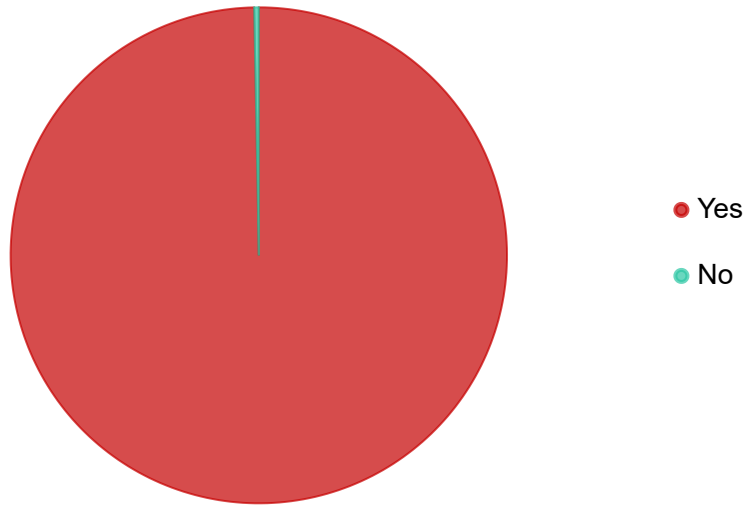


Home Energy Retrofit Survey

untitled_page_1

o 1. Are you an Oakville resident? *



Answers

Count

Percentage

Yes

333

99.7%

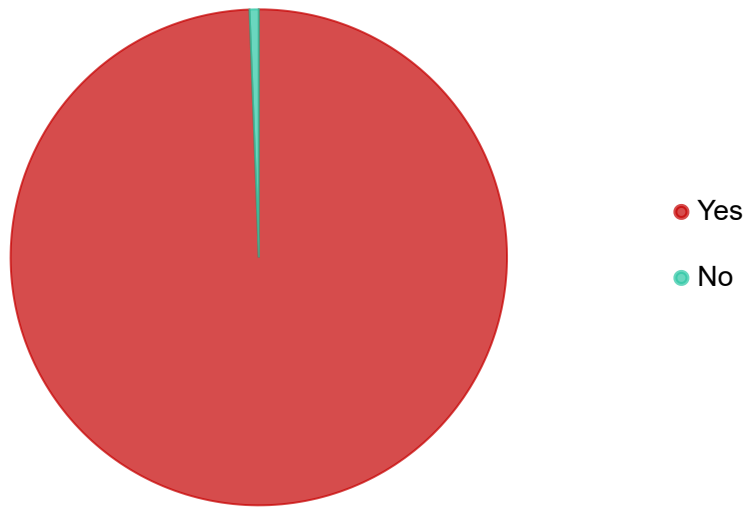
No

1

0.3%

Answered: 334 Skipped: 0

o 2. Do you own and live in a townhouse, semi-detached, or detached... *



Answers

Count

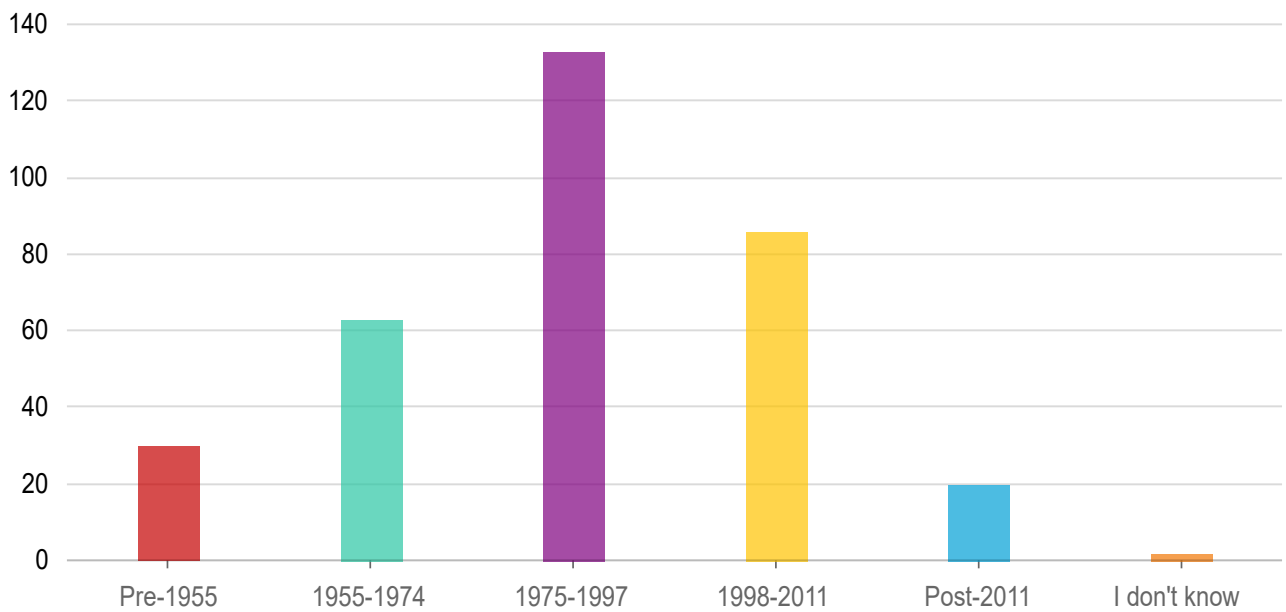
Percentage

Yes	332	99.4%
No	2	0.6%

Answered: 334 Skipped: 0

page_3

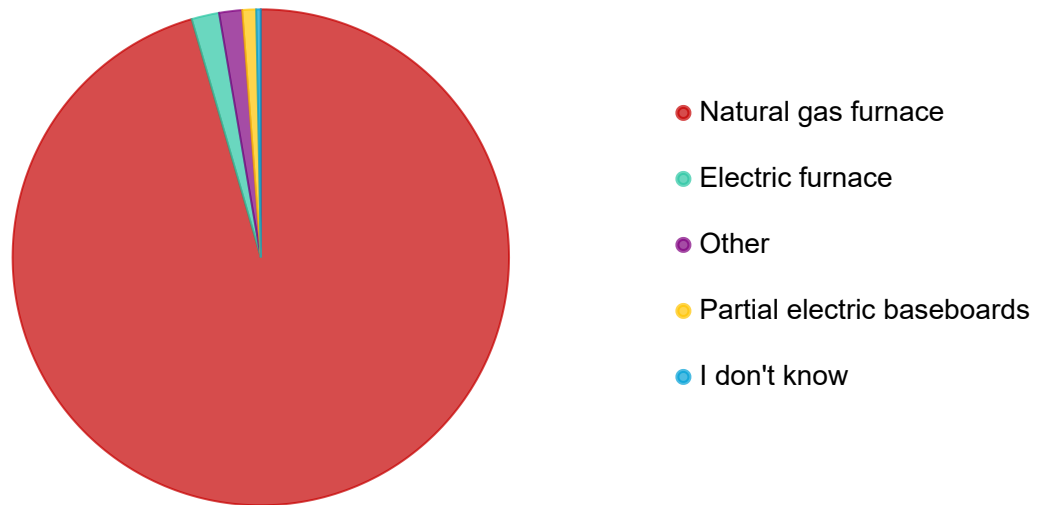
3. In which year was your house built? *



Pre-1955	30	8.98%
1955-1974	63	18.86%
1975-1997	133	39.82%
1998-2011	86	25.75%
Post-2011	20	5.99%
I don't know	2	0.6%

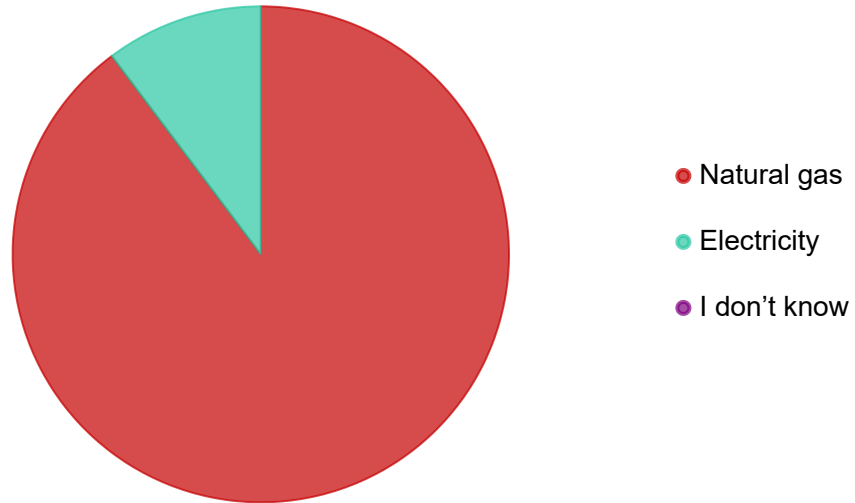
Answered: 334 Skipped: 0

o 4. How is your home heated? *



Answers	Count	Percentage
Natural gas furnace	319	95.51%
Electric furnace	6	1.8%
Other	5	1.5%
Partial electric baseboards	3	0.9%
I don't know	1	0.3%

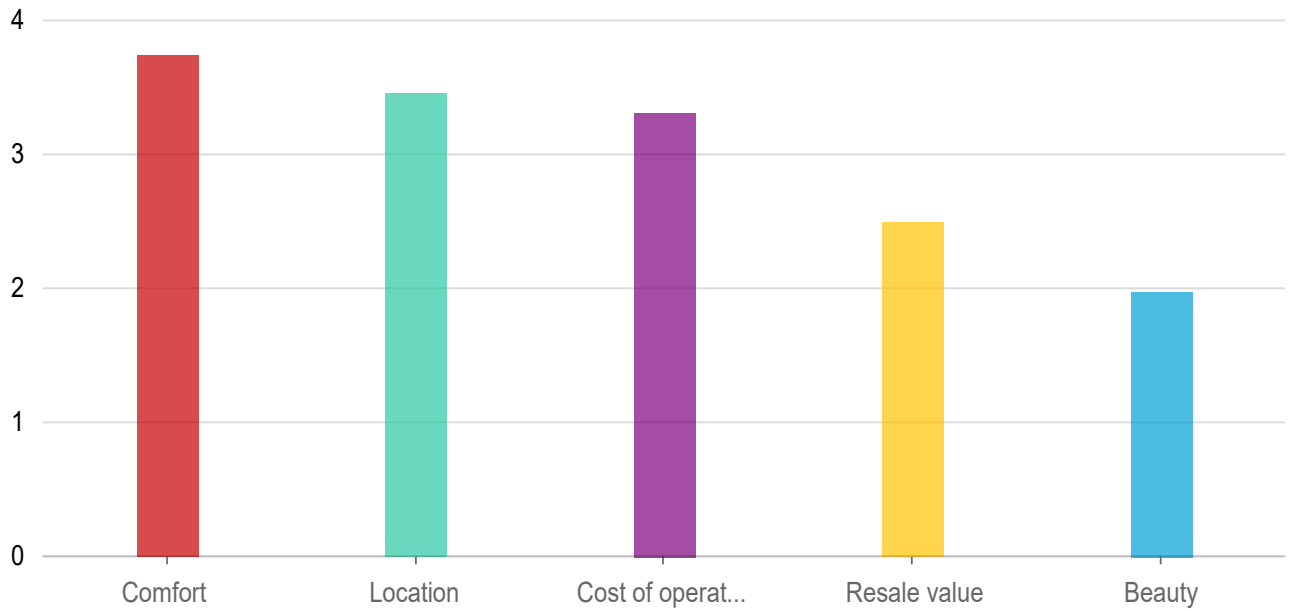
o 5. How is your home's water heated? *



Answers	Count	Percentage
Natural gas	289	86.53%
Electricity	33	9.88%
I don't know	0	0%

Answered: 334 Skipped: 0

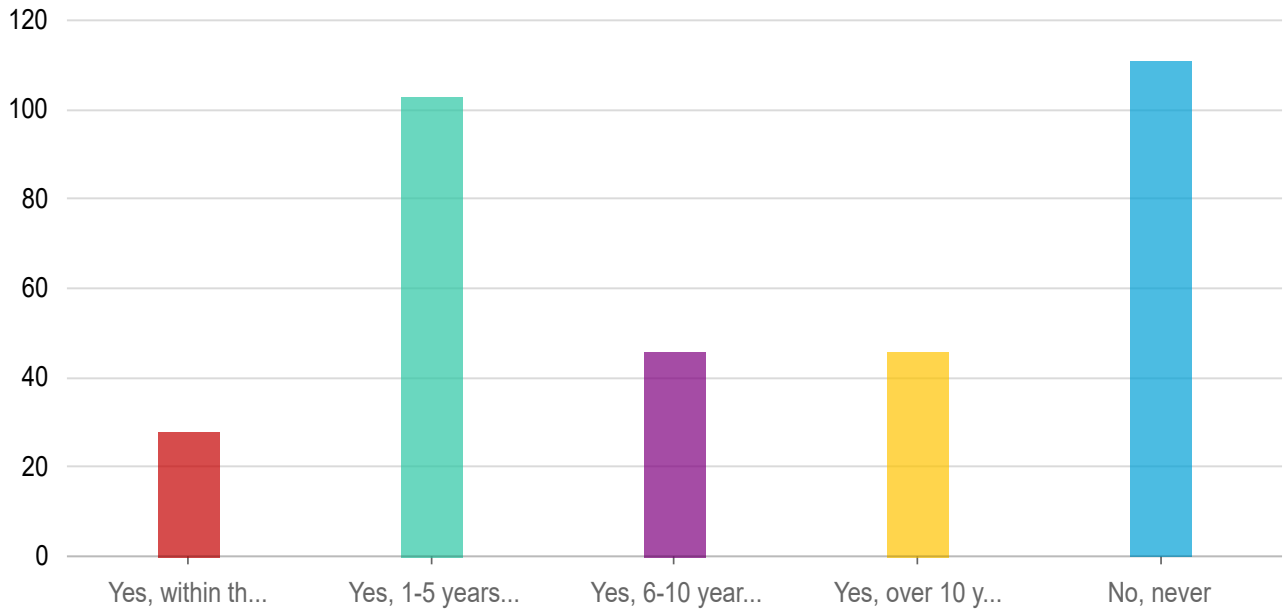
o 6. Please rank the factors that are most important to you when it comes to... *



Rank	Answers	1	2	3	4	Average score	
1	Comfort	34.13% 114	30.24% 101	16.47% 55	14.37% 48	3.75	4.79% 16
2	Location	32.63% 109	17.37% 58	23.05% 77	17.37% 58	3.46	
3	Cost of operation/maintenance	21.26% 71	26.65% 89	23.95% 80	18.56% 62	3.31	9.58% 32
4	Resale value	10.18% 34	16.47% 55	17.07% 57	25.75% 86	2.50	
5	Beauty	1.8% 6	9.28% 31	19.46% 65	23.95% 80	1.98	45.51% 152

Answered: 334 Skipped: 0

o 7. Have you completed a home energy retrofit* in the past? *



Answers

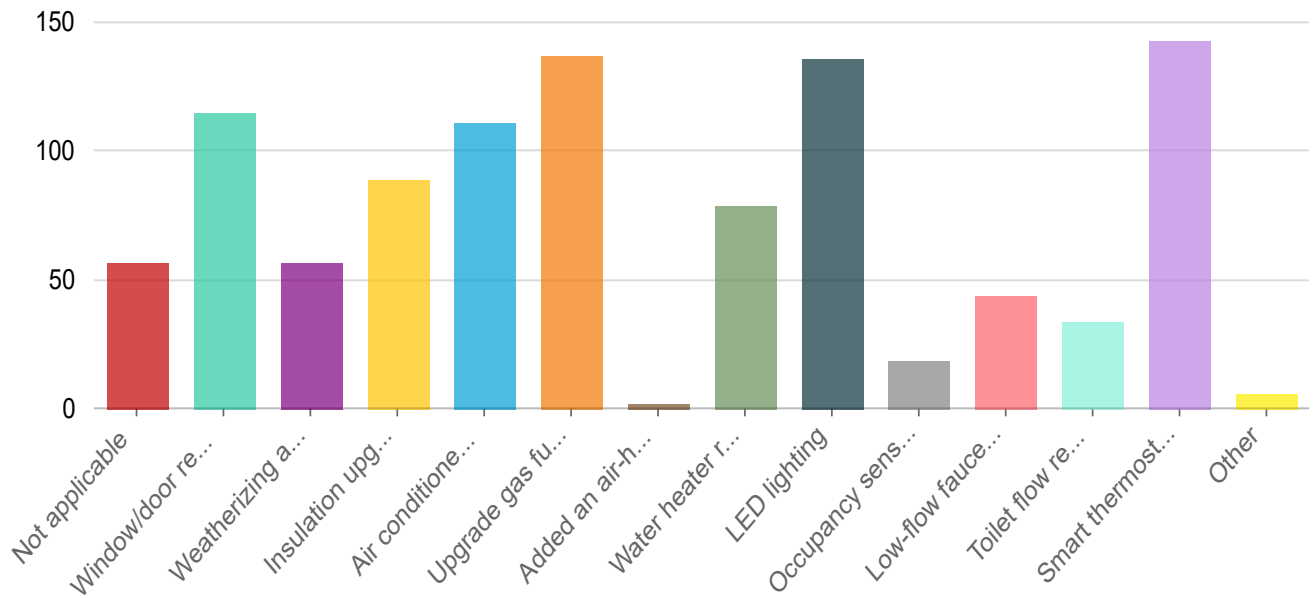
Count

Percentage

Answers	Count	Percentage
Yes, within the past year	28	8.38%
Yes, 1-5 years ago	103	30.84%
Yes, 6-10 years ago	46	13.77%
Yes, over 10 years ago	46	13.77%
No, never	111	33.23%

Answered: 334 Skipped: 0

8. What retrofit measures did you complete?



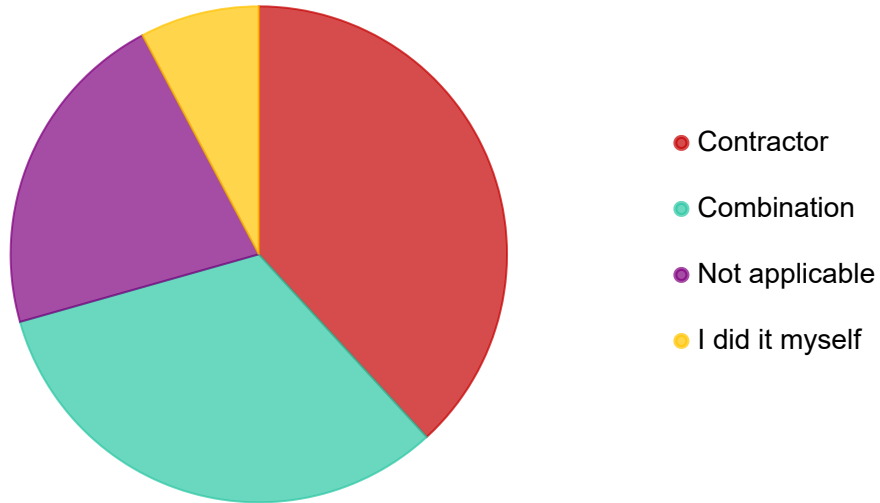
Answers

Count

Percentage

Answers	Count	Percentage
Not applicable	57	17.07%
Window/door replacement	115	34.43%
Weatherizing and air sealing	57	17.07%
Insulation upgrade	89	26.65%
Air conditioner upgrade	111	33.23%
Upgrade gas furnace	137	41.02%
Added an air-heat pump	2	0.6%
Water heater replacement	79	23.65%
LED lighting	136	40.72%
Occupancy sensors	19	5.69%
Low-flow faucets/showers	44	13.17%
Toilet flow regulator	34	10.18%
Smart thermostat	143	42.81%
Other	6	1.8%

o 9. Who completed the work/upgrades?

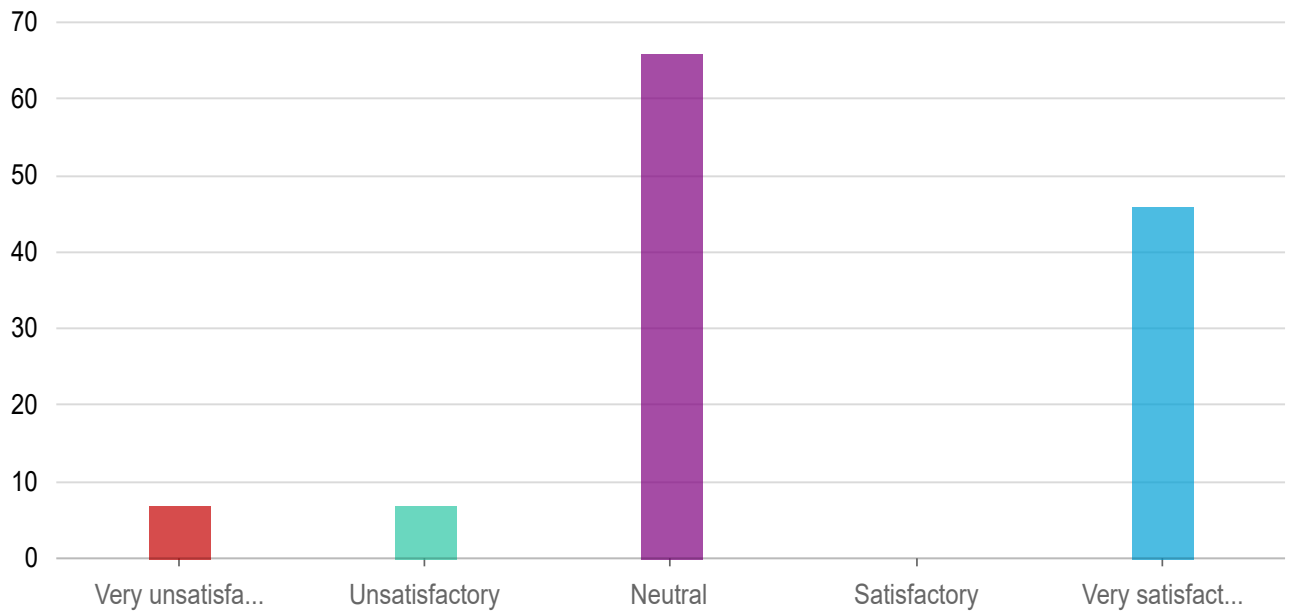


Answers	Count	Percentage
---------	-------	------------

Contractor	113	33.83%
Combination	96	28.74%
Not applicable	64	19.16%
I did it myself	23	6.89%

Answered: 296 Skipped: 38

o 10. What was your overall experience with the process?

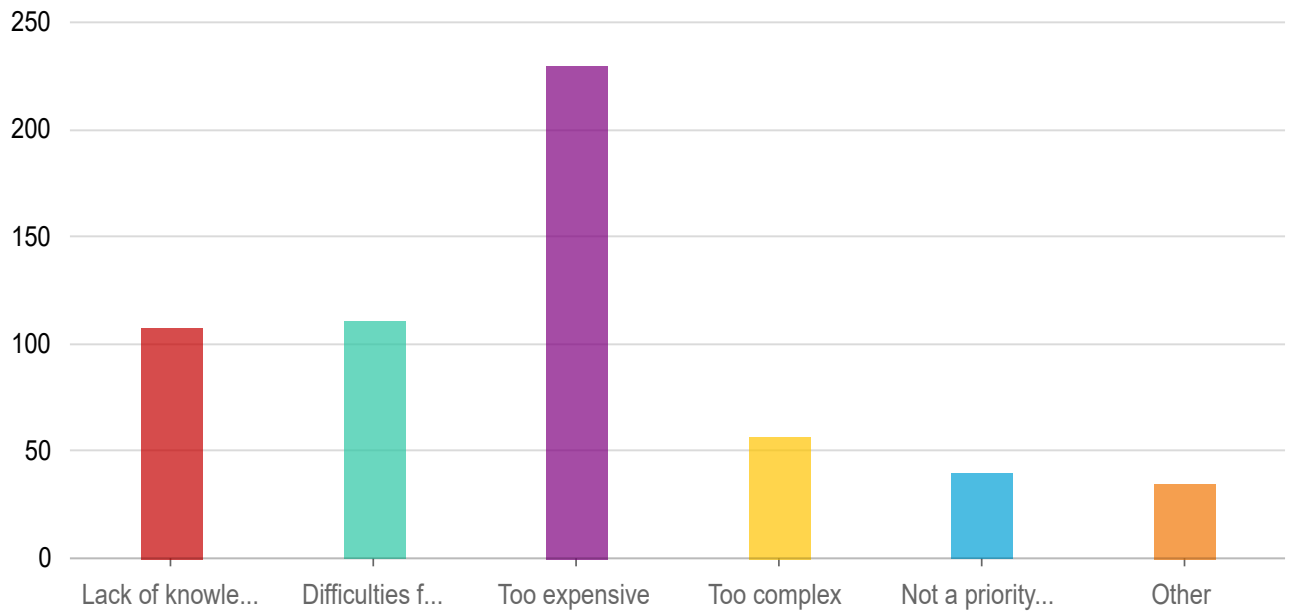


Answers	Count	Percentage
---------	-------	------------

Very unsatisfactory and/or difficult	7	2.1%
Unsatisfactory	7	2.1%
Neutral	66	19.76%
Satisfactory	0	0%
Very satisfactory and/or easy	46	13.77%

Answered: 240 Skipped: 94

o 11. What factors deterred you/deter you from completing retrofits? *

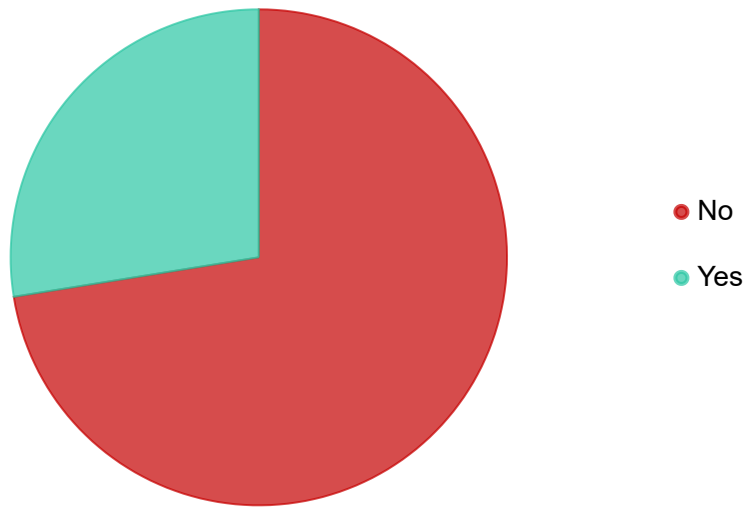


Answers	Count	Percentage
---------	-------	------------

Lack of knowledge on the subject	108	32.34%
Difficulties finding a good contractor	111	33.23%
Too expensive	230	68.86%
Too complex	57	17.07%
Not a priority	40	11.98%
Other	35	10.48%

Answered: 334 Skipped: 0

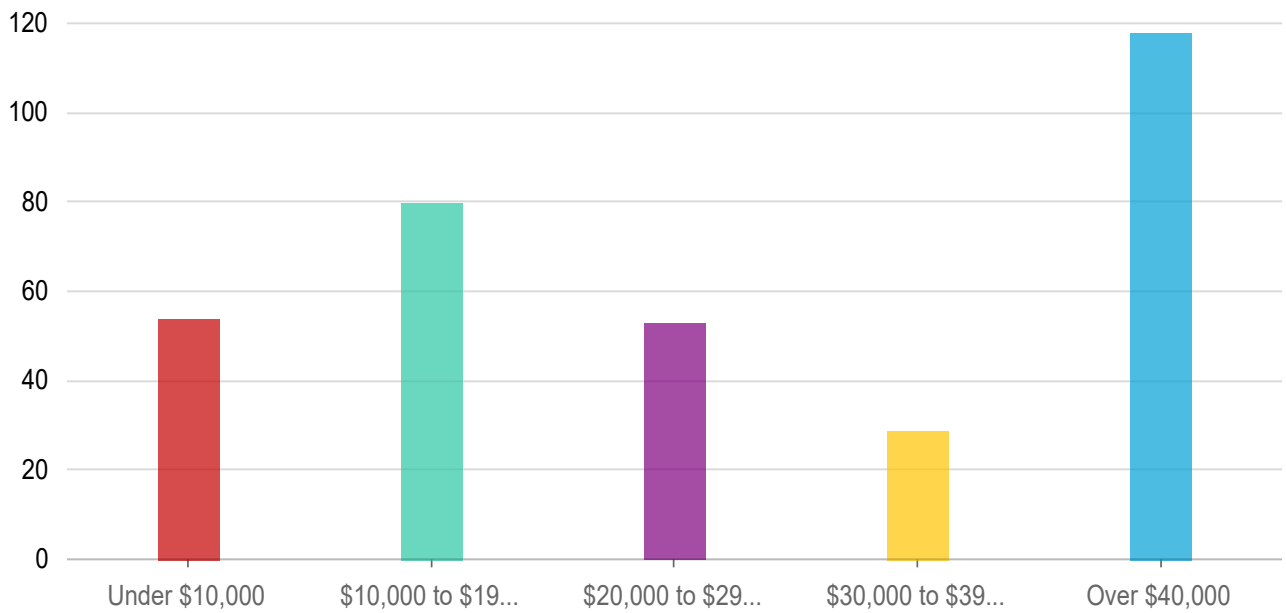
12. Have you ever completed a home energy audit/energy assessment? *



Answers	Count	Percentage
No	242	72.46%
Yes	92	27.54%

Answered: 334 Skipped: 0

o 13. Approximately how much have you invested in upgrading your home... *

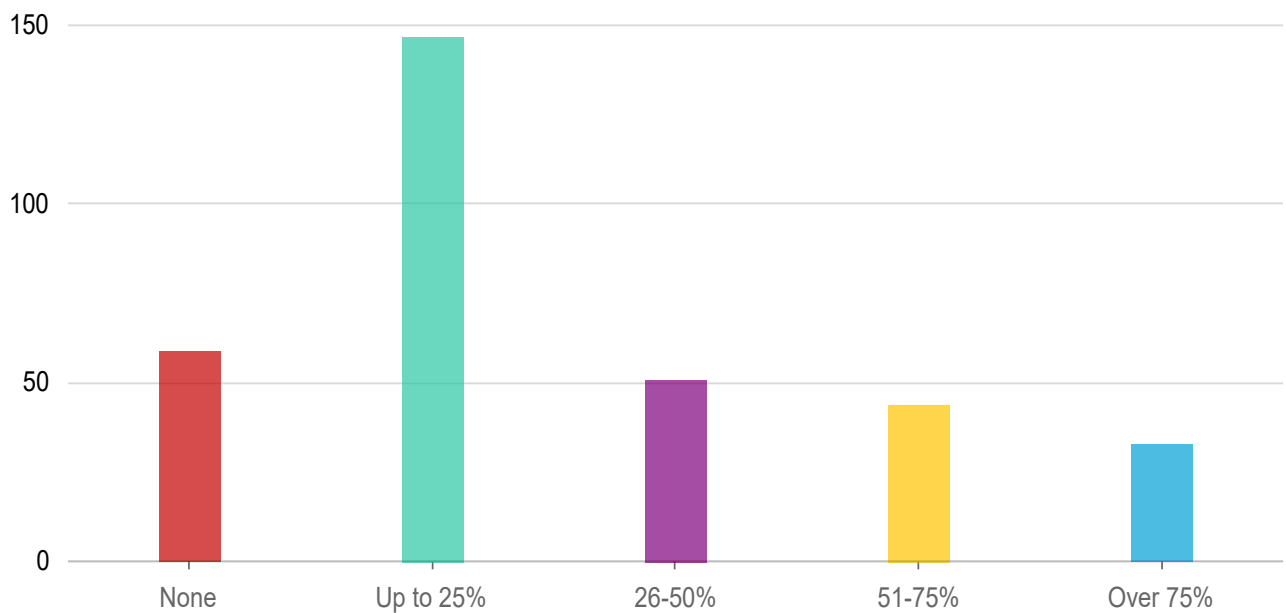


Answers	Count	Percentage
---------	-------	------------

Under \$10,000	54	16.17%
\$10,000 to \$19,999	80	23.95%
\$20,000 to \$29,999	53	15.87%
\$30,000 to \$39,999	29	8.68%
Over \$40,000	118	35.33%

Answered: 334 Skipped: 0

o 14. What percentage of that amount would you say went toward energy-... *

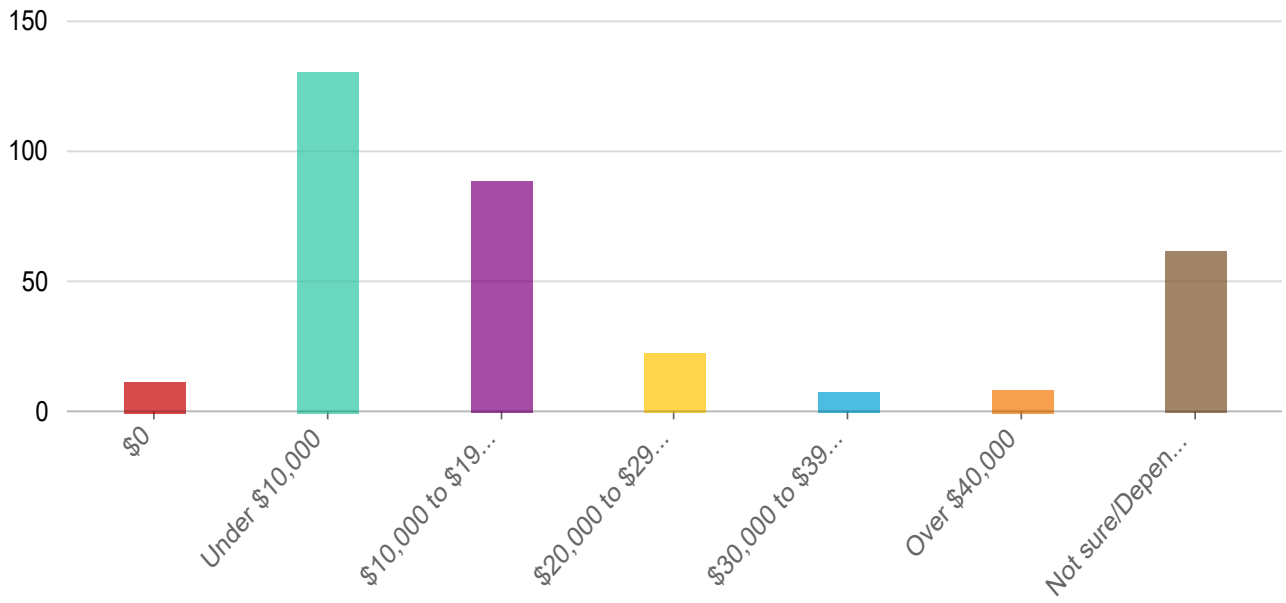


Answers **Count** **Percentage**

None	59	17.66%
Up to 25%	147	44.01%
26-50%	51	15.27%
51-75%	44	13.17%
Over 75%	33	9.88%

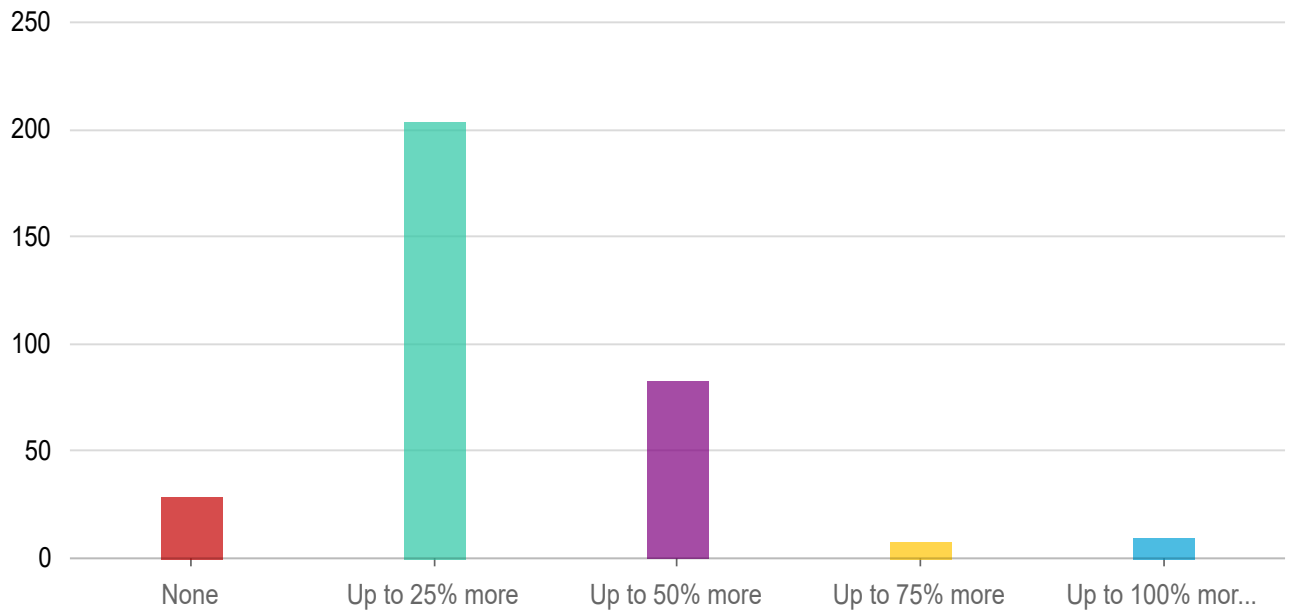
Answered: 334 Skipped: 0

o 15. Approximately how much, on its own, would you be willing to invest ... *



Answered: 334 Skipped: 0

o 16. When completing a home improvement/renovation, if an opportunity ... *



Answers

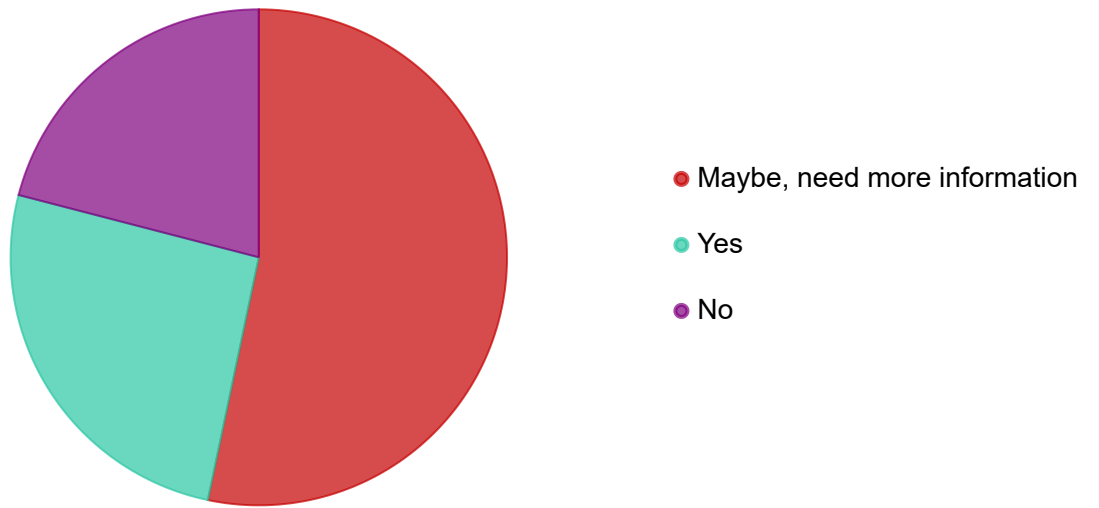
Count

Percentage

Answers	Count	Percentage
None	29	8.68%
Up to 25% more	204	61.08%
Up to 50% more	83	24.85%
Up to 75% more	8	2.4%
Up to 100% more	10	2.99%

Answered: 334 Skipped: 0

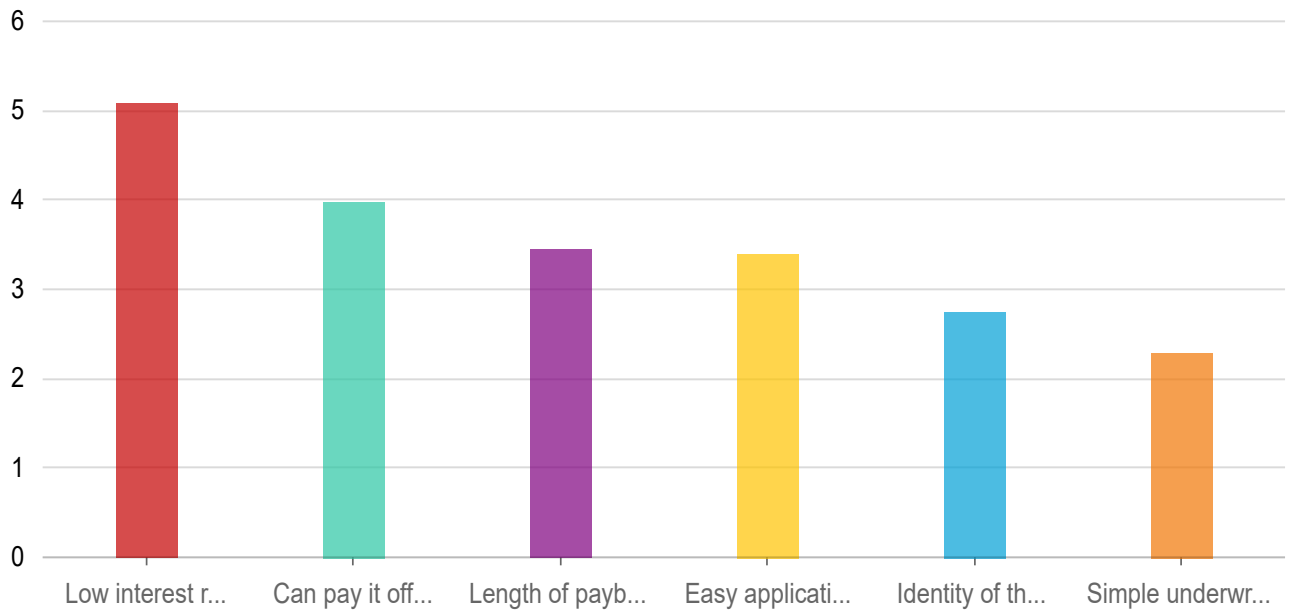
17. Would you be interested in an LIC-based loan program? *



Answers	Count	Percentage
Maybe, need more information	178	53.29%
Yes	86	25.75%
No	70	20.96%

Answered: 334 Skipped: 0

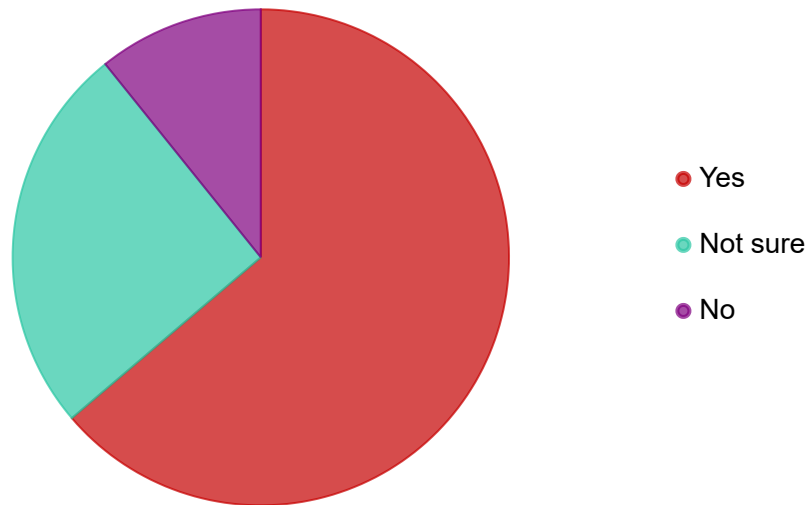
o 18. What features of a financing product would be most important to you? *



Rank	Answers	1	2	3	4	Average score	
1	Low interest rate	54.19% 181	21.86% 73	9.58% 32	9.58% 32	2.69% 9	5.09 2.1% 7
2	Can pay it off anytime	17.66% 59	27.25% 91	21.26% 71	12.28% 41	13.47% 46	3.99
3	Length of payback period	7.78% 26	23.05% 77	20.66% 69	17.96% 60	16.77% 56	3.46 13.77% 46
4	Easy application	11.08% 37	14.07% 47	23.05% 77	21.26% 71	17.37% 56	3.41
5	Identity of the lender	7.19% 24	7.78% 26	11.98% 40	22.75% 76	27.25% 91	2.76 23.05% 77
6	Simple underwriting criteria (no credit check required)	2.1% 7	5.99% 20	13.47% 45	16.17% 54	22.46% 77	2.30

Answered: 334 Skipped: 0

o 19. If the program was developed as a turn-key solution that eliminated t... *



Answers

Count

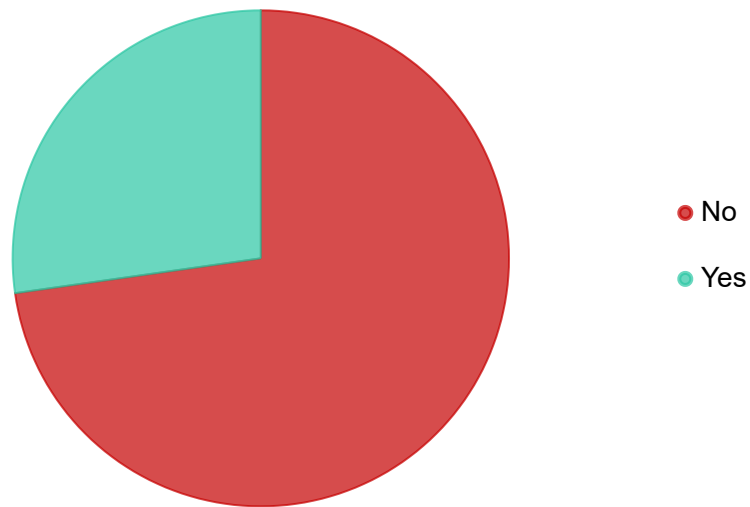
Percentage

Yes	213	63.77%
Not sure	85	25.45%
No	36	10.78%

Answered: 334 Skipped: 0

Almost done...

o 20. Would you be willing to participate in a virtual focus group meeting... *



Answers **Count** **Percentage**

No	243	72.75%
Yes	91	27.25%

Answered: 334 Skipped: 0

o 21. Please provide your email address so that we may contact you with more... *