



Energy Literacy Survey
September 2009

Methodology



- From September 9 to September 10, 2009 Angus Reid Strategies conducted an online survey among 1003 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error – which measures sampling variability – is $\pm 3.1\%$, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a representative sample. Discrepancies in or between totals are due to rounding.

Angus Reid Strategies' polls are conducted using Canada's premier online panel, Angus Reid Forum (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure.

The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics.

This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.



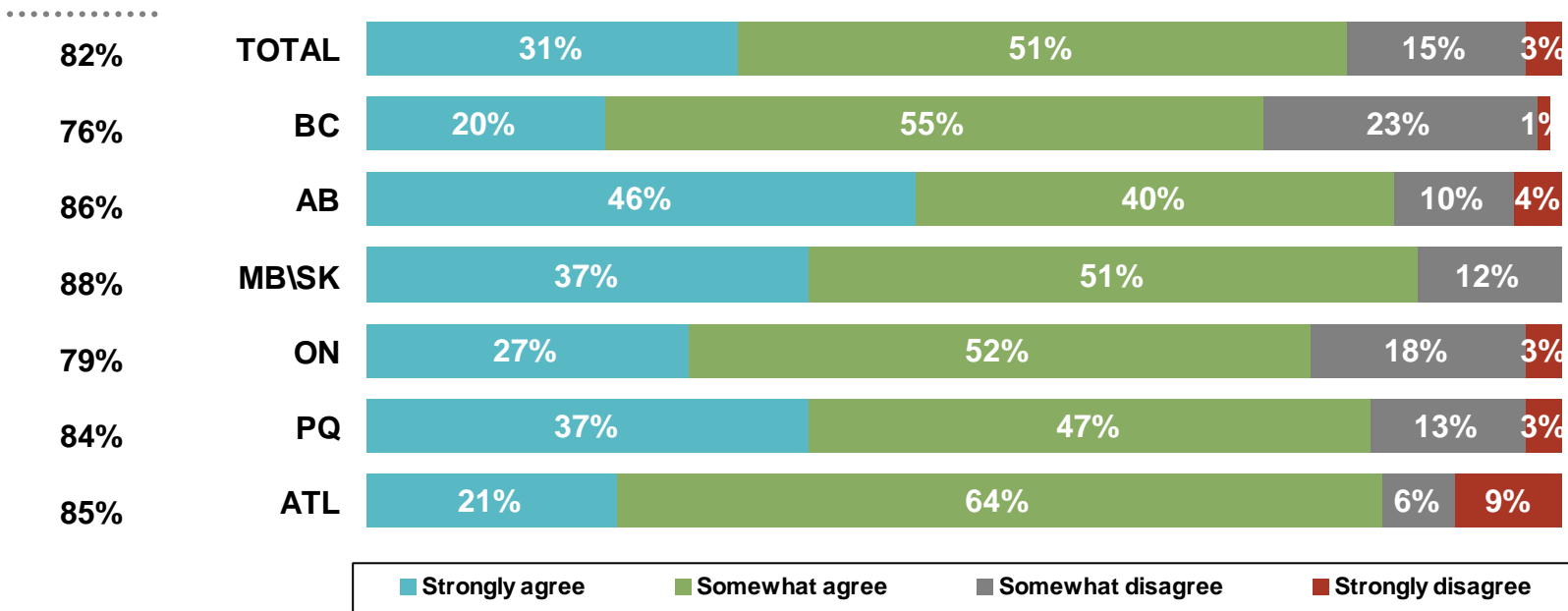
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Detailed Survey Results

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Meeting Canada's Future Energy Needs

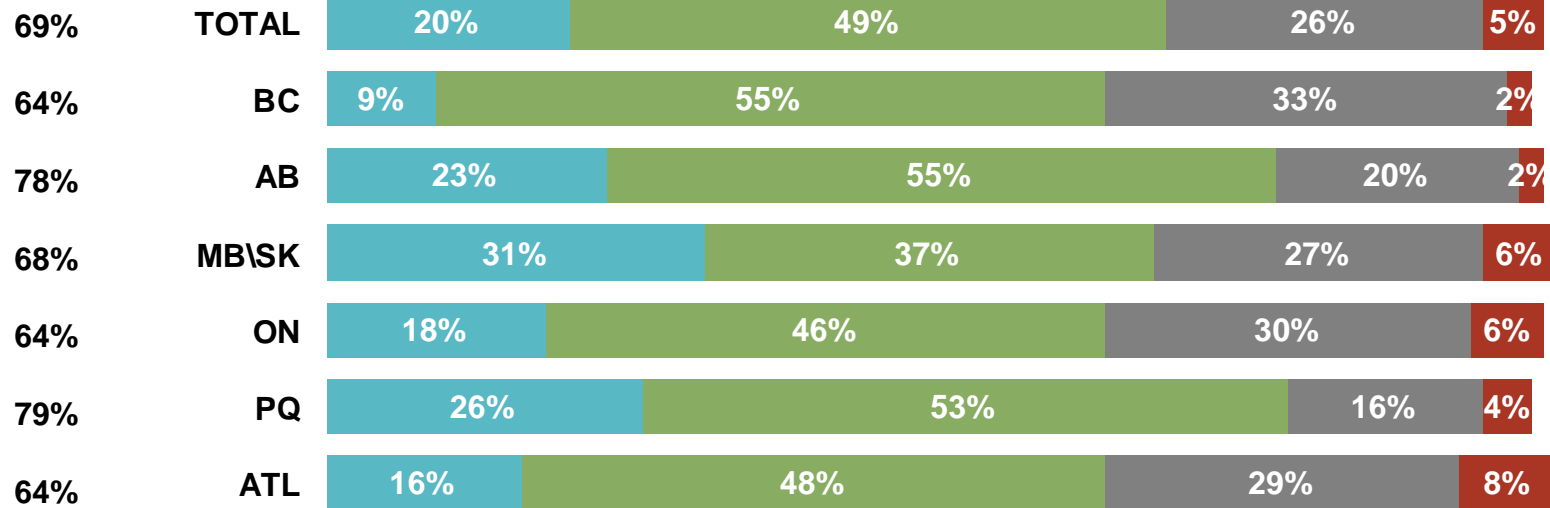
Top 2 Box
Agree



Most Canadians (82%) believe the country will be able to meet its future energy needs.

Canada as a World Leader in Energy

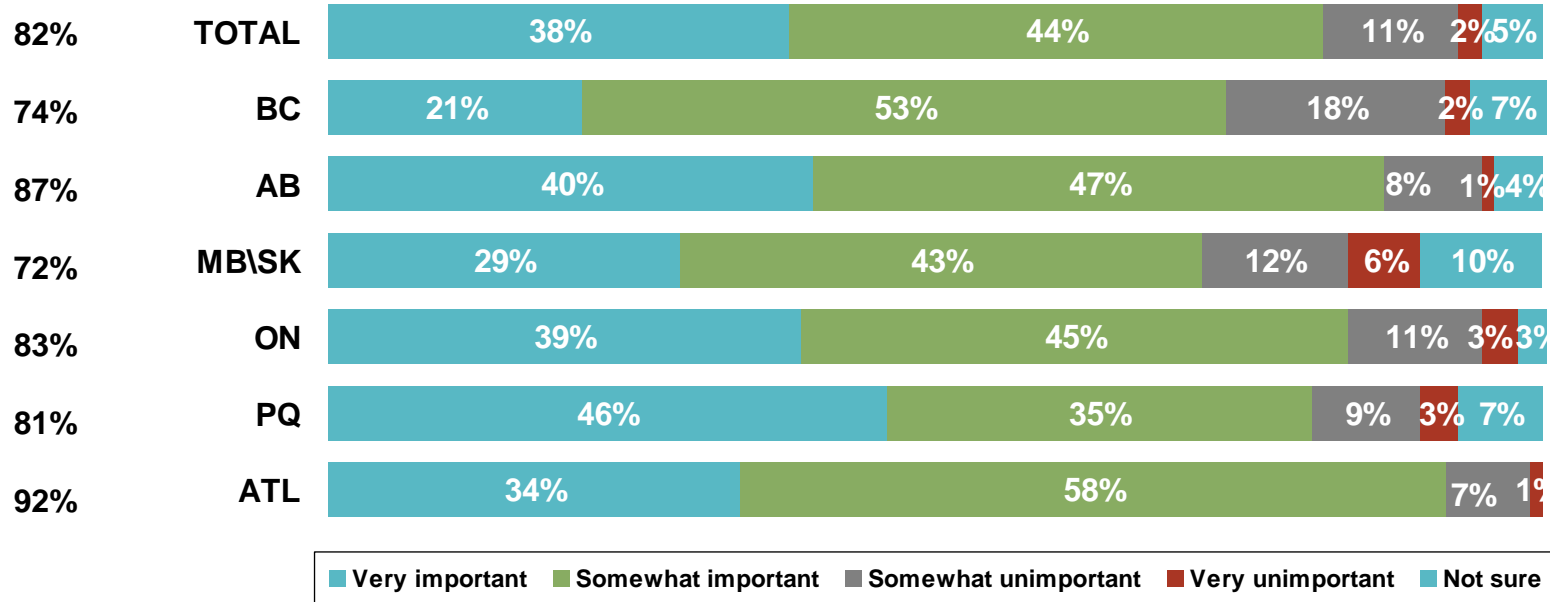
Top 2 Box
Agree



More than two-thirds of Canadians (69%) agree that Canada is a “world leader” in energy.

Importance of Canada as a Global Leader in Energy

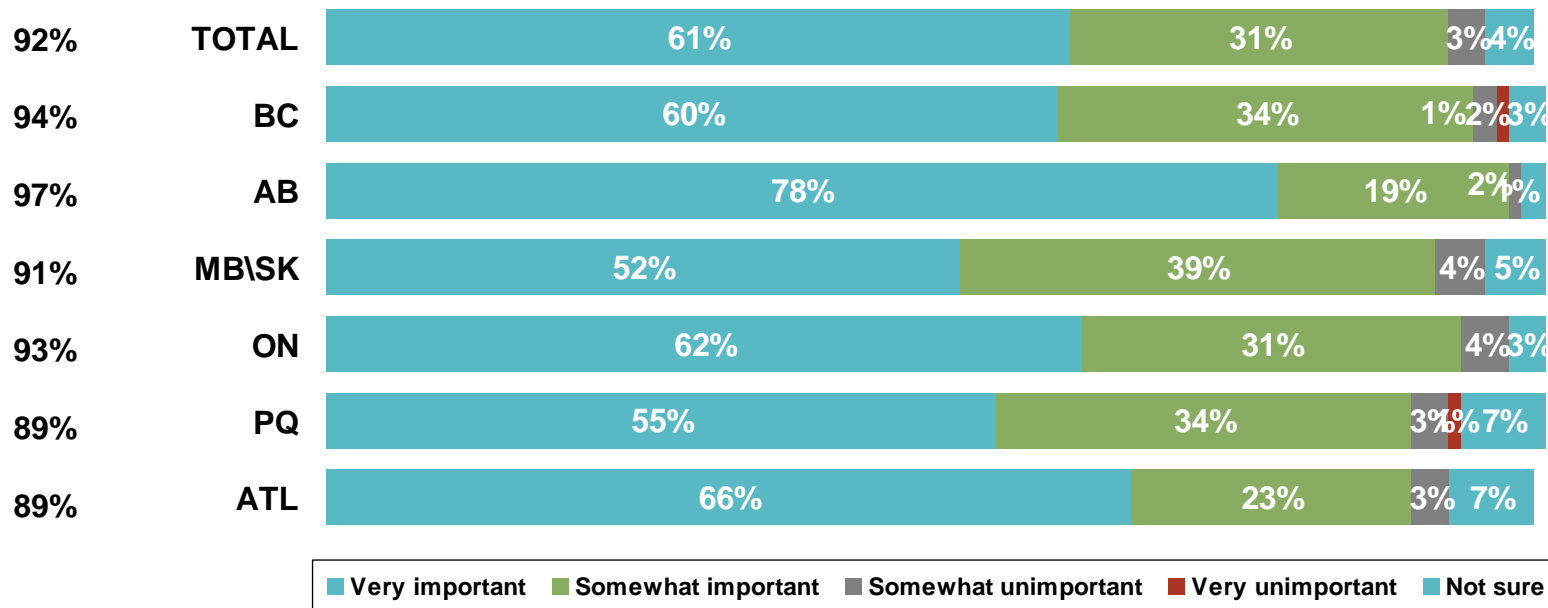
Top 2 Box Importance



More than four-in-five Canadians feel it is important for Canada to be a global leader in energy.

Importance of the Energy Sector to the Canadian Economy

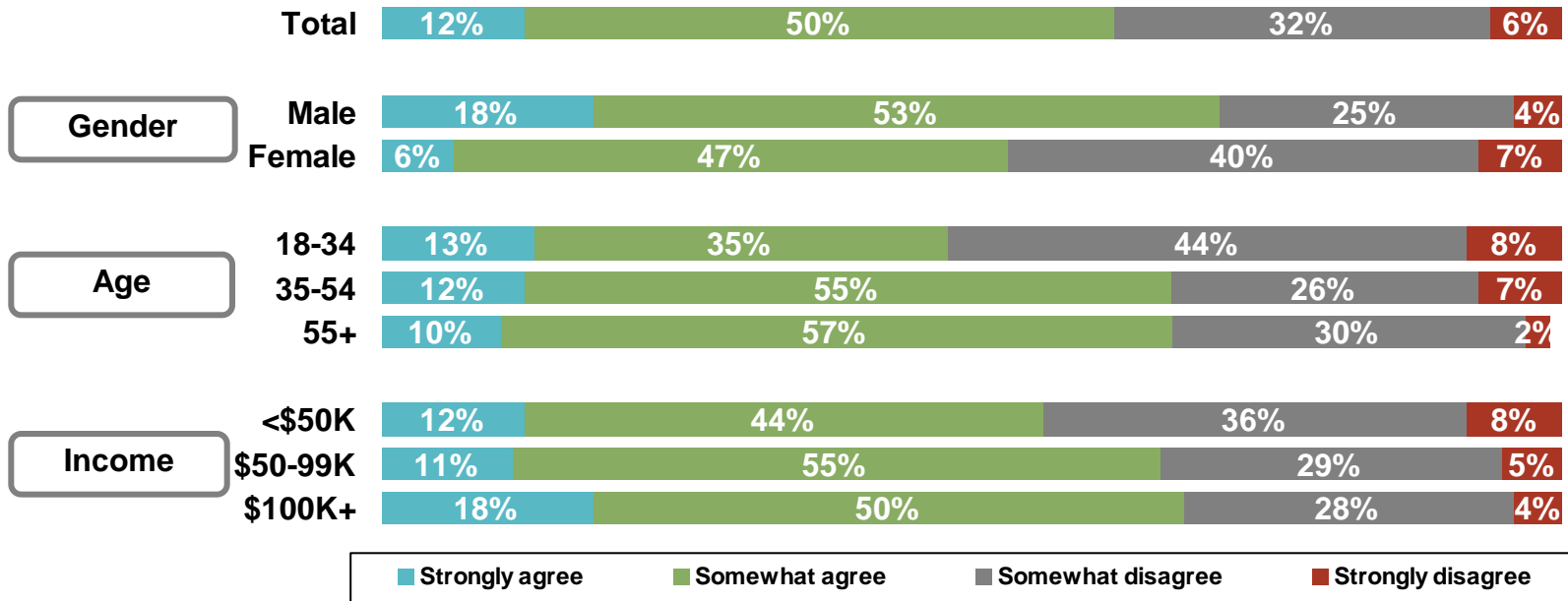
Top 2 Box Importance



It is undeniable that Canadians feel that Canada's energy sector is important to the economy.

More than nine-in-ten (92%) believe that it is either "very" (61%) or "somewhat" (31%) important.

Perceived Awareness of Canada's Energy Issues



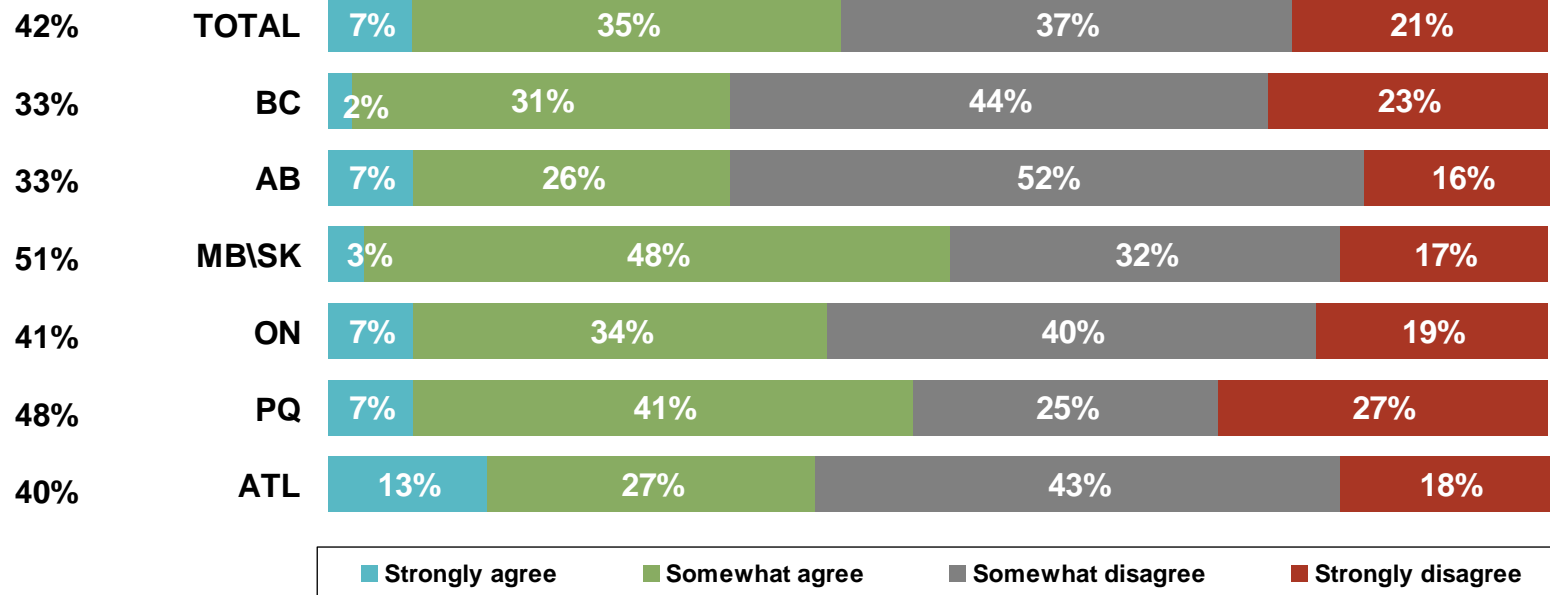
Half of Canadians feel somewhat informed about energy issues in their country.

Only 12% “strongly agree” and more than a third (38%) disagree that they feel well-informed.

Ability to Influence Energy Policies and Decisions

Top 2 Box
Agree

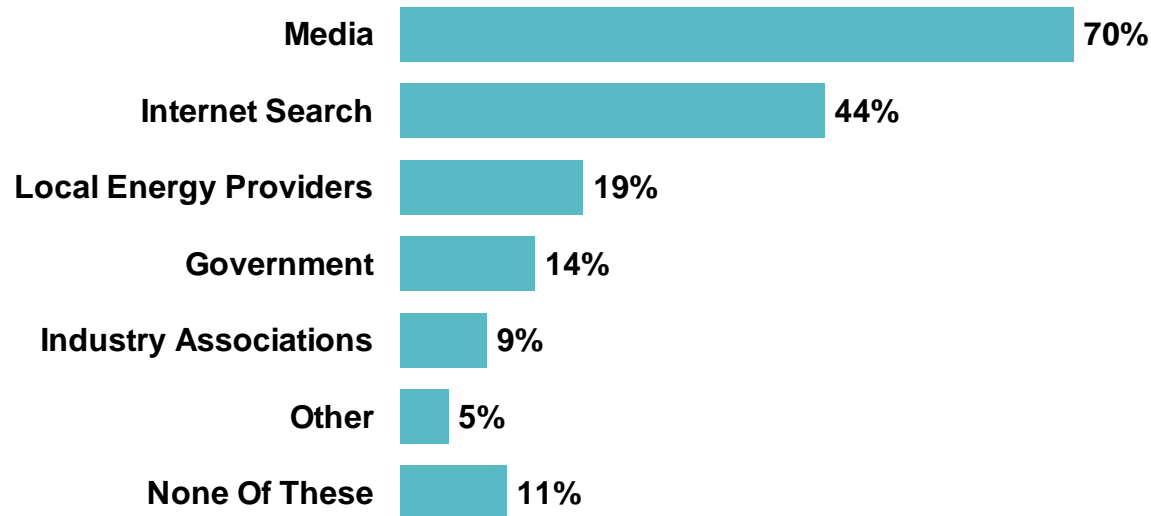
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Canadians do not feel particularly empowered to influence policy and decisions regarding energy.

Less than half (42%) agree that they have influence in this area.

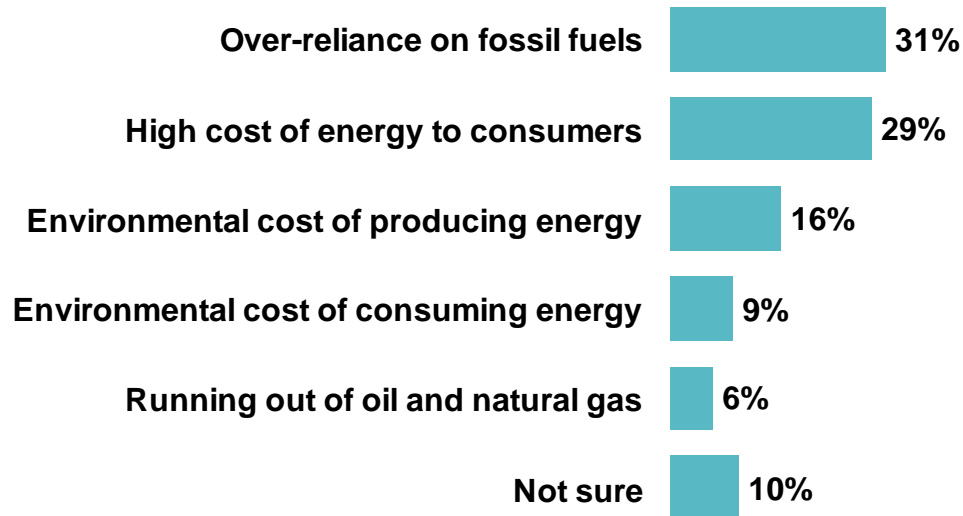
Energy Information Resources



While media is the staple information source (70%) for Canadians on energy issues, many also use the Internet (44%)

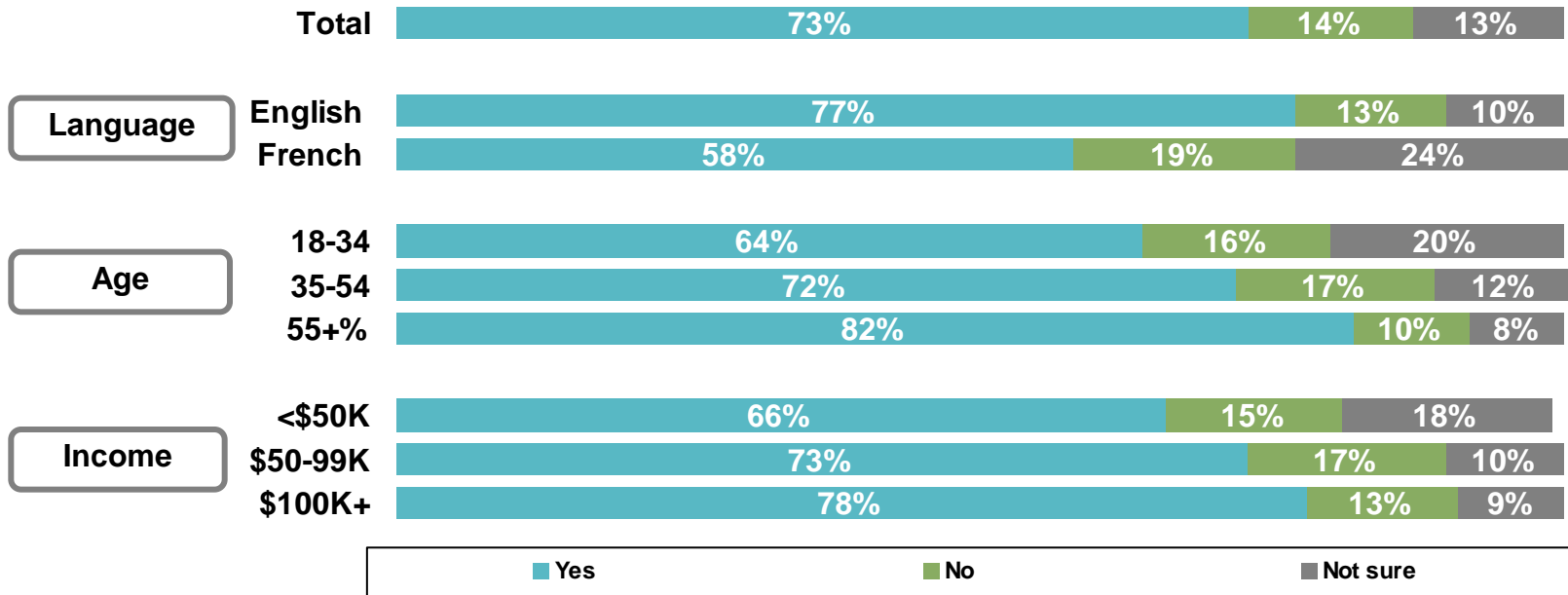
Local energy providers (19%) and government (14%) also play roles as information sources.

Biggest Challenge to Energy Use in Canada



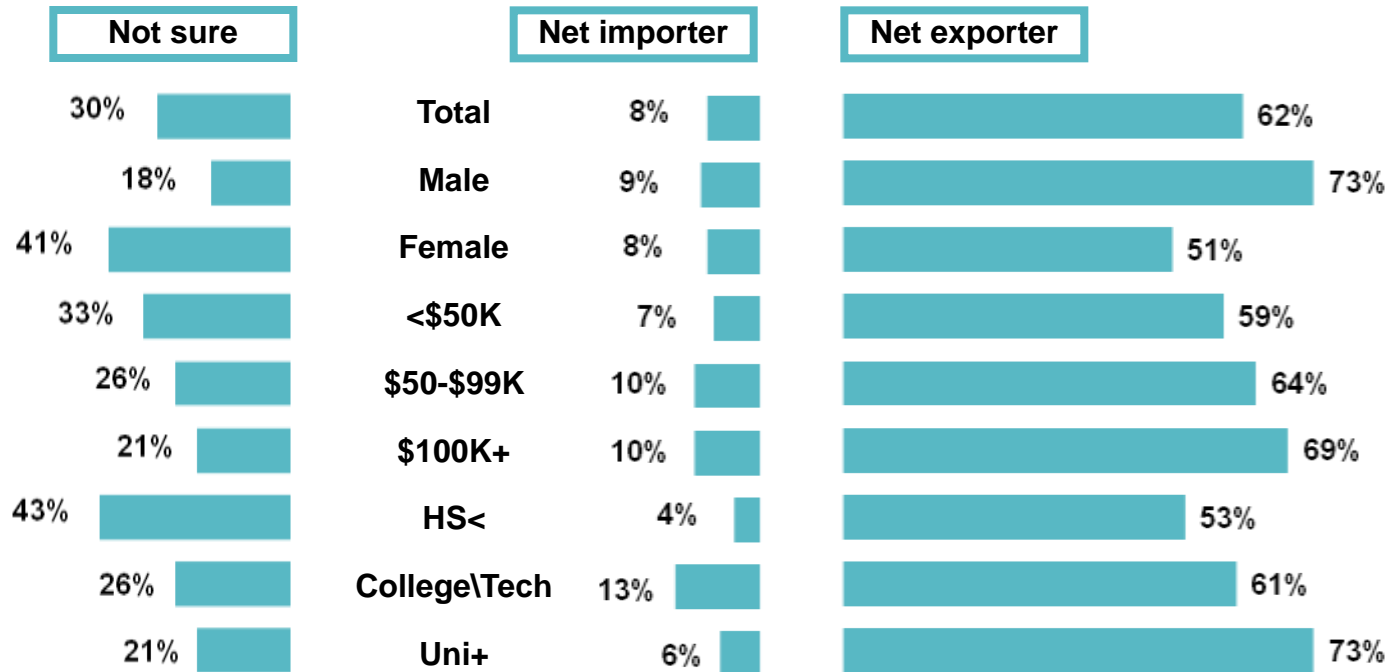
According to Canadians, over-reliance on fossil fuels and the high cost of energy to consumers represent the biggest challenge to energy use in Canada.

Importance of Canada's Energy Industry to the Individual



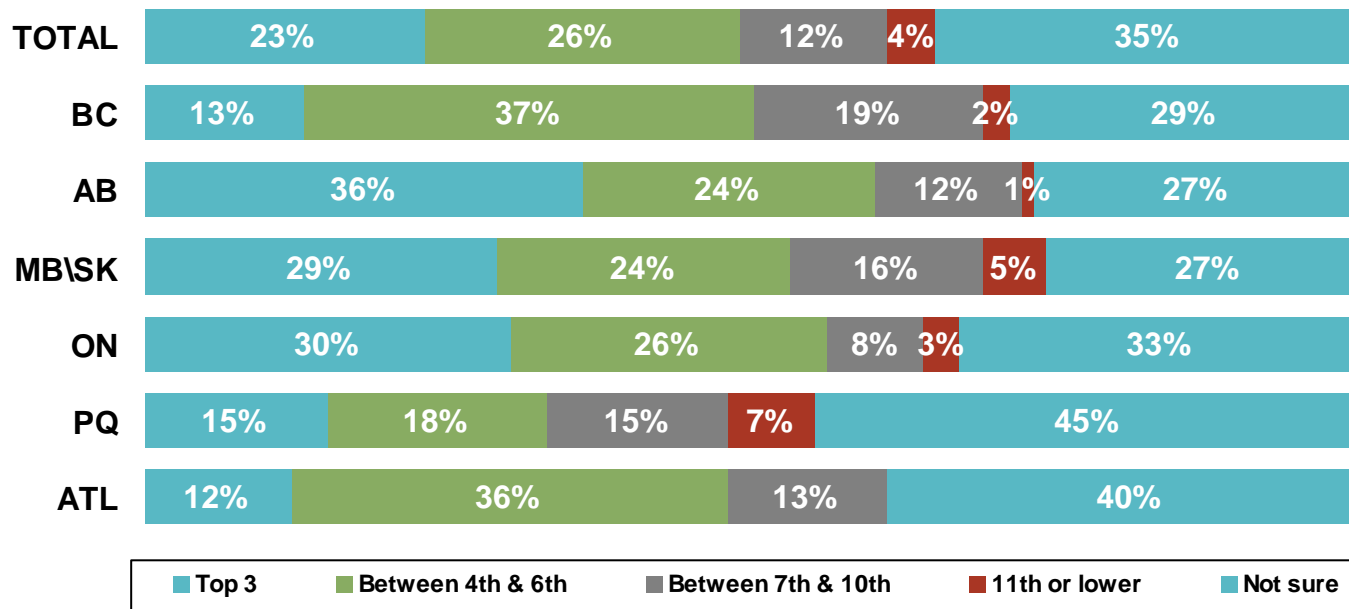
The energy industry is considered important to the majority of Canadians (73%), with only 14% thinking it is not important to them and 13% not sure.

Canada as Importer or Exporter of Energy Products



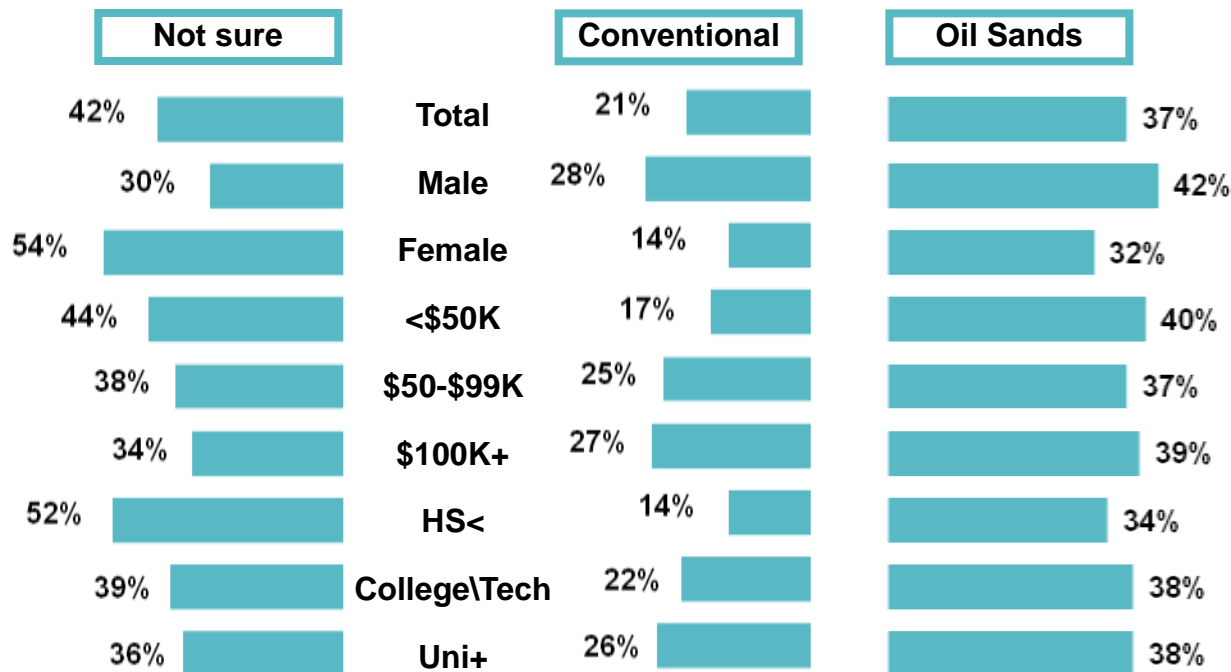
Although uncertainty is evident, on the whole Canadians correctly identified the nation as a net exporter of energy products.

Canada's Global Ranking in Oil Reserves



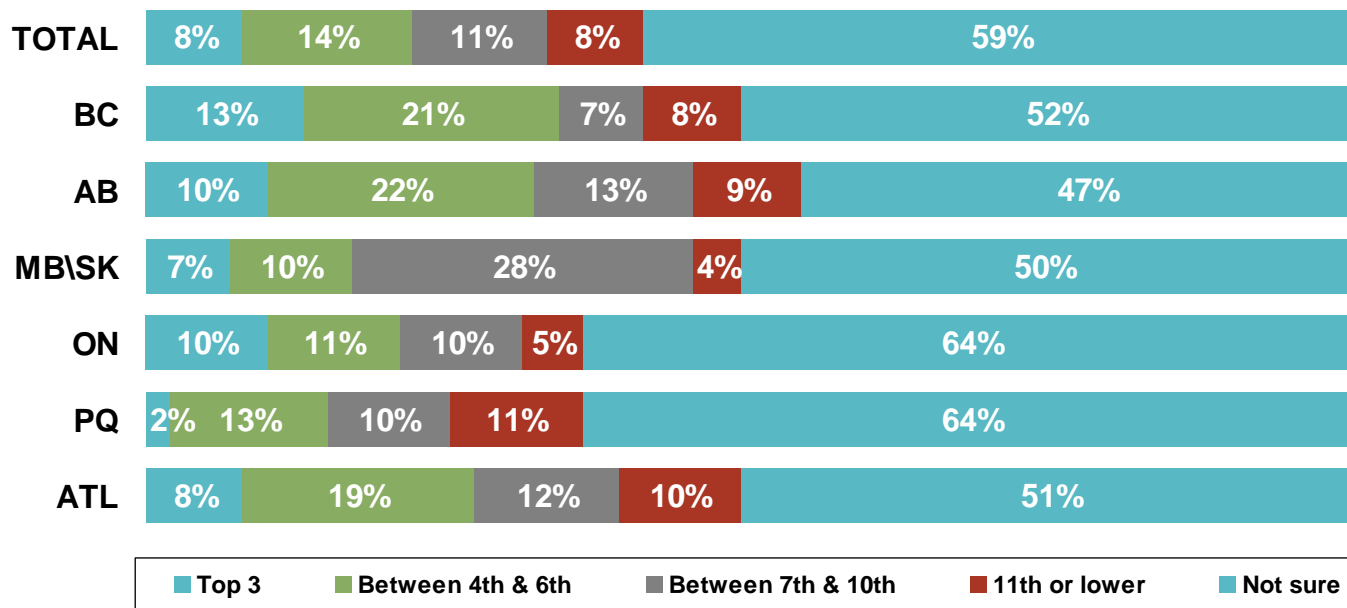
While most Canadians believe that Canada ranks in the top 10, fully one in three (35%) are unsure about where the nation ranks globally in terms of oil reserves.

Conventional Production Vs. Oil Sands



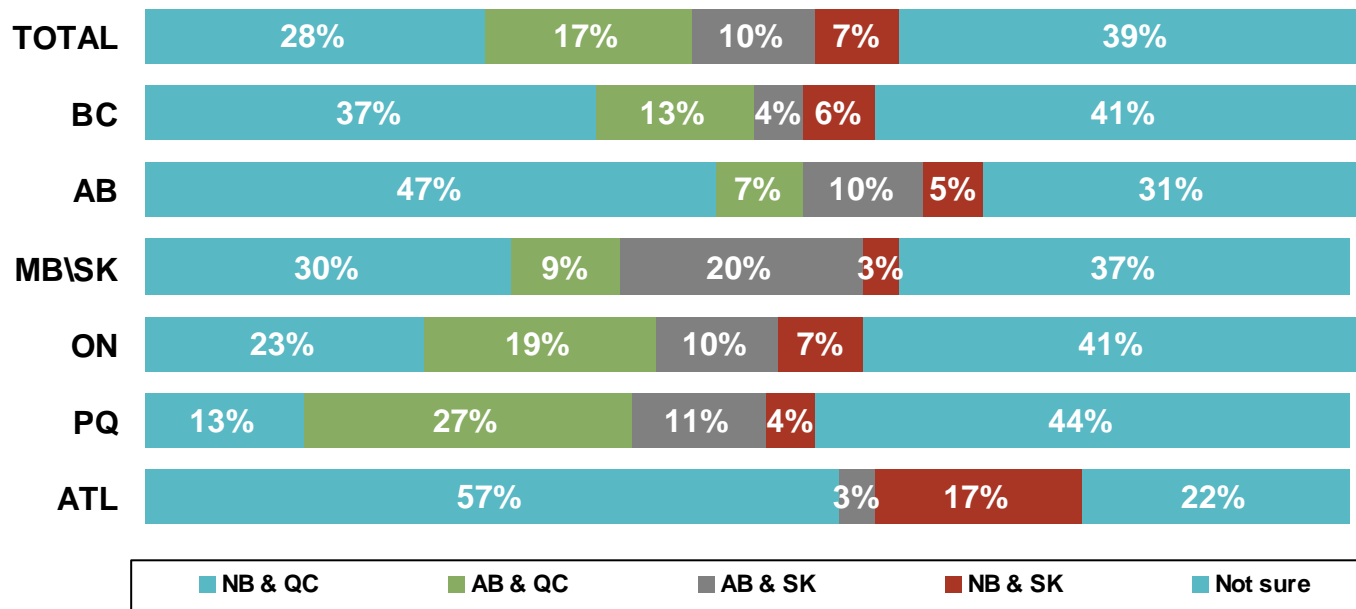
While a greater percentage of Canadians believe that more oil was extracted through oil sands than conventional production last year, many are uncertain (42%).

Canada's Global Ranking in Coal Reserves



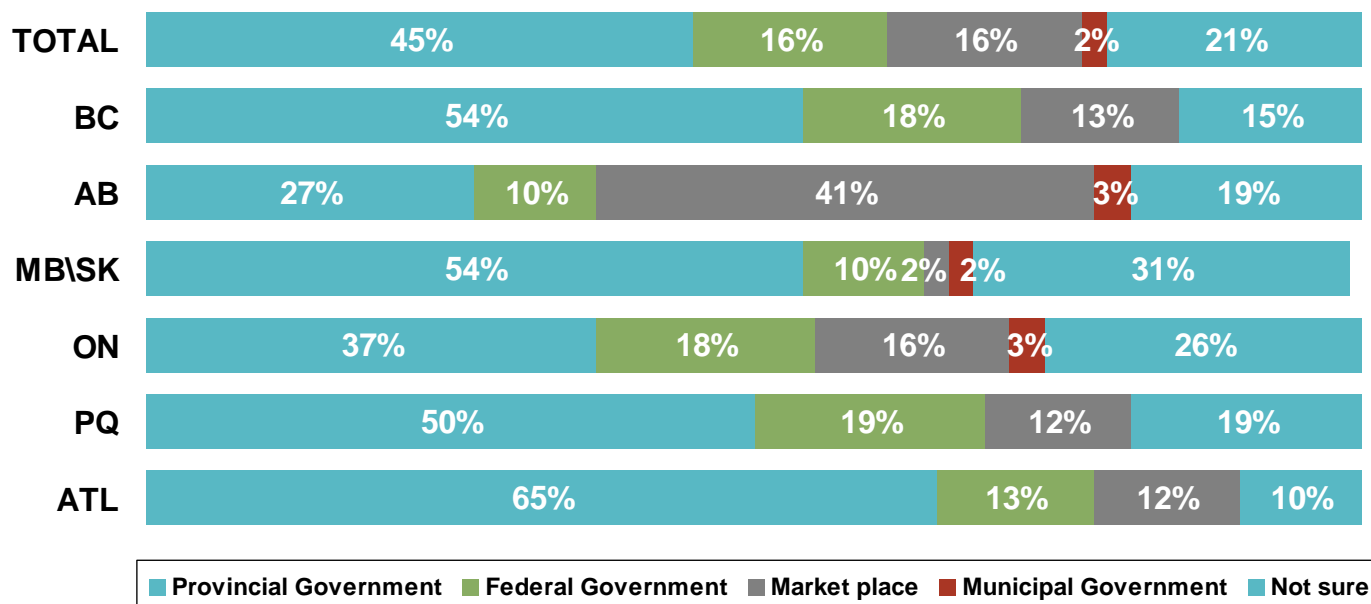
When it comes to coal reserves, most Canadians (59%) are unsure about where the nation stands globally. Of those who answered, only 8% had the correct answer.

Provinces Producing Nuclear Energy (Aside From Ontario)



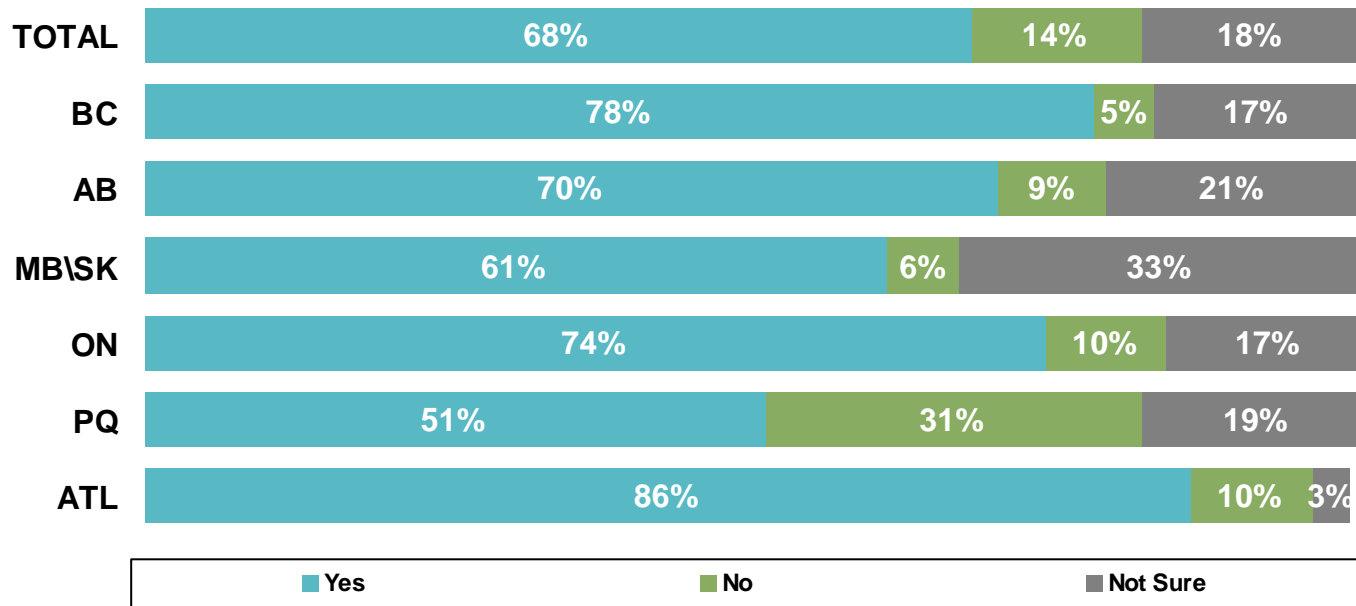
There is a high degree of uncertainty among Canadians in terms of which provinces produce electricity from nuclear energy outside of Ontario.

Electricity Price Regulators



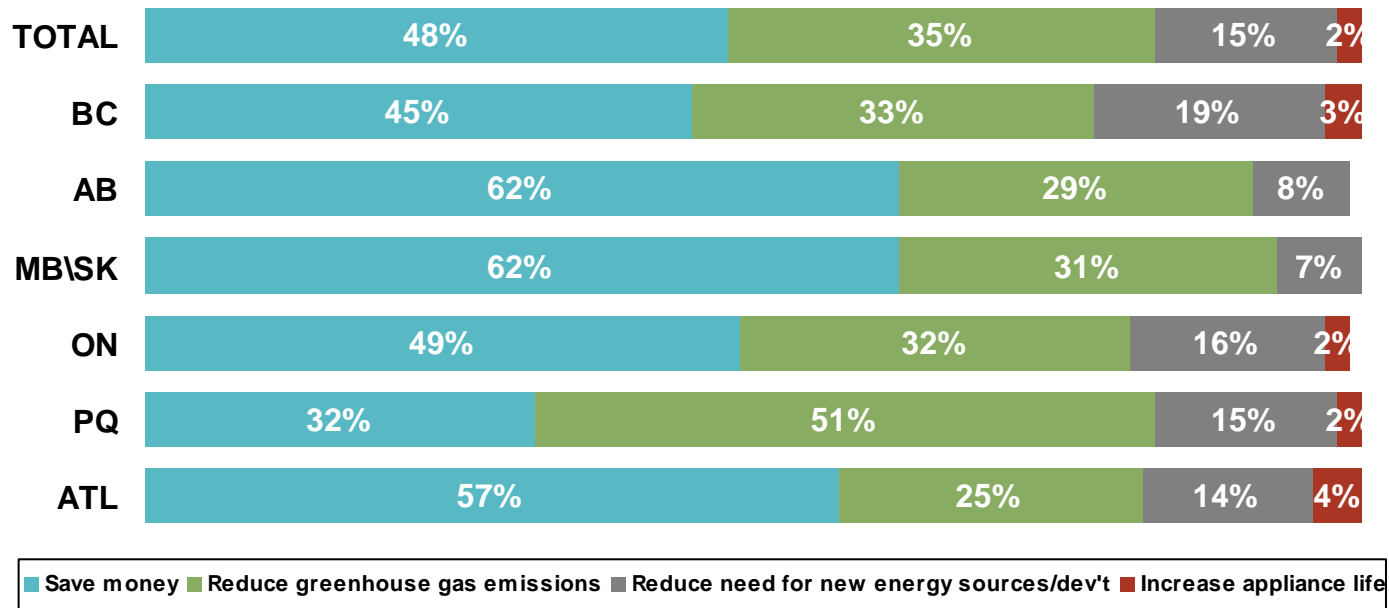
Just under half (45%) of Canadians identify their province or territorial authority as the regulator of electricity prices, however a good portion are uncertain (21%).

Willingness to Participate in an Energy Efficiency Program



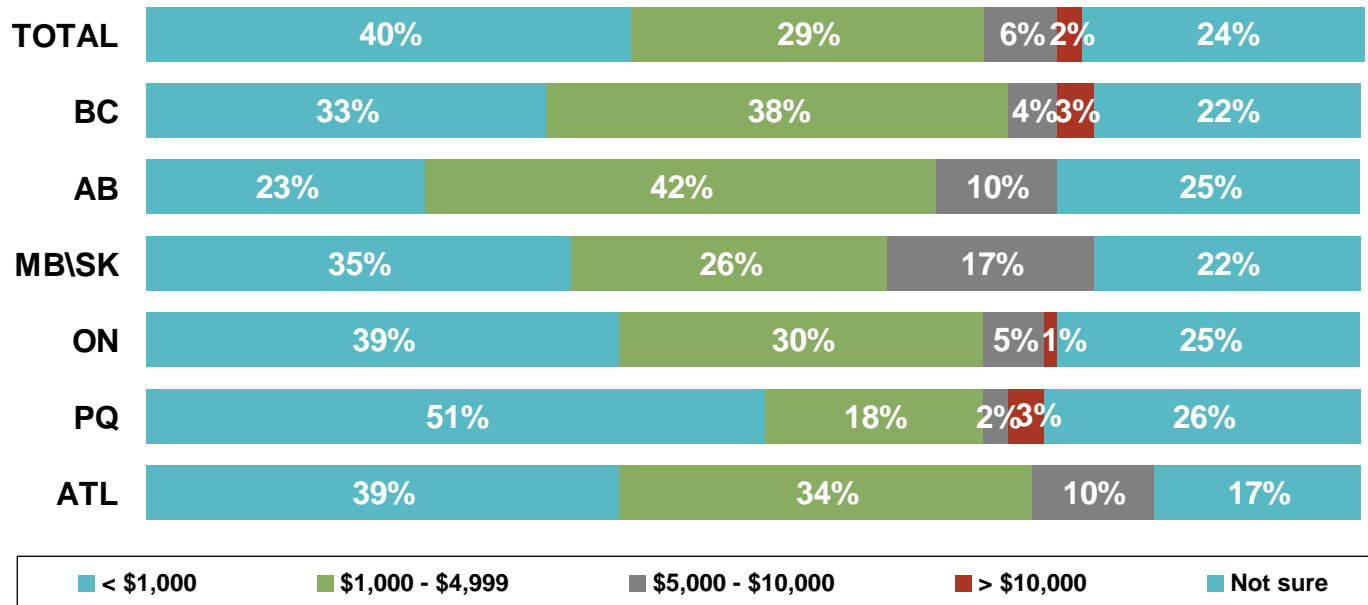
More than two-thirds of Canadians say they would participate in an energy efficiency program, while more people said “Not Sure” (18%) than “No” (14%).

Most Important Reasons to Participate in an Energy Efficiency Program



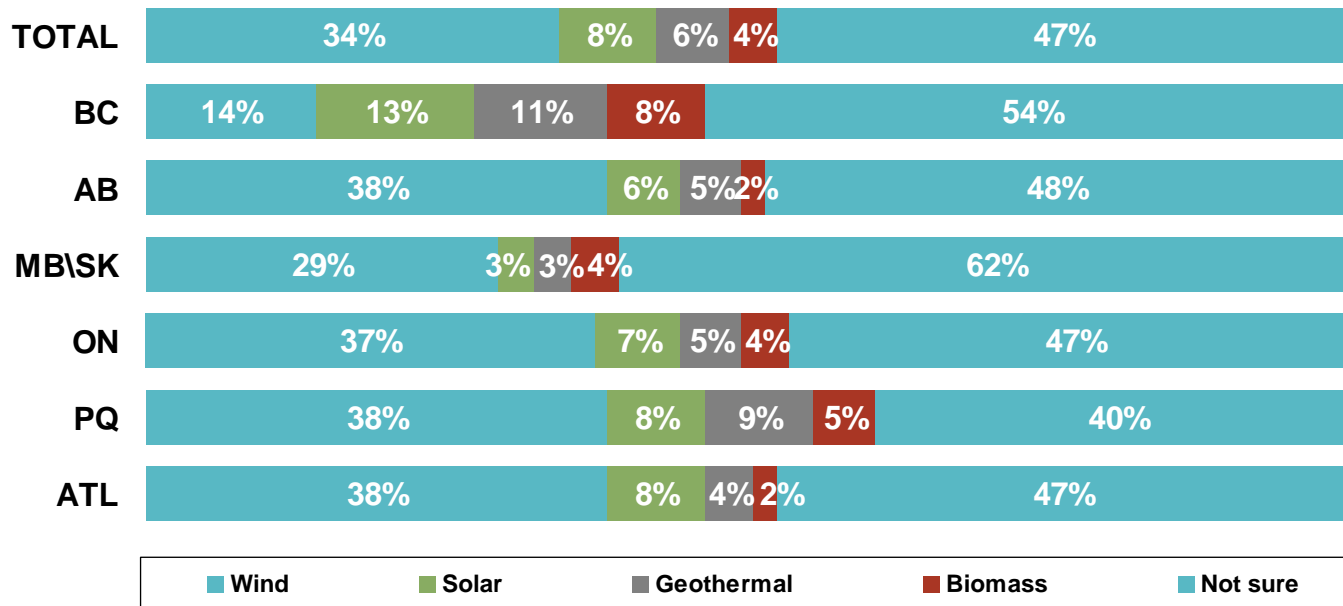
Of those who said they would participate in an energy efficiency program, saving money (48%) would be the main driver, followed closely by the desire to reduce greenhouse gas emissions (35%).

Amount Willing to Pay to Increase Energy Efficiency at Home



The majority of Canadians (69%) are willing to spend up to \$5,000 to increase the energy efficiency of their homes.

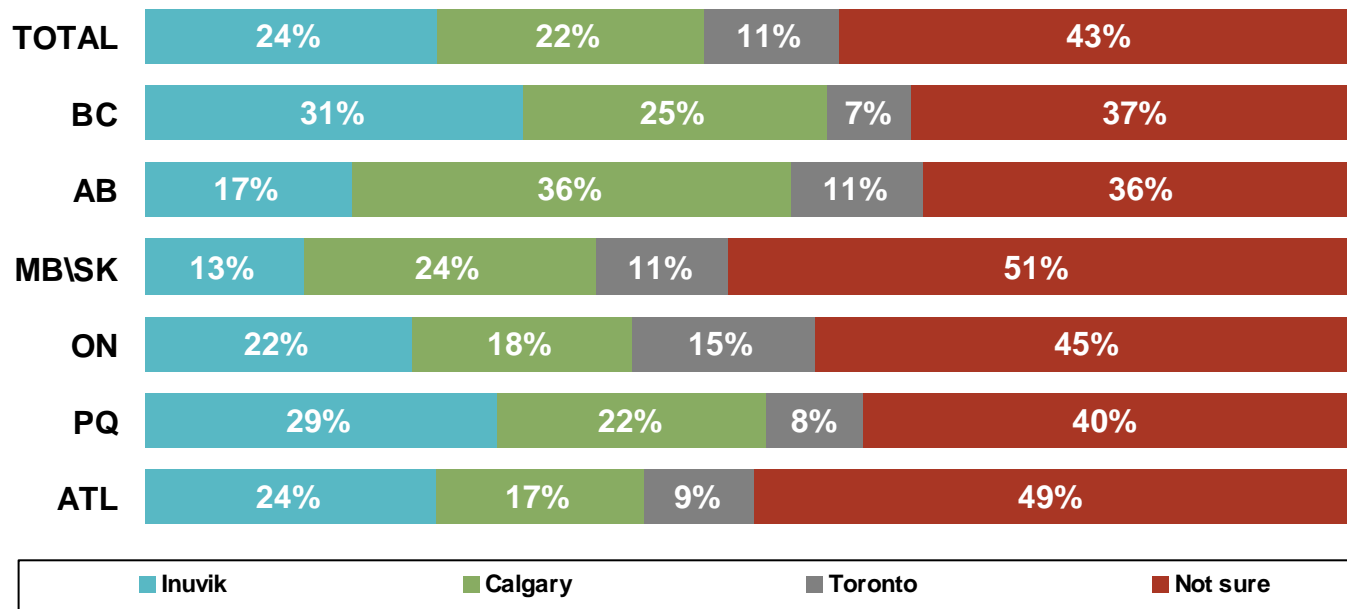
Renewable Energy Source Generating the Most Electricity



Nearly half of Canadians (47%) are unsure as to which renewable source produced the most electricity in Canada last year.

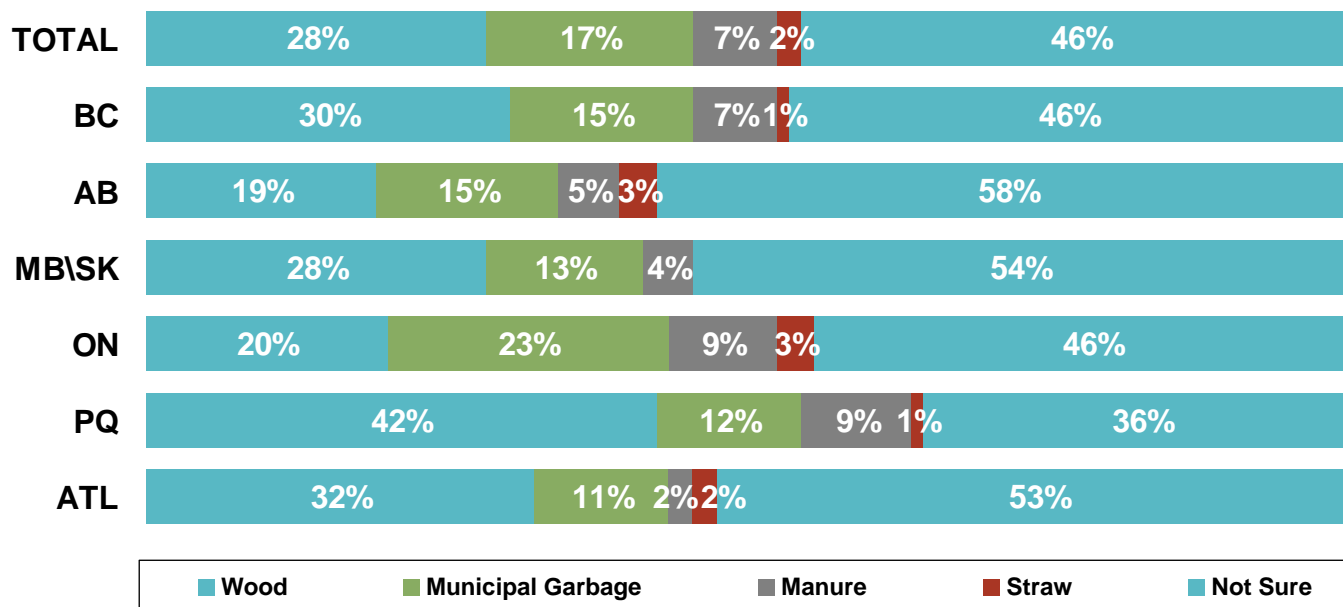
Of the potential choices, wind power was correctly identified by approximately one in three (34%).

Most Daylight Hours for Solar Power



Canadians are largely uncertain as to which city receives the most daylight hours for solar power generation.

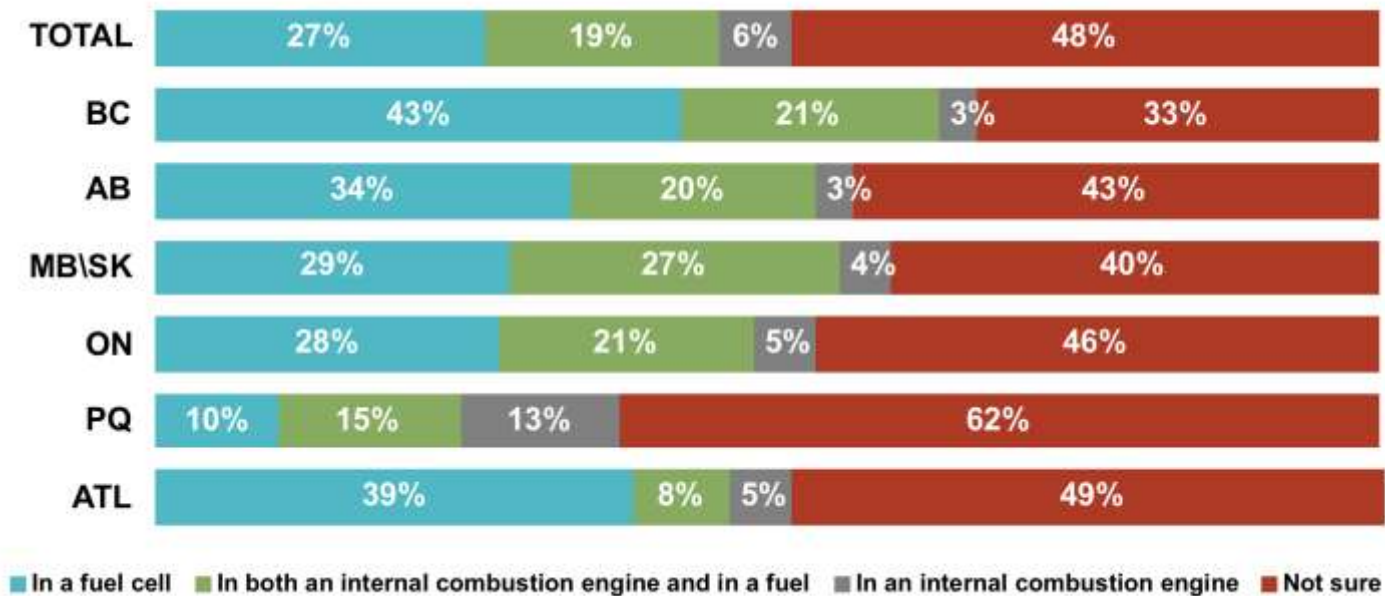
Most Used Biomass Fuel Source



Canadians do not appear to be well-informed about the use of biomass fuel sources, as nearly half (46%) did not venture a guess as to which sources is most used in Canada.

Of those who guessed, most thought that wood or municipal garbage was the main source.

How Hydrogen is Used in Hydrogen-Powered Vehicles



Nearly half of Canadians (48%) admit they do not understand how hydrogen is used in hydrogen-powered vehicles.

Most believe that hydrogen is used in fuel cells or in combination with an internal combustion engine.