

Clean Power 2040

Powering the future



IRP Short survey results

(data collected via Civil Space)

February 15, 2021

Short Survey background

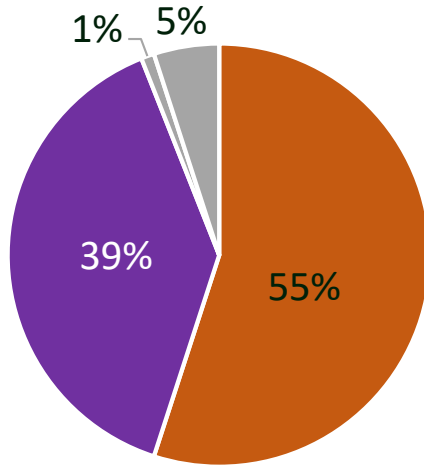
- The short survey was open to the public in parallel with the long survey, running from September 14, 2020 until January 31, 2021.
- The survey was designed by BC Hydro and Domain7 and hosted in a platform known as Civil Space. The survey was available to the public via the CleanPower 2040 page within BC Hydro's website.
- A total of 5,037 completed responses were received.
- The survey was open to the public to offer the opportunity for customers to provide their feedback. As such, the audience for the survey was self-selected, meaning responses were not managed for population sampling. While some demographic data was collected in the survey, these were collected to better understand the respondents, not to create a statistically representative sample of the BC population.

General observations

- There were two main surveys open to the general public: a short survey and a long survey. This report reflects results from the short survey only. (see separate summary report for the long survey)
- The short survey was designed for those who had interest in providing some feedback on the plan but may not have much familiarity with the specifics relating to the more technical subject matter.
- The short survey includes the same core questions as the long survey relating to general values and priorities to help shape the direction of the plan.

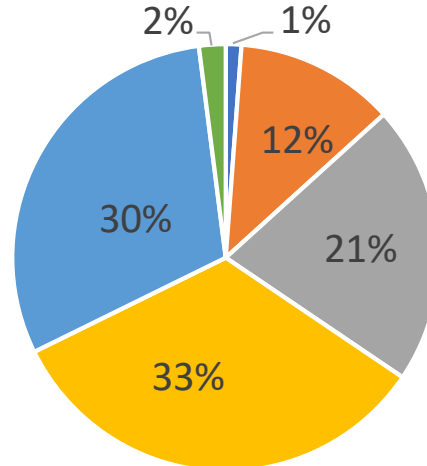
Who is talking to us?

Respondent Gender



- Male
- Female
- Other
- Prefer not to say / unknown

Respondent Age



- Under 20
- 20-34
- 35-49
- 50-64
- 65 or older
- Unknown

Respondent primary language

96%	English
2%	Non-English
1%	Declined or not answer

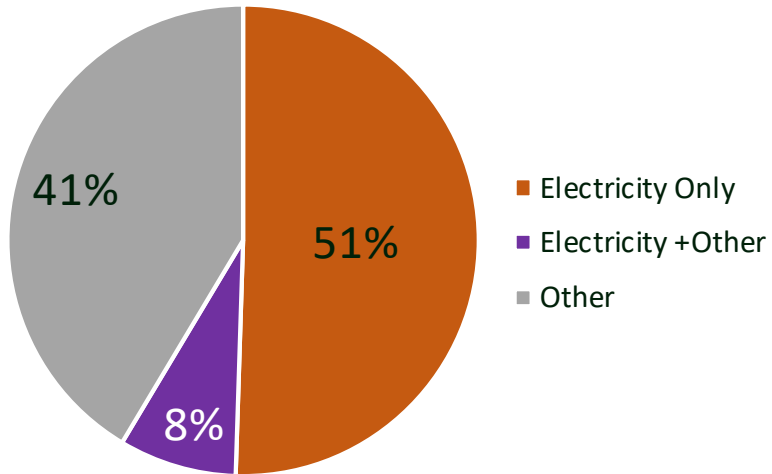
Q2. What age bracket do you fit into? (n=5037)

Q2a. Which of the following do you identify with? (excludes bad-faith responses, n=5037)

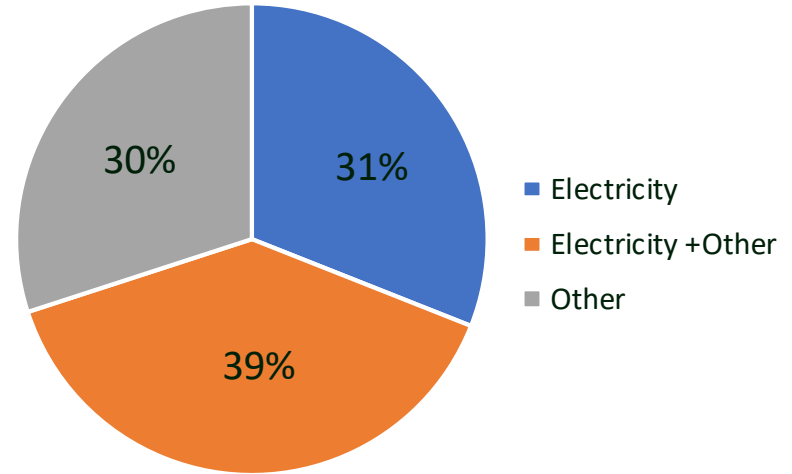
Q2b. Which language do you consider your primary language? (n=4954)

Who is talking to us?

Energy Source Used to Heat Water



Energy Source Used to Heat Home/ Building



Q2d. Please tell us what source(s) of energy you use to heat your building / home (space heating)? (n=4883)
Q2c. Please tell us what source(s) of energy you use to heat your water (water heating)? (n=4746)

Where do they live?

	Lower Mainland / Fraser Valley	Vancouver Island / Gulf Islands	Southern Interior	Central Interior	Northwest	Northeast	Unknown
	45%	31%	11%	8%	2%	1%	2%
Apt / condo	29%	11%	9%	8%	3%	10%	19%
Single detached	54%	77%	79%	83%	83%	79%	69%
Townhouse / duplex	12%	10%	9%	7%	8%	7%	6%
Other	2%	2%	3%	3%	6%	4%	6%

Customer type (multiple select)	
95%	Residential
5%	Business
0%	Industrial
4%	Not a customer

Q2d. What region do you live in? (n=4948)

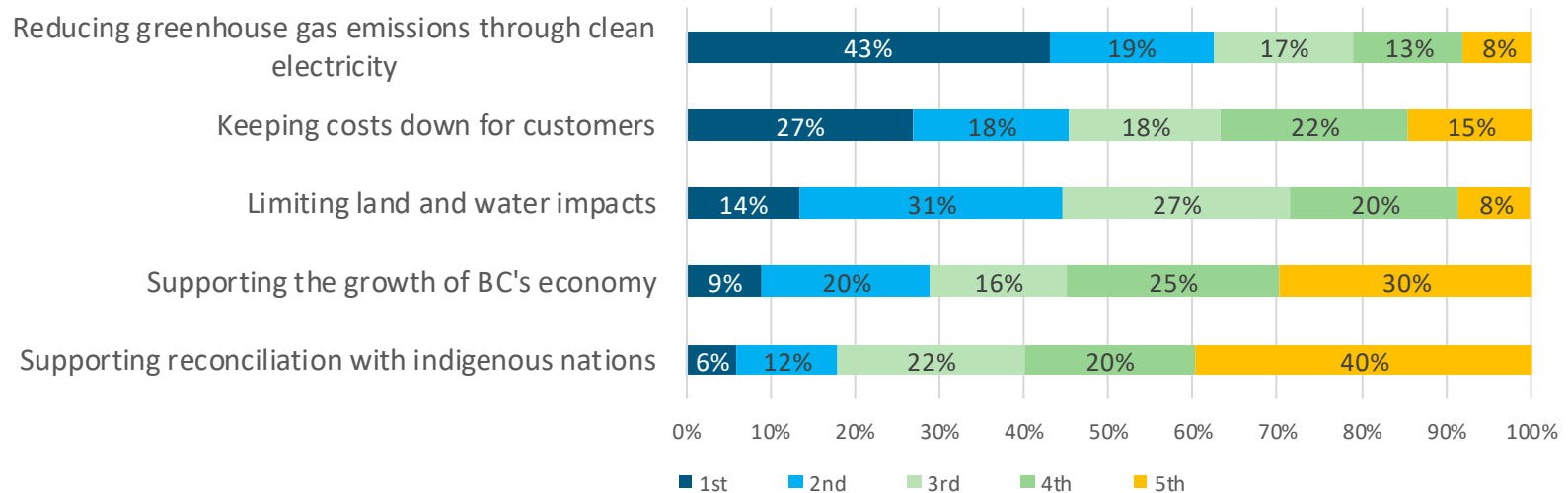
Q2e. What type of dwelling do you live in? (n=4948)

Q2f. Which of the following best describes you? Select all that apply.

Ranking the planning priorities

When asked to rank the priorities, respondents gravitated to Reducing GHG emissions and Keeping costs down.

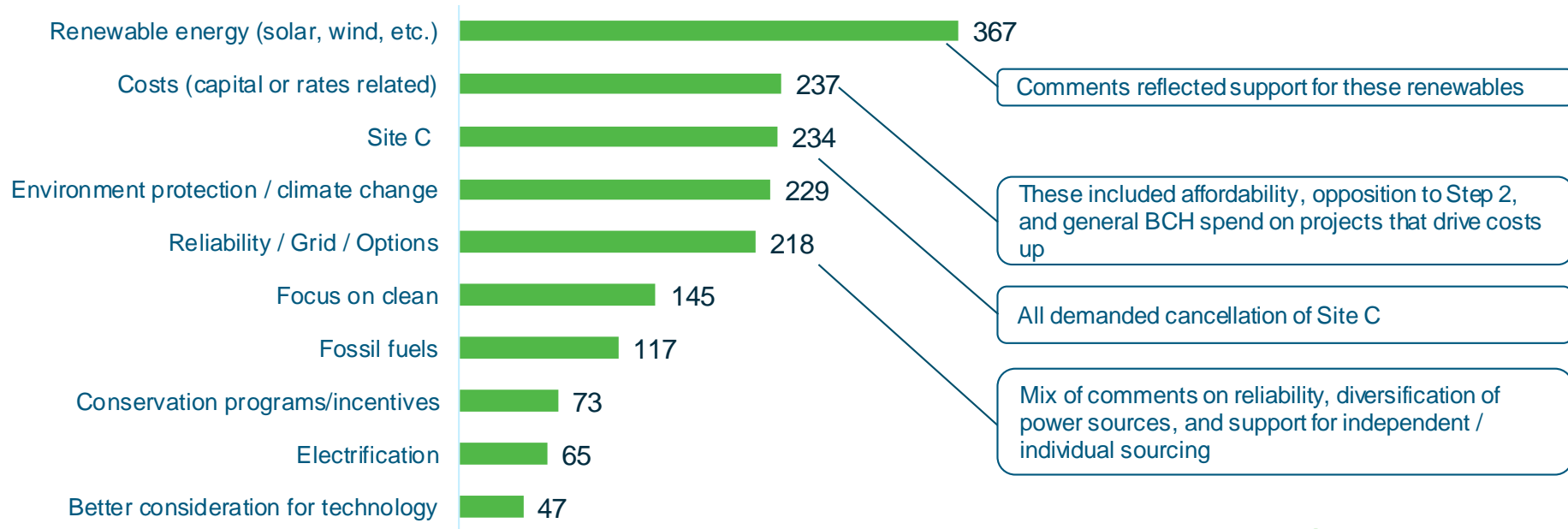
Importance of priorities, by ranked choice



Q3. Rank the following by how important each priority is to you click on each priority and drag it up or down to rank it from 1 to 5 (asked of all, n=4845)

Priorities – other (open end)

Top themes of comments in Other Priorities

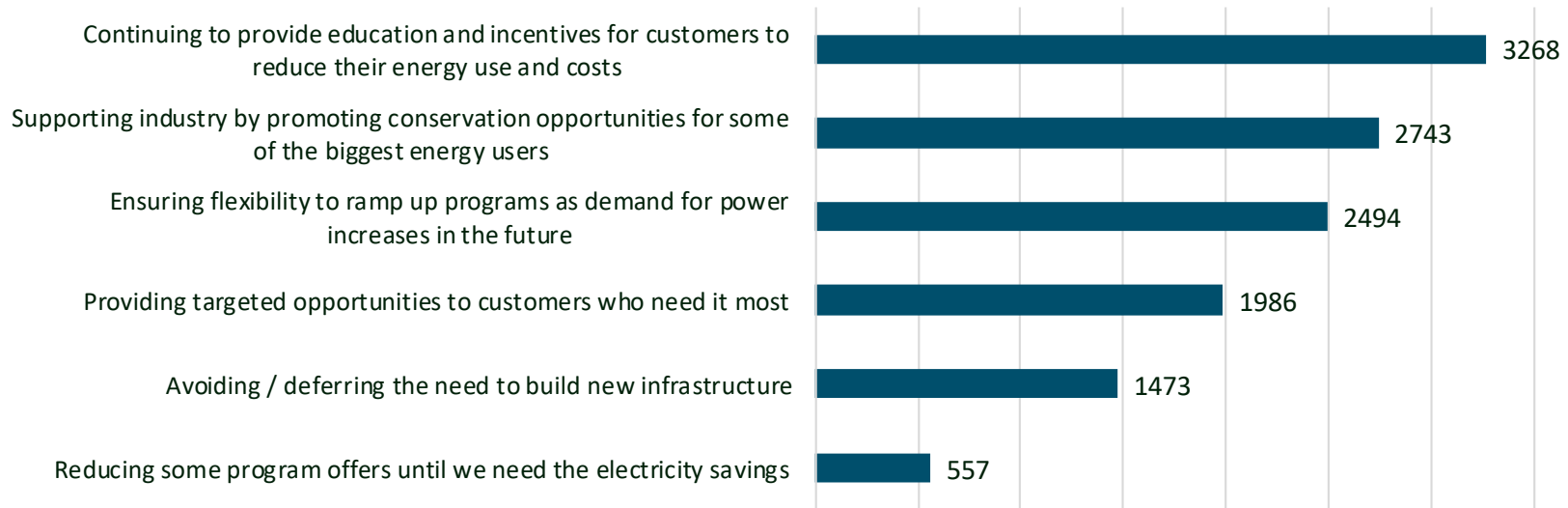


Q3a. Is there another priority that is important to you that is not listed here (asked of all, valid comments n=1732; excluded: blanks and "no comment" type of responses)

Conservation priorities

Education and incentives to customers resonated most with respondents

Energy Conservation program priorities (select up to 3)

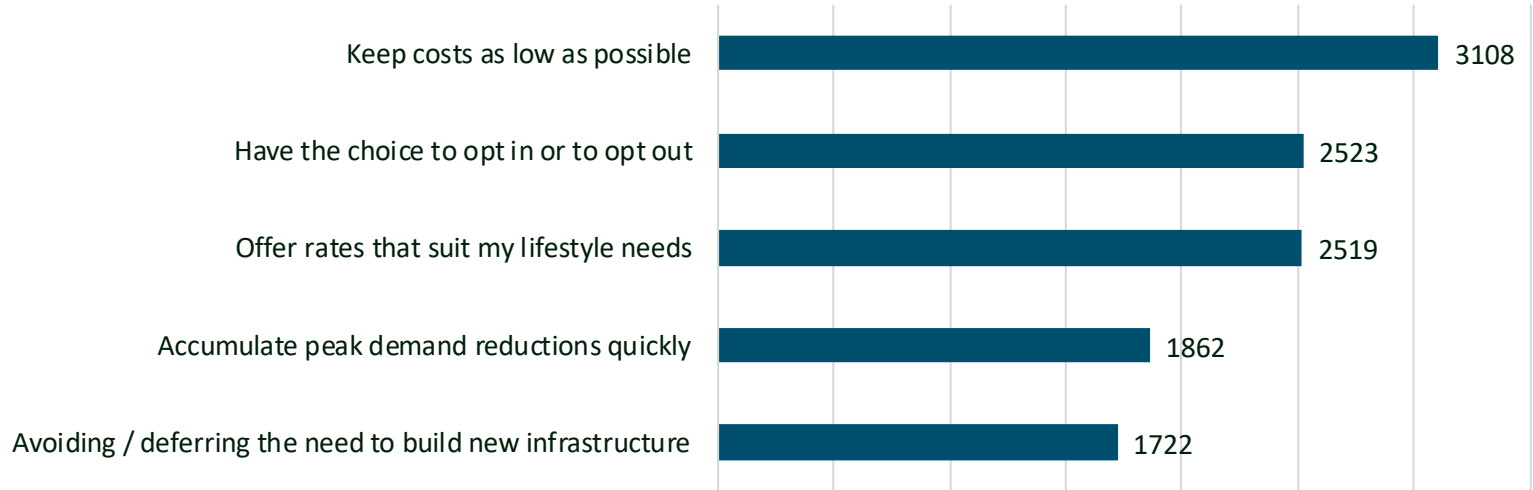


Q4. when thinking about the future of our energy conservation programs choose up to three priorities that are important to you... (ranked by mention, asked of all; n=4495)

Time Varying rates priorities

Keeping costs low was most important aspect selected by respondents.

Time Varying rates priorities (select up to 3)

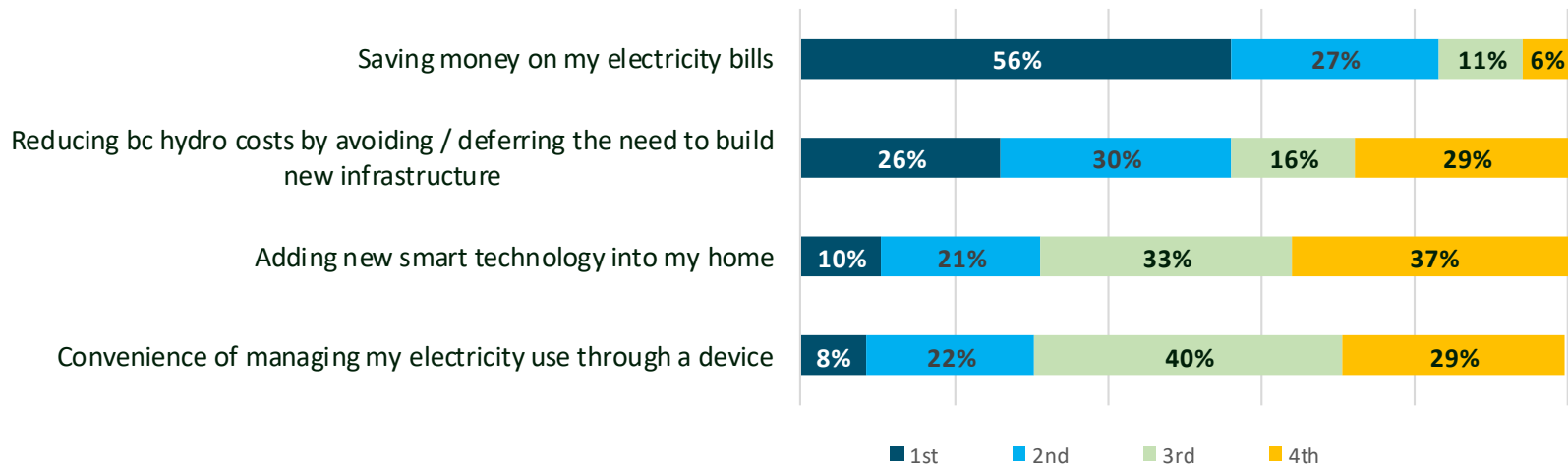


Q5. When thinking about the time varying rates, choose up to three priorities that are important to you....(ranked by mention, asked of all; n=4392)

Demand Response priorities ranked

Saving money dominated the rankings of demand response priorities as selected by respondents

Demand Response Priorities, by ranked choice

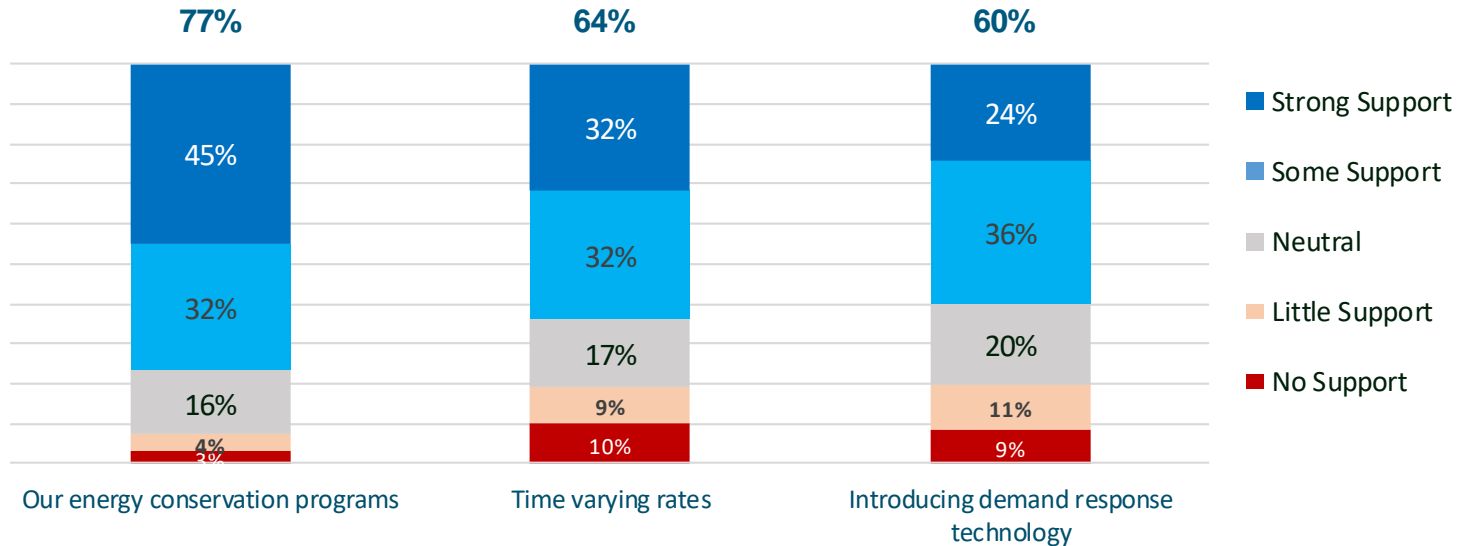


Q6. When thinking about introducing demand response in BC, rank the following by how important it is to you. Click on each priority and drag it up or down to rank it from 1 to 4. (base includes those who answered the question, n=4499)

Support for potential future ideas (first 10 years)

Strongest support is for Conservation programs, while the other ideas received more moderate support
Support for potential ideas (first 10 years)

Strongly/ Some support (top 2)

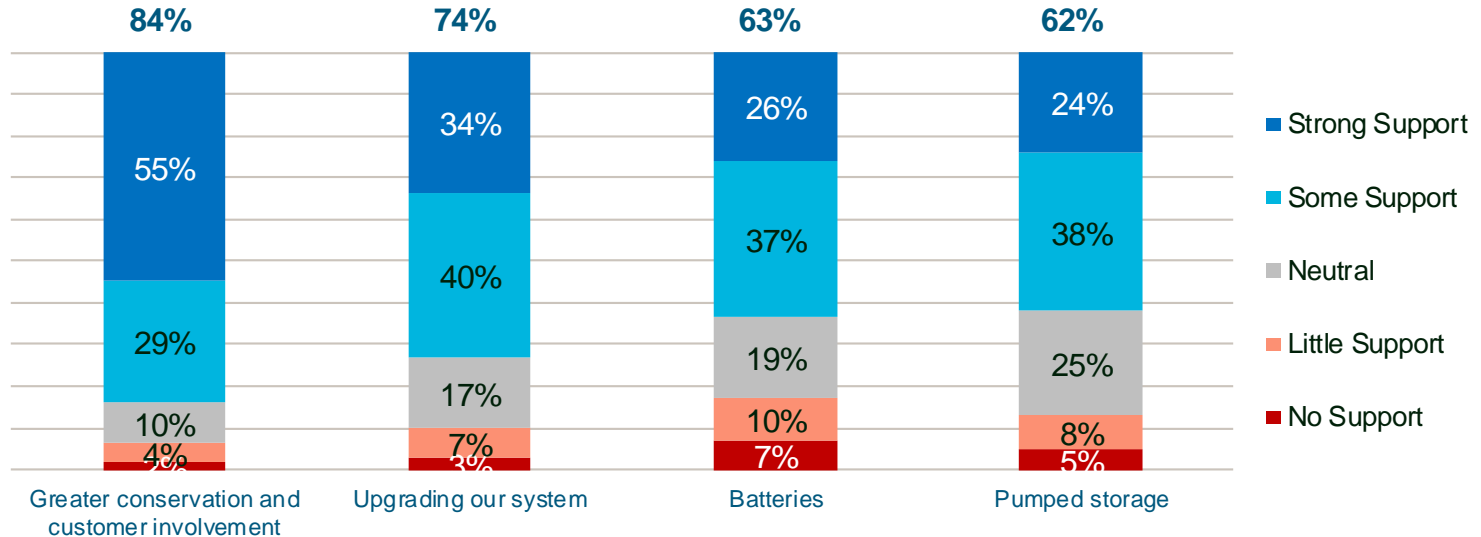


Q4a/5a/6a. How much do you support.... our energy conservation programs? (n=4566); time-varying rates? (n=4448) introducing demand response technology to help you manage your electricity use? (n=4380)

Greater conservation has strongest support for the longer term

Support for potential ideas (second 10 years)

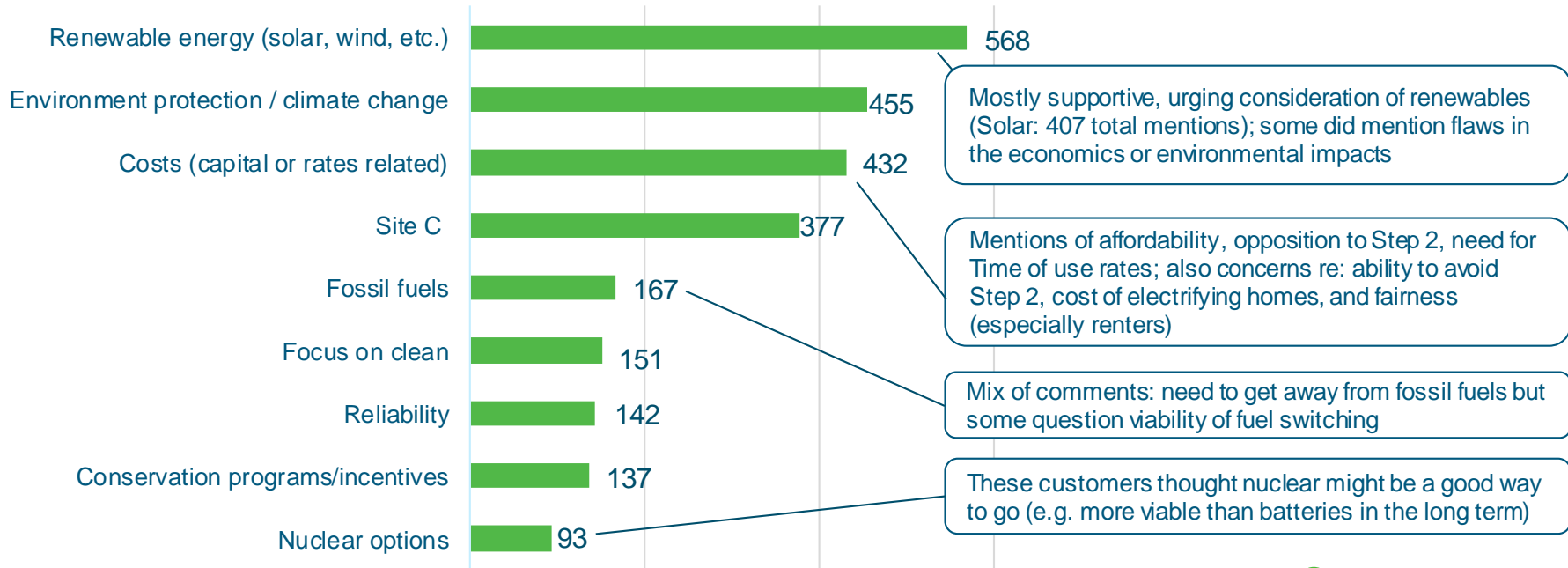
Strongly/ Some support (top 2)



Q7. How much do you support... (base includes only those who answered the question, n=4298)

Anything else? (open end)

Top themes from final comments



Q8. Is there anything else you'd like to share that you think is important for us to consider as we build our plan? (asked of all, valid comments n=2097; non-valid include blanks and "no comment" type of responses)



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