

Prepared by:

Innovative Research Group, Inc.

Toronto • Vancouver

www.innovativeresearch.ca



Consumer Research ▶▶

Qualitative Findings: ECPA Review



Prepared for:



Ontario Energy Board

Commission de l'énergie de l'Ontario

December 5, 2014

:: Topline Report ::

Situation Analysis

- In 2010, the Government of Ontario introduced the ECPA to protect Ontario energy consumers from misleading and unfair practices that were being undertaken by some energy suppliers in the province.
- In December 2013, the Minister issued a letter under Section 30 of the ECPA, requiring the OEB to commence a review of Part II of the ECPA and the regulations made under Part II.
- The OEB will assess how effective the ECPA has been in protecting the interests of consumers, having regard to the current state of the retail markets and consumer experience with them.

Consumer Research Approach

Our approach was designed to provide the OEB with the following:

1. An unfiltered reaction from low-volume energy consumers on the markets and the effectiveness of consumer protection.
2. The public's suggestions for improvements to the ECPA.
3. Participation from a representative sample of low-volume consumers.

Think

What do we know and what do we need to find out?

Identify

What is the range of stakeholder views and experience with the retail markets and consumer protection?

Quantify

How do low-volume consumers in Ontario feel about consumer protection? What has their experience been with energy suppliers? How well is the ECPA working in practice?

Qualitative Research Phase

The qualitative phase of the *ECPA Review* used the information gathered in the *Thinking* phase to develop a formal structure for feedback among low-volume energy consumers.

- 1. Online Workbook:** An online workbook was developed to solicit feedback from consumers and collect data on a series of core questions.
- 2. Consumer Focus Groups:** A series of consumer focus groups across the province among both residential and small business consumers.

Consumer Focus Groups

Focus Groups

Online
Workbook

Focus Group Methodology

Methodology

Eight focus group consultations were conducted across Ontario among post-ECPA energy contract holders and other energy customers who have had an experience with energy retailers. A total of 51 low-volume consumers participated in these focus group sessions:

Sudbury: October 28th, 2014

- Pre-ECPA residential contract holders 6 participants
- Post-ECPA residential contract holders 8 participants

Ottawa: October 29th, 2014

- Former contract holders 3 participants
- Post-ECPA residential contract holders 9 participants

London: October 30th, 2014

- General Population 6 participants
- Post-ECPA residential contract holders 8 participants

North York: October 30th, 2014

- Post ECPA business contract holders 5 participants
- Post-ECPA residential contract holders 6 participants

Note: Results contained within this component of the research program are based on a limited sample and should be interpreted as directional only.

Focus Groups

Online
Workbook

Focus Group Structure

The consultation sessions were structured around the themes contained in the workbook that was developed by INNOVATIVE and OEB staff in the fall of 2014.

The workbook themes consisted of the following:

1. Purpose of Workbook
2. Explaining Ontario's Retail Energy Markets
3. Challenges in Retail Markets
4. Reviewing the Effectiveness of the ECPA

At the start of the sessions, the facilitator gave an overview explaining the purpose of the consultation and why the OEB is seeking feedback from consumers on the ECPA.

After explaining the purpose of the consultation, hardcopy workbooks were distributed in order to act as a session guide for participants, and to record their answers to the question contained within.

- The first half of the consultation was then devoted to participants reading and answering the questions within the workbook.
- The second half of the consultation was devoted to engaging in a group discussion, again, structured around the themes of the workbook. Particular emphasis was placed on discussing participants' specific experiences with energy retailers.

Focus Groups

**Online
Workbook**

Key Findings

- **Awareness:** Awareness of the ECPA was very low and an impediment to consumers exercising their mandated rights. Information on the ECPA was not seen as being connected to the typical consumer pre- or post-contract research or validation processes.
- **Price Comparison:** Generally , the Price Comparison did not provide the information consumers needed to make an informed decision. It was seen as a single point in time comparison that could be taken advantage of by retailers, while the information they really needed to make an informed decision was recent comparative price trend data.
- **Global Adjustment:** The Global Adjustment was also an impediment to consumers making an informed decision as it impeded making a direct, “*apples to apples*” comparison. Both the Price Comparison and Global Adjustment were seen as enabling door to door sales people to make simple, over-arching claims to take advantage of this lack of understanding or to fill what for many was an information vacuum.
- **Bundling:** Bundling and incentives were identified as possible retailer tactics to inhibit ECPA cancellation provisions. A number of participants cited that when they inquired to cancel their contract, they were informed that they would have to pay hundreds of dollars for the “free” thermostat that they received with their retail electricity contract.
- **Door-to-Door Practices:** The ECPA was seen as providing a high level of protection, but practices at the door have evolved to create new gaps. A number of respondents noted that they were unable to understand the disclosure statement or price comparison and so were open to messages around time-of-use and unsubstantiated future savings.

Key Findings (2)

- **Contracting Process:** ECPA provisions and contract requirements were seen by most as too much to adequately absorb at the door, and were seen as having language that is not accessible or 'consumer friendly'. This was seen as exposing certain vulnerable populations to simple, unsubstantiated messages that do not appear to be aligned with ECPA requirements.
- **Reasons for Entering into Contracts:** Primary reason for entering into a contract appeared to be a salesperson-influenced belief of savings and freedom from on-peak TOU pricing (more commonly cited by seniors).
- **Contract Savings:** Some consumers saw retail markets as offering choice, although few could derive concrete savings from having entered into a contract.
- **Door-to-Door Sales:** Some consumer questioned the benefits of door-to-door sales and the desirability of a selling practice that is not 'permission based'.

Focus Groups

Online
Workbook

Online Workbook

Focus Groups

Online
Workbook

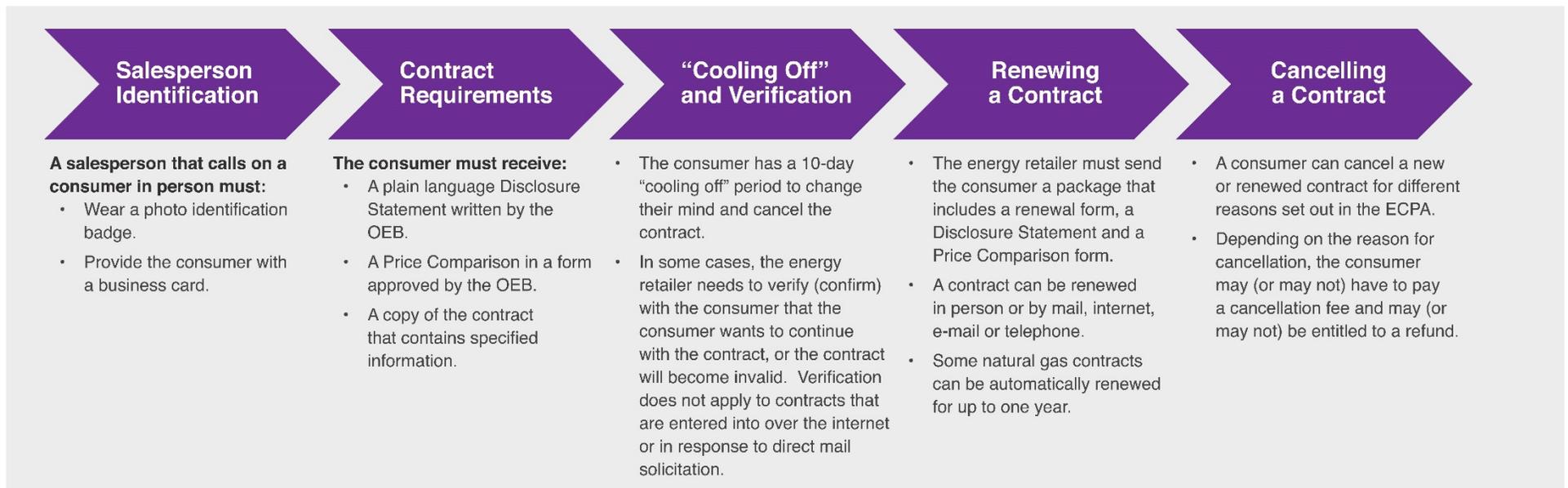
Online Workbook Methodology

Working in concert with OEB staff, INNOVATIVE developed an online workbook to solicit feedback on provisions of the ECPA and consumer thoughts on their effectiveness in achieving the government’s stated objectives. The workbook narrative included information about Ontario’s retail energy markets and challenges that consumers can encounter in retail markets more generally, to better allow consumers to understand the context in which the ECPA applies.

The online workbook was open for consumer feedback between **October 15** and **November 12, 2014**. It was visited by 10,606 unique visitors, of which 3,268 partially completed the workbook and 532 completed the workbook in full. The results in this phase are based on the completed workbooks. The results from this phase of the consultation are based on the 532 fully completed online workbooks.

Note: This is a qualitative exercise, and the results should be interpreted as directional only.

The diagram below was included in the workbook to guide consumers in evaluating the appropriateness of various elements of the ECPA and identifying areas for improvement.



Key Findings: Online Workbook

- 1) Strong support across the board for ECPA provisions.** Averages for “appropriateness” range from the high 7-s to mid 8-s (out of ten) for the majority of the provisions. Feeling is strongly positive on most questions- roughly 60-70% of participants choose “very appropriate”, the strongest possible support. Two outliers of slightly less support: “limitation on cancellation fees” (6.3) and “special rules for the automatic renewal and extension of natural gas contracts” (6.8).
- 2) Energy suppliers have an image problem among consumers who answered the open-ended questions.** Throughout the online workbook, recurring themes in responses to open-ended questions include: banning door to door sales; eliminating suppliers; ensuring more enforcement and increased penalties for misconduct; increasing the cooling-off period; and taking steps to improve consumer awareness and understanding, including treatment of the Global Adjustment. Note: *While these are recurring themes, the percentage of people raising each concern was in many cases relatively small (for example, “ban door-to-door sales” was often 5% or less among participants responding to any given question).*
- 3) The ECPA provisions are achieving the government’s stated objectives fairly well.** While averages are a bit lower than the previous questions on ECPA provisions (6.7 to 6.8 out of ten), when shown three different government objectives and asked how well the ECPA provisions fit these objectives, 38-39% of online participants indicate “very well”, while 26-28% indicate “somewhat well”. Just about one-in-five (21-22%) consumers say “not well”. Some suggested possible reasons why the ECPA is not effectively achieving the government’s objectives: the fact that consumers lack basic knowledge concerning Ontario’s electricity and natural gas systems; low consumer awareness of the ECPA and their rights under the Act; and that door-to-door sale still leave some of the most vulnerable consumers susceptible to entering into unfavourable contracts.
- 4) Participants who responded to the open-ended questions want clearer information and more of it.** When asked how a number of different ECPA provisions could be improved, “clearer language” and “help educate consumers” came up repeatedly. Examples of the latter included a hotline consumers could call, mailed reminders on specific dates such as “cooling-off” periods and renewal deadlines and a BBB-style website where consumers could compare and contrast energy retailers.

Participant Feedback

Focus Groups

Online
Workbook

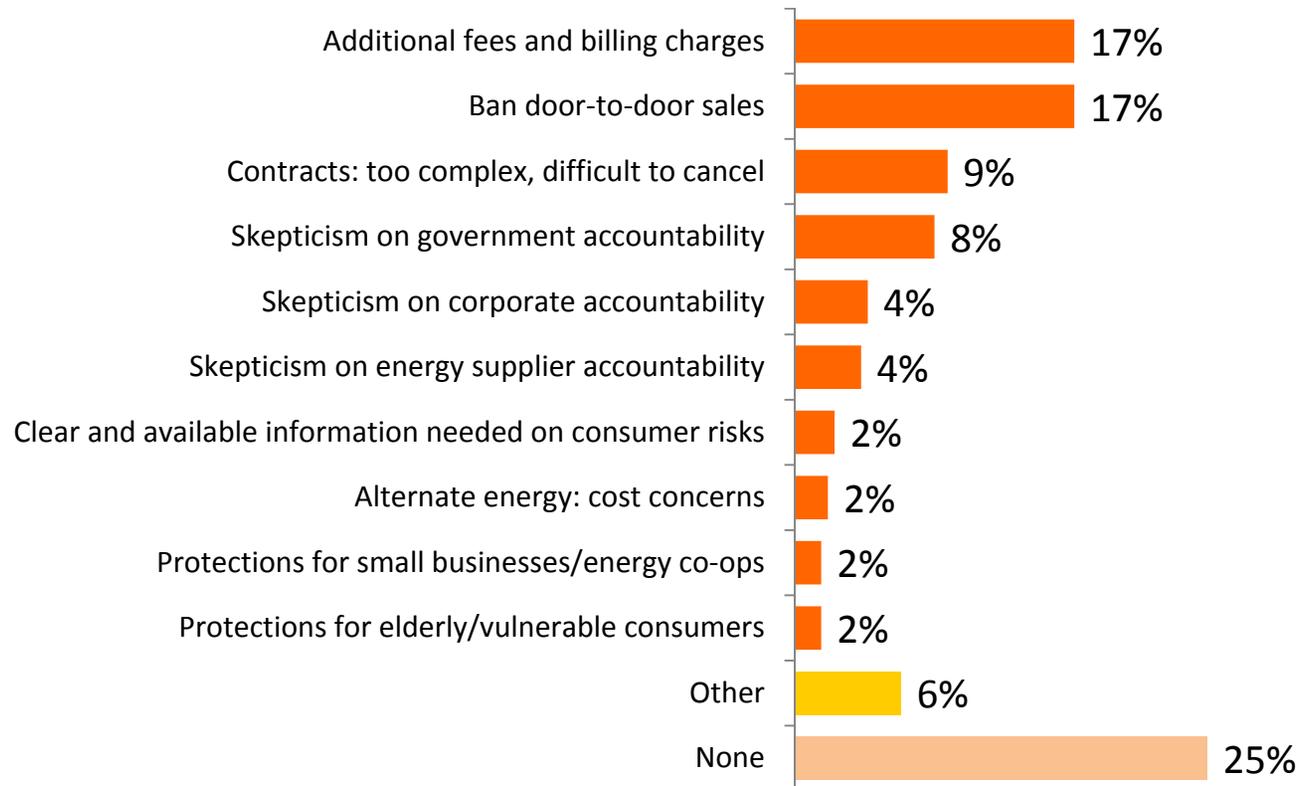
Key Concerns

Concerns before Examining ECPA

Are there other concerns you have about consumer risks in the retail energy markets that have not been identified above? (n=249)

Note: respondents reviewed sections on *How Ontario's Retail Energy Markets Work* and *Challenges in Retail Markets* before answering this question.

Key Concerns



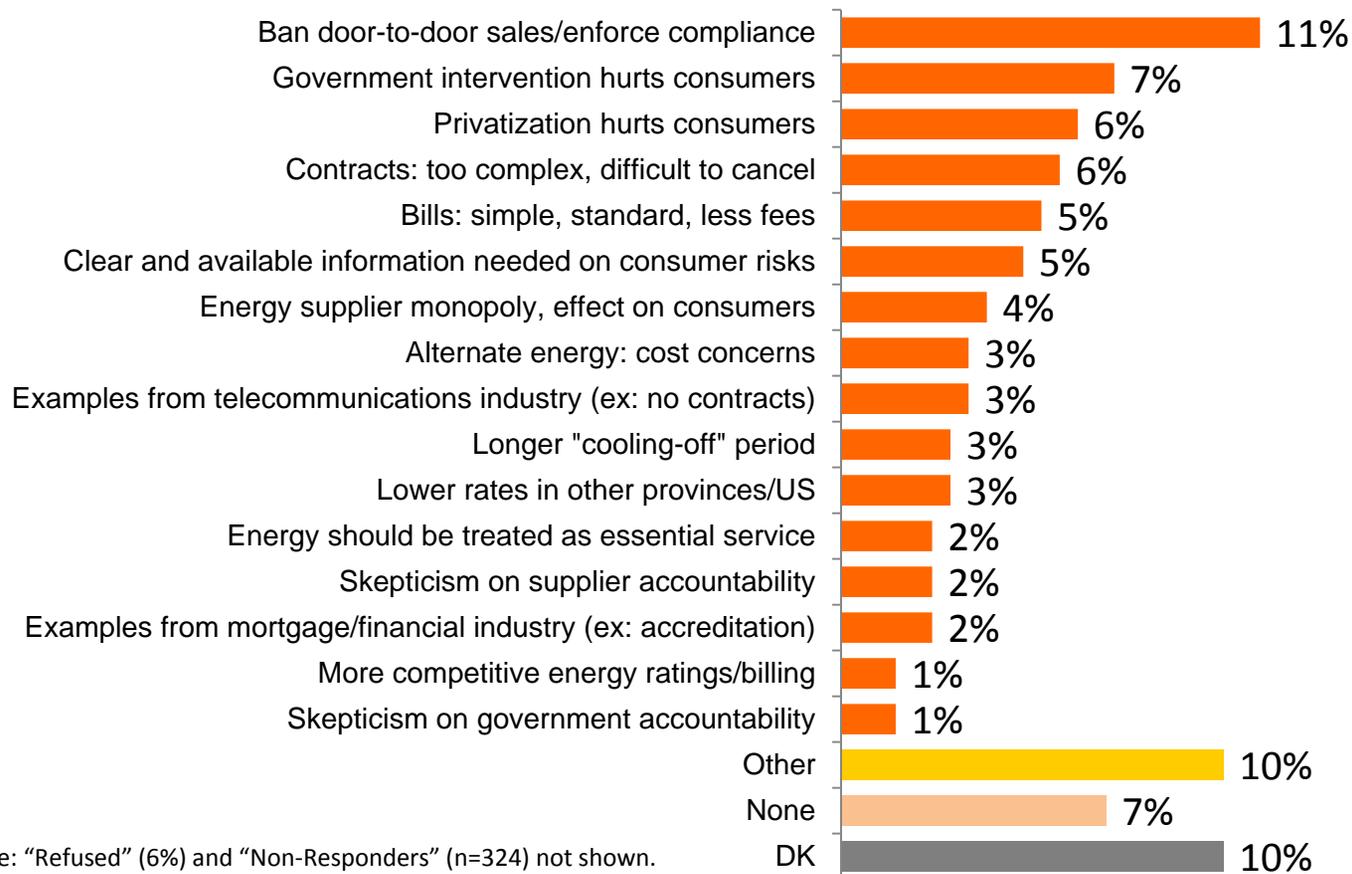
Note: "Refused" (6%) and "Non-Responders" (n=283) not shown.

Key Lessons

Are there lessons we can learn from other markets that can be applied to consumer protection in the retail energy markets? (*n=208*)

Note: respondents reviewed sections on *How Ontario's Retail Energy Markets Work* and *Challenges in Retail Markets* before answering this question.

Key Lessons



Note: "Refused" (6%) and "Non-Responders" (n=324) not shown.

Consumer Protection Before Signing Contract

Focus Groups

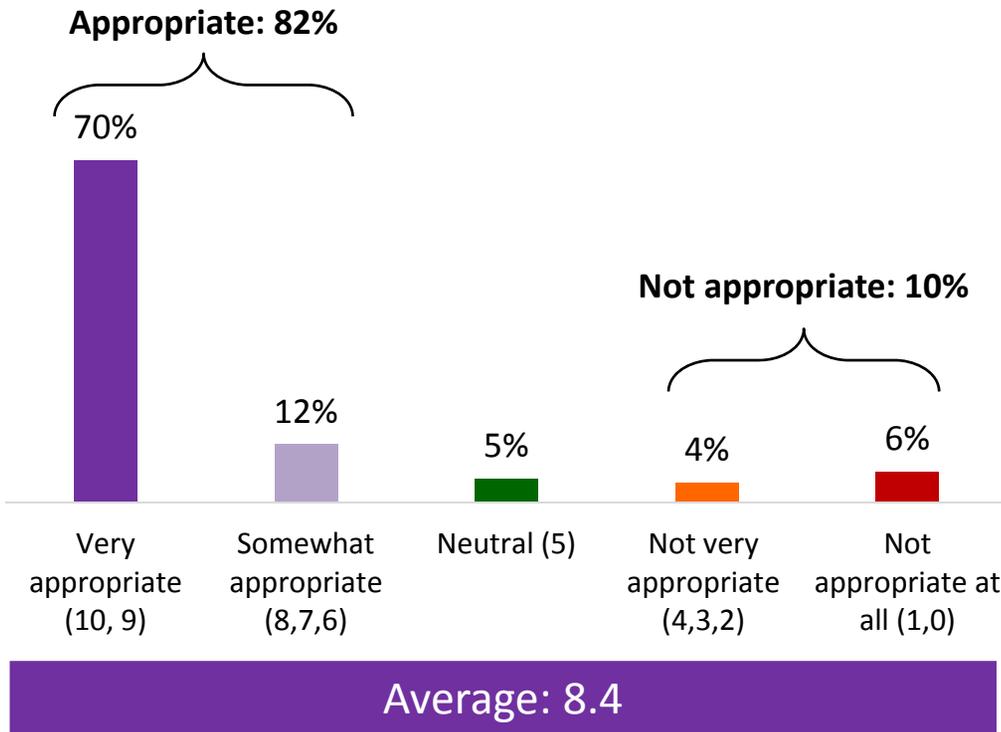
Online
Workbook

Identify: Online Workbook

Consumer Protection Before Signing a Contract

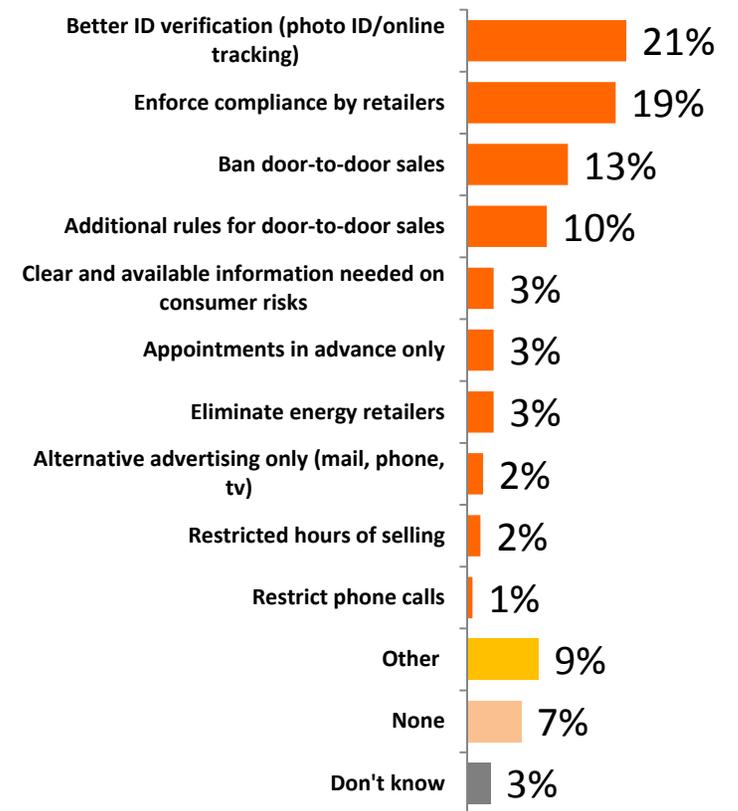
When a salesperson comes to a consumer’s home or business, they must provide a business card and wear a valid identification badge.

Q3) Do you think this element is appropriate or not?
 Please use a 0 to 10 scale where 0 means not appropriate at all, 10 means very appropriate and DK means Don’t Know.



Note: “Don’t know” (3%) removed from calculation of average.

Q4) How do you think this element could be improved?
 (open-ended, n=290)



Note: “Refused” (2%) and “Non-Responders” (n=242) not shown.

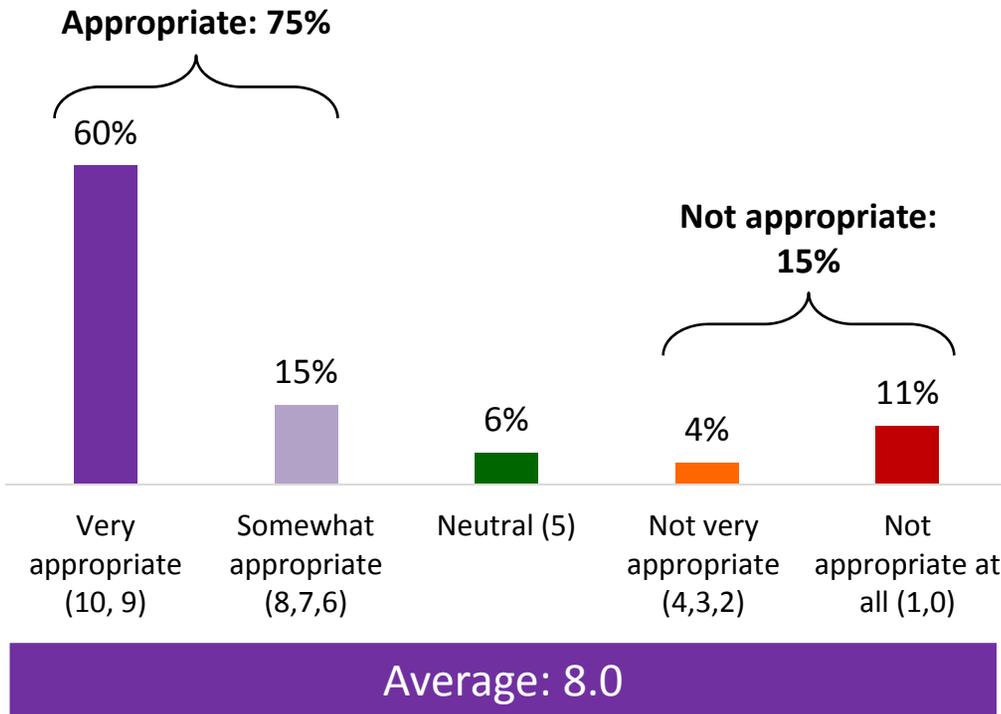
Identify: Online Workbook

Consumer Protection Before Signing a Contract

A price comparison must accompany a contract and be signed by the consumer.

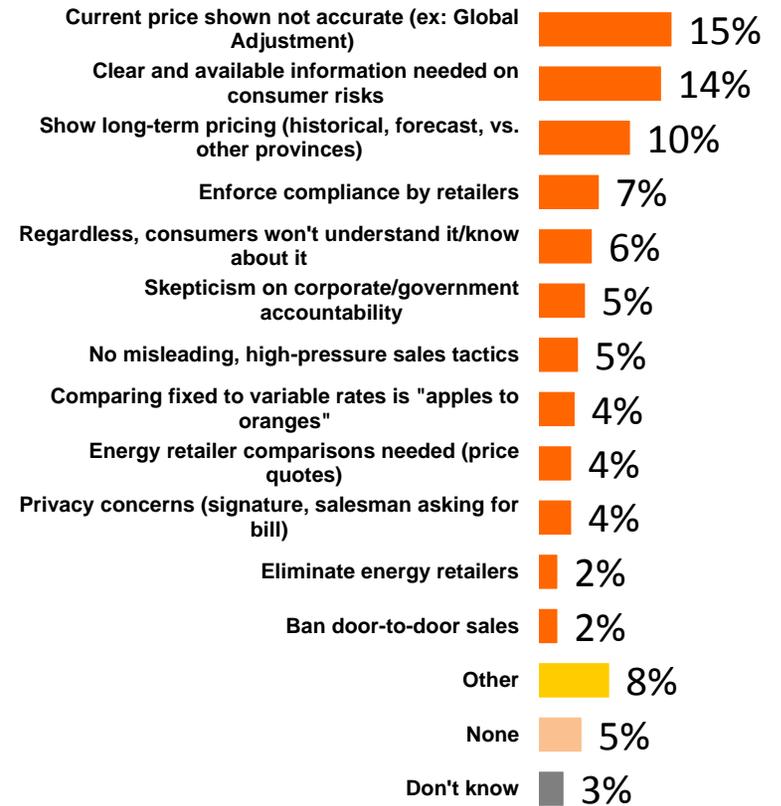
Q5) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (4%) removed from calculation of average.

Q6) How do you think this element could be improved? (open-ended, n=260)



Note: "Refused" (5%) and "Non-Responders" (n=272) not shown.

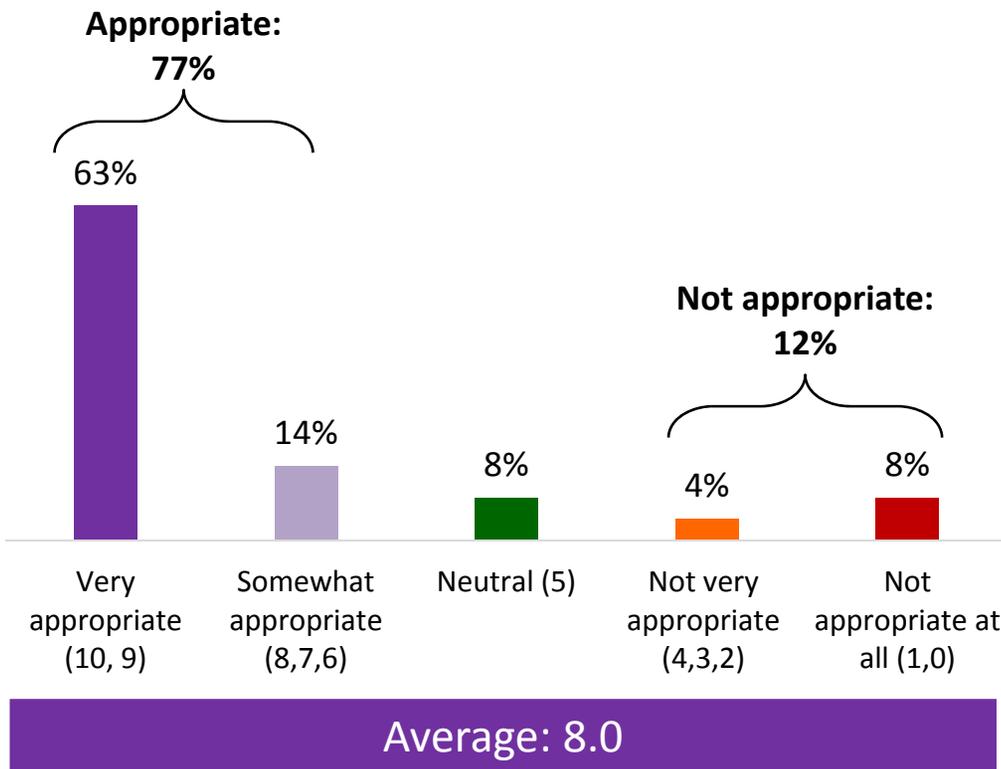
Identify: Online Workbook

Consumer Protection Before Signing a Contract

A disclosure statement must accompany a contract and be signed by the consumer.

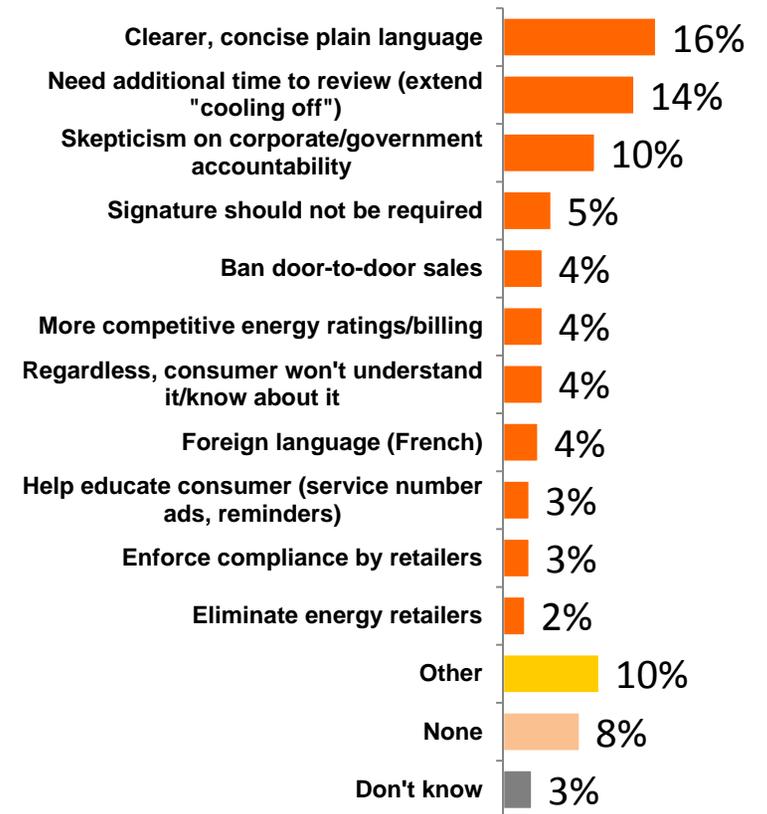
Q7) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (3%) removed from calculation of average.

Q8) How do you think this element could be improved? (open-ended, n=219)



Note: "Refused" (11%) and "Non-Responders" (n=313) not shown..

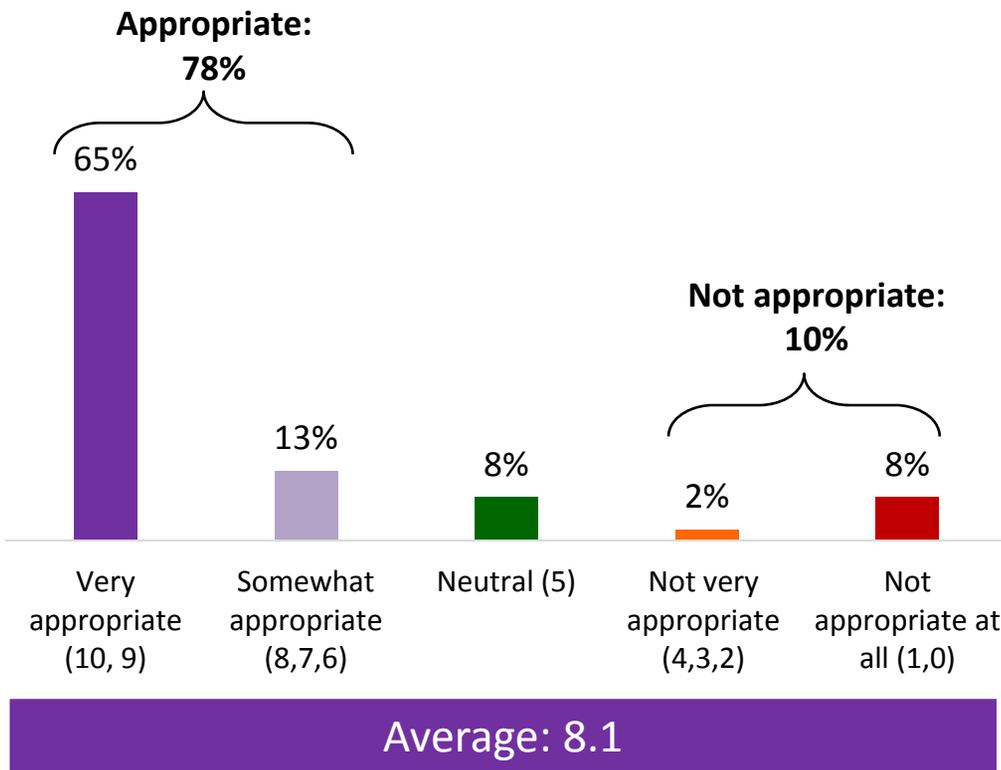
Identify: Online Workbook

Consumer Protection Before Signing a Contract

A contract can only be entered into with the account holder or the account holder’s agent.

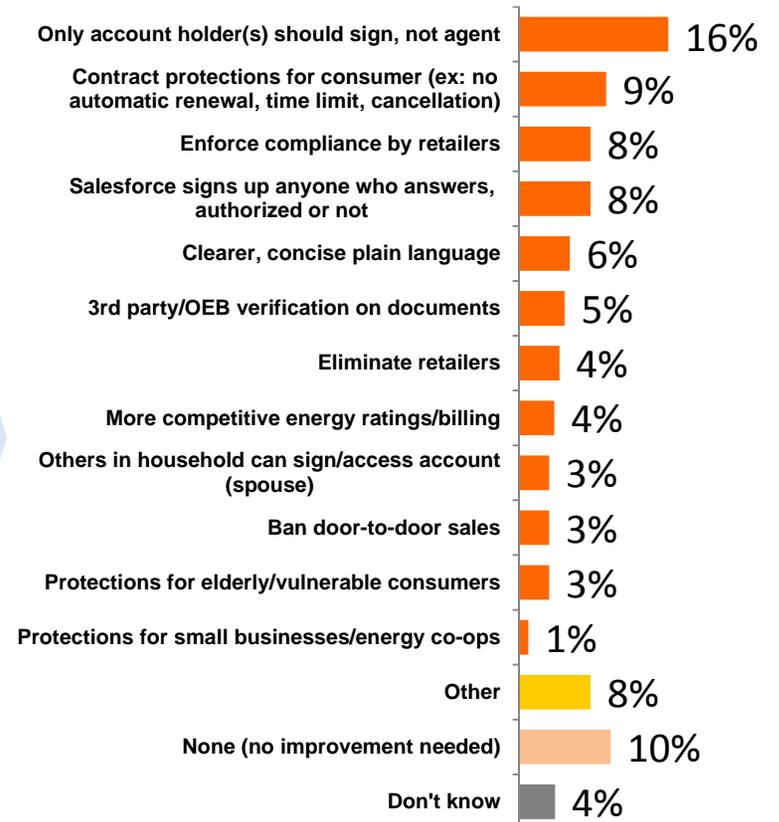
Q9) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (3%) removed from calculation of average.

Q10) How do you think this element could be improved? (open-ended, n=179)



Note: "Refused" (7%) and "Non-Responders" (n=353) not shown.

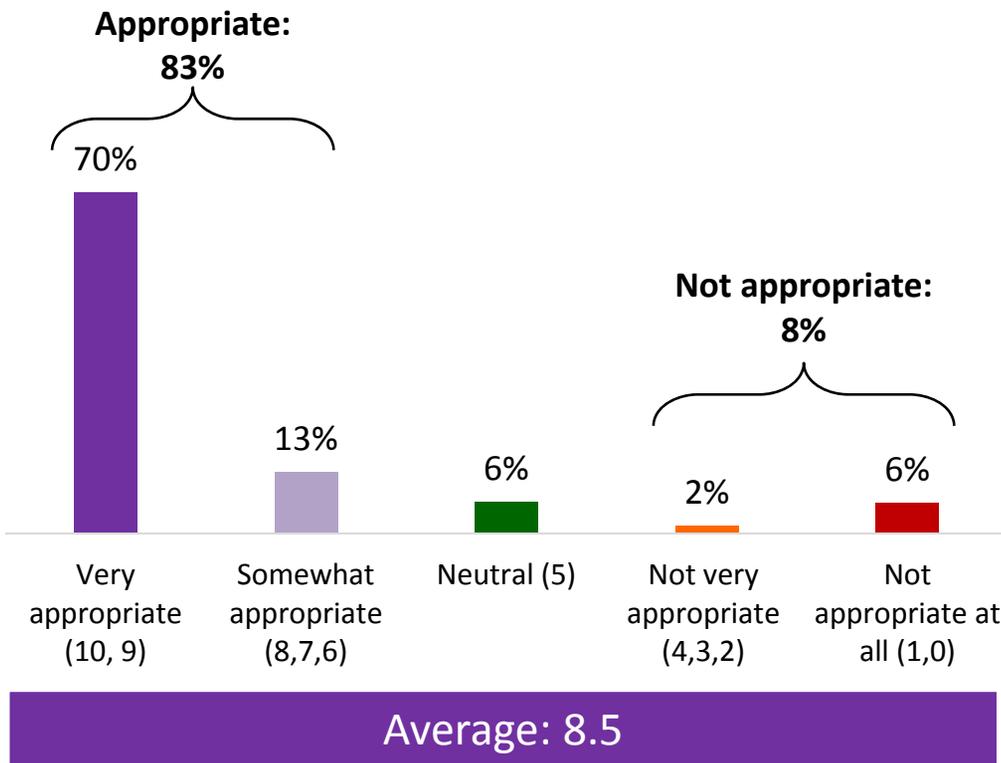
Identify: Online Workbook

Consumer Protection Before Signing a Contract

A contract has to contain basic information about the energy retailer and the consumer, the contract price and the circumstances in which the contract can be cancelled.

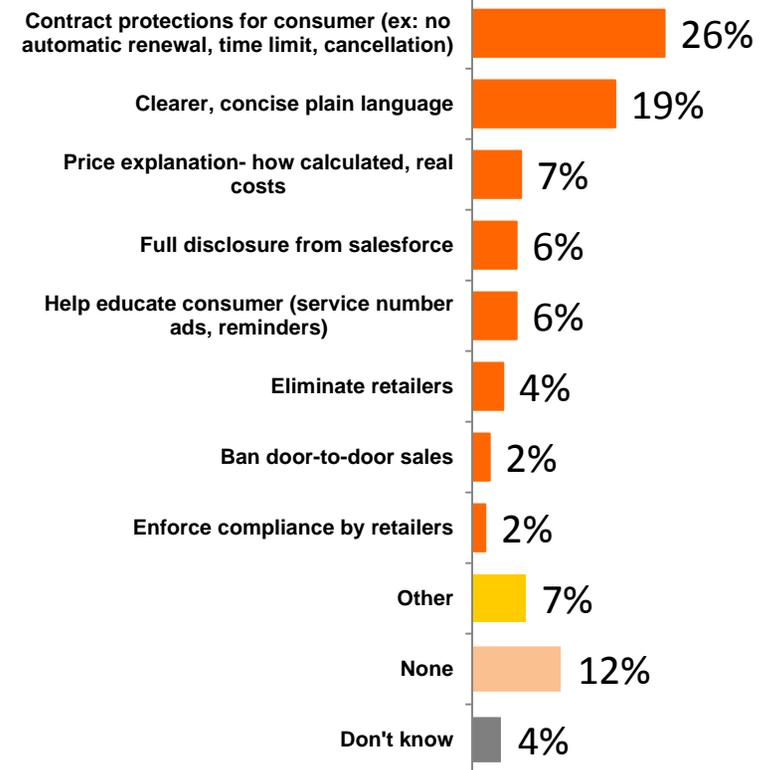
Q11) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (3%) removed from calculation of average.

Q12) How do you think this element could be improved? (open-ended, n=167)



Note: "Refused" (5%) not shown.

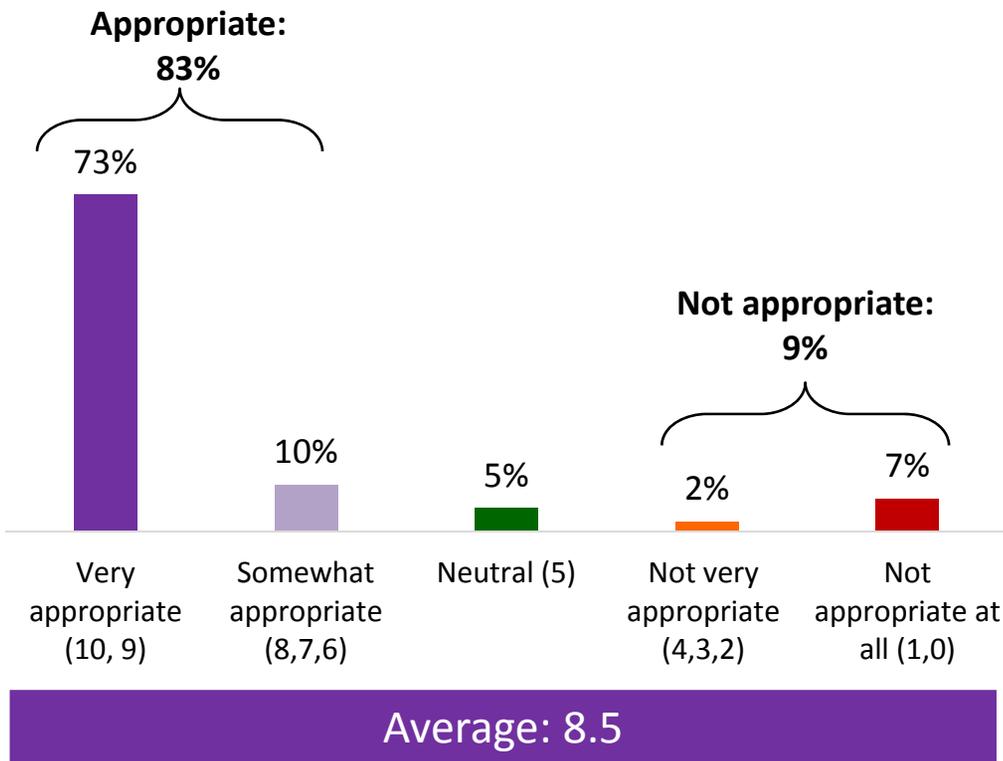
Identify: Online Workbook

Consumer Protection Before Signing a Contract

Energy retailers are not permitted to engage in unfair practices (examples provided).

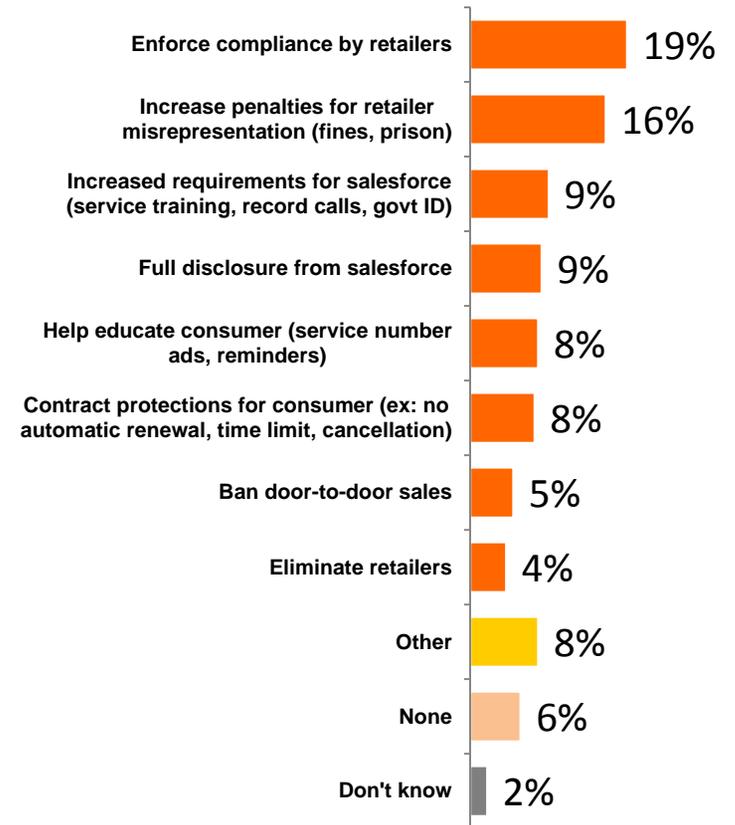
Q13) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (3%) removed from calculation of average.

Q14) How do you think this element could be improved? (open-ended, n=234)



Note: "Refused" (6%) not shown.

Consumer Protection After Signing Contract

Focus Groups

Online
Workbook

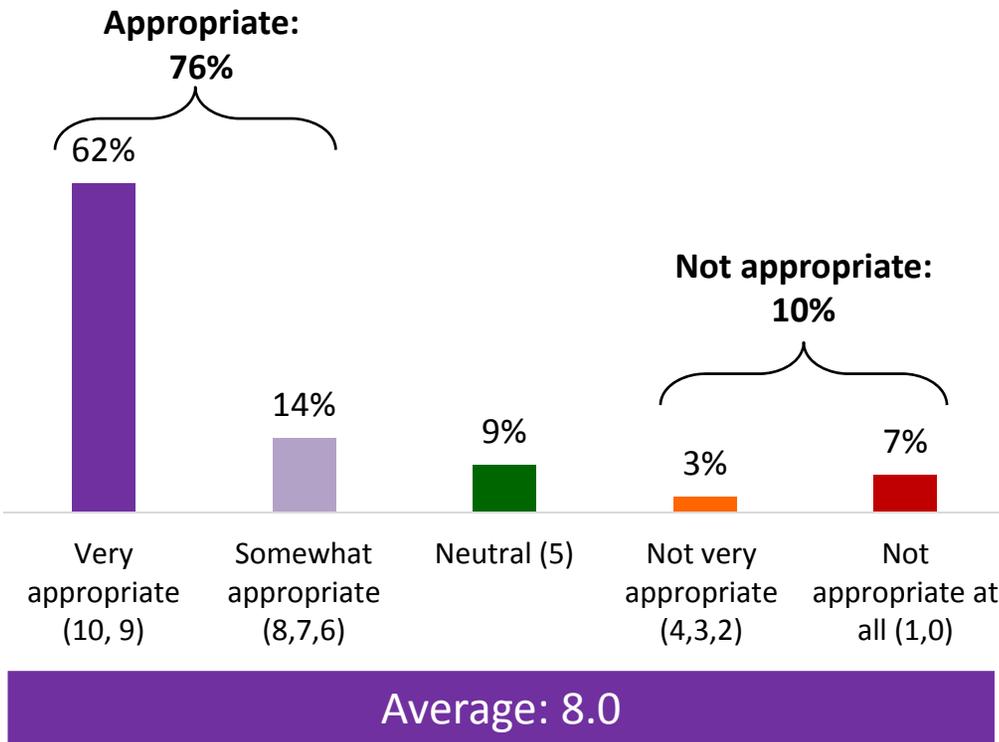
Identify: Online Workbook

Consumer Protection After Signing a Contract

Consumers must receive a copy of the contract and acknowledge receipt of it (in the way described for each sales channel).

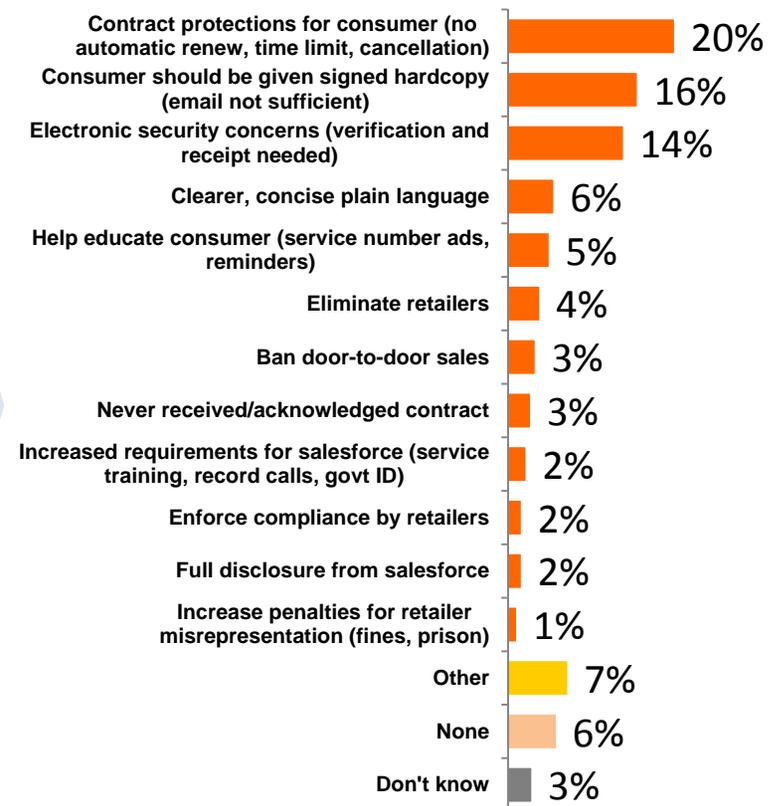
Q15) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (5%) removed from calculation of average.

Q16) How do you think this element could be improved? (open-ended, n=176)



Note: "Refused" (5%) not shown.

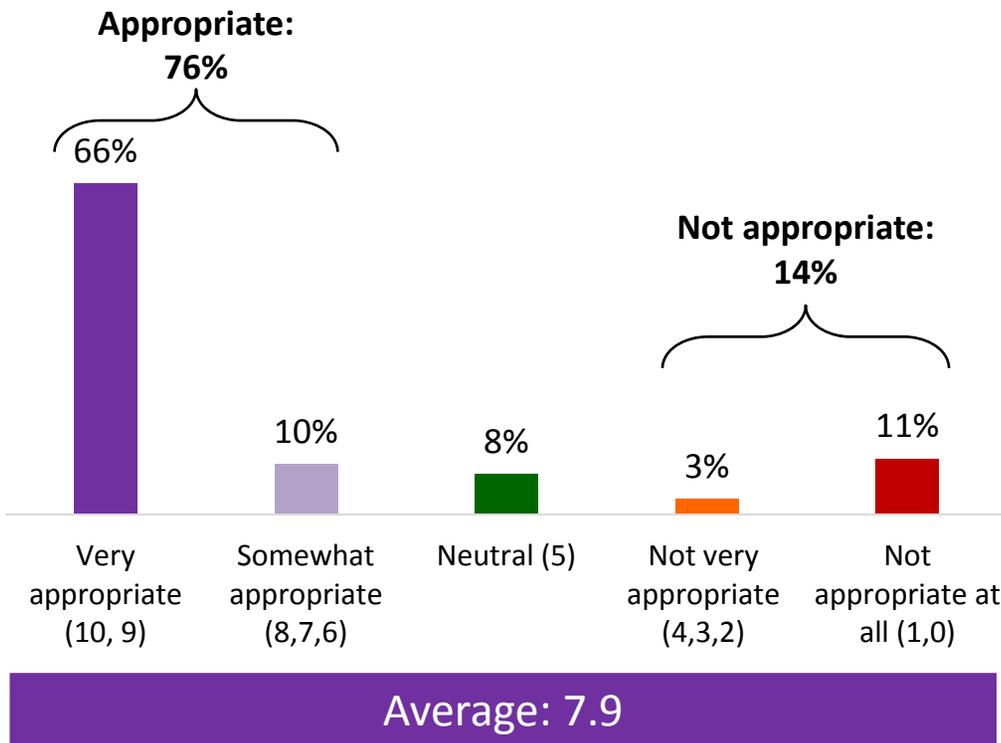
Identify: Online Workbook

Consumer Protection After Signing a Contract

Consumers have a 10-day “cooling-off” period to review their decision and cancel without incurring cancellation fees.

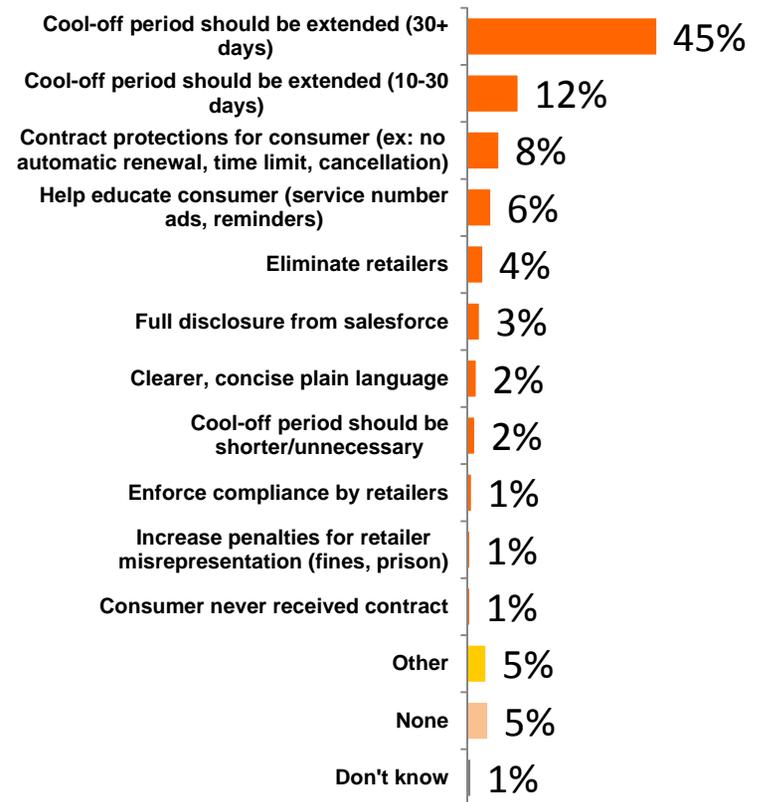
Q17) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: “Don’t know” (2%) removed from calculation of average.

Q18) How do you think this element could be improved? (open-ended, n=263)



Note: "Refused" (5%) and “Non-Responders” (n=269) not shown.

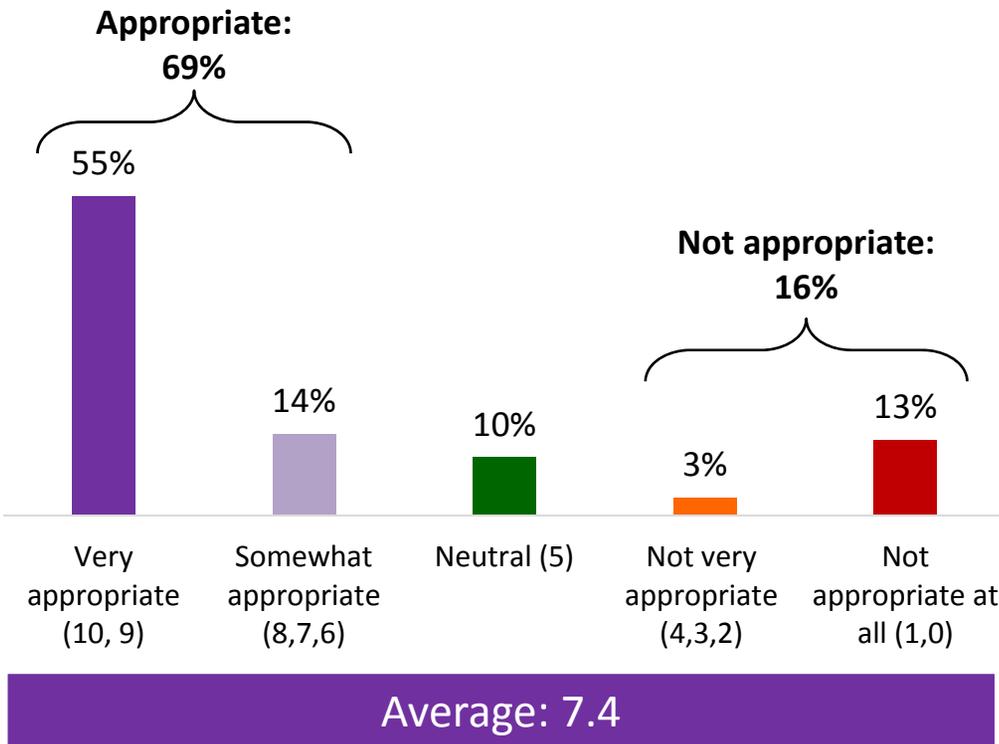
Identify: Online Workbook

Consumer Protection After Signing a Contract

In many cases, a contract needs to be “verified” for it to remain valid (details of verification process and exempt transactions provided).

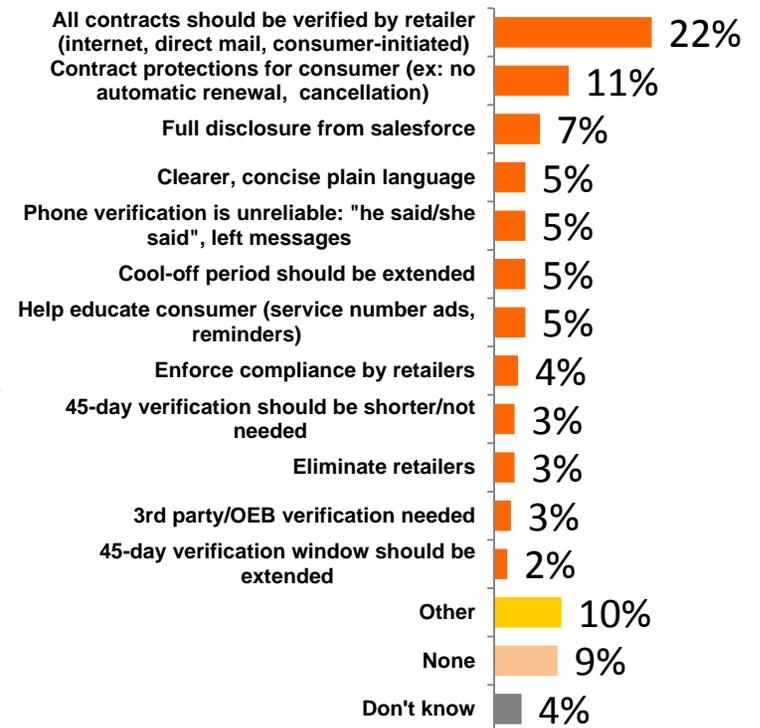
Q19) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: “Don’t know” (4%) removed from calculation of average.

Q20) How do you think this element could be improved? (open-ended, n=199)



Note: "Refused" (7%) and “Non-Responders” (n=333) not shown.

Consumer Protection: Amending, Renewing or Extending Contract

Focus Groups

Online
Workbook

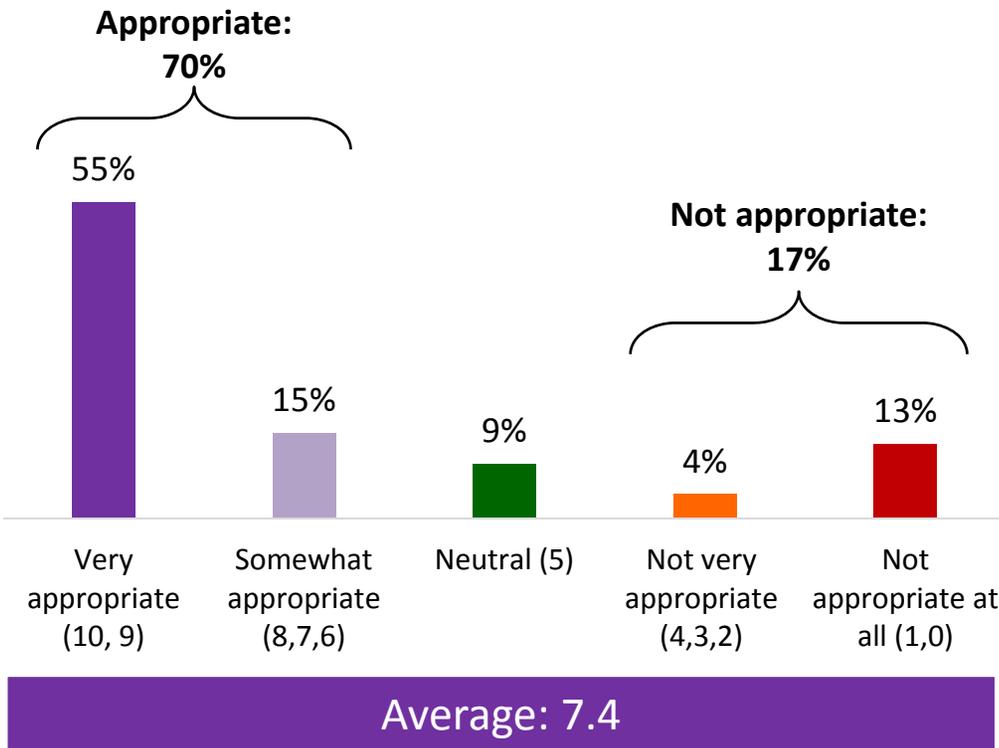
Identify: Online Workbook

Consumer Protection: Amending, Renewing or Extending Contract

An energy retailer can request an amendment to a contract by telephone or by sending a copy of the proposed amendment to the consumer (details of amendment process and right of retraction provided).

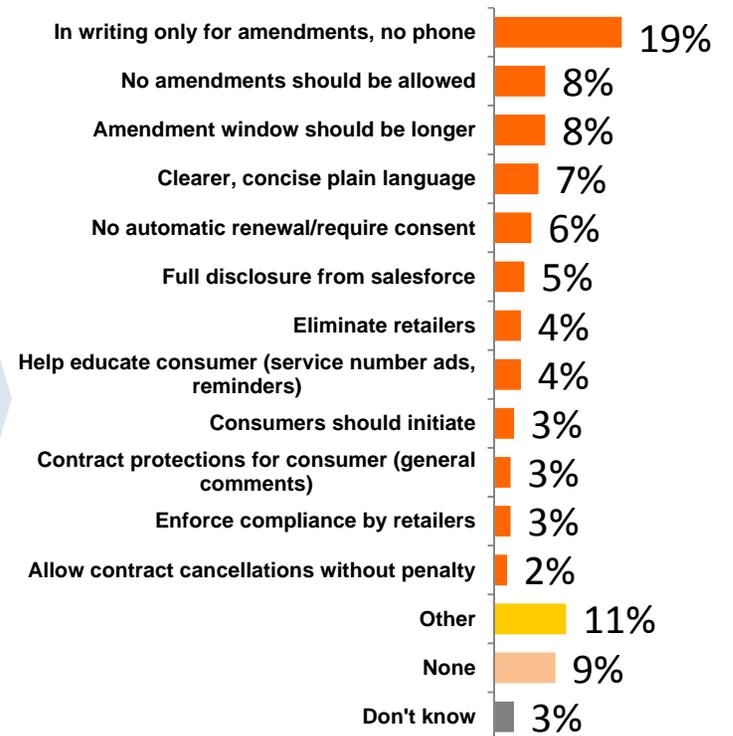
Q21) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (5%) removed from calculation of average.

Q22) How do you think this element could be improved? (open-ended, n=199)



Note: "Refused" (10%), "Non-Responders" (n=333) not shown.

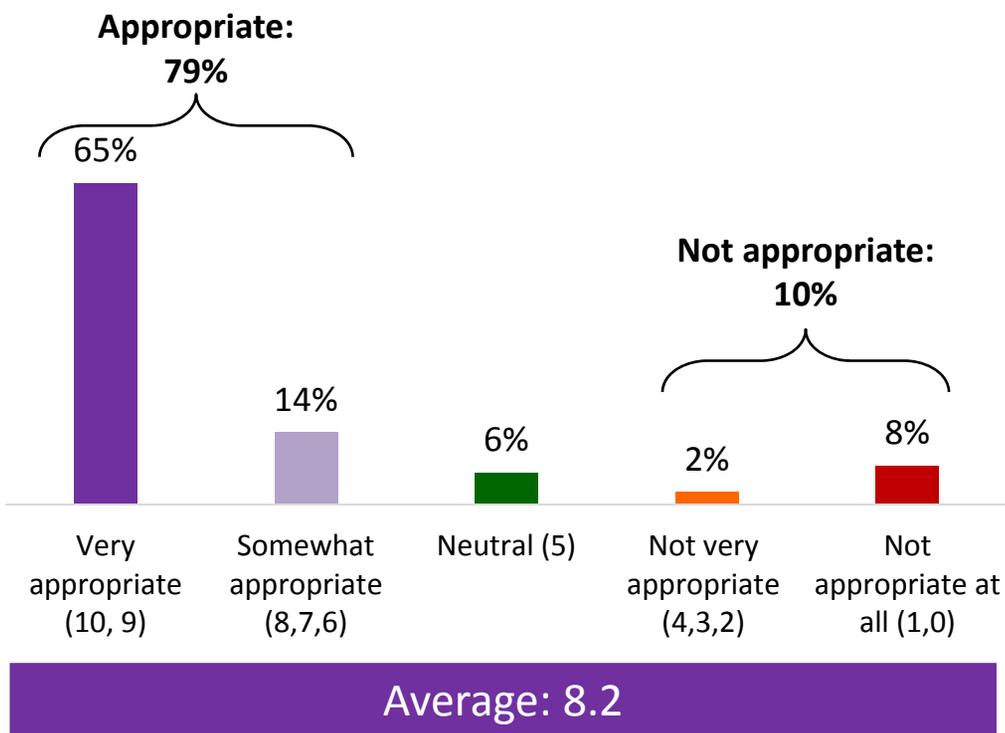
Identify: Online Workbook

Consumer Protection: Amending, Renewing or Extending Contract

A renewal or extension package that must include certain, specified documents must be sent to the consumer between 60 and 120 days before the date that the contract ends.

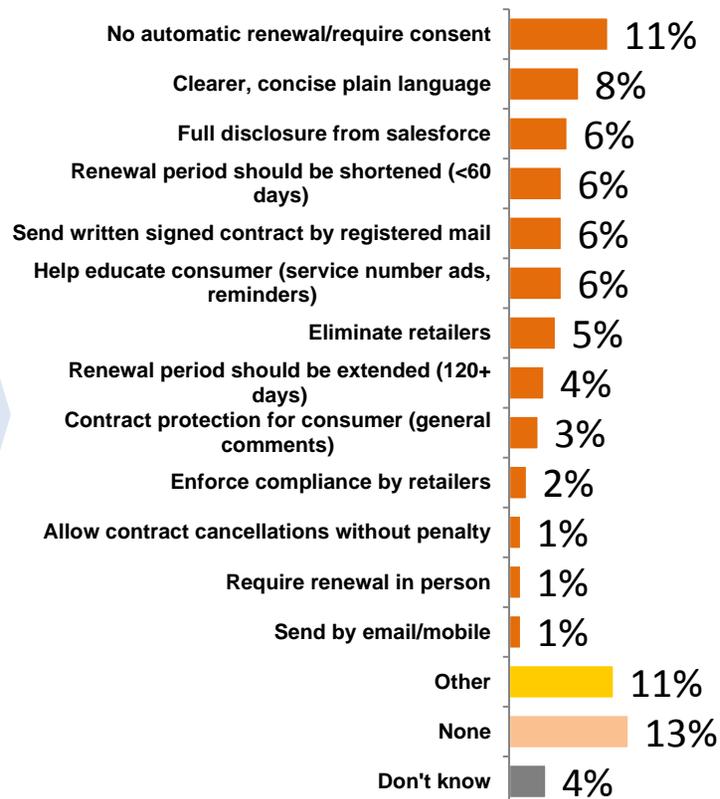
Q23) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (4%) removed from calculation of average.

Q24) How do you think this element could be improved? (open-ended, n=158)



Note: "Refused" (12%), "Non-Responders" (n=374) not shown.

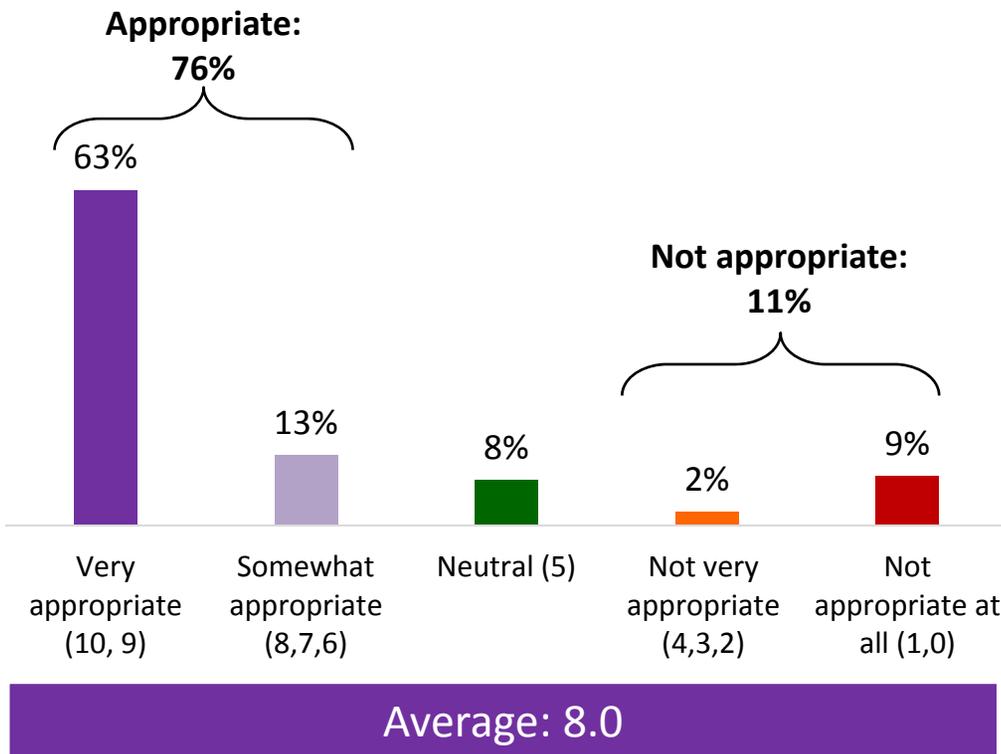
Identify: Online Workbook

Consumer Protection: Amending, Renewing or Extending Contract

The renewal or extension form must include a clear description of any changes to the contract for each renewal or extension option the consumer has been offered (limits on contract changes and mandatory form content are noted).

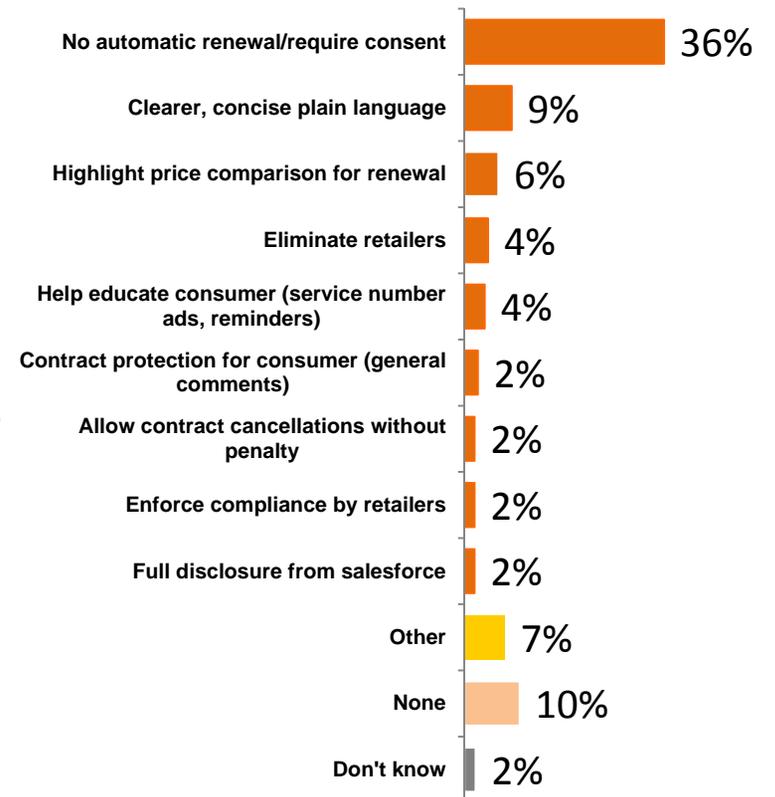
Q25) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (4%) removed from calculation of average.

Q26) How do you think this element could be improved? (open-ended, n=163)



Note: "Refused" (13%) and "Non-Responders" (n=369) not shown.

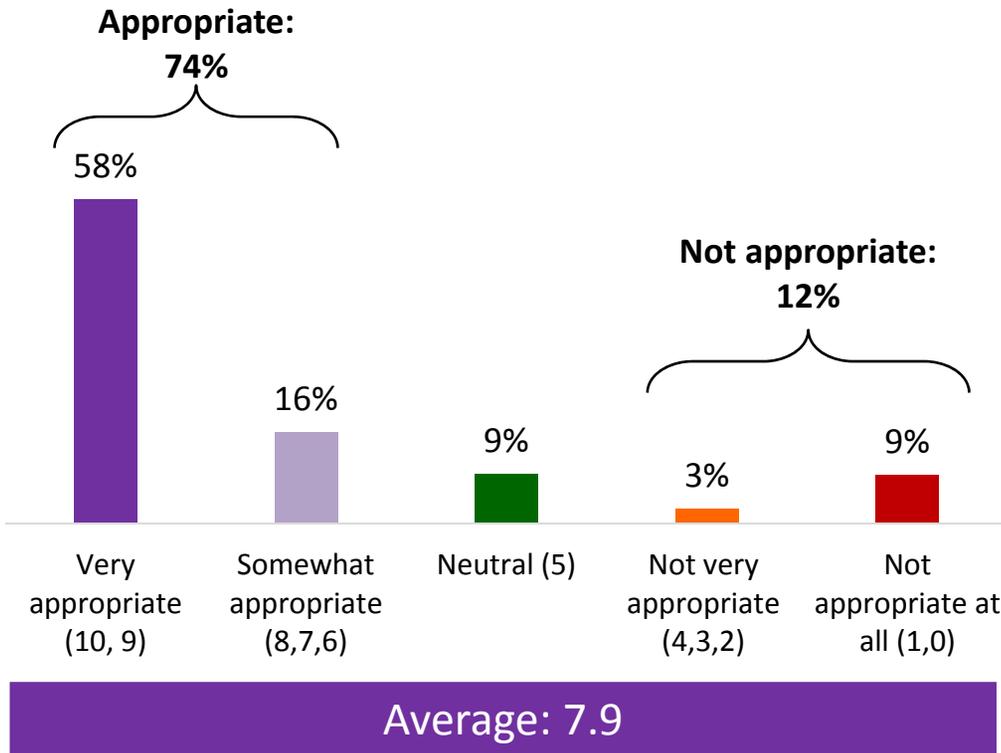
Identify: Online Workbook

Consumer Protection: Amending, Renewing or Extending Contract

Steps to renew or extend a contract other than auto-renewal (details of renewal process provided).

Q27) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (5%) removed from calculation of average.

Q28) How do you think this element could be improved? (open-ended, n=152)



Note: "Refused" (12%) and "Non-Responders" (n=380) not shown.

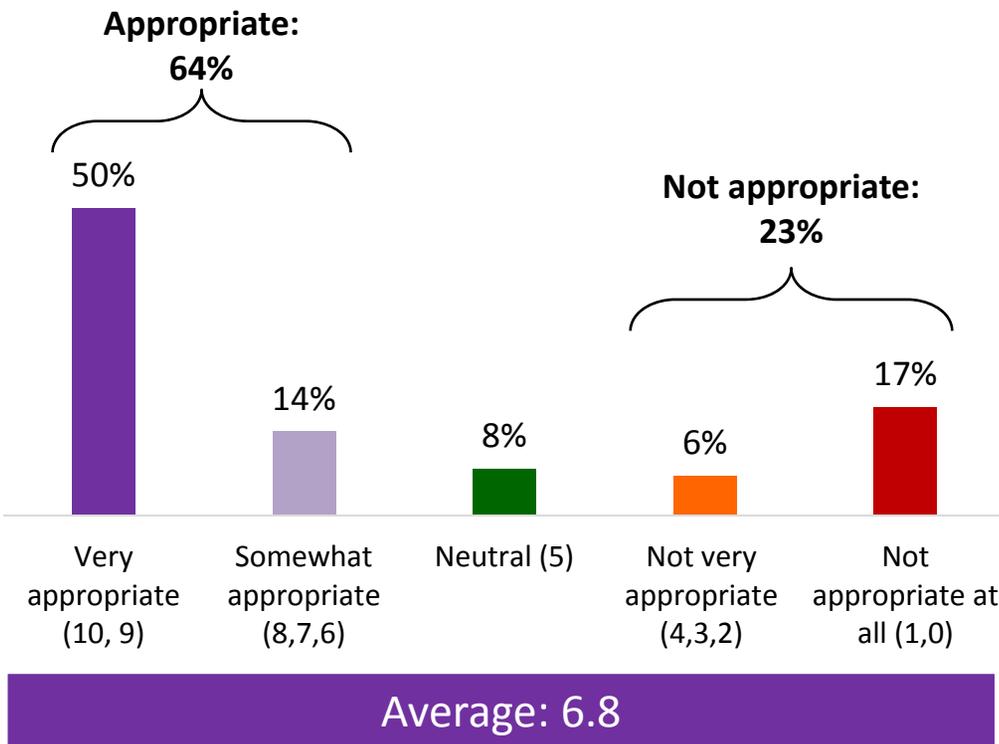
Identify: Online Workbook

Consumer Protection: Amending, Renewing or Extending Contract

Special rules for the automatic renewal or extension of a natural gas contract (limits on auto-renewals and contract changes are noted).

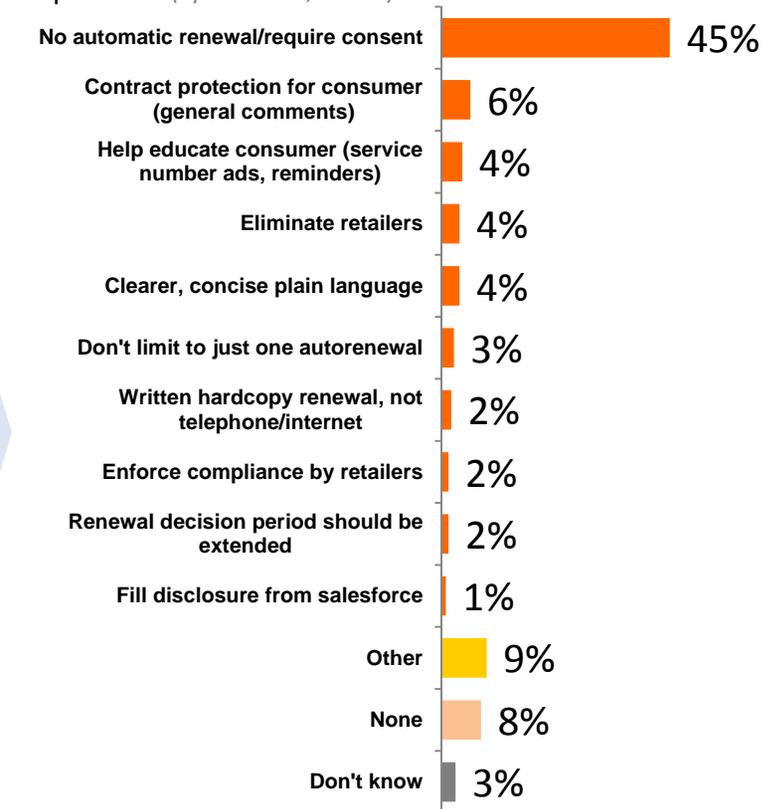
Q29) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (5%) removed from calculation of average.

Q30) How do you think this element could be improved? (open-ended, n=186)



Note: "Refused" (9%) and "Non-responders" (n=346) not shown.

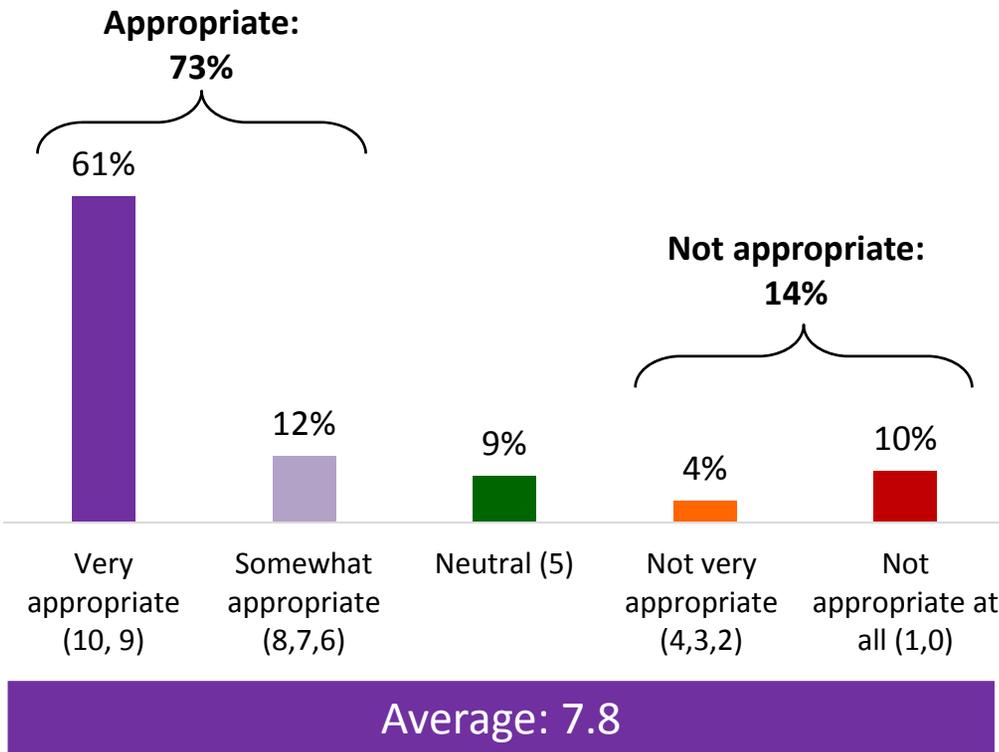
Identify: Online Workbook

Consumer Protection: Amending, Renewing or Extending Contract

Even after the consumer has agreed to the renewal or extension, they have up to 14 days to change their mind and retract the renewed or extended contract without cost or penalty (details of retraction process provided).

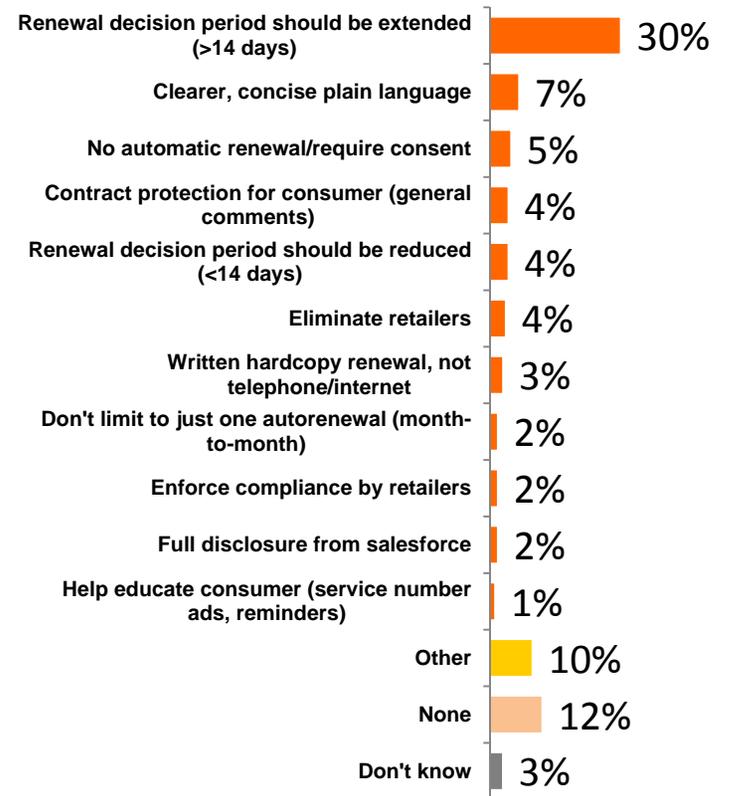
Q31) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (4%) removed from calculation of average.

Q32) How do you think this element could be improved? (open-ended, n=164)



Note: "Refused" (12%) and "Non-Responders" (n=368) not shown.

Consumer Protection: Cancelling a New or Renewed Contract

Focus Groups

Online
Workbook

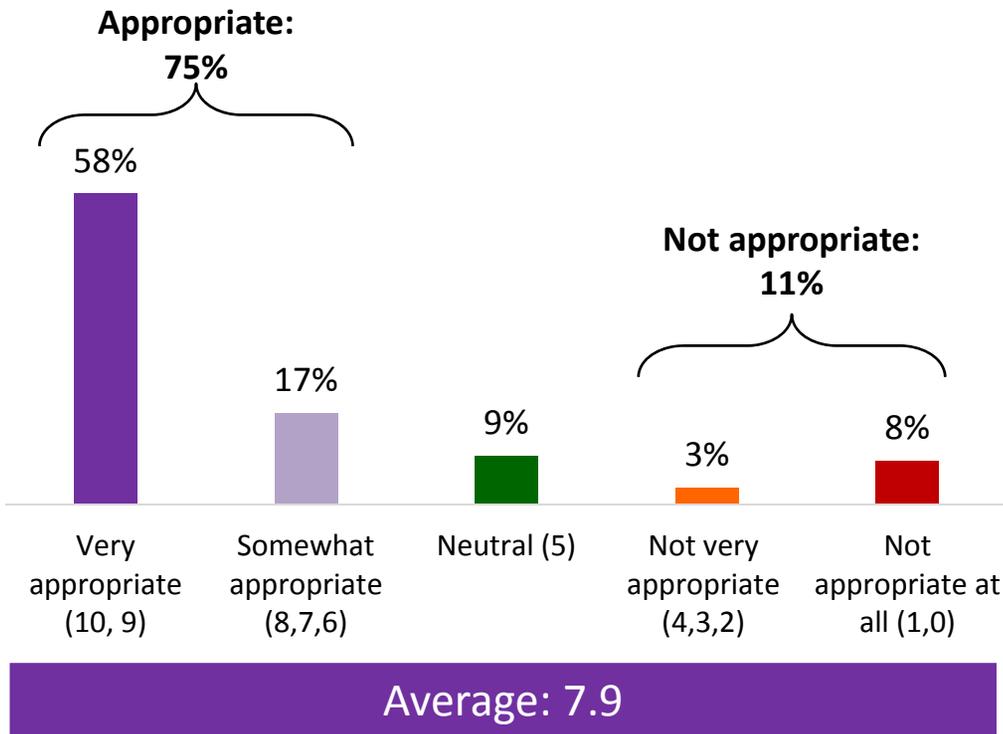
Identify: Online Workbook

Consumer Protection: Cancelling a New or Renewed Contract

Consumers have a number of cancellation rights under the ECPA (exhaustive list of cancellation rights provided).

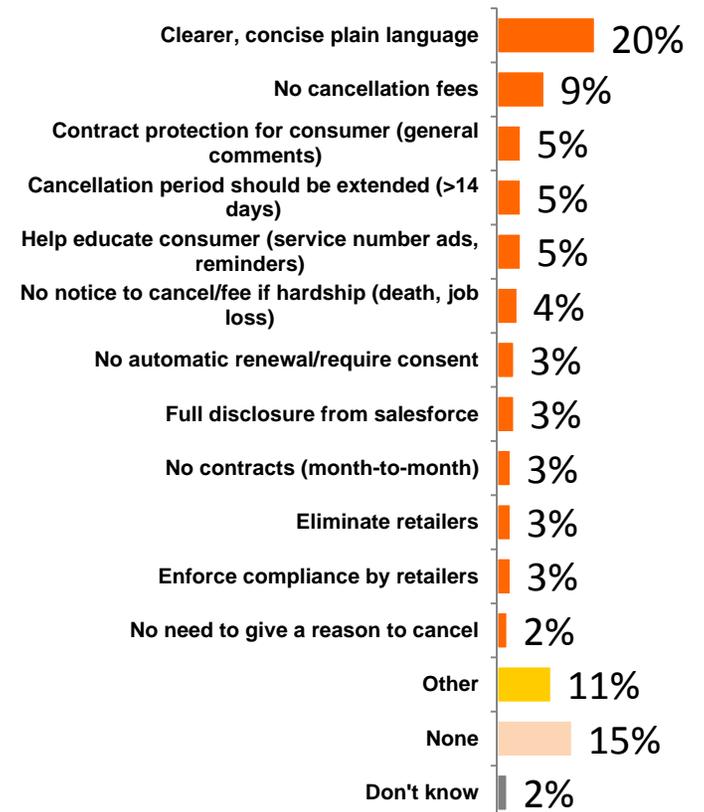
Q33) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (5%) removed from calculation of average.

Q34) How do you think this element could be improved? (open-ended, n=148)



Note: "Refused" (8%) and "Non-Responders" (n=384) not shown.

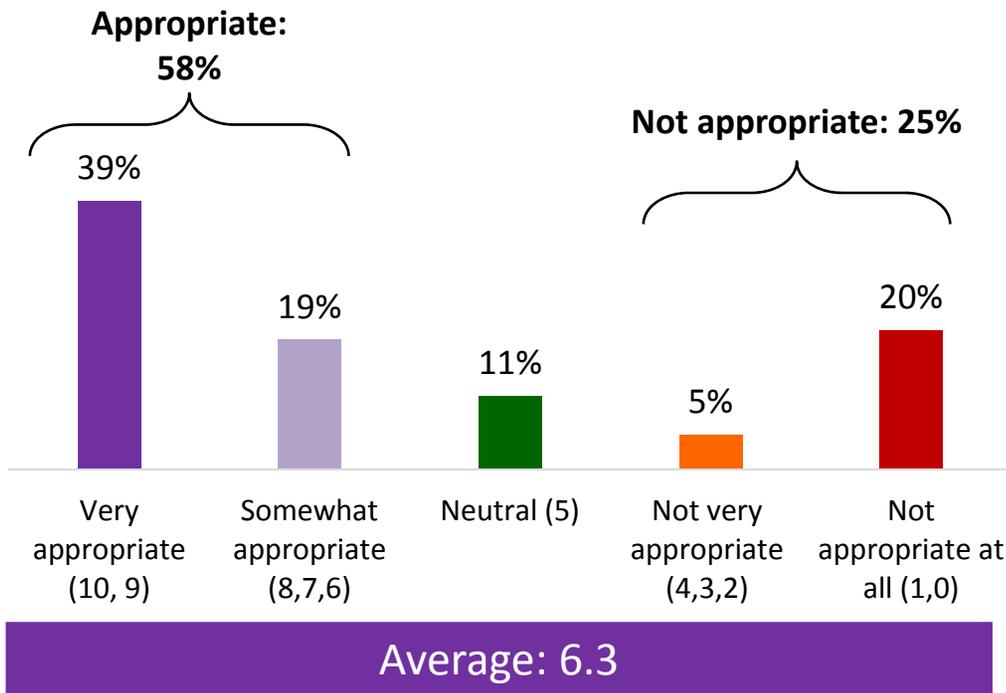
Identify: Online Workbook

Consumer Protection: Cancelling a New or Renewed Contract

Limitation on cancellation fees (when cancellation fees apply and how they are calculated is described).

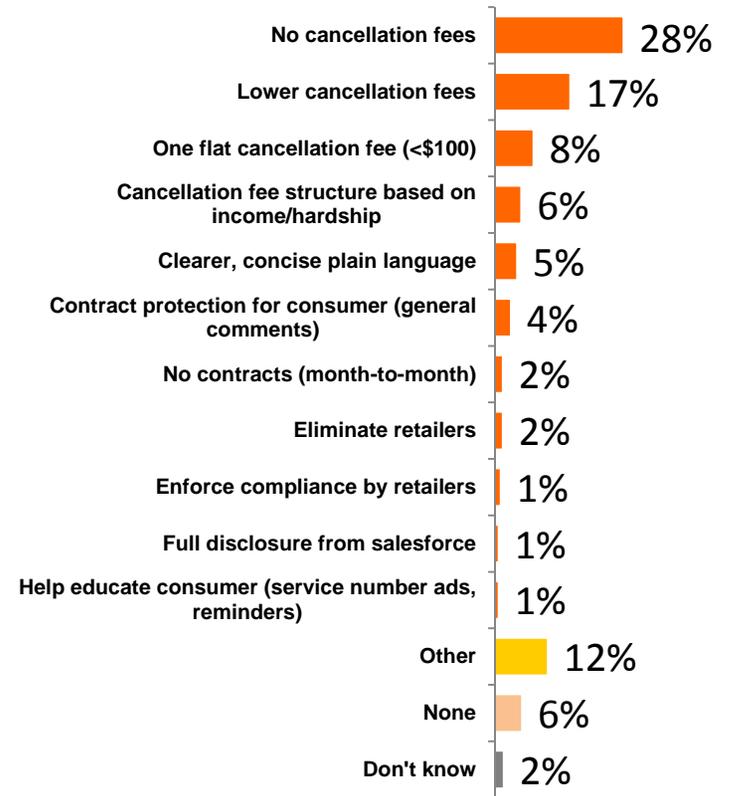
Q35) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (6%) removed from calculation of average.

Q36) How do you think this element could be improved? (open-ended, n=224)



Note: "Refused" (6%) and "Non-Responders" (n=308) not shown.

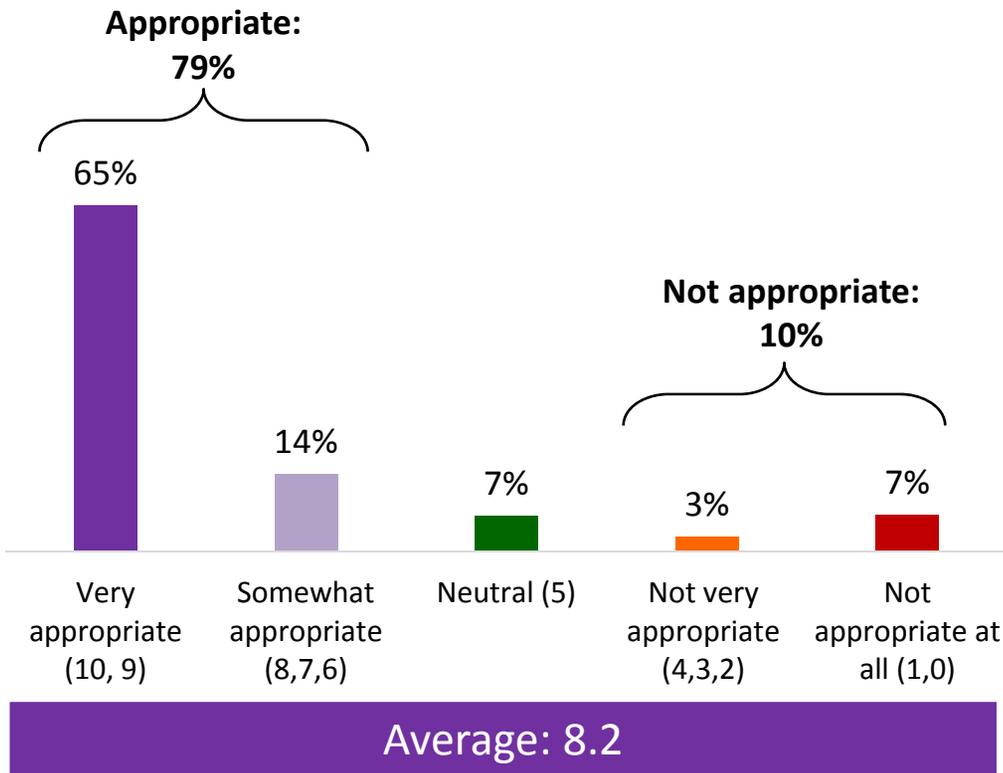
Identify: Online Workbook

Consumer Protection: Cancelling a New or Renewed Contract

Refunds (circumstances where refund is payable are listed).

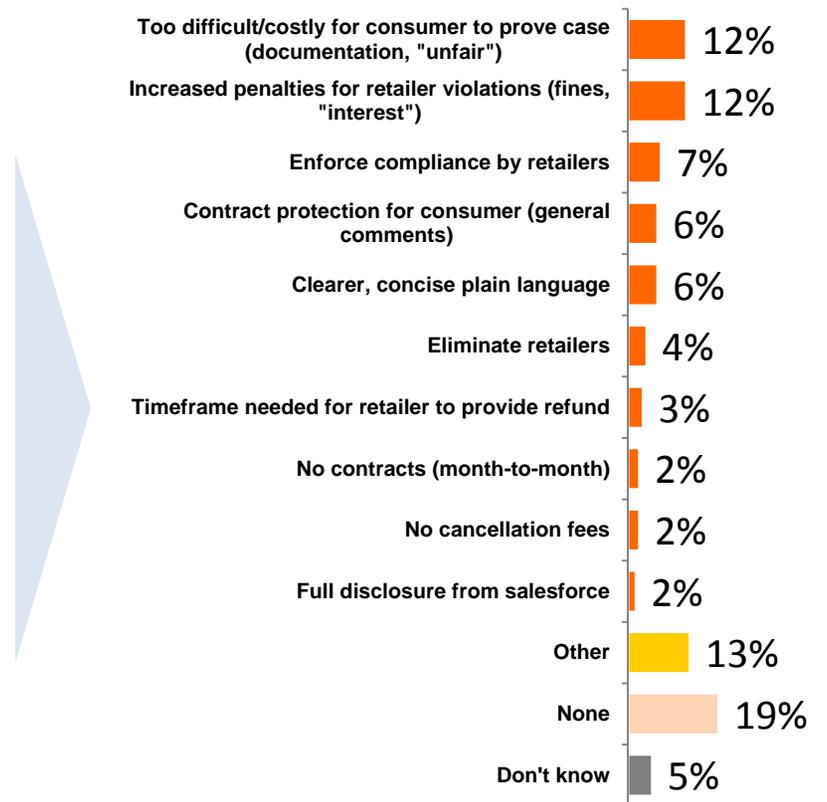
Q37) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (5%) removed from calculation of average.

Q38) How do you think this element could be improved? (open-ended, n=131)



Note: "Refused" (6%) and "Non-Responders" (n=401) not shown.

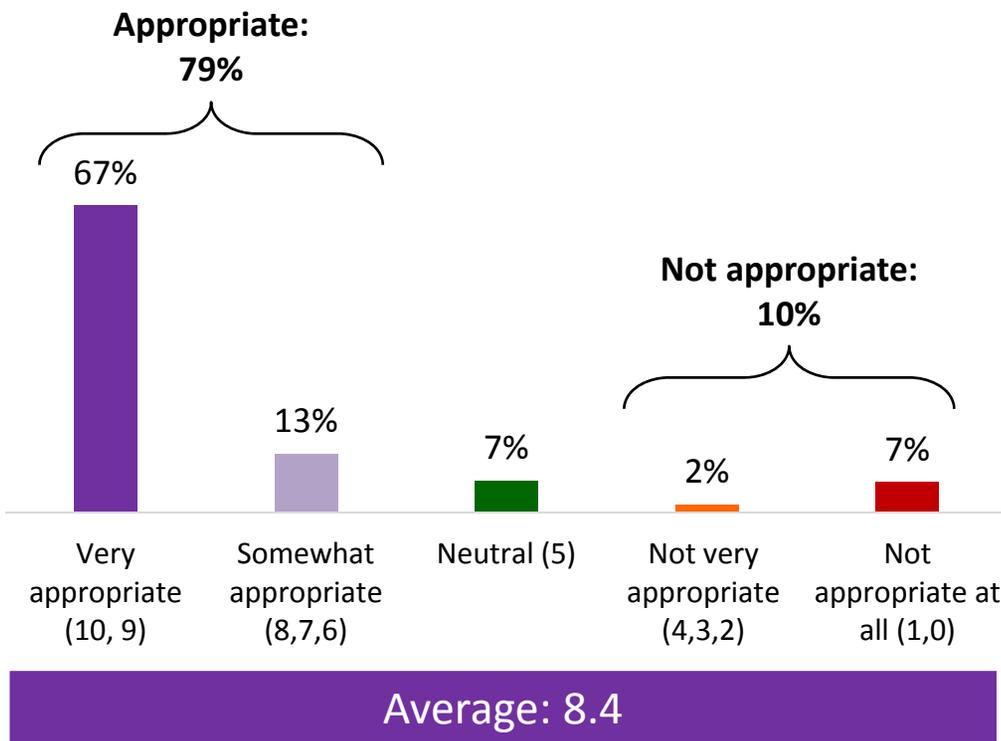
Identify: Online Workbook

Consumer Protection: Cancelling a New or Renewed Contract

In some cases, the ECPA deems a contract to be invalid (exhaustive list of circumstances where contract invalid provided).

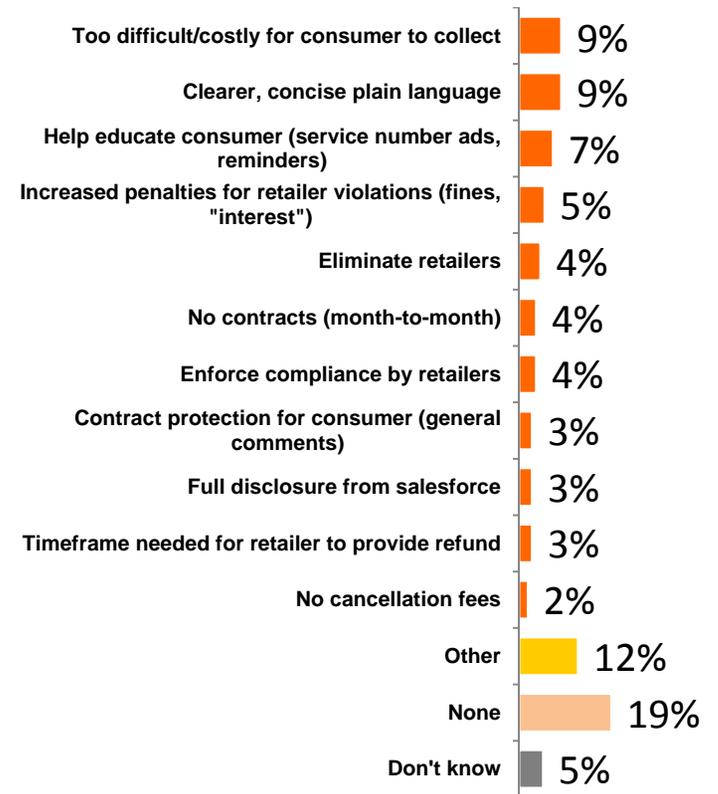
Q39) Do you think this element is appropriate or not?

Please use a 0 to 10 scale where 0 means *not appropriate at all*, 10 means *very appropriate* and DK means *Don't Know*.



Note: "Don't know" (5%) removed from calculation of average.

Q40) How do you think this element could be improved? (open-ended, n=113)



Note: "Refused" (12%) and "Non-Responders" (n=419) not shown.

Government Objectives for the ECPA

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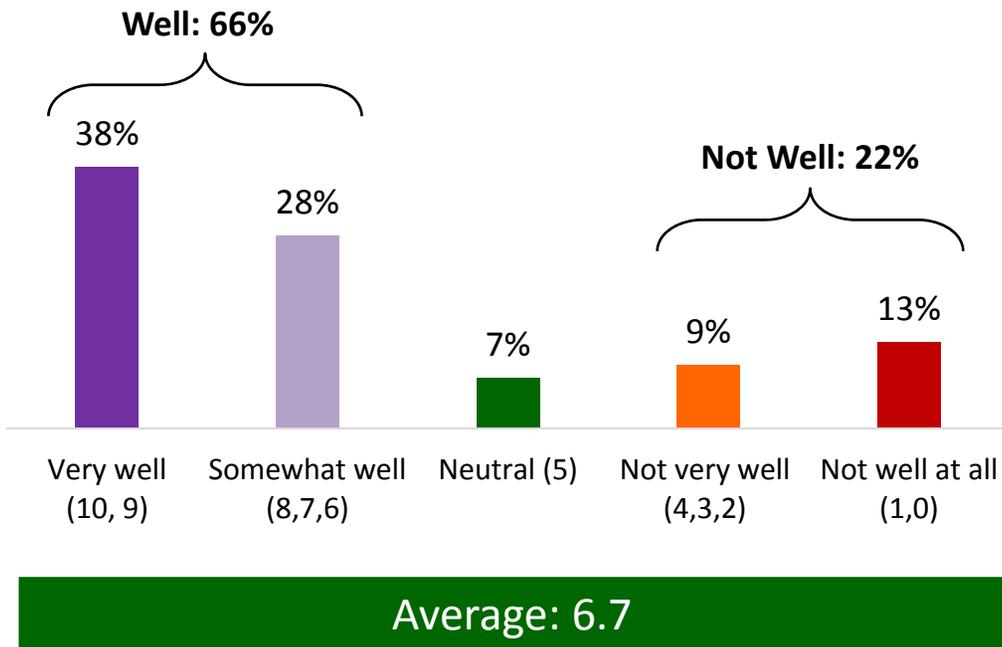
Identify: Online Workbook

Government Objectives for the ECPA

Objective: Protect consumers from hidden costs, excessive cancellation fees and other unfair industry practices.

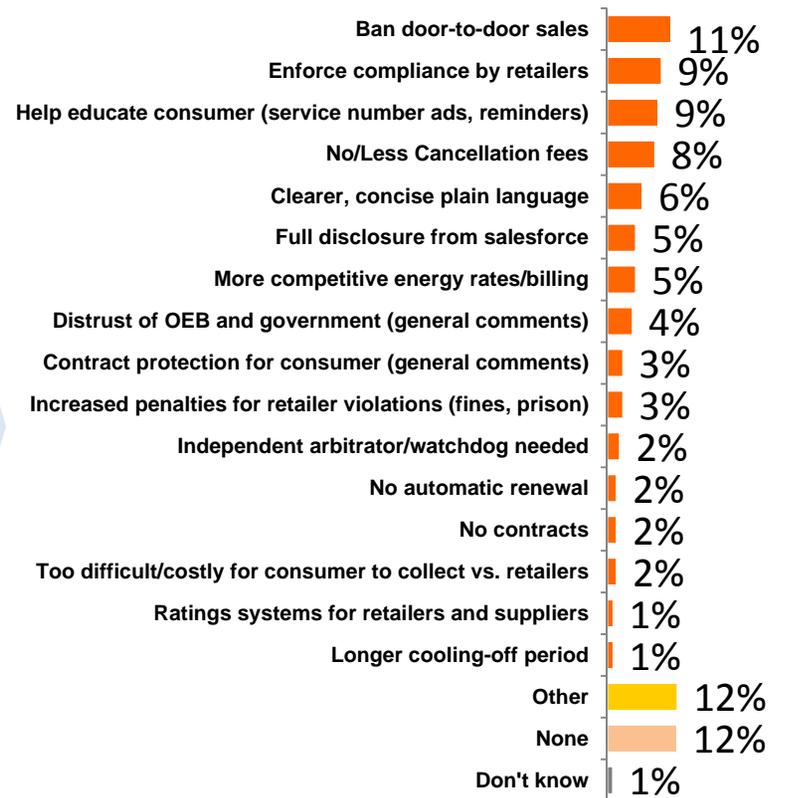
Q41) How well do you think the consumer protection elements described above address the above objective?

Please use a 0 to 10 scale where 0 means *not well at all*, 10 means *very well* and DK means *Don't Know*.



Note: "Don't know" (5%) removed from calculation of average.

Q42) Is there anything else that can be done to better address this objective? (open-ended, n=182)



Note: "Refused" (3%) and "Non-Responders" (n=350) not shown.

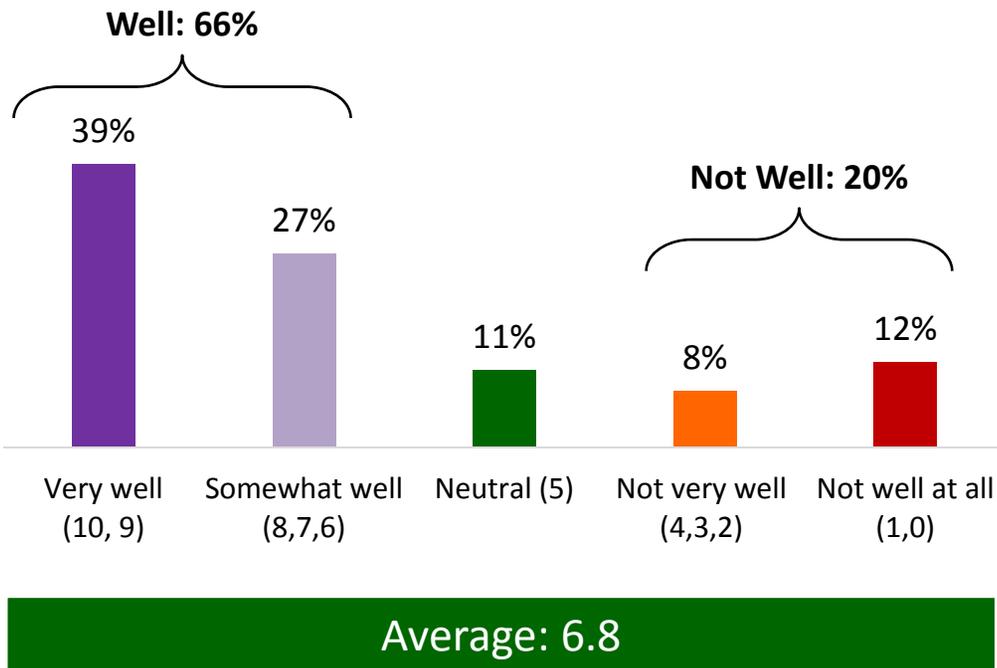
Identify: Online Workbook

Government Objectives for the ECPA

Objective: Provide greater fairness and transparency for consumers through rate comparisons, plain language disclosure in multiple languages, enhanced rights to cancel contracts and new rules for energy retailers and their employees

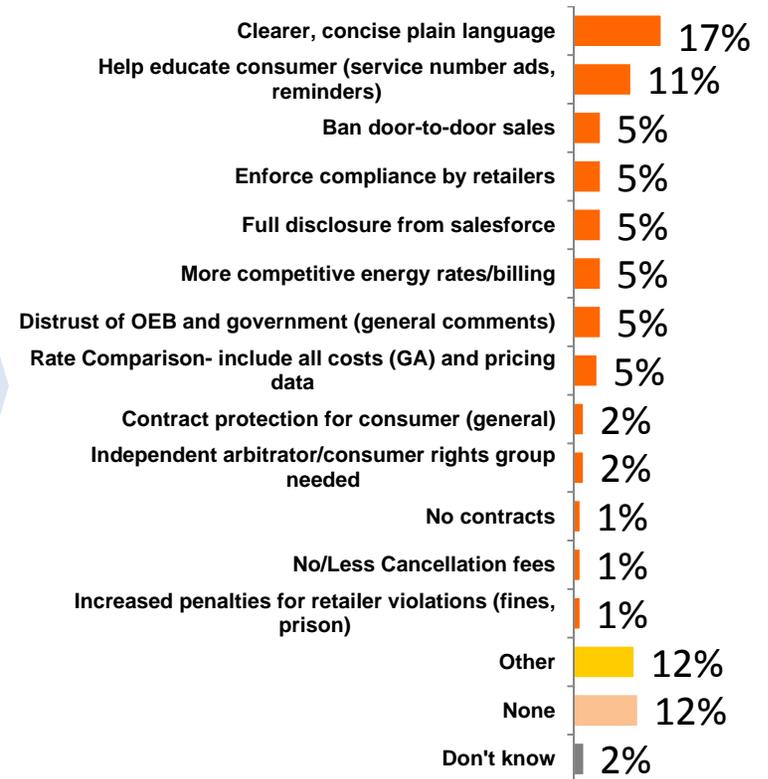
Q43) How well do you think the consumer protection elements described above address the above objective?

Please use a 0 to 10 scale where 0 means not well at all, 10 means very well and DK means Don't Know.



Note: "Don't know" (5%) removed from calculation of average.

Q44) Is there anything else that can be done to better address this objective? (open-ended, n=153)



Note: "Refused" (7%) and "Non-Responders" (n=379) not shown.

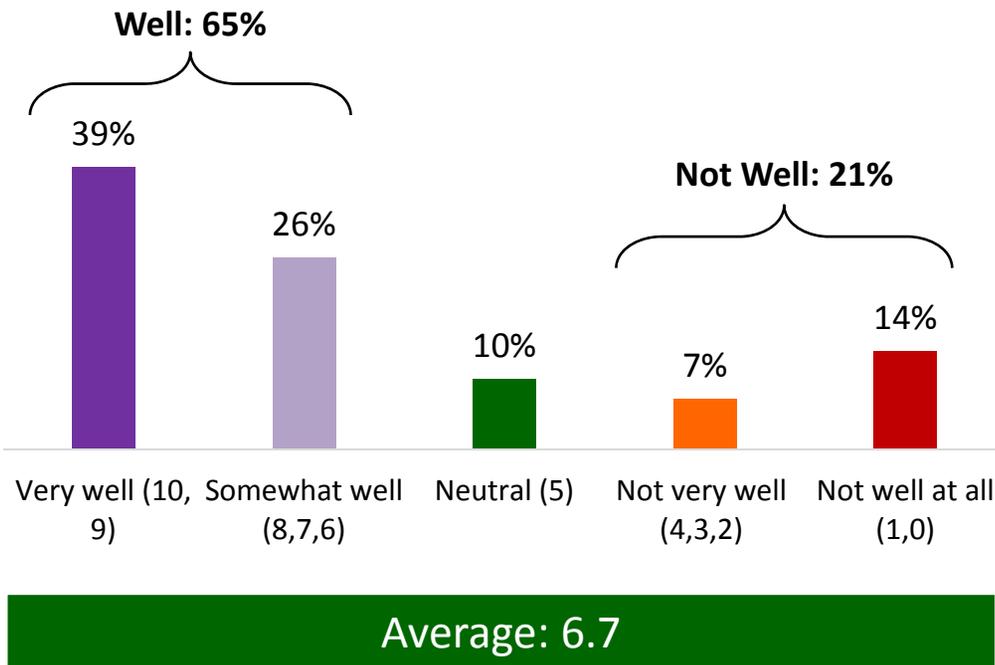
Identify: Online Workbook

Government Objectives for the ECPA

Objective: Ensure consumers have the information they need to make the right decisions about electricity and natural gas contracts, and confidence that they're protected by fair business practices.

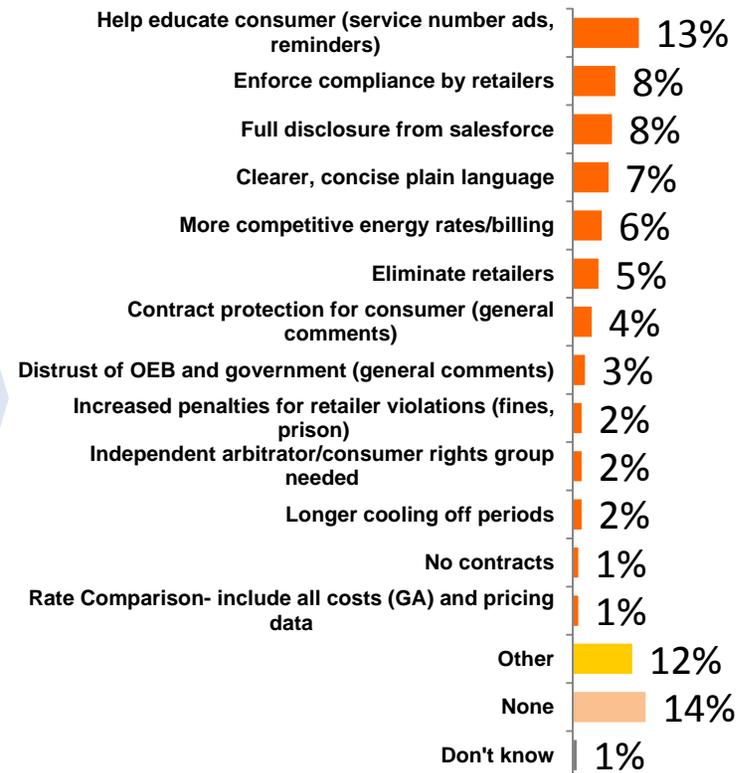
Q45) How well do you think the consumer protection elements described above address the above objective?

Please use a 0 to 10 scale where 0 means *not well at all*, 10 means *very well* and DK means *Don't Know*.



Note: "Don't know" (5%) removed from calculation of average.

Q46) Is there anything else that can be done to better address this objective? (open-ended, n=154)



Note: "Refused" (10%) and "Non-Responders" (n=378) not shown.

Final Thoughts

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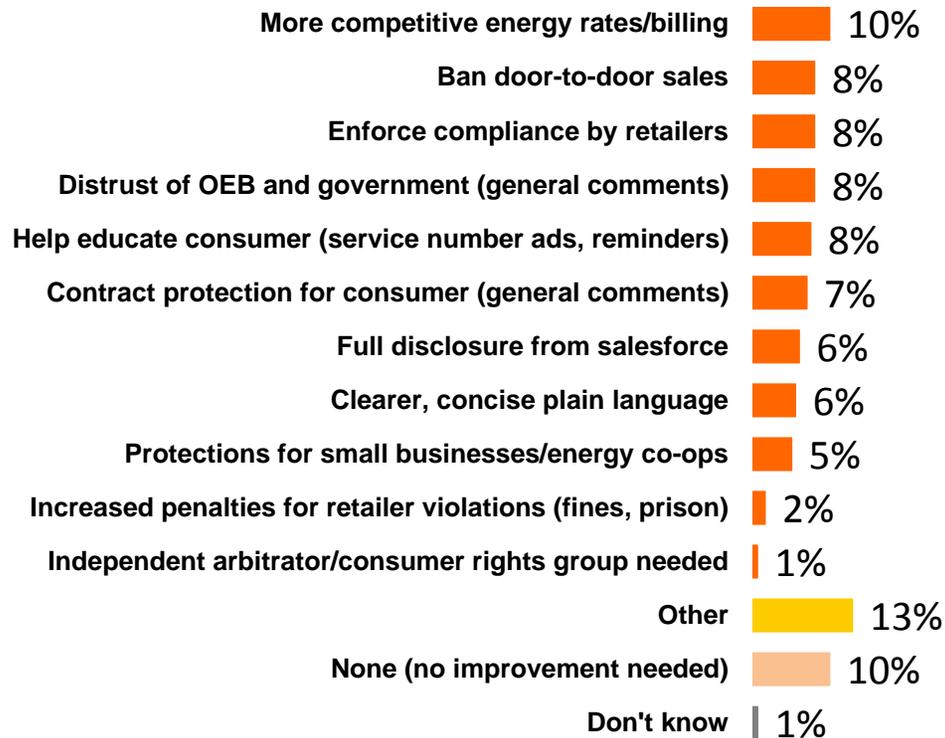
Identify: Online Workbook

Final Thoughts

Q47) *Do you think there are any missing elements in the ECPA? If so, what are they and how will they improve consumer protection?*

(open-ended, n=204)

Perceived Missing Elements in ECPA

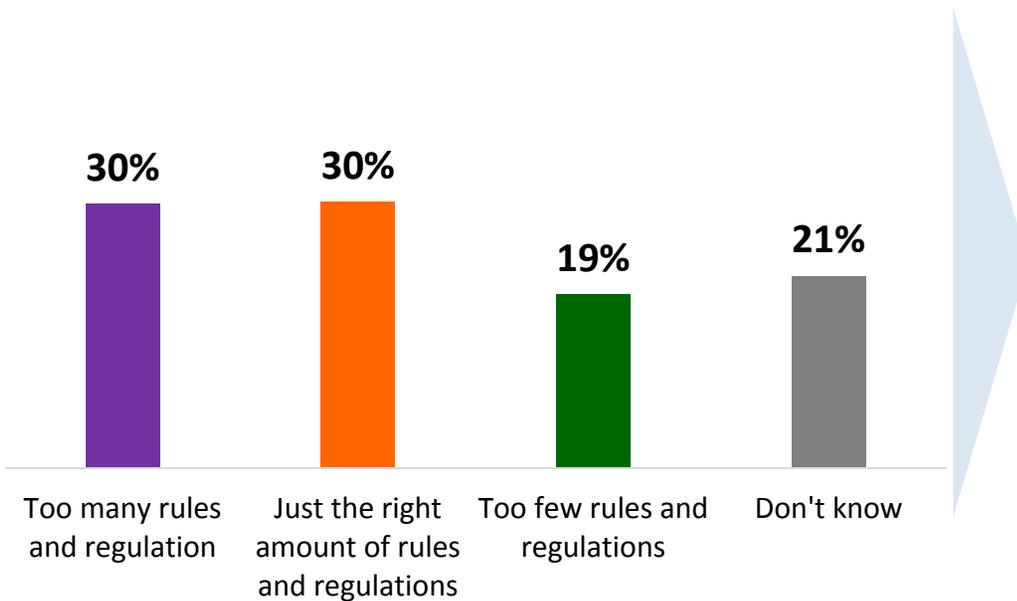


Note: "Refused" (4%) and "Non-Responders" (n=328) not shown.

Identify: Online Workbook

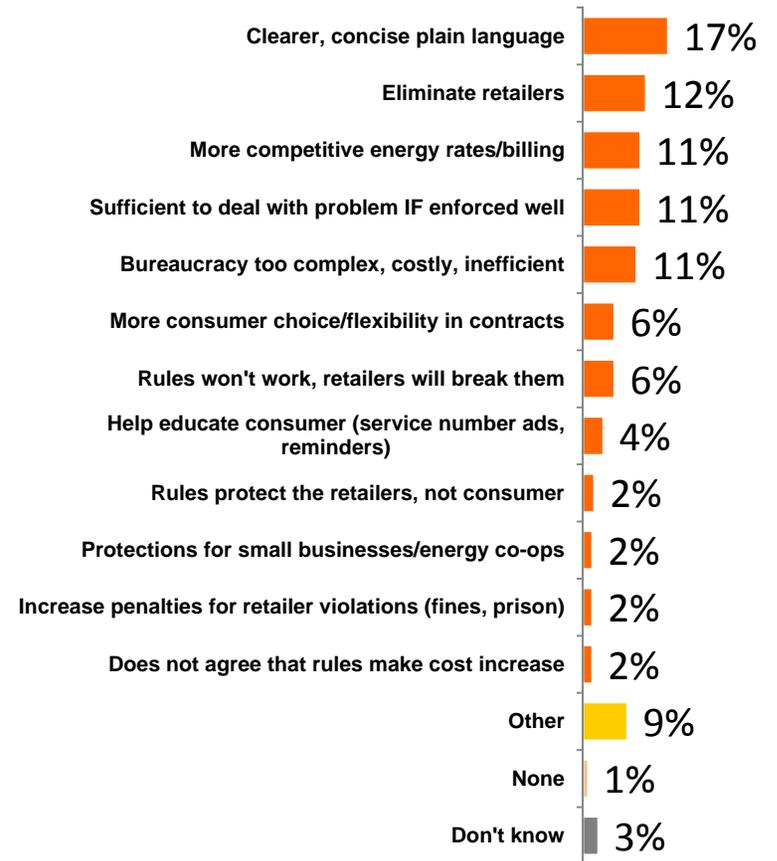
Final Thoughts

Q48) Generally, with more rules and regulations, the cost of providing energy contracts increases. Do you think there are too many or too few rules and regulations?



Q49) Why do you say that?

(open-ended, n=276)

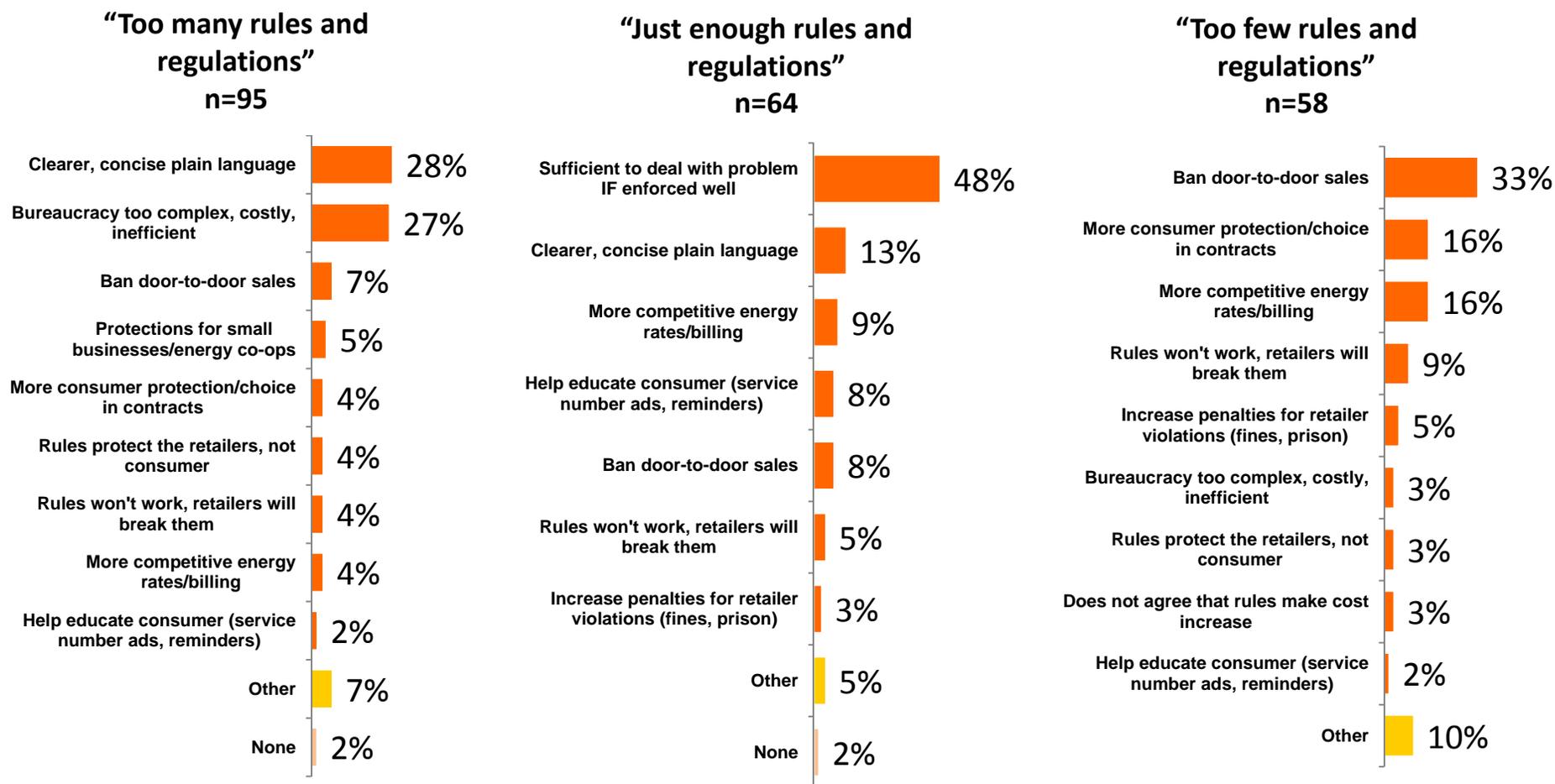


Note: "Refused" (1%) and "Non-Responders" (n=256) not shown.

Identify: Online Workbook

Final Thoughts

Q49) "Rules and Regulations" Breakdown



Note: "Don't know" (0%), "Refused" (2%) not shown.

Note: "Don't know" (0%), "Refused" (0%) not shown.

Note: "None" (0%), "Don't know" (0%), "Refused" (0%) not shown.

Appendix

Focus Groups

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An Explanation of the Auxiliary Coding

Coding Methodology

Code labeling can be a subjective process. Particularly on the auxiliary codes such as “none”, “don’t know” and “refused” there can be some potential overlap. For instance, when a participant writes a simple “no” to a question such as “how can this provision be improved”, did that person refuse to answer? Did they mean “no, everything is great”? Or did they mean “no, I have no idea”? To help clarify this distinction, INNOVATIVE outlines below how auxiliary responses are coded:

- **“None”**- Responses like “no”, “none”, or “na” were coded as “none”. Again, this could mean a positive response (nothing to improve) or it could just mean nothing- there is not necessarily enough data in every one of these questions to conclude one way or the other.
- **“Don’t know”**- Response like “dk”, “don’t know” or “I’m not sure” are coded as “don’t know”.
- **“Refused”**- this code was used for consumers who put down a response, but it was either nonsensical (“dasdfasd”), a cut-and-paste response from a previous question that had nothing to do with the question simply to get through the survey, or a refusal to respond such as “see my previous comments”.
- **“Non-Responder”**- this is the code used for those who skipped the open-ended questions in the survey. This number was calculated by taking the total number of people who finished the survey and subtracting the number of people who responded to that particular question. For instance, if an open-ended question has 186 respondents, there were 346 “Non-Responders” (532 people-186=346). In many cases over half of the people in the survey did not answer the open-ended question at hand. Therefore, one must tread carefully when referring to “consumers” on these questions. When possible INNOVATIVE uses language such as “out of the consumers that responded” and “of those that answered the open-ended question”.

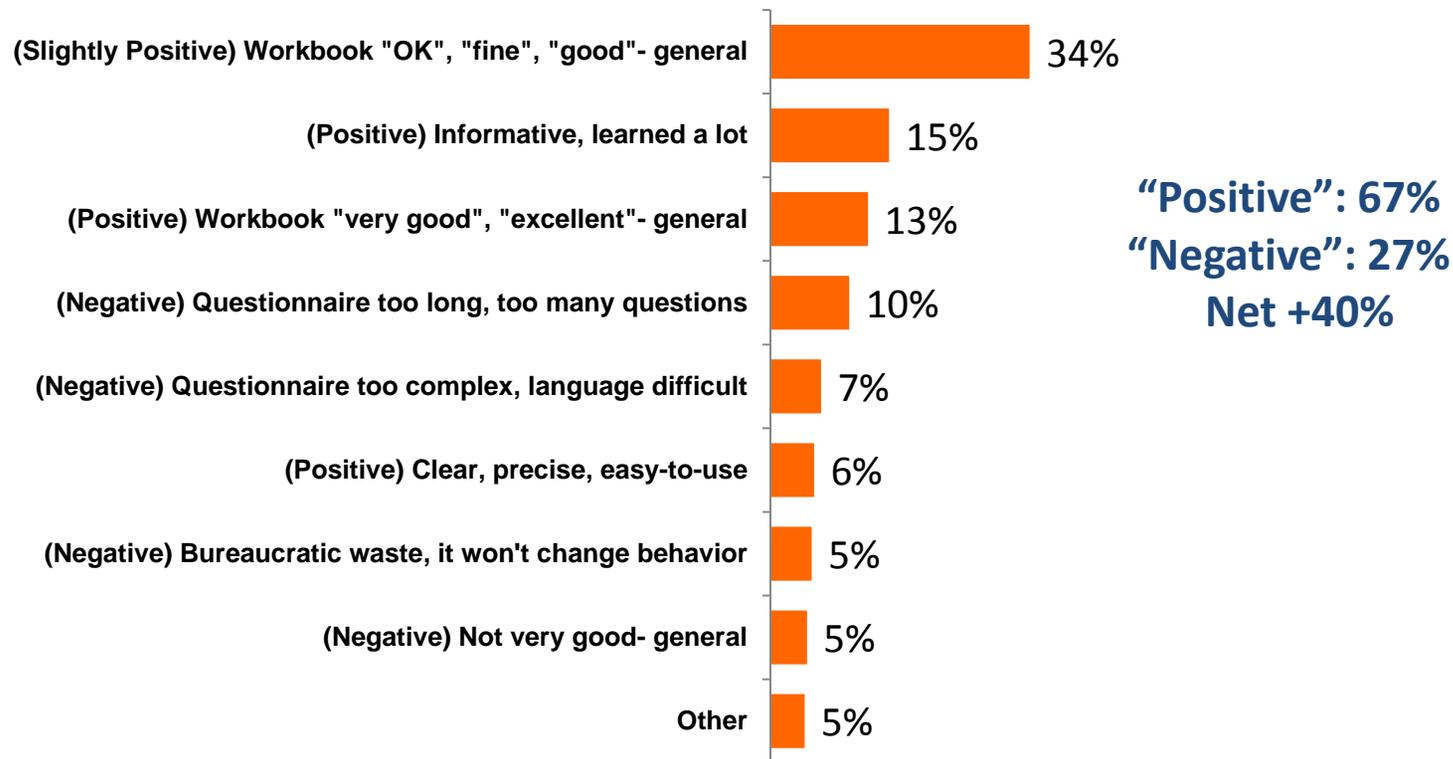
Identify: Online Workbook

Participant Feedback

Overall Impression: *Overall, what did you think of the workbook?*

(open-ended, n=331)

Feedback on Workbook



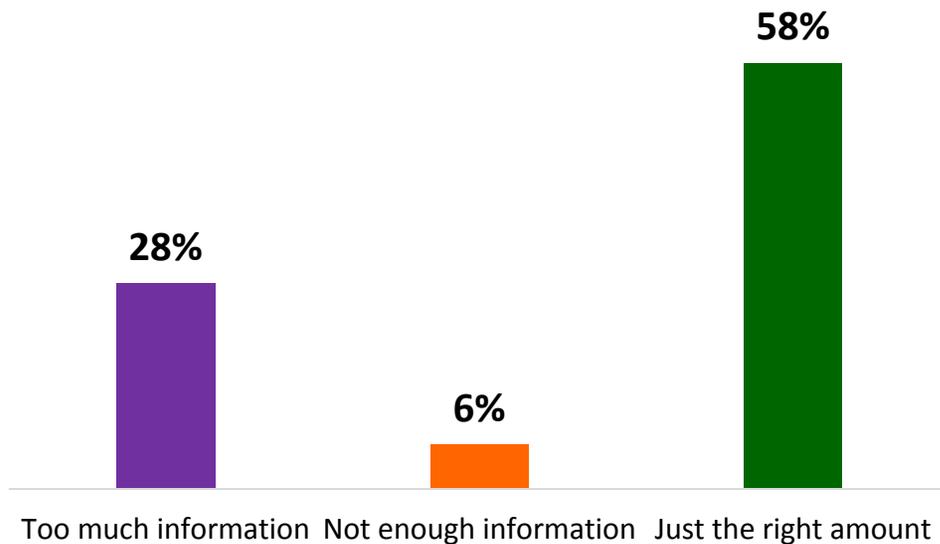
Note: “Don’t know” (0%), “Refused” (1%) and “Non-Responders” (n=201) not shown. “(Positive)” and “(Negative)” refer to the tone of the comments.

Identify: Online Workbook

Participant Feedback

Volume of Information: *Did the OEB provide too much information, not enough or just the right amount?*
(open-ended, n=335)

Feedback on Amount of Information



Note: "Other" (4%), "None" (1%), "Don't know" (1%), "Refused" (3%) and "Non-Responders" (n=197) not shown.

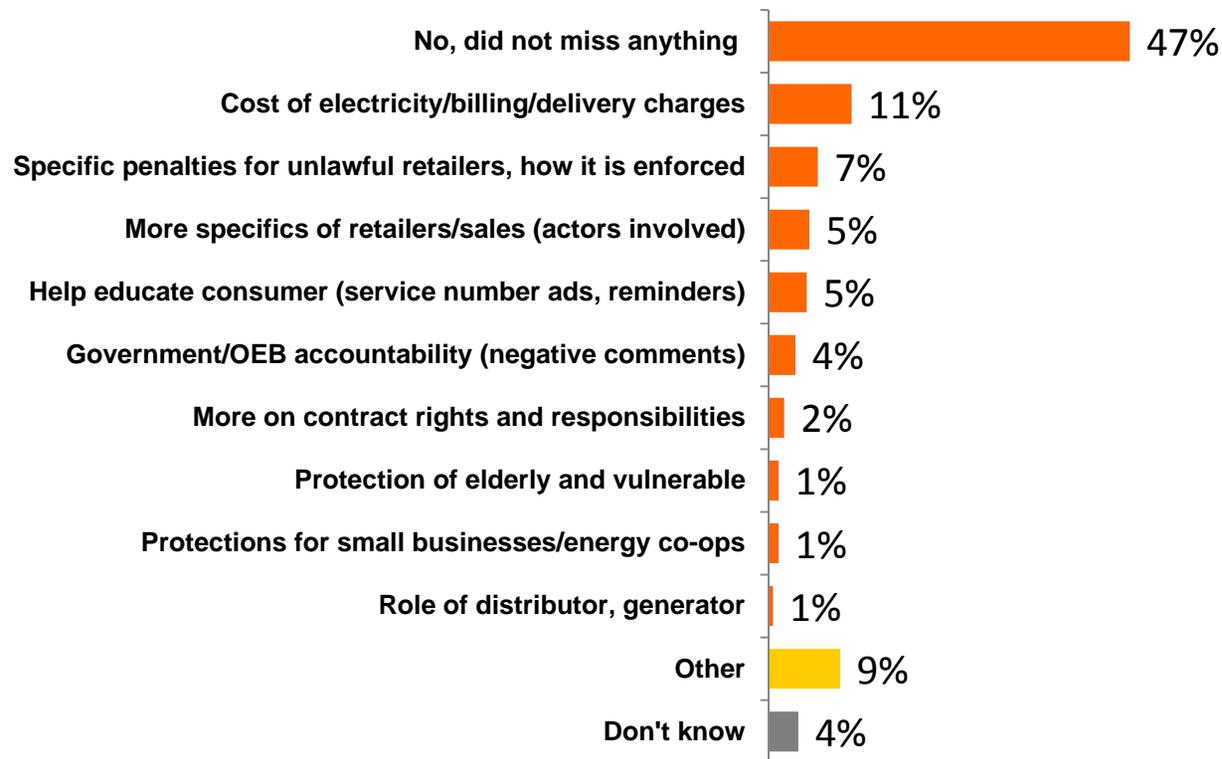
Identify: Online Workbook

Participant Feedback

Content covered: *Was there any content missing that you would have liked to have seen included?*

(open-ended, n=276)

Feedback on Additional Content to Include



Note: "None" (0%), "Refused" (2%) and "Non-Responders" (n=256) not shown.

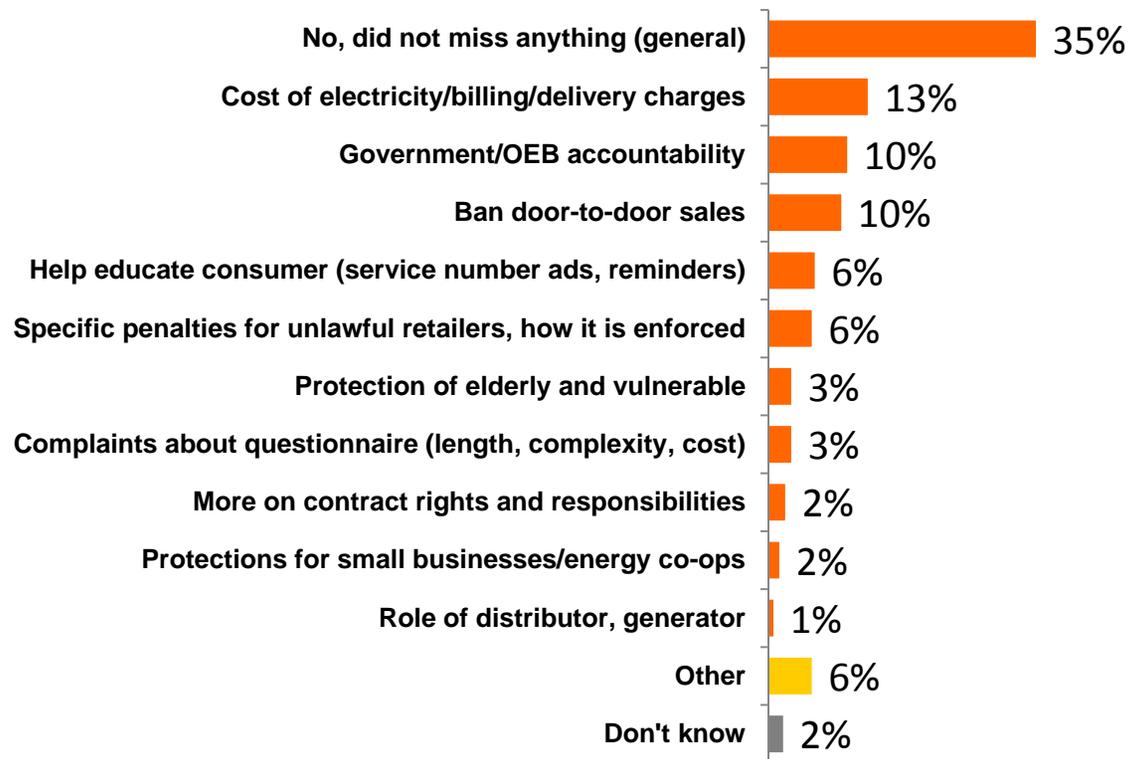
Identify: Online Workbook

Participant Feedback

Outstanding Questions: *Is there anything that you would still like answered?*

(open-ended, n=263)

Outstanding Questions from Consumers



Note: "None" (0%), "Refused" (3%) and "Non-Responders" (n=269) not shown.



Research-based strategic advice.

For more information, please contact:

Greg Lyle

President

(t) 416-642-6429

(e) glyle@innovativeresearch.ca

Jason Lockhart

Vice President

(t) 416-642-7177

(e) jlockhart@innovativeresearch.ca

Innovative Research Group Inc.

56 The Esplanade, Suite 310

Toronto ON | M5E 1A7

www.innovativeresearch.ca