.3%	1.5%	6.7%	3.9%	4.9%	2.3%	3.3%	4.7%
			c						fgh					
I don't know / I prefer not to answer	34	10	13	9	9	5	5	1	4	16	16	2	7	27
	3.4%	4.9%	4.1%	2.0%	3.7%	3.2%	3.2%	1.1%	1.6%	5.9%	2.7%	1.9%	2.3%	3.8%

Comparison Groups: BCD/EF/GHI/LMN/JK  
T-Test for Means, Z-Test for Percentages  
Uppercase letters indicate significance at the 99% level.  
Lowercase letters indicate significance at the 95% level.



Please indicate the extent to which you agree or disagree with the following statement: I understand the cost drivers that are contributing to rising electricity prices.

	REGION						AGE					GENDER	
	TOTAL	GTA	NIAGARA/ HAMILTON	SOUTH	EAST	NORTH	18-34	35-44	45-54	55-64	65+	MALE	FEMALE
	(A)	(B)	(C)	(D)	(E)	(F)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
WEIGHTED TOTAL	1000	407	96	274	146	77	282	203	197	143	175	480	520
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Unweighted Total	1000	450	110	245	135	60	164	175	219	198	244	540	460
AGREE	497	221	53	122	65	36	152	77	111	69	88	256	241
	49.7%	54.2%	55.3%	44.5%	44.6%	47.1%	53.9%	38.1%	56.2%	48.5%	50.1%	53.3%	46.3%
		d					J		J		j	o	
Strongly agree	126	51	16	31	17	11	33	21	34	20	18	68	58
	12.6%	12.5%	16.7%	11.4%	11.6%	14.6%	11.8%	10.4%	17.1%	13.9%	10.4%	14.1%	11.2%
									m				
Somewhat agree	371	170	37	91	48	25	119	56	77	49	69	188	183
	37.1%	41.7%	38.6%	33.2%	33.0%	32.5%	42.1%	27.8%	39.1%	34.6%	39.6%	39.2%	35.1%
		d					J		j		j		
DISAGREE	403	144	35	119	71	33	98	103	75	60	67	183	220
	40.3%	35.4%	36.5%	43.6%	48.7%	43.4%	34.9%	50.9%	37.9%	41.8%	38.2%	38.2%	42.2%
					b			Ikm					
Somewhat disagree	259	95	20	78	46	21	61	67	49	39	43	117	143
	25.9%	23.4%	21.0%	28.3%	31.3%	26.7%	21.7%	32.9%	24.8%	27.2%	24.8%	24.3%	27.4%
							i						
Strongly disagree	144	49	15	42	25	13	37	37	26	21	23	67	77
	14.4%	12.0%	15.5%	15.3%	17.3%	16.7%	13.2%	18.0%	13.0%	14.6%	13.4%	13.9%	14.8%
I don't know / I prefer not to answer	100	42	8	33	10	7	32	22	12	14	21	41	59
	10.0%	10.4%	8.2%	11.9%	6.8%	9.5%	11.2%	11.0%	5.9%	9.7%	11.7%	8.4%	11.4%
											k		

Comparison Groups: BCDEF/IJKLM/NO  
T-Test for Means, Z-Test for Percentages  
Uppercase letters indicate significance at the 99% level.  
Lowercase letters indicate significance at the 95% level.



Please indicate the extent to which you agree or disagree with the following statement: I understand the cost drivers that are contributing to rising electricity prices.

	EDUCATION				INCOME					MARITAL STATUS			CHILDREN IN HOUSEHOLD <18	
	TOTAL	<=HIGH SCHOOL	COLLEGE	UNIV.	<\$40K	\$40K-\$59K	\$60K-\$79K	\$80K-\$99K	\$100K+	SINGLE	MARRIED	DVORCD/WID/SEP	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(L)	(M)	(N)	(J)	(K)
WEIGHTED TOTAL	1000	207	311	475	231	159	144	116	227	273	589	132	300	694
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Unweighted Total	1000	191	307	495	199	164	145	125	249	204	632	157	265	728
AGREE	497	95	149	251	123	65	71	59	124	135	293	66	149	343
	49.7%	46.1%	47.8%	52.9%	53.0%	41.0%	49.5%	51.0%	54.5%	49.7%	49.7%	49.9%	49.9%	49.4%
Strongly agree	126	34	43	48	38	18	23	14	23	33	72	19	38	84
	12.6%	16.6%	13.9%	10.2%	16.3%	11.0%	15.8%	12.1%	10.2%	12.1%	12.2%	14.7%	12.8%	12.2%
Somewhat agree	371	61	105	203	85	48	48	45	101	103	221	46	111	259
	37.1%	29.5%	33.8%	42.7%	36.7%	30.0%	33.7%	38.9%	44.4%	37.6%	37.5%	35.2%	37.1%	37.3%
DISAGREE	403	80	134	186	77	81	62	50	84	95	249	56	128	274
	40.3%	38.6%	43.1%	39.1%	33.4%	50.9%	42.9%	43.3%	37.2%	34.9%	42.3%	42.3%	42.6%	39.4%
Somewhat disagree	259	49	83	125	48	47	44	36	52	63	155	39	75	183
	25.9%	23.8%	26.5%	26.2%	20.7%	29.7%	30.6%	30.7%	22.7%	23.1%	26.3%	29.7%	24.9%	26.4%
Strongly disagree	144	31	52	61	29	34	18	15	33	32	94	17	53	91
	14.4%	14.8%	16.6%	12.9%	12.7%	21.2%	12.3%	12.6%	14.5%	11.8%	16.0%	12.6%	17.7%	13.0%
I don't know / I prefer not to answer	100	32	28	38	31	13	11	7	19	42	47	10	22	77
	10.0%	15.3%	9.1%	8.0%	13.6%	8.2%	7.6%	5.7%	8.3%	15.5%	8.0%	7.8%	7.5%	11.2%

Comparison Groups: BCD/EFGHI/LMN/JK  
T-Test for Means, Z-Test for Percentages  
Uppercase letters indicate significance at the 99% level.  
Lowercase letters indicate significance at the 95% level.