

**MARKETING THE LINK BETWEEN
RESIDENTIAL ELECTRICITY CONSERVATION
AND THE ENVIRONMENT**

By

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**A Practicum
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in Partial Fulfillment of the Requirements
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ABSTRACT

This study assesses the potential of environmental marketing appeals in the promotion of residential electricity conservation programs. The study hypothesis was that promoting the link between energy conservation and the environment would augment utility demand-side management programs.

The research employed a multi-approach methodology: previous research and related literature was reviewed, a survey of personnel within the electrical utility industry in North America and Europe was administered, focus groups were conducted and two print advertising presentations were evaluated in a standard testing procedure.

Results suggest that consumers consider their environmental concerns provide good reasons to both initiate energy conservation behaviour and to encourage the continuation of this behaviour. It has also been found that promotion of the link between residential electricity conservation and the environment has the potential to increase the effectiveness of conservation marketing efforts. The study recommends that the client (Ontario Hydro) should pursue environmentally-oriented advertising in upcoming demand-reduction campaigns in addition to conducting further research.

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To Donna and Bob

CHAPTER 1

INTRODUCTION

1.1 Background

Electrical utilities are under increasing pressure to implement energy conservation programs. Indeed, the sharply increasing capital and environmental costs of providing additional capacity make such programs imperative. The very high level of Canadian per capita electricity consumption increases the potential success of these conservation measures.

Ontario Hydro provides services to 860,000 rural retail customers, 105 direct industrial customers, and 316 municipal utilities. The municipal utilities sell power to 2.5 million homes and businesses throughout Ontario. The January 1989 actual primary load was 23.1 GW or 23.1 billion watts (Ontario Hydro, 1990).

Conserving energy, rather than building new generating stations, allows electrical utilities to use existing capacity to fulfil new demands for energy created by a growing economy. Not only can conservation of electricity be less costly than building new generators (Flavin, 1986), it will result in reduced capacity requirements with lessened environmental consequences of electricity generation (Chandler, 1985).

Traditionally, electricity conservation has been promoted by providing financial incentives and by the promise of reduced energy bills through large-scale information campaigns and electricity bills inserts (Olsen, 1983). These techniques have been only somewhat successful in reducing demand (Davis and Gellings, 1986). In addition, there are various portions of the consumer market which are not reached through these techniques, nor are the techniques completely successful with all market segments.

The rapid changes in the public's attitude towards the environment during the latter part of the 1980's has given rise to a new prospect of promoting electricity conservation by appealing to the new-found awareness and concern about the environmental degradation resulting from human activities. Electricity consumers rarely associate energy services (lighting, heating and cooling) with energy supply (power plants, coal mines and oil wells) (Bevington and Rosenfeld, 1990). The circumstances may now be right to help make consumers aware of the link between a reduction in electricity consumption and a reduction in environmental degradation.

Ontario Hydro and society as a whole are currently facing two dilemmas: first, by 1993, as demand exceeds supply, the utility anticipates a load capacity crisis; and second, criticism is increasing regarding the environmental degradation associated with traditional forms of electricity generation. Electricity conservation addresses both of these problems by decreasing the required level of generation.

1.2 Problem Statement and Hypothesis

Ontario Hydro's 25-year Demand Management Plan (1990) calls for a reduction in peak demand, from the basic December 1988 load forecast, of 3,500 megawatts (MW) by the year 2000 and almost 5,500 MW by the year 2014 . In the 1988 - 2000 period, it is anticipated that demand reduction plans will meet 37% of the median basic load forecast increase. The recent increase in public awareness and concern about environmental issues have opened a new avenue to help Ontario Hydro meet these demand objectives.

This study addresses two main problems:

1. The utility needs to determine if the effectiveness of residential conservation efforts can be increased by promoting the link between energy conservation and the environment.
2. The utility also needs to be aware of factors and barriers influencing the promotion of residential electricity conservation through increasing public awareness of the link with the environment.

Hence, the central hypothesis of this study is: Marketing the link between residential electricity conservation and the environment will augment Ontario Hydro's Demand-Side Management Program. This is henceforth referred to as the "Link Hypothesis".

1.3 Research Objectives

The three major objectives of this study are:

1. TO ASCERTAIN IF THE LINK BETWEEN REDUCED ELECTRICITY CONSUMPTION AND REDUCED ENVIRONMENTAL DEGRADATION HAS POTENTIAL AS A MARKETING TOOL.
2. TO IDENTIFY THE POSITIVE FACTORS AND THE BARRIERS TO APPLYING THE LINK AS A MARKETING TOOL.
3. TO DEVELOP A MARKETING PLAN TO IMPLEMENT THE LINK HYPOTHESIS.

1.4 Scope

The study focuses on electricity conservation marketing strategies and promotions which appeal to widespread existing environmental values. Strategies which attempt to change consumers' values are not included. Appeals examined and developed are designed to introduce new conservation behaviours or enhance existing behaviours, and are targeted specifically towards the residential consumer market. Appeals in the study focus on a wide range of electricity conservation methods and consider general environmental impacts.

The study does not attempt to determine the cost effectiveness nor the megawatt impact of the recommended strategies; nor does it include market testing of such strategies. The recommendations for consideration are based upon the study's established criteria and include the reactions and comments of electricity consumers in professionally administered focus groups and in a shopping mall intercept test.

1.5 Methodology Summary

The Practicum Research Project involved four approaches to analysis aimed at reaching conclusions and developing a recommended plan. This multi-approach methodology was intended to provide cross-checks and to enhance the credibility of study results. The approaches, each of which is the subject of a separate chapter, are summarized as follows:

1. A review of related literature has been provided in addition to a summary of relevant marketing and conservation research.
2. A brief questionnaire was administered to 17 electrical utilities and other relevant organizations to examine their experience with environmental appeals and to obtain the interviewee's opinion regarding the success of such an appeal.
3. Three focus groups (a qualitative/exploratory consumer research method) of between 7 and 10 respondents were held in Toronto, Ottawa and Thunder Bay during July and August 1990.

4. Two portrayals ("ad like" materials) were tested for reaction and impact using a standardized advertising testing system: the Creative Lab Test (CLT*) - owned and maintained by Poole-Adamson Research Consultants Ltd. A questionnaire was individually administered to 150 respondents in a shopping mall intercept test.

Findings from the above sources were consolidated and used as the basis for development of conclusions and recommendations.

1.6 Assumptions and Limitations

Researchers have not fully determined the impact on energy conservation behaviour, when the link between energy use and environmental effects is perceived and understood by consumers of electricity. Consequently this study does not attempt to determine precisely how the informed consumer's attitudes and values concerning the environment may affect his or her energy conservation behaviour.

The research methods used within the context of this study give rise to certain limitations which should be considered when interpreting the findings:

1. The Utility Survey was not administered to a random sample of electrical utilities.
2. Some Utility Survey respondents indicated that certain biases were present in questions or multiple choice answers (questions 17 and 26 were referred to more than once).

3. Each Utility Survey was accompanied by a cover letter which specifically requested a copy of any printed environmentally-related promotion and a brief background on its development and success. None of the utilities responded to this request, making it impossible to analyse or compare techniques and strategies.
4. The final question of the Utility Survey asked respondents to express any other concerns or suggestions regarding environmental appeals and to elaborate on any survey questions. Only three or four respondents made additional comments on specific survey questions or expressed concerns and suggestions. Consequently, the results are limited to the tabulated results.
5. The use of focus groups is a qualitative and exploratory technique which probes a subject matter. The results cannot be applied to the general population.
6. For budgetary reasons, many promising ideas and strategies which were reviewed and discussed in the focus group settings could not be tested using the CLT* Technique.

1.7 Report Organization

The Practicum Research Report is presented in seven chapters. This first chapter has provided an introduction to the study, including the study's problem statement, objectives, scope, methods, assumptions and limitations. A detailed description of the research methodology is presented in Chapter 2. Chapter 3 constitutes a discussion of literature and research related to the subjects of energy conservation and marketing. Results and analysis of the Utility Survey and interviews undertaken during the research comprise Chapter 4. A summary and discussion of the focus group work and the CLT* testing conducted by Poole-Adamson Research Consultants is presented in Chapters 5 and 6. The final summary, the study's conclusions, and its recommendations are found in Chapter 7.

The Poole-Adamson Research Consultants' Report (referred to as the "P-A Report") is appended to the Practicum Report (Appendix D). It contains an analysis of the proceedings of the three focus groups and the CLT* in addition to the conclusions and recommendations in the P-A Report. Complete focus group transcripts and CLT* detailed tabular findings are on file at three locations: i) The Natural Resources Institute, The University of Manitoba, 177 Dysart Road, Winnipeg, Manitoba, R3T 2N2; ii) Ontario Hydro, Program

Management Division, 700 University Avenue, Toronto Ontario, M5G 1X6, c/o Ian MacLellan; and iii) Poole-Adamson Research Consultants Ltd., 1670 Bayview Avenue, Suite 301, Toronto Ontario, M4G 3C2.

Appendix E constitutes a Conservation-Environment Marketing Plan which outlines the researcher's specific recommendations to Ontario Hydro for the implementation of an environmental appeal.

CHAPTER 2

RESEARCH METHODS

This section presents an overview of the research methodologies which were used to satisfy the practicum objectives. Four phases of research were undertaken to provide a variety of data sources upon which study conclusions and recommendations are based. The following phases are discussed in this chapter:

- Phase I - Review of Related Research and Literature
- Phase II - Electrical Utility Survey
- Phase III - Qualitative/Exploratory Technique
- Phase IV - Quantitative Advertising Testing Technique

2.1 Review of Related Research and Literature

Initially, a thorough review of related studies and marketing strategies was completed. The search included selected utility industry marketing and energy conservation publications, Hydro and Power Authority publications and reports, and relevant texts. This information aided in the development of interview/survey questions and focus group planning. Relevant literature provided a background of

knowledge which was used in the comparison of results obtained in this study.

Literature was scrutinized with the aid of computer searches undertaken at the University of Manitoba Library and the Ontario Hydro Library in Toronto. The following computer data bases were searched: ELECTRIC POWER DATABASE, PSYCINFO, DISSERTATION ABSTRACTS ONLINE, SOCIOLOGICAL ABSTRACTS, ENVIROLINE, ENVIRONMENTAL BIBLIOGRAPHY, PSYCALERT, ABI/INFORM, COMPENDEX, NTIS and GEOBASE.

2.2 Electrical Utility Survey

The electrical utility survey was designed to provide specific background information relating to the individual utility, in addition to soliciting opinions regarding environmental appeals. A copy of the survey is included as Appendix A.

Twenty-five utilities were selected for participation in the survey, based upon their known reputations for demand-side management (DSM) activities. The original list of potential utilities was obtained from an Ontario Hydro-sponsored review of DSM Programs in North America. In addition to the original listing, names of utilities for inclusion in the survey were received from Ontario Hydro personnel as well as from

government and private organizations in Canada and the United States. Publications which referred to specific utilities as proponents of DSM programs were also useful sources for survey participants.

Each potential participant was contacted initially by telephone. Where possible, the Manager or Director responsible for Residential Marketing and Advertising was contacted for completion of the survey. In some cases, opinions and ideas regarding environmental appeals were obtained at this stage, prior to the participant's receiving the survey. Many participants indicated that the views expressed were those of the individual, not the employer. The surveys were conveyed to the participant by facsimile transmission. In most cases, the completed surveys were returned by the same method. Those participants who had not returned the survey within one to two weeks were contacted once to request a return.

The survey was designed and stored, and the results were entered and tabulated in a software program developed by William Bainbridge (1989).

Throughout the field research, unstructured telephone and personal interviews were undertaken with industry consultants, government representatives and non-governmental organizations to supplement the utility survey. A small number of these participants also completed a version of the utility survey.

2.3 Qualitative/Exploratory Technique

Focus groups constituted one of the exploratory methods used to gain insight into the thoughts and feelings of Ontario Hydro residential customers. Focus group research, as defined by Greenbaum (1988), comprises four common elements:

1. A group of respondents (rather than just one) are involved simultaneously in the research process.
2. The participants are encouraged to interact amongst themselves during the process; the efficacy of the technique requires all subjects to interact.
3. Focus group sessions most often utilize the services of a professional moderator who directs the flow of group discussion and helps ensure that the data-gathering objectives are achieved.
4. A relatively open-ended discussion outline is used by the moderator to guide the information collection process.

The basic philosophy behind focus group methodology is that the dynamics of the group process will result in the generation of more useful information, on a cost-effective basis, than would otherwise be available (Greenbaum, 1988).

Focus groups are simply qualitative probes into a subject matter. Such groups can help to make people feel more comfortable and talkative by providing an atmosphere where spontaneous, honest and candid comments may result.

The main objective of the focus groups was to explore consumer perceptions and attitudes about the environment, electrical energy and conservation. Further, the focus groups were designed to obtain reaction to a series of crude mock-ups of advertising messages concerning the link between conservation and environment. (All focus group presentation materials can be found in Appendix IE to the Poole-Adamson Research Consultants' Report. The P-A Report is Appendix D to the Practicum Report).

A Focus Group Implementation Plan was developed to provide the moderator with background and objectives for the focus groups and also some ideas and considerations for group discussions. The objectives from the Implementation Plan are reproduced below:

1. to explore the consumer's knowledge of energy conservation, environmental damage caused by electricity generation, the relationship between demand for electricity and the ensuing generation of electricity to meet the demand and, finally, the inter-relationship between these three discrete areas.
2. to explore the nature and intensity of the consumer sense of responsibility for environmental problems.
3. to explore consumer reactions towards the manner in which energy conservation might be promoted.

4. to explore consumer interpretations of Hydro's credibility and responsibility regarding energy conservation and environmental protection/degradation.
5. to help define marketing and promotion ideas for the "selling" of the link. What approach may help convince consumers to enhance their conservation activities?

The moderator prepared a Focus Group Discussion Guide (P-A Report, Appendix 1D) based upon the previously mentioned Implementation Plan and numerous discussions with the researcher. Commonly referred to as the "Moderator Guide", this document outlines the planned flow of discussion and presents a "road map" for the implementation of the group process (Greenbaum, 1988).

The three focus group discussions were designed to provide input from men and women at various locations in Ontario. The sessions took place during the evenings of July 24th (Toronto - women), August 1st (Ottawa - men) and August 8th (Thunder Bay - women). A screening procedure (P-A Report, Appendix IIE) was used by the recruiting organization to ensure the planned group composition was achieved:

target: 10 persons
ages 18 - 35 2 to 3
ages 26 - 44 3 to 5
ages 45 - 59 3 to 4

The screening process included a brief pre-test questionnaire administered by the recruiting personnel. Questions were designed to provide an understanding of the consumer's

attitudes towards the environment and to obtain opinions on the overall responsibility for the problems and the efforts being made to overcome them. In addition, the questionnaire sought to ascertain the participant's views on various environmentally-friendly activities. The final benefit of the screening procedure and questionnaire was to provide the moderator with some background information and participant views, enabling him to be better prepared for the focus group sessions.

A series of crude mocked-up advertising messages was developed in association with the moderator. These messages or appeals were designed to explore reactions to a wide variety of advertising strategies. Following a general discussion on the environment which led into an explanation of energy conservation, the advertising mock-ups were presented for reaction.

Following each focus group, the researcher and the moderator made slight modifications in their preparation for the next group. Each focus group was intended to build upon the previous group(s) in order to continually refine and develop the "Link" hypothesis and to prepare finished "ad-like" portrayals for the CLT* testing.

The researcher and two Ontario Hydro representatives observed the Toronto and Ottawa focus groups. All three focus groups were audio- and videotaped.

2.4 Quantitative Advertising Testing Technique

The final phase of field testing involved the use of a quantitative, standardized advertising testing system, the Creative Lab Test. This is a research tool which assists in the appraisal and development of advertising communications. The CLT* is a copyrighted system and database which is owned and maintained by Poole-Adamson Research Consultants Ltd.

The CLT* questionnaire (P-A Report, Appendix IIE) comprised 14 multi-part questions dealing with the two portrayals, one two-part question which referred to the topical issue of Ontario New Democratic Party policy regarding nuclear power generation, and 6 basic demographic data questions. The P-A Report analyses the questionnaire results and these are further analyzed and summarized in Chapter 6.

A series of qualitative and quantitative diagnostics is provided on key aspects and commonalities of advertising. The important measures discussed in this study are:

Overall Involvement, referring to the extent to which the advertising material may stimulate and hold attention;

Character of Involvement, referring to the dimensionality and nature of involvement, or the reasons why a respondent has become involved;

Conviction, the measure of commitment and decision about future behaviours or predispositions; and

Brand Presence, the extent to which a brand or sponsoring agent is perceived to be identified and the extent to which the perceived intent is attributed.

The CLT* database contains 21 standard categories of goods and services advertising. Utilities/Services/ [and] Institutions is a separate category and Hydro exists as a sub-category. The CLT* System includes a database of advertising case histories which have been collected since 1966. Test results from each new advertising trial can be compared with the database. Results of this environmental appeal test were compared with category norms which have been established by previously tested advertising.

Following analysis of the three focus groups and the utility survey, concepts for two finished print advertisements were developed. A graphic artist was hired to develop portrayals based on first, the general focus group results; second, copies of the crude advertising mock-ups; and third, a summary of ideas which were to be incorporated into the finished advertising (CLT* Testing Ideas - Appendix B).

The first portrayal (exhibit 1, page 22) dealt with the three R's of waste reduction and encouraged readers to consider electricity conservation as one of many environmentally-friendly behaviours; it is referred to as

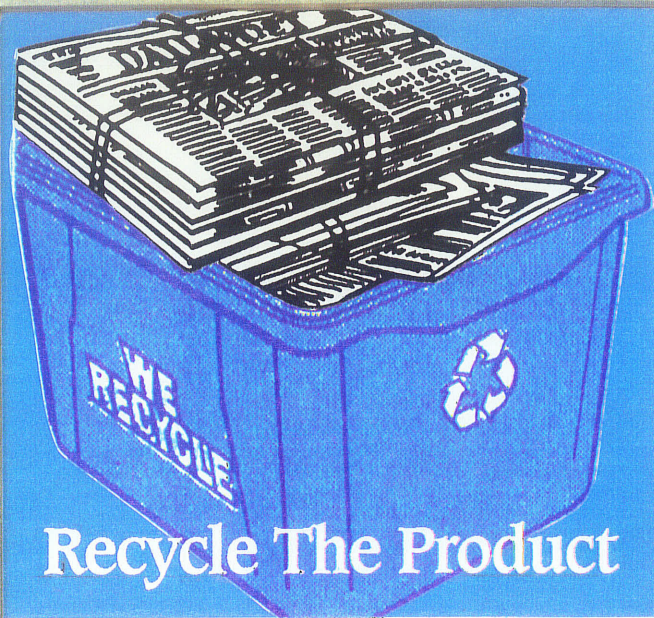
"Reduce" throughout the report. The second portrayal (exhibit 2, page 23) suggests that there is still hope for the environment and is meant to encourage people by noting the significant contribution which has already been made; it is referred to as "Forest" because it uses a forest scene to represent the environment.

Budget constraints restricted the research to two advertisement ideas which were tested using the CLT* technique. For this reason, quantitative data is available for only a very small portion of the ideas and strategies developed and discussed in the focus group sessions. In consultation with Poole-Adamson Research, the two strategies which were felt to have the greatest potential were chosen for the quantitative testing.

The CLT* field work was conducted during the period of September 11 - 22, 1990. All recruiting and testing was carried out by professional researchers who had previous experience with the CLT* technique. Respondents were screened for male/female quotas (50% each), employment with non-related organizations (media, research, advertising or utility companies), age quotas, and housing other than single, detached residences. In total, 150 qualifying respondents were selected, using stratified random sampling, from a larger group of individuals contacted at random from the general pedestrian traffic at two selected Metropolitan Toronto area shopping centres (Burlington and Milton). Other field methodology details can be found in the CLT* Introduction Section of the P-A Report.

EXHIBIT 1

"Reduce" Environmental Ad
Used in Testing Procedure



Recycle The Product



Reuse
The item









Reduce And
Conserve

An Important Environmental Message From Ontario Hydro.



Ontario Hydro Recommends 6 Valuable, Yet,
Inexpensive Ways To Reduce Electrically:

-  lower hot water temperature
-  rinse clothes in cold water
-  turn out lights in unused rooms
-  insulate hot water piping near your heater
-  use energy efficient showerheads
-  use compact florescent light bulbs

For a free booklet on how you can help
the environment by the use of electricity, call:

 1-800-263-9000

Ontario Hydro

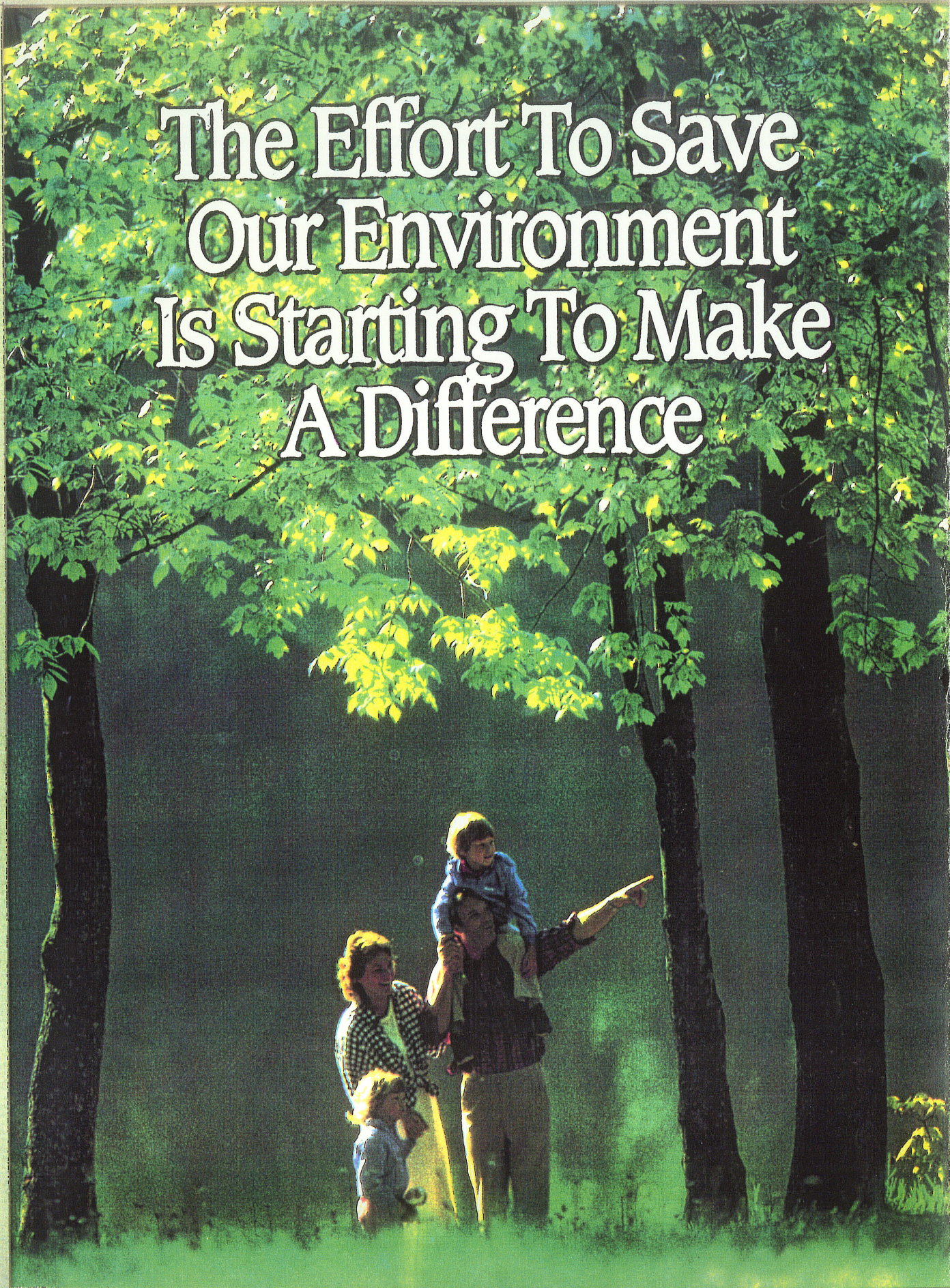
Let's give tomorrow a hand.



EXHIBIT 2

"Forest" Environmental Ad
Used in Testing Procedure

The Effort To Save Our Environment Is Starting To Make A Difference




How To Work With Ontario Hydro To Make The Difference A Little Bigger.

Reduce Consumption Of Electricity
Around Your Home By:

- ❑ lowering hot water temperature
- ❑ rinsing clothes in cold water
- ❑ turning out lights in unused rooms
- ❑ insulating hot water piping near your heater
- ❑ using energy efficient showerheads
- ❑ using compact florescent light bulbs

For a free booklet on how you can help
the environment by the use of electricity, call:

 1-800-263-9000

Ontario Hydro
Let's give tomorrow a hand.



CHAPTER 3

THEORETICAL BACKGROUND RELATED RESEARCH

3.1 Preamble

Conservation, while commendable, is not practical. No one should expect people who have grown up with plentiful power to start cutting back while new power production is available. Environmental concerns will have to be dealt with first through the method of producing power, not by attempting to persuade people to economize.

(Cleverley, 1989).

The quote which introduces this section indicates that 17 years after A Blueprint for Survival and The Limits to Growth were published, and two years following the printing of Our Common Future, some people refuse to believe that the world's resources are finite. Unfortunately, convincing people that a problem exists, and that something has to be done about it, is only the first part of the challenge facing energy conservation advocates. The second and most important challenge is the adoption of conservation behaviour.

The literature discusses findings associated with the behavioural aspects of energy conservation and uses residential electricity conservation examples. Also reviewed are marketing techniques which have been used previously to promote energy conservation and documentation of recent environmentally-related research conducted for Ontario Hydro.

3.2 Energy: Conservation Considerations

The first law of thermodynamics:

While energy can never be created or destroyed it can be transferred from one form to another.

The second law of thermodynamics:

Every time energy is transformed from one state to another a certain penalty is extracted. That penalty is a loss in the amount of available energy to perform some kind of work in the future.

(Rifkin and Howard, 1980)

Without the second law, known as "entropy", we could continue to use energy over and over again without ever running out of it. However, each time an action is performed, some amount of energy becomes unavailable for future work (Rifkin and Howard, 1980). Thus there is a finite amount of energy available to us and all future generations.

Beyond the finite nature of available energy, supplies are fragile and vulnerable to natural disasters and political conflicts (Katzev and Johnson, 1987). Yet we in the Western World have geared our economic systems to rely on energy for sustaining a way of life that includes good health, rewarding employment and leisure time: a way of life that few are willing to sacrifice. This lifestyle of one fifth of the world's population consumes more than 70% of the world's supply of energy (Gibbons et al, 1989).

There is growing concern that the consequences of continued increases in energy usage will have catastrophic impacts on the environment. The risks of acid rain, carbon dioxide-induced climate change, species extinction, water degradation, human dislocation and economic upheavals are all associated with increased energy use. Environmental impacts such as fish habitat destruction; the eradication of forests; and the warming of water supplies, depleting them of oxygen and loading them with silt, are all commonly associated with hydro-electric projects (Chandler, 1985).

During the worldwide recession of the early 1980's, market conditions and energy policy programs led to significant reductions in energy consumption. However, complacency has once again threatened the political commitments and slowed the momentum for energy conservation (Joerges and Muller, 1983).

The question posed in the opening of this section asks why we should conserve when we can still build new power plants. Issues of the environment and finite resources aside, saving electricity is often an economically attractive option. With the technologies presently available it is possible to conserve a kilowatt-hour of electricity at less than half the cost of producing a kilowatt-hour at a new plant (Flavin, 1986).

The private utilities in the United States created a new dimension to their industry with the concept of demand-side

management (DSM). DSM is defined by B.C. Hydro as "all deliberate utility activities designed to influence the customer use of energy in a way that will produce desired changes in the utility's load" (Canadian Electrical Association, 1990). Ontario Hydro's definition is slightly more specific: "measures taken by Ontario Hydro and municipal utilities to influence the amount and timing of customer electricity demand" (Ontario Hydro, 1990). DSM includes load management, strategic energy conservation, electrification programs, and marketing strategies. It is estimated that DSM will reduce U.S. peak demand (time of day when electricity consumption is highest) by more than 6% (EPRI, 1986).

Marketing is a tool of DSM which is rapidly gaining significance. Utilities are no longer using marketing techniques simply to increase load; marketing is being used to encourage conservation. The goal of marketing and information campaigns is to reduce or shape electricity consumption. However, these changes are only possible through actual changes in electricity use behaviour (EPRI, 1987). Milstein stated in a 1978 publication that "energy conservation is now an *apple pie* concept - virtually everyone is for it, but in the abstract". Understanding conservation behaviour will help us understand how to turn positive thoughts into concrete action.

3.3 Energy Conservation Behaviour

We can better understand why some conservation programs have been successful by examining the subtleties of social interaction and human information processing. Various characteristics motivate and inhibit people's behaviour. By incorporating social-psychological principles into program design, the effectiveness of conservation efforts can be increased (Coltrane et al, 1986).

Kotler and Eduardo (1989) suggest that the marketing of social ideas or practices involves seeking

to influence and effect changes in the ideas and practices of particular groups of people. Adopting a new idea means adopting or modifying either a belief, an attitude or a value... Thus social marketers can think of their task as converting a non-belief into a belief, a belief into an attitude, or an attitude into a value.

Rokeach (1968) provides easily understood definitions of these psychological concepts:

[A belief is] any proposition, conscious or unconscious, inferred from what a person says or does, capable of being preceded by the phrase, "I believe that."

[An attitude, on the other hand, is] a relatively enduring organization of beliefs around an object or situation predisposing one to respond in some preferential manner.

[A value is] a type of belief, centrally located in one's total belief system, about how one ought or ought not to behave, or about some end-state of existence worth or not worth attaining.

The assumption is often made that attitudes cause behaviour. Social science research, however, has shown that there is rarely a strong, direct, or consistent relationship between attitudes and subsequent action (Costanzo et al, 1986; Olsen, 1981). Costanzo et al (1986) found that energy conservation potential is extremely high at the level of attitudes, yet a clear relationship between these energy-related attitudes and actual conservation behaviour was not apparent. Attitudes directed towards an issue (such as the environment) may also differ substantially from attitudes directed towards a behaviour (energy conservation). Becker et al (1981) found that residents' desires to be comfortable and healthy had a stronger influence on energy use than did their attitudes towards energy use or conservation.

Research has shown that people make decisions about energy use in an orderly and predictable manner. People tend to assign disproportionate weight to "vivid" information that is highly concrete and personalized (Costanzo et al, 1986). For example, home energy auditors at Pacific Gas and Electric have described to customers the impact of air infiltration around doors, windows and fixtures as being equivalent to a hole the size of a basketball in their living room walls. Such a vivid example is often more effective than are heat-loss statistics in convincing customers to caulk and weatherstrip (Coltrane et al, 1986). Consumers are also

likely to rely on the source they perceive as most credible and trustworthy (Costanzo et al, 1986).

This same group of researchers has developed a model called Social Diffusion. The social diffusion alternative highlights the potential influence of social reference groups. Information received through interpersonal channels is more likely to be perceived or noticed, favourably evaluated, understood, and remembered. The process of innovation diffusion tends to occur through existing social networks, so people will adopt an innovation only after its effectiveness has been demonstrated through the experience of friends and acquaintances. Social diffusion involves both information communicated via interpersonal contact, and the modelling or imitation of effective behaviour. The researchers suggest that media sources are effective in creating the awareness of new technology, yet interpersonal sources exert a far greater influence on the decision to adopt new technologies (Costanzo et al, 1986).

Lack of knowledge plays an important role in consumers' reluctance to conserve energy. Milstein (1978) found that 36% of those questioned did not know that lower-wattage light bulbs use less electricity; 59% thought incorrectly that keeping a light bulb on uses less electricity than turning it off and on several times an hour; 46% were not aware that the hot water heater uses more energy than any other appliance in the home. Although based on surveys and focus groups

undertaken from August 1974 to April 1976, Milstein's (1978) findings may still have relevance today.

Milstein (1979) outlined what he feels are the most important underlying (negative) attitudes of American consumers towards the energy situation: Cynicism, Materialism and Faith in Technology.

Cynicism is the attitude which has always been a barrier to the practise of energy conservation: people do not like being manipulated for the gain of others. When consumers conserved electricity at the time of the 1973-1974 Arab oil embargo, many utilities raised their unit prices to meet their income objectives. Many consumers believed that the oil embargo was engineered to obtain price increases for energy sources in general. As a consequence, only about half of the American public thinks the national energy problem is, or will be, very serious. Only when consumers have to line up for scarce gasoline, or when energy bills increase faster than the rate of inflation, will the people become concerned (Milstein, 1979).

Materialism: Comforts and conveniences are given priority in the American (and Canadian) affluent society. Ownership and consumption of material goods have a very high value in our culture. Energy-consuming material goods and activities are an important way in which people signal their success (Milstein, 1979). Shapiro (1978) feels that materialism is the greatest hurdle to be crossed before an

energy-efficient society is possible. He states that commitment to materialism is built upon three interdependent social and economic objectives:

economic growth - an essential element and an unquestioned good,

ever-increasing consumption - represented as a privilege, a right, and even a duty,

eternal affluence - but only if society both produces and consumes exponentially.

Faith in technology: Technology is considered to be the domain of "experts"; thus consumers put their faith in the experts and wash their hands of responsibility. "If America can develop the atomic bomb and put a man on the moon, it surely can solve its energy problem," is a popularly stated belief (Milstein, 1979).

The development of energy-conserving technologies is a necessary but insufficient step towards reduced energy consumption. Unless adopted by a significant segment of consumers, the impact of technical innovations will be negligible (Costanzo et al, 1986).

Belk et al (1981) discuss the energy crisis in terms of non-personal and personal solutions. They find that varying degrees of guilt may be present to motivate certain reactions, depending on whether the individual accepts any personal responsibility for the energy shortage. Kotler and Roberto (1989) note that negative or fear-based messages work better

when a social product presents a real solution to a problem. When the social product is a personal goal or objective, positive messages are more appropriate. The same authors also observe that a "credible source stops people from discounting or underestimating a fear-based appeal".

Belk et al (1981) also indicate that there is a "free rider" problem when some members of the population do not join in a voluntary collective sacrifice. In such a situation, the majority's conservation efforts will also benefit a non-conserving minority. Joerges and Muller (1983) discovered another type of free rider effect when consumers take advantage of government subsidies for conservation activities they would probably have undertaken anyway.

Although most people have become aware of energy shortages, not everyone adopts home energy conservation measures. Even a generally favourable attitude toward conservation does not necessarily lead to actually turning down a thermostat, changing furnace filters, or caulking (Olsen, 1981). Even concerned citizens tend to adopt only conservation behaviours that are familiar and easy to accomplish. Further, energy conservation practices are sometimes adopted for a brief period and then abandoned (Kantola et al, 1984).

Ritchie et al (1981) have outlined the substantial complexities involved when attempting to determine both the factors that influence residential energy-consuming behaviours

and the nature of each influence. The potential factors include climatic conditions, house characteristics (fireplace, fuel source, single-family versus multiple-family), household demographics (bigger, wealthier families use the most energy), and attitudinal variables (such as believing energy conservation is important). Similar complexities have been outlined by Berry (1990) for determining the potential for cost effective energy-efficient activities within a utility's integrated resource plan. The potential is dependent on many factors including the following characteristics:

- (a) existing building and equipment stocks,
- (b) energy-efficiency technologies,
- (c) consumers that install and use the technologies (market segments),
- (d) delivery mechanisms (e.g., marketing efforts, staff development, financial incentives, quality control etc.),
- (e) the external environment (e.g., prices of fossil fuels and electricity, economic growth and public attitudes on energy issues).

(Berry, 1990)

Behavioural influence also plays an important role in determining the completion of conservation activities. The nature of behavioural influence includes relationships that predispose, circumscribe, enable, or mediate energy-consuming behaviours. For example, positive attitudes towards energy conservation would be expected to predispose (influence in advance) consumers to lower actual energy consumption. Yet

climate would circumscribe (limit) the extent to which energy conservation is practical, and income would enable (facilitate) possible energy-conserving capital investments. Family decisions, such as family size, tend to mediate or compromise energy consumption; although these decisions influence consumption, no direct consideration of energy consumption consequences is made. In addition, factors such as house construction standards can also influence consumption (Ritchie et al, 1981).

Further challenges occur because behaviour change programs do not always fit easily into residents' lifestyles and can be quite labour-intensive and costly; thus they are viewed by residents as infringements on their freedom (Gifford, 1987).

Neuman's study (1986), conducted in California, found that many respondents considered energy conservation to be instrumental in the attainment of many personal values such as environmental quality and personal growth. Further, it was found that personal values such as "traditional success" had no apparent inhibiting effect on conservation efforts.

Using their own attitudinal and behavioural indices, Murphy et al (1979) found the attitude-behaviour relationship for energy conservation to be weak. Only for the category of "conservation concern" were attitudes seen as reasonably good predictors of behaviour. These researchers favour conservation strategies such as taxes, price hikes, or even

rationing to reverse the direction of the attitude-to-behaviour flow. If forced to change behaviour, consumers will probably change attitudes, which will facilitate energy-conserving actions.

It is clear that researchers have found a multitude of both facilitators and barriers to energy conservation behaviour. Those factors which were discussed in the foregoing section are summarized in Table 1. These factors must be taken into consideration when planning and developing further research and marketing strategies.

TABLE 1

FACILITATORS AND BARRIERS TO ENERGY CONSERVATION

<u>Conservation Facilitators</u>	<u>Conservation Barriers</u>
<ul style="list-style-type: none"> ■ energy decisions are orderly and predictable ■ interpersonal sources influence adoption of new technologies ■ guilt can motivate reactions ■ conservation can help in the attainment of personal values ■ higher education and social status facilitate conservation 	<ul style="list-style-type: none"> ■ there is an unclear relationship between attitudes and subsequent action ■ cynicism, materialism and faith in technology constitute barriers ■ free rider problem hampers implementation ■ consumers tend to adopt easy practices only, sometimes for very short periods ■ conservation can be labour-intensive and costly ■ consumers often lack necessary knowledge for effective implementation

3.4 Energy Conservation Approaches and Strategies

Various approaches have been advocated and employed to promote energy conservation. This section discusses both positive and negative aspects of techniques used by utilities and regulatory agencies in North America.

Sterngold et al (1979) outline five main approaches and introduce a sixth; Olsen (1983) has identified three broad categories of energy conservation strategies. These two views and findings from other research are discussed below.

Sterngold (1979) discusses a legal-regulatory approach which is favoured by government officials and policy makers but is often associated with unnecessary coercion, conflict, economic rigidity and inefficiency. Olsen (1983) suggests that regulatory strategies are based on social-structural theories of change developed by sociologists and political scientists. Efficiency standards, consumption limits and land-use restrictions are examples of regulatory strategies. Efficiency standards can often be the best approach to implement conservation (e.g., appliance standards).

The public information approach is favoured by those who believe that consumers can be convinced to conserve energy if only they are given the right information. Sterngold (1979) suggests that this approach on its own ignores the behavioural tendencies of most people. Stern and Aronson (1984) note that

"for information to be effective in a decision process, making it available is not enough". Few people have responded to large-scale information campaigns in the past. When the U.S. government required utilities to offer free energy audits through the Residential Conservation Service, fewer than 4% of the eligible customers responded (Centaur Associates, 1984). As a consequence of these poor results, the U.S. Department Of Energy suggested that there is a "weak linkage between the consumer's receipt of conservation information [the audit] and his motivation to act on that information" (US Department of Energy, 1984).

Olsen (1983) describes communicative strategies which are based on social-psychological theories of change, such as cognitive, attitudinal and inter-personal influence theories. The purpose is to increase the recipients' knowledge of the desired new actions, their motivation for taking those actions, and their personal ability to carry out these actions. Community programs such as home energy-use checks and car-pooling are examples of communicative strategies. Sterngold (1979) created a separate category of communicative strategies called the community approach which, similar to Olsen's (1983) example of community programs, suggests that energy problems can best be solved by people working together on an inter-personal level. However, it has been stated that people largely make their energy-use decisions as individuals

in the market place, rather than on a group basis in their communities (Sterngold et al 1979).

The economic approach, described by Sterngold (1979), utilizes taxes and subsidies to alter the price structure of energy resources. Similarly, Olsen (1983) notes that financial strategies are based on microeconomic and psychological-behavioural theories of change, and emphasize the importance of rewards and punishments in altering people's actions. Price increases, rebates and credits make it beneficial for people to take desired actions. Hutton and McNeill (1981) found that the use of incentives significantly increases consumer response.

Of the three strategies identified by Olsen (1983) - Communicative, Financial, and Regulatory - the researcher determined that the preferred strategy was financial incentives (not price increases). This was closely followed by community programs (Communicative) and efficiency standards (Regulatory). Milstein (1978) concludes that information and tips on how to save energy (Communicative strategies) are meaningful to people only when the information has a dollar sign attached to it.

Sterngold's (1979) fifth technique (which was not considered by Olsen) is the technological approach, which ranges from the full-scale development of solar power to the supposed panacea of nuclear power. Many of the social problems faced by modern man are the consequence of technology

improvements and the scarcity of resources; Sterngold suggests that perhaps our destiny should be shaped by living within our means rather than by further exploitation.

Finally, Sterngold has suggested a new approach "not because it offers a totally different set of tools and techniques, but because its overall orientation is unique":

Social marketing is defined as an approach to creating planned social change that draws upon concepts and techniques from the marketing field, and attempts to gain people's voluntary cooperation by sensing and satisfying their needs as expressed by their attitudes and behavior (Sterngold et al, 1979).

An appeal which links conservation of electricity to reduced environmental degradation could fit into the categories of public information approaches, communicative strategies and social marketing.

3.5 Marketing Energy Conservation

Social Marketing is considered distinct from the other approaches in the following respects:

- (a) it is consumer oriented, taking into consideration consumer needs and attitudes;
- (b) it attempts to elicit voluntary behaviour through appealing to self-interest;

- (c) it is holistic in that various elements of the marketing mix operate separately and together to influence people;
- (d) it uses market segmentation, considering various subgroups in the target population rather than one homogeneous group;
- (e) it considers that the consumer adoption process is developmental - the decision-making process has various stages;
- (f) the importance of symbolic and subjective meanings is emphasized - self-image and other subjective meanings are considered in addition to the "facts and figures"; and finally,
- (g) it is a planned process where major steps and results are predetermined (Sterngold et al, 1979).

Murphy et al (1979) suggest that increasingly, energy marketers need to segment their appeals to distinct demographic groups. The upper social class, which already holds a positive attitude toward energy conservation, needs to be supplied with information about actions that individuals can take. Consumers in the middle and lower social classes should receive more of an educational approach. Television advertising may constitute the best media vehicle to reach the middle and lower class segments. The average low-income household uses 25% less energy than the average U.S. household does, yet because of the older and substandard nature of the

housing units, this group has the highest conservation potential. This is where incentive programs and subsidy strategies become very important to augment marketing and information programs (Coltrane et al, 1986).

Kotler and Roberto (1989) discuss the use of mass communications in social change programs. The primary function of mass communication is to inform and persuade, within a given time period, the greatest number of selected people (target adopters) about how the product, service or behaviour fits the person's needs and how it may be more suitable than any alternatives. Mass communication does this by informing and persuading target adopters. Informing involves making the target adopter aware of the communication, and able to remember its content. The persuasion component includes the formation of a favourable attitude toward the product (or activity) and the intention to try the product. Following trial adoption, the ultimate goal of the mass communication strategy is repeated adoption. At each step of the communication campaign a certain portion of target adopters will either go onto the next step or will exit the process.

The transition from exposure to awareness of a communication is a function of the communication's reach and frequency (reach and frequency multiplied together gives what the advertising industry calls "media weight"). The next step, recall, depends on the communication's copy execution

(framing or structuring the message). The adopter's development of a favourable attitude or image of the product is dependent on the actual copy message. The individual's intent to try the product is a function of promotions which induce adopters to act immediately, and also of the appropriateness of the communication media (TV versus radio versus print etc.). Trial adoption is a function of the social marketing mix: the four P's of marketing. (Product - quality, service and packaging etc.; Price - both monetary and nonmonetary, such as costs of time, effort and stress; Place - including distribution; and Promotion - advertising, sales promotion and public relations) Finally, repeat adoption is a function of the quality or superiority of the product (in the case of conservation, this would be the continued monetary and environmental benefits) (Kotler and Roberto, 1989).

Seligman (1985) examined reasons why consumers are not saving as much energy and money as they might. He found that the main reason is related to the information that consumers have and require about the energy environment. The study suggested that an effective information campaign must come from a credible source, contain a specific message, be presented in a personalized manner, and sensitize people to what they lose by not conserving. Where credibility is a concern, Stern and Aronson (1984) suggest creating partnerships between low- and high-credibility sources (e.g.,

the resources and skills of a large electrical utility can be matched with the local credibility of a non-profit community group). This strategy has been found to be particularly effective in reaching minority groups and the elderly in California. Other examples are Chambers of Commerce, apartment owners' associations, local boards of realtors, churches, civic groups, neighbourhood associations and senior citizens groups. Programs drew the most people when energy conservation presentations were combined with regularly scheduled items, since by themselves energy conservation presentations tend to attract few people (California Energy Extension Service, 1981). Tversky and Kahneman (1981) found that for residential customers a focus on how much the household was presently losing, rather than how much it might save, was more effective in promoting conservation behaviour.

Sorensen (1985) conducted a study at the Oak Ridge National Laboratory where certain characteristics of effective educational programs were found to be equally effective when applied to the marketing of energy conservation. The characteristics included the following strategies:

1. Use clear, concise and simple language.
2. Personalize information.
3. Make concrete recommendations.
4. Use credible and authoritative sources.
5. Tailor information for specific users.

Rotenberg (1978) suggests that marketers should go further and educate consumers regarding the benefits of purchasing higher quality products, which are more durable, and convince consumers that maintenance, repair, and recycling are generally more appropriate than replacement.

However, information and education may not be sufficient to convince some people to change their behaviour. Geller (1981) presented workshops in which energy-conservation information was presented through lectures, discussions, slide shows, and demonstrations, in addition to the distribution of more than 50 pages of written material. He found that these methods were not sufficient on their own to change behaviour. However, energy-conservation practices were embraced, and significant reductions in energy conservation resulted, when information campaigns were supplemented either with monetary rebates contingent upon energy reductions or with various forms of feedback.

Feedback has been recognized as a method which facilitates performance through motivating a person to try harder or persist longer at a task. Jensen (1982) identified two types of feedback which can be useful in changing energy-conservation behaviour. Self-comparison feedback is where consumers set reduction goals and use the feedback to evaluate their performance relative to those goals; social-comparison feedback occurs in the absence of physical standards for evaluating one's conservation ability. Consumers may use

others' consumption levels for evaluating their own behaviour and, possibly, adopt others' actions in setting conservation goals.

Becker (1977) reasons that it is through goals, which are set in response to feedback, that performance is achieved. Further, the more difficult the goal, the better the performance. Becker's study involved asking families to reduce electricity consumption by 20% (difficult) or by 2% (easy) and gave feedback to only certain selected families. The group with a 20% goal plus feedback achieved 14% savings, while the 2% group with no feedback achieved only 0.4% savings.

Another important aspect of feedback is the program evaluation undertaken by the utility. Actual consumption data has been found to be essential for the evaluation of program effectiveness. In the Santa Monica Energy Fitness Program, each participant is asked to sign a form releasing billing and consumption information for one year prior and one year subsequent to an energy audit. This form of data has been found to be much more reliable than the major alternative - self-reported data, which often gives inflated saving estimates (Stern and Aronson, 1984).

Three factors determine the overall success of an energy conservation program: i) the number of eligible customers who participate in the program, ii) the number of recommended conservation actions that are adopted by the participants, and

iii) the actual energy savings which have been achieved (Hirst and Goeltz, 1986).

Coltrane et al (1986), reviewed a great deal of literature in order to develop a tool for clarifying energy efficiency program parameters, identifying target populations and developing specific marketing strategies. Berry's (1990) report, which lists eight communication considerations, concurs with most of Coltrane's findings. The checklist developed by Coltrane and his associates is reproduced on the next page.

Environmental appeals have been starting to appear during the last two years as promotional strategies to increase demand for products. The Loblaws "Green Line" is probably the best known mass marketing strategy based on appeals to consumers who want to consider themselves "environmentally-friendly". Energy-related environmental appeals have also appeared recently (e.g., natural gas). For the most part these appeals have not been conservation oriented, but are positioned to increase demand for energy products that reduce the harmful side effects of energy use.

TABLE 2
DSM PROGRAM ELEMENTS CHECKLIST

Marketing conservation

- 1) *Vivid information.* Use concrete examples and demonstrations.
- 2) *Personalized information.* Use individually tailored recommendations.
- 3) *Personal appeals.* Use face-to-face interactions.
- 4) *Credible sources.* Use local organizations and individuals.
- 5) *Observability.* Use highly visible local demonstrations.
- 6) *Social diffusion.* Make use of friends and neighbours.
- 7) *Market segmentation.* Target information to specific clients.
- 8) *Market penetration.* Use door-to-door canvassing.
- 9) *Equity concerns.* Reach the renting sector, those on low incomes, minorities, the elderly.

Delivering conservation

- 1) *Convenience.* Offer simple and easy sign-up procedures.
- 2) *Flexibility.* Give consumers a choice of actions.
- 3) *Hard interventions.* Install inexpensive conservation hardware.
- 4) *Quick results.* Focus on rapid recognition of program benefits.
- 5) *Active participation.* Encourage do-it-yourself actions.
- 6) *Financial incentives.* Offer loans, grants, rebates.
- 7) *Mix of services.* Coordinate various energy program offerings.
- 8) *Quality control.* Conduct follow-up inspections.
- 9) *Programme evaluation.* Include evaluation in initial program design.
- 10) *Consumption data.* Use metering or utility bills in evaluation.

(from Coltrane et al, 1986)

The ICG Utilities' "Let's CLEAR THE AIR" newspaper advertisement (Figure 1, page 50) provides an example of an environmental appeal. This advertisement attempts to discourage the use of other fossil fuels for heating and transportation in favour of natural gas. The appeal combines environmental and economic arguments to persuade consumers to switch to natural gas. The last two sentences of copy highlight an important part of the marketing strategy: consumers are made to feel that their individual contribution will make a difference to the environmental problems which we face as a society; and consumers can, by purchasing natural gas, "be part of the environmental solution" rather than part of the problem.

Mohawk Gasoline has also used an environmental appeal in its campaign to increase demand for ethanol-enriched fuels. Mohawk's "ETHANO₂L ... A proven gasoline additive for cleaner air" brochure (Figure 2, page 51) appeals to both the driver's environmental conscience and his/her desire for better vehicle performance. In addition, the brochure outlines the benefits of ethanol production to the Western Canadian economy.

Both of these examples have attempted to individualize the problems or solutions of environmental degradation in order to establish the link between the consumer's individual purchasing behaviour and his or her contribution towards these problems and solutions.

Let's
CLEAR THE AIR

Pollution. Acid rain. Global warming. Ozone depletion. Environmental carnage will have deadly effects on our future ability to breathe clean air, grow untainted food and drink pure water.

Natural Gas may not be the ultimate solution to our problems, but many scientists and environmentalists feel it's our best energy alternative. Because it's clean and efficient, the use of Natural Gas has many advantages over other fossil fuels.

Natural Gas emits fewer pollutants and does not damage the ozone layer. Substituting Natural Gas for other fossil fuels, such as coal and fuel oil, will also help to alleviate global warming because Natural Gas produces less carbon dioxide and less nitrous oxide.

Converting vehicles from gasoline to Natural Gas will not only cut fuel costs, it will also significantly reduce carbon monoxide and other emissions.

By using energy more efficiently, we will do less damage to the atmosphere. By choosing Natural Gas, we can protect our environment and achieve substantial cost savings at the same time. It's that simple.

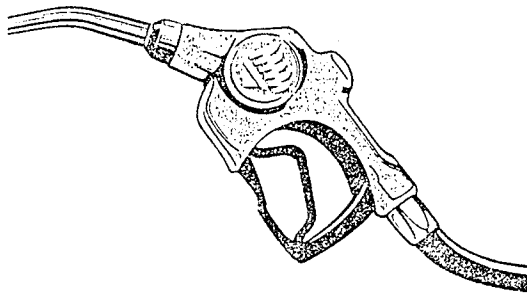
You can make a difference. With Natural Gas, you can be part of the environmental solution.



Fig. 1. ICG Utilities Environmental Ad

ETHANOL₂

A proven gasoline
additive for cleaner air.



ETHANOL-ENRICHED MOHAWK GASOLINES.

Since 1981, Mohawk has recognized the need to create fuels using renewable resources that are less harmful to the environment. In Manitoba Mohawk's ethanol-enriched gasolines burn with up to 40% less harmful carbon monoxide emissions than any ordinary gasoline sold in Western Canada.

- The ethanol in the gasoline is what helps to reduce smog levels and your car's contribution to the "greenhouse effect".
- Ethanol is made from a renewable resource — Western Canadian grain. This gives our farmers a new market for Prairie grain, and

helps to diversify our Western Canadian economy.

- Mohawk Premium Plus, enriched with 10% ethanol, is absolutely the highest octane unleaded in Western Canada.
- The use of ethanol-enriched fuels is warranty-approved by every car manufacturer in the world.

For our environment, and for better performance, switch to ethanol-enriched Premium Plus Unleaded, available only at Mohawk.

And drive away with a cleaner conscience.

The following is a summary of 1990 Automobile Manufacturers' Fuel Requirements:

Manufacturer	Ethanol (Up to 10% blends)
Acura America	acceptable
Alfa Romeo	acceptable
American Honda	acceptable
American Isuzu	acceptable
Audi Corp.	acceptable
Austin Rover Cars	acceptable
BMW of N.A.	acceptable
Chrysler/Jeep/Eagle	acceptable
Daihatsu America	acceptable
Ford Motor Co.	acceptable
General Motors	acceptable
Hyundai Motors	acceptable
Jaguar Cars, Inc.	acceptable
Mercedes-Benz	acceptable
Mitsubishi Motors	acceptable
Nissan Motor Corp.	acceptable
Peugeot Motors	acceptable
Porsche	acceptable
Rolls-Royce/Bentley	acceptable
Saab-Scania	acceptable
Subaru of America	acceptable
Suzuki of America	acceptable
Toyota Motor Co.	acceptable
Volvo of America	acceptable
Yugo America	acceptable

Printed on recycled paper

Fig. 2. Mohawk Gasoline Environmental Ad

3.6 Summary Results of Previous Ontario Hydro Environment-Related Studies

Three related surveys previously completed for Ontario Hydro were reviewed: Donegan Consulting prepared a report (June 1989) based on focus group research; Decima Research also prepared its report (November 1989) based on focus group research; and Goldfarb Consultants compiled a survey completed in the first quarter of 1990. Highlights from each research study are presented in this section. A summary of consistencies and inconsistencies noted among the previous studies and in this study's methodologies is presented in the final summary - Chapter 7.

The Donegan Consulting report (1989) is based on ten focus groups which were fielded by Decima Research. The goal of the research was to explore

aspects of the supply and demand issue - comprehension and reaction to the identified need for conserving electricity, cares, concerns about the environment, quality of life and its trade-offs.

(Donegan Consulting, 1989)

The study found that the success of any communications program will be dependent on its tone and the credibility of the source. The program must never admonish, present an ultimatum or put people in a corner. It was found that people associate the need to reduce demand with a failure on Hydro's part to

plan its operations effectively. Consumers need to know that their contributions will actually make a difference and why. Consumers also need to be reassured that everyone is pulling his or her own weight, and that individual consumers are not acting alone. People believe they are conscientious users of electricity already and that present habits are an outgrowth of values instilled by their parents. Without a perceived need or monetary incentive there appears to be no motivation to consider or adopt further conservation measures.

The research also found that "people appear to be able to psychologically block any linkage between their use of electricity and its negative attributes". With regard to environmental issues, the following points were made in the Donegan Consulting Report (1989):

- Few respondents made the connection to the environment. Where connection was made, it was to the generation or supply-side rather than the use or demand-side.
- Electricity is perceived as clean.
- Connection between electricity and the environment would create an inner turmoil as the environment/lifestyle trade-offs cannot be reconciled in people's minds. The backlash would be significant on the corporate image. It would also shift the focus from energy efficiency to the issues of nuclear waste, sulphur emissions and ecological damage. ..there was no reassurance that even this would work. People do not want to deal with the issue, nor take responsibility for the solution. The connection would have to be made for them because it is not automatic. ...people would have to be hand held through the logic."

The above finding, which suggests that people do not want to deal with the issue of environmental degradation, appears to contradict popular opinion polls regarding environmental concern. Results from this study - discussed in Chapters 5 and 6 - do not support this focus group data.

- Any environmentally-negative choices will always, in consumer's minds, be made by Hydro, not by them. The people have no choice with electricity, only Hydro has choices.
- The tone of the communications will be extremely important. There can be no sense of sacrifice, no sense of lecturing, no sense of doom and gloom. The communications must display a positive perspective if they are to get through the denial barrier... .
- Some relevant quotes from focus group participants follow:

I agree that when I use the car, I make the connection, but not when I use the appliances. Hydro is too clean. Really. When you use the kettle it doesn't smoke.

...I think that it is the onus on Ontario Hydro to produce more electricity. In a safe way... . It just doesn't make sense for us to go and cut off electricity. Cutting on waste is one thing but not supplying what is a necessity of life is something else.

it would be nice if they would say that by turning off your lights that you are going to cut back so much on acid rain.

I don't think that people are going to believe that the electricity that they use in their homes is going to harm the environment. Unless you take them by the hand and show them every evidence where that if you plug in your toaster, this is what you are going to create some where down the road. And I don't think you can show people that...

If everyone else in the country is willing to conserve, then I am. But I'm not going to go overboard to cut back for myself if my neighbour is going to blow everything I save.

Why should I do without when my neighbour is going to have a pool pump running.

I'm not interested in doing things because it is insignificant. You need to get down to the real users of power and energy.

I think the difference also is that with the blue box you are showing the rest of the world that you are doing something. With Hydro, you would have to prove it to yourself in your own home. Nobody is going to give you a round of applause for something you did in your own house.

The Donegan Research project addressed the "connection to the environment" as only one of six areas within the supply and demand issue. Perhaps some of the cynicism and negative reaction towards the environmental connection are a result of the broad nature of the focus group discussions.

The Decima Research study (1989) used nine focus groups to assess a combination of television and print advertising. Relevant assessments of the tested campaign are given below:

- The use of tongue-in-cheek humour or sarcasm was seen as an effective way of getting the message across.

- Some participants stated that an ad, which showed both a light burning and perhaps smoke billowing out of a generating system smoke stack or a dammed up river, would help customers to make the conservation/environment linkage.
- [Participants were generally] unable to forge any linkage between conservation of electricity and environmental protection. Participants were not able to get past the economic aspects of conservation. ...those able to make this linkage appeared to be more socially and environmentally aware than other participants.
- The ads must address a direct benefit to the customer. ...participants sense little altruistic motivation to conserve electricity. However if the ads indicate direct and personal savings or benefits, acceptance of the ads appears to follow closely behind.

It is interesting to note that there is a need for personal savings or benefits before acceptance of the ads is possible. This study attempts to show that environmental benefits can be shown to be very personal and that they effectively provide the needed motivation for action.

The Goldfarb Consultants survey (1990) completed for Ontario Hydro during the first quarter of 1990 contained the following relevant results:

- 64% of the respondents mentioned that telling people and industry to conserve, and educating people on how to conserve, was the best solution to potential shortages of electricity in the future.
- Building new generating stations was considered the best solution by only 26% of respondents.

- 83% agreed to the following statement: "I am personally willing to reduce my use of electricity in order to delay the building of another station".
- 76% felt that "Hydro could delay the need for building new generating stations if it encouraged people to use less electricity".
- Most people (80%) are prepared to accept at least some responsibility for the pollution created in generating the electricity they use.
- Most people (83%) believe that pollution from generating stations can be substantially reduced by individual consumers reducing the amount of electricity they use.
- However, more than half (56%) believe, at least somewhat, that Hydro is primarily responsible for the pollution, and also for its solution, since it is Hydro which makes the decision as to which technology will be used to generate the electricity.

The Goldfarb survey results clearly demonstrate public acceptance of demand-side management and, most importantly, personal responsibility for pollution and the significance of individual conservation behaviours.

3.7 Summary

A great deal of research in the energy-conservation-behaviour area has resulted in the development of many strategies aimed at reducing the consumption of energy. There are two main approaches to conservation strategies: regulatory and persuasive. Each approach has strengths and has applications for which it is best suited.

Most marketing techniques have focused on the economic advantages of conservation. However, very little marketing research which deals with the link between energy conservation and reduced environmental degradation has been documented to date. The public's environmental awareness and concern has only recently been sufficient to permit specific appeals such as those exemplified by Mohawk and ICG.

Many factors must be considered when one attempts to change human behaviour. A wide range of variables can influence behaviour, from social norms, socio-political influences, past experiences and demographic characteristics to your neighbour's opinion.

The use of communicative techniques (including education and information feedback) and social marketing approaches will play an important role in the research for successful environment-based appeals.

Previous research prepared for Ontario Hydro indicates that consumers are not always able to understand the linkage between conservation of electricity and the environment. The manner in which the relationship was presented to participants was not available to this study so a comparison of promotional themes is not possible. Many of the findings agree with the literature reviewed and were useful in the design of elements tested in this study.

A final requirement for successful demand-side management programs is commitment.

Commitment may be the most important element of successful conservation efforts. Those utilities and government agencies that make conservation a high priority invariably succeed in their efforts to help their clients save energy... .

(Coltrane et al, 1986)

With the many competing interests within and outside an electrical utility (especially a Crown corporation), total commitment of the utility to conservation may be one of the more difficult goals to achieve. The fabric of the organization must change and develop in order to provide a new direction for employees, management, regulatory agencies, customers, government and the public. Clearly a variety of programs and technologies is called for, in addition to further research and development.

CHAPTER 4
SURVEY AND INTERVIEW RESULTS/ANALYSIS

4.1 Survey Background

The survey (Appendix A) used in this phase of the research project was based primarily on a list of assertions (developed from both the literature review and the researcher's ideas (Appendix C). In addition, questions were developed to obtain general utility information for analysis purposes. The survey comprises 27 questions, 10 of which are utility specific. The survey was administered to a total of 31 people or organizations; 17 were returned (in addition, two European utilities wrote letters rather than completing the questionnaire). A breakdown follows:

TABLE 3
SURVEY STATISTICS

<u>Organization Type</u>	<u>Sent Out</u>	<u>Received</u>
U.S.A. Utilities	13	8
European Utilities	7	2 (+ 2 letters)
Canadian Utilities	5	5
Canadian Non-utilities	6	2
	31	17
	31	17

Table 4. furnishes a profile of the average utility which responded to the survey:

TABLE 4
RESPONDENT (UTILITIES) PROFILE

Total electricity generation (1989) (in gigawatt hours)	10,000 - 50,000 GWh
Average residential consumption (1989)	5,000 - 25,000 GWh
Largest percentage of generation by fuel type (1989)	Nuclear (42%), Hydro (33%) Coal (25%)
Largest percentage of generation by fuel type (projected for 2000)	Nuclear (33%) Hydro (33%) Coal (25%)
Average peak demand (1989) (in megawatts)	1,000 - 5,000 MW
Total demand reduction target for 1990 - 2000	Mode: 0 - 3,000 MW
Residential demand reduction target for 1990 - 2000	Mode: 0 - 500 MW
Residential conservation marketing strategy currently under way	73%
Current or previous use of an environmental marketing appeal	53%

4.2 Survey Findings

Respondents were asked to pick the most and least effective methods for reducing electricity demand from the following list:

1. Individual savings
2. Pricing mechanisms
3. Education and information campaigns
4. Environmentally-linked campaigns
5. Government regulations and incentives

Pricing mechanisms were considered the most effective by the greatest number of respondents (33%); the other choices were quite evenly divided (except for environmentally-linked campaigns which was not chosen by any respondent). Government regulations were considered the least effective by 44% of the respondents, while each of the two marketing campaigns was considered least effective by 25% of the respondents. Although the majority of the respondents were marketing professionals, these results indicate that environmentally-linked campaigns do not instill a great deal of confidence in the people who would be charged to carry out such a campaign. This is a concern which needs to be addressed if such campaigns are to be implemented.

Only a slight majority (56%) of the respondents considered that it is appropriate to make consumers aware that their demand for energy is responsible for environmental degradation caused by electricity generation. Comments included:

We avoid blaming customers, it defeats our DSM objectives to get people to act. Threatening people is negative promotion.

Focus group feedback tells us they want to know [about environmental impacts of electricity generation].

Requires carefully designed communication plan.

This question implies that generation of electricity causes environmental degradation. There are also environmental impacts of not generating electricity!

There is general concern among environmental change advocates that consumers, as individuals, will feel that the amount or size of their contributions (to environmental problems) will be of negligible effect and therefore will not change behaviours. Most respondents (63%) did not feel that residential electricity conservation shared this problem. Threats to consumers' standard of living were similarly considered by the respondents (87%) not to be factors which would inhibit an environmental appeal.

The majority of respondents (79%) were not concerned that utilities would be seen to be using environmental appeals to promote conservation as an easier or preferred alternative to pollution abatement programs. A similar percentage (81%) of respondents did not feel that, as a result of increased consumer awareness of electricity's environmental effects, utilities would face the risk of losing credibility because consumers would place the blame for the effects on the utility. One comment regarding credibility:

[increasing consumer awareness] needs DEFT HANDLING.

The majority of respondents (88%) did not feel that consumers would react negatively to environmental appeals because the utility would be seen to be jumping on the environmental bandwagon. Comments included:

...it [an environmental appeal] has been positive vs. negative.

...the environmental benefits, once understood, of electric demand reduction were seen as more important than most other ecological issues, and thus seemed to lead or define the bandwagon, rather than climb on after it started rolling.

The majority (80%) of the respondents felt that effective marketing could make the consumer feel individually responsible for the environmental effects caused by electricity conservation. Regarding the method of assigning responsibility, most respondents (60%) agreed that consumers should not be made to feel guilty about environmental problems caused by electricity generation. Comments included:

...customers, once they see the connection between demand and environment, will accept some personal responsibility, but they will not accept the guilt.

There are very obvious backlash potentials if the utility tries to utilize a guilt appeal, since customers won't accept the guilt, but will hold the utility guilty.

The other 40%, however, felt that the use of guilt would successfully convince consumers to reduce demand.

The following factors were considered by respondents to be positive criteria for the use of environmental appeals:

- Local (rather than global) environmental issues should be used 87%
- Appeals should be tied to a specific product or energy use (rather than a broad "save the environment" appeal) 93%
- Human health benefits derived from conservation should be stressed 53%
- Environmental appeals should be used in conjunction with money saving appeals 88%

Comments regarding the above include:

Our interviews indicate that we need to be fairly specific about the connection between demand reduction and environmental issues (slowed increase in emissions, slowed increase in acid rain, plant siting, etc.

I don't believe this [stressing health benefits] is a proper or believable position for utilities; we're not medical experts.

A cost savings appeal can be successful without an environmental message; the opposite will not prove true.

Our focus groups indicate that the environmental appeal by itself is not sufficient to provoke consumer action. However, when tied to a primary message focused on bill reduction, the environmental appeal has strong support.

4.3 Survey Analysis

The use of environmental appeals is a new direction in the electrical utility industry, so it is understandable that there is a certain amount of scepticism and a relatively wide range of opinions among people connected to the industry.

There is clearly a lack of consensus regarding the use of guilt and assigning responsibility for the environmental impacts of electricity generation. This disagreement can be attributed to inexperience with this form of marketing and advertising in the electrical utility industry. Guilt is often associated with negative perceptions. It is therefore understandable that people connected to the utility industry want to continue to promote positive images of electricity generation and use.

The survey questions which resulted in the greatest consensus (over 80%) are listed as follows:

Environmental appeals:

- will not be seen as a threat to consumers' standard of living;
- would not result in the utility losing credibility;
- would not be seen as the utility jumping on the environmental bandwagon;
- should stress local environmental issues;
- should be tied to a specific product or energy use;
- should be used in conjunction with money saving appeals.

These findings indicate that, according to industry spokespersons and observers, there are very few reasons not to go ahead with the trial marketing of environmental appeals following adequate research. There appears to be little downside risk and much potential for environmental appeals to help consumers change their energy-use behaviour.

4.4 Interview Findings and Analysis

Although many people were spoken to throughout the research project, a majority of the interviewees referred to pricing and regulation strategies with which they were most familiar. Interviewees had little or no experience with environmental appeals and thus did not comment on them or could only talk about them in very general terms. The discussion which follows stresses only information which is relevant and useful for the research project.

One of the representatives from a U.S. utility had recently run a series of focus groups in order to receive feedback from consumers on the use of a planned advertising campaign which included environmentally-based appeals. Results indicated that most of the participants had trouble making the connection between demand reduction and environmental benefits. It was interesting to note that the

connection problem was not as apparent among customers in non-metro (rural) areas. The utility representative stressed that there is a "need to start any discussions about customers' personal contribution to demand with the utility's obligation to serve, so that customers understand the reactive and obligatory nature of the utility's generation response".

A university professor spoke of the need to approach the consumer's personal level through increasing awareness of electricity generation health effects. He suggested that guilt would not be effective and that both electricity products and services should be used in general appeals. Consumers need many reminders for daily decisions (such as the blue box on the street) and feedback in the form of cause and effect.

A government representative mentioned that the market penetration rate depends on the estimation of environmental risks by consumers. He stressed that any conservation technique that is promoted through an environmental appeal must first be cost effective. Suggestions included using a forward-looking approach: what are the consequences for future generations? He felt that a key question was which should get the greater emphasis, reliability of electricity or environmental concerns? He also suggested that aggregate statistics regarding electricity and the environment should not be used.

Many interviewees commented on the need to consider the utility's generation make-up. The best conservation and environmental solutions will depend on the supply make-up of each utility.

4.5 Summary

A slight majority of electrical utilities contacted had stressed (somewhat) the environmental benefits of energy conservation during promotions in the last few years. Indications from written and verbal comments suggest that utilities are cautiously moving to increase the strength of environmental appeals as the public's concern for the environment continues to grow.

Survey and interview results indicate that, according to people connected with the utility industry, environmental appeals have the potential to positively influence consumers' energy behaviour. Numerous ideas were received which suggested methods and forms of implementation. Although some of the questions produced inconclusive results, analysis shows that there are few reasons why Ontario Hydro should not proceed with the further development and use of environmental appeals.

CHAPTER 5
QUALITATIVE RESEARCH RESULTS/ANALYSIS

5.1 Overview

The focus group section of this research was completed as an independent research package (in conjunction with the CLT* Testing) by a private consulting firm (Poole-Adamson Research Consultants Ltd.). The hiring of a professional research firm was arranged in order to strengthen the integrity of the final results and analysis. The package consisted of design consultation, recruiting, and moderation of the focus groups in addition to the reporting and analysis of the results. The P-A Report (Appendix D) presents the findings, observations, conclusions and recommendations which arose from the three focus groups. This section of the Practicum Report will present highlights of the P-A Report and relate the findings to the literature reviewed in Chapter 3 and the Utility Survey results presented in Chapter 4.

5.2 Discussion

Although not statistically relevant, results from the focus group screening questions provide 34 individual opinions which can be grouped together to give an indication of the combined groups' attitudes towards environmental issues.

In the first of two environmentally-related screening questions, respondents were asked to pick one of three societal groups which they thought had the greatest potential to reduce both waste and the impact of pollution on the environment. All three -Government, Industry and the Public - received equal weighting. However, when asked which of the three was actually having the greatest effect, the majority (68%) felt that the Public was most successful (Government and Industry were selected by 15% and 17% of the respondents respectively). This finding is applicable to the final advertising development for the CLT* Testing: one of the ads ("Reduce") was designed to build upon this sense of individuals already participating in the environmental cleanup. This finding also coincides with the Utility Survey, where respondents did not consider that consumers would be discouraged from environmentally-related conservation because their individual contributions were too small.

The second screening question asked respondents to indicate the extent of environmental benefits which would be

derived from individual actions. The range of actions included political, product and energy/behavioural. Energy/behavioural actions and product actions were rated highest. Although energy/behavioural actions received the greatest total scores, the intensity of feelings (doing the "most" good) regarding product actions was higher. This finding is a positive indication that people will consider energy conservation as an environmental activity. Focus group discussion highlighted this point by referring to energy conservation's prime purpose as saving money (for both the consumer and Hydro). The connection between the environment and electricity conservation was agreed by most to be a new idea and a new environmentally-friendly activity. Energy conservation can therefore "take on a new perspective when related to increased environmental consequence". Moreover, those people who have been saving money by conserving may find the added incentive particularly satisfying. Quotes from participants include:

all the ads that I have ever seen for Hydro are
[about] saving money.

[saving money by saving energy] is something old.
We have seen this before.

The Donegan Report suggested that a perceived need or monetary incentive was needed for motivation towards conservation: focus group results indicate that environmental reasons can clearly fill this need.

Review of the focus group discussion suggests that the concept of the environment lacked artificial boundaries and was considered to be a global concern. The environment was given such a level of importance that it was linked to human survival. There were many negative connotations associated with the environment: jeopardy, great danger, nature overwhelmed, death etc. The environment was addressed as a "negative issue; a problem to be addressed or solved". The consultant sensed that the discussion revealed a "certain and noticeable anxiety". Combined with the anxiety component is the emotionalism which characterizes the respondents' perceptions of the environment. The consultant postulates that the emotionalism and desperation associated with a "survival anxiety" is the basic motivation behind public response to environmental activities.

Focus group participants were presented with materials which suggested that all human activities will have some negative environmental impact. Although it was a new concept for many of the participants this idea was quickly and easily understood. Discussion was soon focused on the significance and magnitude of impacts and the need to establish priorities for impact resolution. Electricity generation impacts were rarely noted as the highest priority for concern and action, but they were regarded as very high up on the list.

Focus group findings suggest that environmentally-based appeals were appropriate for both manufactured and energy

products. Furthermore, various mock-ups did not pose any difficulty for respondents in their acceptance of the idea that environmental consequences result from the generation and use of electricity. Nor did it appear to be a dangerous promotional route for Hydro, as was suggested in the Donegan Report. The P-A Report goes further by suggesting that the public's perception of the link between environment and electricity is "inevitable and it may be wise to anticipate and therefore manage" the introduction of the connection rather than letting it happen on its own. This suggestion refers only to the environment-electricity relationship. However, the slight majority of Utility Survey respondents felt it was appropriate to make consumers aware that their demand for energy is responsible for environmental degradation caused by electricity generation. One of the focus group participants strongly emphasized that it was Hydro's responsibility to advise consumers of the environmental effects of generation.

Various concerns about environmental appeals surfaced from the focus group discussions. The consultant has identified two noticeable trends: i) even though the mock-up may state the "right things" about the environment, there is a danger of over-claiming or distorting the appropriateness of the product's environmental benefit; and ii) respondents resent the idea that their concern about the environment may be used to manipulate their behaviour. By over-stimulating the basic

environmental emotionalism, the consultant cautions that "an irrational response or even a backlash to factual, environmentally-oriented (or portrayed) product information" may result. The Donegan Report gives a similar warning about potential backlash effect on Hydro's corporate image. This does not necessarily imply that environmental appeals should be considered as secondary messages.

Environmental appeals can be the central message of advertising but care must be taken to gauge the current public attitude towards the electricity conservation-environment link. As the understanding and support for the link increases, messages contained within environmental appeals can be strengthened.

The P-A Report also suggests concern regarding "a sensitivity to the portrayal and balance of specific environmental references in presentations having to do with the environment". Some respondents did not want to acknowledge the serious negative environmental impacts of electricity generation, nor did they want to be reminded of the consequences of their failure to do something about the environment. Several respondents referred to the negative "guilt trip" to which the mock-ups subjected them, while others felt it was necessary to hit some people over the head before they would undertake environmental activities. A comment made by a respondent following the presentation of a "guilt" mock-up illustrates this point:

Save money. Help the environment. But I don't think I am going to solve nuclear waste problems by turning out the lights.

This divergence of opinion regarding the use of guilt coincides with findings in both the Utility Survey and the literature. Guilt will turn some people off while it will turn others on. As long as other potentially successful promotional alternatives are available, guilt should not be introduced as a mass marketing tool. Only if those segments of the population which would respond positively to guilt could be identified, and a promotion could be designed to reach only those segments, should such a promotion be undertaken.

Focus group findings also suggest that utilities must be careful to ensure the legitimacy of environmental claims. Respondents pointed to the drop in credibility for biodegradable garbage bags as an example of companies not only making suspect claims about their products, but also betraying an environmental claim. This cautionary note is supported by the Donegan Consulting Report which states that the success of a conservation program depends on the credibility of the source (Hydro) of an advertising message. However, the Utility Survey indicates that a high percentage of respondents (81%) do not expect a loss of credibility as a result of increased consumer awareness. Perhaps the respondents assumed a very carefully planned strategy or did not consider the complexities involved.

The literature deals extensively with the psychological aspects of marketing energy conservation. It was clearly evident in all three focus groups that Milstein's (1979) underlying and negative attitudes of cynicism, materialism and faith in technology were present among respondents. Discussion about the effectiveness of Government's and Industry's reactions to environmental problems revealed a certain cynicism regarding the self-interest of these sectors. In response to these attitudes and the emotional and often unpredictable behaviour which stems from perception of the environment, the consultant has emphasized that designers of environmental appeals must consider public perceptions, attitudes and feelings about the environment.

The term "conservation" was not appreciated by most nor understood as an appropriate label; rather, "efficiency of use" and "preservation of resources" tended to be perceived as more relevant and acceptable. Discussion demonstrated that the negative connotation of conservation - as in doing without - still exists. This suggests the use of terms other than "conservation" in promotional campaigns. The CLT* results in Chapter 6 indicate that a high percentage of respondents understood conservation and saving energy to be the prime intent of the portrayals even though the word "conservation" was not used.

The use of a financial savings appeal in conjunction with an environmental appeal was reviewed with the focus groups.

The President's Choice Environmentally Responsible Light Bulb material (outer packaging shell) presented many environmental and savings points, but respondents indicated that the material left them with a lack of focus and direction. Was the material promoting conservation of electricity simply as a good thing to do, was the material promoting the financial benefits of a very efficient bulb, or was the material promoting the positive environmental impacts? This confusion indicates the need to be very clear and straightforward when projecting a dual purpose promotion. Too much information, or presentation of a broad range of new and previously unrelated information, may cause confusion or require too much effort for adequate understanding. A similar confusion was also found in the Ontario Hydro/Tide ad.

The words "respect" and "value" were used in some of the mock-ups (e.g., "We all respect the environment; Everyone already values the environment"). Respondents had mixed reactions to both these words, with "respect" appearing more generic and passive while "value" implied something more tangible and active. The use of both words together was positively accepted by most respondents. (This combination was slated for CLT* Testing but only two concepts could be further researched within this study.) Another important phrase which was presented for reaction was "Let's give tomorrow a hand". This phrase became an official tag line of Ontario Hydro during the summer of 1990. Respondents

generally found the message to be sound and appealing; however some thought it to be "slightly juvenile".

The need to have more information was stressed by some respondents. The desire for specific impacts which are related to household electricity use was mentioned, as was feedback from Hydro regarding amount of electricity saved:

Why can't they say on the bill, 'you've paid less this month and thank you for helping to conserve'?

The Ontario Hydro symbol (logo) was used in some of the mock-ups to represent a plug or the letter "E". Reactions were mixed. These responses, in conjunction with the subsequently acquired knowledge of Hydro's policy regarding the use of the logo, suggest that this representation should not be pursued.

The consultant's summary stresses that existence of the public's "survival anxiety", backlash possibilities and the potential for people to view "all things as threats", will make it difficult for the presenter of environmental appeals to be seen as "an objective presenter and sole problem solver at the same time". Overcoming these problems can be accomplished by presenting Hydro as a "friend" rather than a "foe". This theme was predominant in the finished "Forest" portrayal for the CLT* Testing.

5.3 Summary

The results from the Qualitative Research technique are only intended to give the reader an indication of consumer reaction to topics and materials presented within the focus group setting. These results cannot be projected onto the total population living in Ontario single-family dwellings. The overall results may, however, be useful for comparison with other studies and for developing further research efforts. The results of this study's three focus groups have helped to define promotional messages for further study in the CLT* Quantitative Testing Techniques. Results from the further testing are presented in Chapter 7.

The focus group results are generally favourable towards the adoption of environmental appeals in utility conservation advertising and promotion. Findings suggest that:

- The public perceives itself as the societal group which has been most successful in reducing environmental pollution.
- The public comprehends and accepts the environment-conservation link.
- Electricity conservation is seen as a new environmentally-friendly activity which is on a par with the purchase of environmentally-friendly products.

- The environment is seen as a new and added incentive for saving electricity and can fulfil the need for motivation.
- "Survival anxiety" is the basic motivation behind the public's response to environmental activities.
- Consumers can accept the notion that environmental consequences result from electricity generation and that this knowledge would not necessarily evoke negative attitudes towards Hydro. Consequently this promotional route may not be as dangerous as was previously thought.
- Over-stimulating the basic environmental emotionalism can cause an irrational or backlash response.
- Negative or "guilt trip" promotions should be handled with great care if attempted. The use of such campaigns is not recommended.
- Utilities must be careful to ensure the legitimacy of environmental claims in order to maintain credibility.
- Public perceptions, attitudes and feelings about the environment must be considered when designing appeals.
- "Conservation" is not a well understood concept and is not easily related to environmental concepts.

- Promotions which combine monetary savings and the environment need to be very clear and straightforward.
- Promotional strategies must be designed with special attention given to the complexities and sensitivities of the consumer's relationship with his or her environment.
- The importance of establishing the utility as a friend and partner working together with consumers to achieve a healthy environment has been stressed.

The focus group work, completed as part of this research project, successfully drew out ideas and reactions from residential consumers of electricity. The majority of participants considered environmental appeals to be an acceptable method to help convince Hydro customers of the legitimacy and importance of reducing the residential consumption of electricity.

CHAPTER 6
QUANTITATIVE RESEARCH RESULTS/ANALYSIS

6.1 Overview

The Creative Lab Test (CLT*) was the research method used to obtain quantified measures of public attitudes towards materials developed within this study. The CLT*, which is proprietary to Poole-Adamson Research Consultants Ltd., was chosen as a natural extension of the focus groups which were moderated by the same firm's representative. Detailed involvement in the focus group activities gave the firm a greater depth in their interpretation of the CLT* Testing results.

Chapter 6 presents highlights of the Consultant's report and relates the findings to the literature reviewed in Chapter 3, the Utility Survey results presented in Chapter 4 and the focus group results presented in Chapter 5.

Two finished portrayals of the "Link" hypothesis were prepared for CLT* testing by a professional graphic artist. They were based on ideas, expressions and considerations developed through prior phases of the research project. The first portrayal's theme was the three R's of waste reduction and encouraged readers to consider electricity conservation as one of many environmentally-friendly behaviours; it is

referred to as "Reduce" throughout this report. The second portrayal suggests that there is still hope for the environment. The intent was to encourage people by noting the significant contribution which has already been made and to commend people for what they are presently doing; it is referred to as "Forest" because it uses a forest scene to represent the environment.

The P-A Report has defined the major point-of-exposure measures (responses which may occur at the point of material presentation) which are used in the CLT* (important measures have also been defined in section 2.4). Understanding these measures is necessary for the intended interpretation of this chapter and of the consultant's report.

6.2 Discussion

The consultant's report analyses seven CLT* measures and discusses the interactive effects of the two portrayals in addition to utility specific questions which were posed within the CLT*. A summary of findings is given below:

- Both portrayals effectively communicate environmental, conservation, and energy-saving ideas.

Both portrayals presented vivid, concrete and personalized information as recommended in the reviewed literature. "Reduce" accomplished this by showing positive activities with which the reader could easily identify, and "Forest" referred to "Our Environment" and "Your Home".

- Neither portrayal communicated specific energy-saving actions particularly well (compared with their treatment of the general environment and conservation).
- "Reduce" is more specific and "hard hitting" and focuses more on the environment than does "Forest".
- "Forest" has an equal balance, effectively communicating both energy-saving and environmental ideas.

The effective communication of ideas was stressed throughout the literature, the Utility Survey and the focus groups. Although the specific energy-saving actions did not fare so well, this may be a result of the initial exposure to a new linkage which has overshadowed the specifics. Perhaps second and third exposures and subsequent altered communications would result in a higher score on this point.

- Perceptions of ideas in "Forest" were independent of the order in which the portrayals were shown, whereas perceptions of the three R's in "Reduce" were enhanced when respondents were first exposed to "Forest".
- Compared to norms for utility advertisers, both "Reduce" and "Forest" encouraged high levels of empathy and levels of attention, and exhibited very low levels of rejection.
- A majority (65%) of respondents were impressed with the "Reduce" ad. Of this group, the reason most often given (26%) for their "involvement" was: good, realistic and useful ideas and tips on how to save energy. A greater majority (71%) of respondents were impressed with the "Forest" ad. The reason most often given by 25% of respondents was the picture of the family in the woods which clearly put the message across.
- Only 53 of 150 respondents were not impressed by "Reduce". The reason for rejection of "Reduce" picked most often by respondents (34%) was that the portrayal was "too cluttered/too much on one sheet/have to search for information".
- Only 43 respondents were not impressed with "Forest". This ad was rejected most often by respondents (21%) because the portrayal said "nothing new/nothing that hasn't been said before".

- Both portrayals had much higher than norm percentages for such positive character involvements as "convincing and believable"; "informative and educational" (with "Forest" scoring a very high 95% compared to a 64% norm); "appealing"; and "wouldn't mind seeing again". Only in the "amusing and humorous" category did the portrayals score poorly. On average, "Forest" scored higher than "Reduce" in these areas.

Information communication was stressed in earlier phases of the research study. People want to understand environmental interactions and be aware of ways in which they can contribute to positive change.

- Both portrayals successfully achieved scores which were either within what would normally be expected, or well below the expected score in the negative character involvement ratings ("annoying, confusing, dull, unappealing, wouldn't want to see again, etc.")
- "Brand Presence" (a CLT* term) refers to the extent and nature of the sponsor's (Hydro) recognized integration into the communications piece. There are two parameters of the Brand Presence expression, Registration and Association. Ontario Hydro as sponsor was perceived simply as an element in both portrayals, at ratings near the Registration (conscious motivated notation of the sponsor) norm. "Reduce" scored slightly lower than norm while "Forest" scored slightly higher than norm.

Although the portrayals were not intended to be advocacy advertising for Ontario Hydro, branding is an important requirement. A strong source of authority and motivating force is needed to successfully promote conservation of electricity rather than leave a vague impression of generic environmental advertising. "Reduce" scored lower on branding because it was more generic than "Forest". Other non-electric images tended to take away from the portrayal. The overall environmental message overpowered Ontario Hydro.

- Ontario Hydro as sponsor was perceived poorly as a natural part of the interpreted message intent (termed Association). "Reduce" scored very low (4% versus 31%) against norm, and "Forest" also scored below at 23%. The net of the two Registration and Association measures showed "Reduce" still well below average while "Forest" received an acceptable level.

The poor level of Association may be due, in part, to the nature of the new information which was presented. Showing electricity conservation as one of a group of activities in "Reduce" was a more radical and new portrayal of information than the message content in "Forest".

- Both portrayals were rated very high with regard to the respondent's sense of personal commitment to the perceived goals and objectives of the communication.

- The consultant suggested that the energy reduction actions listed on both portrayals could "become memory *triggers* that activate recall of environmental consequences".

- An overwhelming majority of respondents indicated that they would follow most of the action suggestions to reduce electricity consumption in their homes. Even when the percentage for "would follow" was low (e.g., use of compact fluorescent light bulbs - 51%) the additional number of respondents who indicated they might follow the action suggestion was significant.

When the goal of the promotion is to reduce demand through residential conservation efforts, the indication of willingness to comply with suggested conservation actions is the first positive step towards actual conservation behaviour. The study was not intended to measure further steps.

The results indicate that the two experimental portrayals are very similarly perceived in their intent and basic message. However, they represent a "substantially different emphasis and character in the portrayal of electrical energy conservation and Ontario Hydro in juxtaposition with the environmental issue". The portrayals of both the importance of the environment and appropriate electrical "behaviour" have contributed to the respondent's positive responses. The expressions "say what people want to hear".

It is also very important to note that while the "Forest" portrayal invites consumers to join forces (with Hydro) for the sake of the environment, this portrayal increases focus on the utility without "decreased positiveness nor the emergence of any hostility toward Ontario Hydro".

6.3 Summary

In general, both portrayals scored well in comparison to norms for utility advertising. This suggests that ideas generated from such independent sources as focus groups, discussion with people connected with the electrical utility industry, previous studies, and relevant literature, can contribute to highly rated advertising. However, findings cannot give anything more than a positive indication of successful behaviour modification (reduction of individual electricity consumption) following exposure of the messages to consumers.

Both portrayals were presented simply as visual messages. However, the test findings should not be restricted to double-page magazine advertising. The visual images and information contained in the portrayals could be extended (with modifications) to other forms of printed media such as

newspapers, billboards, posters, bill inserts, flyers or presentation stands.

The overall success of both portrayals in the CLT* Testing environment has strengthened evidence in favour of the "Link" hypothesis. Although the messages were positively oriented and relatively "soft-sell", the information presented was understood and accepted by respondents. Furthermore, CLT* findings agree with focus group findings regarding the lack of negative reaction, lack of credibility or hostility problems and the generally positive acceptance of environmentally-based appeals.

CHAPTER 7

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

7.1 Summary

In 1990, energy conservation had once again moved to the forefront of contemporary issues which have international, national, and provincial ramifications. Tensions in the Arabian Gulf, Canada's response to current energy markets, and a change of government in Ontario all increase the importance of energy conservation as a strategic measure to reduce the electricity generation growth. Ontario Hydro is intent on pursuing an energy conservation strategy and has supported this study to ascertain if promoting the link between conservation and environment will augment present and future demand-management programs.

The study has used a variety of methodologies to arrive at the conclusions contained in this chapter. The four phases of research have allowed the comparison of findings and data and have facilitated the development of ideas for reaction and testing. As would be expected, both consistencies and inconsistencies of findings were discovered during the research process. Those ideas or suggestions for which significant agreement or disagreement exists among research studies are shown below. Reference is made to the Goldfarb

Report [Goldfarb], the Donegan Report [Donegan], the Decima Research Report [Decima], the electrical utility survey [survey], focus group results [focus groups], and CLT* results [CLT*].

1. Consumers are willing to take on a personal responsibility for demand reduction: [Goldfarb], [focus groups], and [CLT*] agree with this statement.
2. Consumers are willing to take on a personal responsibility for pollution: [Goldfarb], [focus groups] and [CLT*] agree, while [Donegan] disagrees.
3. The idea of a link between conservation and environment is accepted and/or understood: [focus groups] and [CLT*] agree, while [Decima] and [Donegan] disagree and only a slight majority of [survey] participants considered it appropriate to make consumers aware of the link between electricity generation and environmental degradation.

The inconsistency among utility respondents reflects the inconsistency of research findings in the previous studies. The present study's research may well reflect the continually strengthening consumer attitudes towards the environment. In addition, this study has concentrated solely on the linkage between environment and electricity generation. The broad-

based nature of the other studies may have also contributed to the differing results.

4. Consumers are conscientious users of electricity already: [Donegan] and [focus groups] agree.
5. Individual electricity conservation efforts can contribute to the reduction of pollution: [Goldfarb], [survey], [focus groups] and [CLT*] agree.
6. Presenting ultimatums, admonishing people or using guilt are discouraged: [Donegan], [survey] and [focus groups] agree.

Many of the study's findings from various sources are unique to the source. The fact that the other sources do not repudiate this study's findings increases their credibility.

This study has attempted to determine if marketing the link between residential electricity conservation and the environment will augment Ontario Hydro's DSM programs. Findings suggest that presenting the link through advertising can assist consumers to establish in their minds the connection between electricity and the environment. The "Link" can be understood and its implications comprehended. Furthermore, the establishment of this link in consumers' minds has been shown to positively affect attitudes towards

electricity reduction activities. Thus, the success of Ontario Hydro's DSM programs should be enhanced.

7.2 Conclusions

The study's conclusions are based on findings from the four research approaches: Literature Review, Utility Survey, Focus Group Discussions, and the CLT* results. The conclusions are presented in three sections:

- A. The "Link's" potential as a marketing tool.
- B. Positive factors and barriers associated with the "Link".
- C. A marketing plan for the "Link".

Section A

The "Link's" Potential As A Marketing Tool.

- A1. The promotion of the link between residential electricity conservation and the environment has the potential to successfully increase the effectiveness of conservation marketing efforts. The degree to which the relationship (between conservation and the environment) is stressed and presented is dependent on current public attitudes. Presently, public attitudes are such that people's basic environmental emotionalism should not be overstimulated and a soft-sell approach is called for.

Conclusions (Cont.)

- A2. Electricity conservation can be seen by consumers as another environmental activity which will contribute to a more healthy living environment.
- A3. The timeliness of promoting conservation through an environmental appeal is stressed in this study. The environment is "top-of-mind" and a current issue for most people; the level of knowledge is seen to be growing and the demand for further knowledge is quite evident.
- A4. Lack of knowledge and motivation play a significant role in preventing consumers from taking conservation initiatives. Often the economic benefits from conservation are insignificant and do not provide sufficient motivation for behaviour change. The environmental appeal can provide an additional or better reason for consumers to consider conservation behaviour.

Conclusions (Cont.)

- A5. The use of environmental appeals can be considered one of the many strategies which can be aimed at promoting energy conservation. A mix of demand-side management strategies is required to attain the maximum participation of consumers in conservation-related activities. This combination will help to address the complex nature of electricity consumers, consumption patterns, supply alternatives, and environmental considerations.
- A6. Marketing environmental appeals can influence attitudes towards energy conservation, and thereby enhance the likelihood of behavioural change, by assisting people to make voluntary and informed individual decisions.
- A7. Environmental appeals can be designed to influence consumers' willingness to follow energy conservation actions suggested in advertising copy.
- A8. Given the extent to which the CLT*-tested portrayals, developed in this study, utilized a "soft sell" approach, it is encouraging to note the consistently favourable results.

Conclusions (Cont.)

A9. The study recognizes the need to proceed in this area of marketing with caution. Over-stimulating the basic environmental emotionalism in consumers can cause an unpredictable response. Incorrectly gauging public opinion and the environmental climate may also lessen the effectiveness of the campaign. These conditions may cause consumers to shift the burden of responsibility for the environment and conservation back to the utility.

Section B

Positive Factors And Barriers Associated With The "Link".

B1. A list of positive factors and barriers associated with the "Link" hypothesis has been developed in the form of a list of criteria for successful environmental marketing strategies. The criteria are included in the Marketing Plan, Appendix E.

Conclusions (Cont.)

Section C

A Marketing Plan For The "Link".

- C1. Ontario Hydro's recommended direction and strategy for the use of environmental appeals as a promotional vehicle for electricity conservation have been developed as a result of the research study. The strategy has been documented in the form of a marketing plan which has been included in this report as Appendix E.

7.3 Recommendations

Recommendation 1

The link between reduced electricity consumption and reduced environmental degradation has good potential as a marketing and advertising tool for Ontario Hydro. Environmentally-oriented advertising and promotion should be pursued by Ontario Hydro through further research and development, market testing, and, when adequately formulated, through inclusion in upcoming conservation marketing campaigns. Care should be taken to gauge public attitudes towards the environment and to alter the tone of the appeal accordingly.

Recommendation 2

Positive factors and barriers identified in this study should be integrated into the further development of environmentally-linked promotional campaigns.

Recommendation 3

The Conservation - Environment Marketing Plan, as set out in Appendix E, should be further developed for implementation while public awareness is acute and attitudes towards the environment are known to be positive.

Recommendations (Cont.)**Recommendation 4**

The use of mass media is recommended for an environmental appeal in order to reach the largest possible audience. It would also provide a focus for social diffusion when people start talking about saving energy as an environmental activity. Other forms of promotion should also be considered as media vehicles for the environmental appeal. Specific suggestions are contained in the Conservation - Environment Marketing Plan.

Recommendation 5

The utility should consider the use of environmental appeals to augment the promotion of other load shape modification objectives. In particular, environmental appeals should be utilized to help promote the technical efficiency solutions which require consumers to replace or augment inefficient energy uses. Environment as an additional good reason for conservation will help consumers accept the financial investment often required by new technologies.

Recommendation 6

A series of marketing seminars specifically dealing with environmental appeals should be developed to encourage municipal Hydro staff to get involved in the provincial project.

Recommendations (Cont.)**Recommendation 7**

An official Hydro publication detailing the "Environmental Impacts Of Electricity Generation And Their Relation To The Residential Use Of Electricity" (or similar title) should be developed for distribution to interested customers.

Recommendation 8

Further research and development of environmental appeals should be undertaken in a more practical context as an essential component of Ontario Hydro's current marketing policy and mix. Additional recommendations which should be considered concerning the timing, monitoring and additional research of environmental appeals are contained in the Conservation - Environment Marketing Plan (Appendix E).

Implementation of these recommendations will lead to an increased public awareness of society's impact on the environment. This increased awareness will contribute to the success of demand-side management programs and result in a cleaner, healthier environment for present and future generations.

Appendix A

ELECTRICAL UTILITY SURVEY QUESTIONNAIRE AND RESULTS

	<u>No.</u>	<u>Cases</u>	<u>Percent</u>
1. Please indicate the utility's peak demand during 1989 (in MW).			
1 less than 1,000	1	2	14.3
2 1,000 - 5,000	<u>2</u>	<u>7</u>	<u>50.0</u>
3 5,000 - 10,000	3	2	14.3
4 10,000 - 20,000	4	2	14.3
5 20,000 - 30,000	5	1	7.1
6 greater than 30,000	6	0	0.0
2. What was the utility's total electricity generation during 1989 (in GW.h) ?			
1 less than 10,000	1	3	23.1
2 10,000 - 50,000	<u>2</u>	<u>7</u>	<u>53.8</u>
3 50,000 - 100,000	3	3	23.1
4 100,000 - 150,000	4	0	0.0
5 150,000 - 200,000	5	0	0.0
6 greater than 200,000	6	0	0.0
3. What was the utility's total RESIDENTIAL electricity consumption during 1989 (in GW.h) ?			
1 less than 5,000	1	6	42.9
2 5,000 - 25,000	<u>2</u>	<u>7</u>	<u>50.0</u>
3 25,000 - 50,000	3	1	7.1
4 50,000 - 100,000	4	0	0.0
5 100,000 - 150,000	5	0	0.0
6 over 150,000	6	0	0.0
4. Please indicate the form of generating capacity (by fuel type) which provided the largest percentage of generation during 1989.			
1 Coal	1	3	25.0
2 Oil	2	0	0.0
3 Natural Gas	3	0	0.0
4 Nuclear	<u>4</u>	<u>5</u>	<u>41.7</u>
5 Hydro	5	4	33.3
6 Other, Please specify _____	6	0	0.0
5. Please indicate the form of generating capacity (by fuel type) which is PROJECTED to provide the largest percentage of generation in the year 2000.			
1 Coal	1	3	25.0
2 Oil	2	1	8.3
3 Natural Gas	3	0	0.0
4 Nuclear	<u>4</u>	<u>4</u>	<u>33.3</u>
5 Hydro	<u>5</u>	<u>4</u>	<u>33.3</u>
6 Other, Please specify _____	6	0	0.0

No. Cases Percent

6. Is your utility currently promoting energy conservation using a planned marketing strategy aimed at residential consumers ?

1 Yes	<u>1</u>	<u>11</u>	<u>73.3</u>
2 No	2	4	26.7

7. Please indicate the approximate TOTAL demand reduction target set by the utility during the period 1990 to 2000 (in MW).

1 less than 50	<u>1</u>	<u>5</u>	<u>41.7</u>
2 50 - 100	2	0	0.0
3 100 - 500	3	3	25.0
4 500 - 1,000	4	2	16.7
5 1,000 - 3,000	5	1	8.3
6 Over 3,000	6	1	8.3

8. Please indicate the approximate RESIDENTIAL demand reduction target set by the utility during the period 1990 to 2000 (in MW).

1 less than 50	<u>1</u>	<u>5</u>	<u>41.7</u>
2 50 - 100	2	1	8.3
3 100 - 500	<u>3</u>	<u>5</u>	<u>41.7</u>
4 500 - 1,000	4	0	0.0
5 1,000 - 3,000	5	1	8.3
6 Over 3,000	6	0	0.0

9. Has the utility stressed the environmental benefits of energy conservation (or environmental threats of wasting energy) during recent promotional campaigns ?

1 No, never	<u>1</u>	<u>7</u>	<u>46.7</u>
2 Yes - More than a year ago	2	1	6.7
3 Yes - During the past year	3	2	13.3
4 Yes - During the past year AND more than a year ago	4	5	33.3

53.3%

10. If environmental benefits have been part of a conservation appeal, to what extent were the benefits (or threats) used to convince consumers of the merits of conservation ?

1 To a very great extent	1	0	0.0
2 To a great extent	2	1	12.5
3 To some extent	<u>3</u>	<u>3</u>	<u>37.5</u>
4 To a little extent	4	2	25.0
5 To a very little extent	5	2	25.0

No. Cases Percent

11. If environmental benefits or threats have been part of your utility's marketing strategies, to what extent are you satisfied with the consumer response (i.e. demand reduction ?				
1	Perfectly satisfied	1	0	0.0
2		<u>2</u>	<u>3</u>	<u>50.0</u>
3	Neutral	3	2	33.3
4		4	0	0.0
5	Not at all satisfied	5	1	16.7
12. In your opinion, is it appropriate to make consumers aware that their demand for energy is responsible for the environmental degradation caused by the generation of electricity ?				
1	Yes	<u>1</u>	<u>9</u>	<u>56.3</u>
2	Don't know	2	2	12.5
3	No	3	5	31.3
13. Will the consumer's realization of the link between individual electricity conservation and environmental effects lead to conservation behavior ? i.e. compact florescent lights will reduce CO2 emissions.				
1	To a very great extent	1	0	0.0
2	To a great extent	2	2	11.8
3	To some extent	<u>3</u>	<u>7</u>	<u>41.2</u>
4	To a little extent	4	4	23.5
5	To a very little extent	5	4	23.5
14. Consumers will not respond to environmental appeals because they consider that their individual contribution to conservation will be too small to have any worthwhile impact on the environment..				
1	Strongly Agree	1	2	12.5
2	Agree	2	4	25.0
3	Disagree	<u>3</u>	<u>10</u>	<u>62.5</u>
4	Strongly Disagree	4	0	0.0
15. Environmental appeals will be seen by consumers as a threat to their standard of living or quality of life..				
1	Strongly Agree	1	1	6.7
2	Agree	2	1	6.7
3	Disagree	<u>3</u>	<u>13</u>	<u>86.7</u>
4	Strongly Disagree	4	0	0.0

No. Cases Percent

16. Consumers will see environmental appeals as the utility's solution to restrictive emission regulations rather than using costly pollution abatement programs..			
1 Strongly Agree	<u>1</u>	<u>0</u>	<u>0.0</u>
2 Agree	<u>2</u>	<u>3</u>	<u>21.4</u>
3 Disagree	<u>3</u>	<u>11</u>	<u>78.6</u>
4 Strongly Disagree	<u>4</u>	<u>0</u>	<u>0.0</u>
17. If consumers are made to feel guilty about being responsible (due to demand) for the environmental problems associated with electricity generation, they will react by reducing their demand for energy.			
1 Strongly Agree	<u>1</u>	<u>0</u>	<u>0.0</u>
2 Agree	<u>2</u>	<u>6</u>	<u>40.0</u>
3 Disagree	<u>3</u>	<u>6</u>	<u>40.0</u>
4 Strongly Disagree	<u>4</u>	<u>3</u>	<u>20.0</u> } 60.0%
18. Local environmental issues (smog, water problems) are more effective in convincing consumers of the merits of conservation versus regional or global issues (global warming, acid rain).			
1 Strongly Agree	<u>1</u>	<u>6</u>	<u>40.0</u>
2 Agree	<u>2</u>	<u>7</u>	<u>46.7</u> } 86.7%
3 Disagree	<u>3</u>	<u>2</u>	<u>13.3</u>
4 Strongly Disagree	<u>4</u>	<u>0</u>	<u>0.0</u>
19. Environmental appeals are more successful when tied to a specific product (florescent bulbs) or energy use (rinsing clothes in cold water) rather than a broad appeal ('SAVE ELECTRICITY - - SAVE THE ENVIRONMENT')			
1 Strongly Agree	<u>1</u>	<u>5</u>	<u>33.3</u>
2 Agree	<u>2</u>	<u>9</u>	<u>60.0</u> } 93.3%
3 Disagree	<u>3</u>	<u>1</u>	<u>6.7</u>
4 Strongly Disagree	<u>4</u>	<u>0</u>	<u>0.0</u>
20. Should utilities stress the benefits to human health that will accrue from reduced production (and related consumption) of electricity, i.e. reduced smog from NOx and volatile organic compounds ?			
1 Yes	<u>1</u>	<u>9</u>	<u>52.9</u>
2 Don't know	<u>2</u>	<u>3</u>	<u>17.6</u>
3 No	<u>3</u>	<u>5</u>	<u>29.4</u>

	<u>No.</u>	<u>Cases</u>	<u>Percent</u>
21. In-your opinion, the MOST effective method for reducing electricity demand is...			
1 Individual savings	<u>1</u>	<u>3</u>	<u>20.0</u>
2 Pricing mechanisms	<u>2</u>	<u>5</u>	<u>33.3</u>
3 Education and information campaigns	<u>3</u>	<u>4</u>	<u>26.7</u>
4 Environmentally linked campaigns	<u>4</u>	<u>0</u>	<u>0.0</u>
5 Government regulations and incentives	<u>5</u>	<u>3</u>	<u>20.0</u>
22. In your opinion, the LEAST effective method for reducing electricity demand is ...			
1 Individual savings	<u>1</u>	<u>0</u>	<u>0.0</u>
2 Pricing mechanisms	<u>2</u>	<u>1</u>	<u>6.3</u>
3 Education and Information campaigns	<u>3</u>	<u>4</u>	<u>25.0</u>
4 Environmentally linked campaigns	<u>4</u>	<u>4</u>	<u>25.0</u>
5 Government regulations and incentives	<u>5</u>	<u>7</u>	<u>43.8</u>
23. Environmental appeals will be most effective when ...			
1 Used as the only appeal in a campaign	<u>1</u>	<u>0</u>	<u>0.0</u>
2 Used in conjunction with a money saving appeal	<u>2</u>	<u>14</u>	<u>87.5</u>
3 Used in conjunction with a time-of-use campaign	<u>3</u>	<u>1</u>	<u>6.3</u>
4 Environmental appeals will not be effective anytime	<u>4</u>	<u>1</u>	<u>6.3</u>
24. Electrical utilities should be concerned that consumers will react negatively to environmental appeals because the utility is seen to be jumping on the environmental bandwagon.			
1 Strongly Agree	<u>1</u>	<u>0</u>	<u>0.0</u>
2 Agree	<u>2</u>	<u>2</u>	<u>12.5</u>
3 Disagree	<u>3</u>	<u>11</u>	<u>68.8</u>
4 Strongly Disagree	<u>4</u>	<u>3</u>	<u>18.8</u>
25. Through effective marketing, it is possible to make consumers feel individually responsible for the environmental effects caused by electricity generation.			
1 Strongly Agree	<u>1</u>	<u>3</u>	<u>20.0</u>
2 Agree	<u>2</u>	<u>9</u>	<u>60.0</u>
3 Disagree	<u>3</u>	<u>3</u>	<u>20.0</u>
4 Strongly Disagree	<u>4</u>	<u>0</u>	<u>0.0</u>
			80.0%
26. With increased consumer knowledge of electricity's environmental effects (through environmental appeals) utilities face the risk of losing credibility as consumers place the blame for effects on the utility.			
1 Strongly Agree	<u>1</u>	<u>0</u>	<u>0.0</u>
2 Agree	<u>2</u>	<u>3</u>	<u>18.8</u>
3 Disagree	<u>3</u>	<u>13</u>	<u>81.3</u>
4 Strongly Disagree	<u>4</u>	<u>0</u>	<u>0.0</u>

Appendix B
CLT TESTING IDEAS

STRONG EMOTIONS

SURVIVAL ANXIETY

* * *

PROACTIVE, POSITIVE

ENCOURAGE BEHAVIOR BECAUSE: IT'S NOT TOO LATE

BE PART OF THE SYSTEM

SIMPLE CONNECTION

NATURAL EXTENSION OF OTHER EVERYDAY ENVIRONMENTAL ACTIVITIES

STRESSING THE VALUE OF IN-HOME ENERGY MGT.

EXISTING CONSERVATION HAS MADE A DIFFERENCE

THERE IS EVIDENCE THAT WE CAN AFFECT THINGS

PEOPLE NEED TO DO MORE

"CONTINUE TO WORK TOGETHER"

"KEEP THE BALL ROLLING"

Appendix C

Researcher's Assertions and Ideas Regarding Environmental Appeals

The following assertions were developed during the early part of the research and are based upon literature reviewed and the researcher's personal ideas and hypotheses. The assertions were considered when developing the Utility Survey, Focus Group Implementation Plan, and the crude mock-up advertising messages used in the focus group sessions. All the assertions could not be tested or verified in the present study due to time or cost constraints.

1. Consumers generally do not draw a relationship between their use of electricity and environmental degradation.
2. Environmental appeals will convince consumers to reduce electricity consumption.
3. Environmental appeals will enhance present conservation behaviour which is based solely on economic advantage (reduced electricity bills).
4. Environmental messages used in concert with money saving messages as part of the same appeal, are more effective than specific environmental messages.
5. Environmental appeals will not be taken seriously when consumers are aware that additional generating capacity, which may create further environmental degradation, is planned or under construction.

6. Conservation behaviour is enhanced or confirmed following news reports of local/national/global environmental degradation.
7. Environmental appeals do convince consumers that their individual conservation efforts will affect environmental conditions.
8. Environmental appeals will not receive negative reactions from consumers due to the appearance of Hydro "jumping on the environmental bandwagon"; nor will the appearance weaken responses to the appeals.
9. Environmental appeals do work effectively even if the consumer has not been personally affected by worsening environmental conditions.
10. Consumers who consider themselves environmentally aware and concerned are more likely to conserve electricity as a result of the environmental appeal than non-environmentally aware and concerned consumers.
11. Consumers require statistical facts and figures to be convinced of the impact of their individual electricity use on the environment.
12. Consumers need reinforcement at a later date to ensure continued conservation behaviour.
13. Consumers need a specific list of activities to choose from in order to be aware of how to reduce consumption.
14. In spite of positive attitudes towards the environment, barriers exist which prevent behavior change, e.g. climate, costs, health considerations etc.

**MARKETING THE LINK BETWEEN
RESIDENTIAL ELECTRICITY CONSERVATION
AND THE ENVIRONMENT**

APPENDIX D

**THREE FOCUS GROUP STUDIES AND A
CREATIVE LAB TEST (CLT*) STUDY OF
TWO EXPERIMENTAL PRINT ADVERTISEMENTS
DEALING WITH THE ENVIRONMENTAL
CONSEQUENCES OF ELECTRICAL ENERGY
GENERATION AND CONSUMPTION**

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APPENDIX I - THE FOCUS GROUPS

- A Transcript - Toronto Females - ON FILE
- B Transcript - Ottawa Males - ON FILE
- C Transcript - Thunder Bay Females - ON FILE
- D Topic Discussion Guide
- E In-Group Presentation Materials

APPENDIX II - THE CREATIVE LAB TEST (CLT*)

- A Tabular Findings - "Reduce" Summaries Only, Details - ON FILE
- B Tabular Findings - "Forest" Summaries Only, Details - ON FILE
- C Contact Experience and Characteristics Of The Sample
- D Copy Of Field Materials
- E Copy Of (CLT*) Questionnaire

INTRODUCTION

I INTRODUCTION

The present report attempts to summarize the results of a series of investigations into public mood, perceptions and attitudes regarding the general subject of the environment. More particularly, it seeks to represent typical public viewpoints regarding the interface of government, industry and the public (i.e.'self') with the environment, and, as well, publicly-perceived differences between the impact of manufactured products and the impact of energy production and consumption on the environment. Investigations also included public perceptions of specific portrayals of the relationship between the production/consumption process of electricity and the environment.

These investigations were conducted in support of a larger program to examine possible effects of consumer awareness of the link between residential electricity consumption and environmental consequences on such consumption and the possible differences in these effects due to differences in portrayal of such 'link'. Further background to these examinations are included in Robert R. Wood's Practicum Research Proposal, entitled "Marketing The Link Between Residential Electricity Conservation And Environmental Enhancement", dated May 23, 1990.

The present public investigations were accomplished by two consumer research techniques, group depth studies or 'focus groups' and Creative Lab Test (CLT*) studies, the latter a standardized advertising research technique proprietary to Poole-Adamson Research Consultants Ltd. The focus groups were completed in order to explore the basic character and limits of typical consumer perceptions about the environment and their attitudes toward electrical energy and certain portrayals of Ontario Hydro. Insights gained from these studies contributed perspective to the further development of the hypothesis of the larger project and

direction for the development of more refined versions of experimental portrayals of environmentally-based Ontario Hydro appeals for electrical conservation. These experimental visual portrayals were further studied in the more numerically-based Creative Lab Test (CLT*) environment. This research technique was meant to provide some sense of the probable level and nature of 'live' perceptions and reactions to 'real' environmentally based Hydro portrayals of electrical conservation appeals. It is important to note that, notwithstanding the practical value of both the focus groups and the CLT* findings to the development of possible future Hydro advertising, these studies were meant to provide perspective and direction to the strategy of the larger hypothesis, not to generate examples of finished advertising. The 'ad like' materials used in the focus groups and Creative Lab Test (CLT*) studies were not endorsed as representative of any existing or proposed Ontario Hydro communications strategy. They were used merely to 'focus' discussion on and reactions to common elements of value to the hypothesis of the larger project as noted.

Poole-Adamson Research Consultants Ltd., in consultation with R.R. Wood, were responsible for the overall design and administration of this portion of the larger research project and for the design and detailed work of the individual studies as described following. The Company also provided consultation for the development of both detailed materials used in the focus group sessions and the experimental advertising materials as used in the Creative Lab Test (CLT*).

II

FOCUS GROUP FINDINGS

II FOCUS GROUP FINDINGS

Preface

It was the objective of the focus group study to explore the range and nature of typical public or 'consumer' perceptions, attitudes and reactions regarding the notion that the personal consumption or use of electricity has environmental consequences and that such effects can be positive by following certain guidelines as suggested by Ontario Hydro.

Information for the study was collected by means of three group discussion sessions, one each being conducted in the three Ontario cities of Toronto (females), Ottawa (males) and Thunder Bay (females). While all three sessions were conducted with owners of single-family dwellings, they were completed with a view to maximizing the range in points of view according to a variety of factors, including geography, gender, age, employment status, occupation and family composition. Each group comprised between seven and ten respondents who were recruited by telephone by a random procedure. They were asked a series of qualifying screening questions and attitude questions having to do with the environment and were subsequently invited to an evening group discussion session. The sessions were conducted by a common male moderator following a prepared topic discussion guide. Certain other prepared materials were shown during the course of the discussions, although not always exactly the same ones nor in the same order.

Poole-Adamson Research Consultants Ltd., in consultation with R.R. Wood, were responsible for the design of the group outline, for moderating the sessions, and for the interpretation and summarizing of their findings in the present report. Rough transcripts of the

sessions are on file at Poole-Adamson. Copies of the outline and presentation materials are included in Appendix I of the report. The sessions took place during the evenings of July 24th (Toronto), August 1st (Ottawa) and August 8th (Thunder Bay), 1990. It should also be noted that both audio and video recordings of the sessions were made.

III SUMMARY

1. *THE ENVIRONMENT AS AN ISSUE*

Respondents described the environment as being anything from simply where you are at the moment to the Earth and mentioned specifics such as air, water, the rain forests, etc.. It seemed that while there was no common definition, there were common denominators with which most could either agree or at least not disagree. The concept of the environment, as it should probably be described at this public level, seemed to have a global perspective, or at least lacked artificial boundaries. It was as much described as nature or even 'existence' itself as it was something tangible or specific.

Consistent with the global perspective of the physical environment was the magnitude of importance it was given. There seemed to be an easy link to our very survival and that of our children and even grandchildren. Indeed, there was a certain and noticeable anxiety in much of the discussion. Respondents used the terms, survival, scary, polluted, acid, garbage everywhere, dumps overflowing, poisoned water, Nature overwhelmed, great danger, jeopardy, dying, etc. in this discussion, suggesting a feeling of great anxiety if not alarm associated with this term. The continuing fall of mankind, if not the sky could be easily postulated from such argument. Certainly, there is the sense that some of these people feel things are out of control and a helplessness at the nature and magnitude of the 'solution'; assuming one exists.

It is likely more the emotionalism inherent in these perceptions of the environment that characterizes rather than the practical or rational perspective. There seems to be a sort of desperation in the tones used to discuss it. This characterization may well be the basic motivation in public response to activities portrayed as directly or even indirectly relating to environmental problems. Many recycling programs have achieved overwhelming successes to the great surprise and even alarm of municipal leaders. Such participation may well be seen by residents as a vital behaviour rather than simply a good idea. Such willingness to change or modify behaviour on this scale and even to pay as part of it is remarkable to say the least. Such volatility should be approached with extreme caution by those who would introduce new measures. Respondents in these discussions easily point to the drop in credibility associated with products initially presented as biodegradable (e.g. garbage bags) and later having their legitimacy placed in doubt. It is one thing to find a product not living up to its claims and quite another to betray a trust in something as fundamental as the environment. Products portrayed as having environmental effects which turn out to be something less than claimed may well betray two trusts.

It was an exception to hear a positive comment in connection with the environment in these discussions. By and large, there was most often worry, concern and, as noted, anxiousness. It was a 'negative' issue; a problem to be addressed or solved. There was not the sense that people are trying to create something positive so much as correct a negative. The environment may well be seen by some as itself, something to be feared and, therefore, conquered. This likely causes an inescapable internal conflict

that is quite volatile. Some people, rather than rising to meet such a challenge, may feel a general despair as a result of the nature and magnitude of this same challenge and behave in irrational, that is to say unpredictable ways when presented with appeals having to do with the environment.

In preparing appeals focussed on 'the' environment, it is important that designers take account of the nature of public perceptions, attitudes and, most importantly, feelings about it. It may be that people see the environment as, in fact, their entire present physical existence on Earth. It has both observable and unobservable manifestations. Smog is tangible evidence of air quality problems. Pollutions and poisons leaching into the water table may not be as visible but are no less real to many people. Fears about water quality indeed seem to be particularly strong and therefore more sensitive. Air quality is something local people may come to adjust to and it is only outsiders that notice, by comparison to their home cities, a difference. Poisons in water are felt to be invisible to everyone and taste is likely recognized as not a good indicator. Appeals having to do with the environment need to take account of these sensibilities. It should be realized, for example, that people are not participating in recycling programs in order to reduce pressures on landfill sites. These are simple problems for municipal operations to solve. People are participating in order to reduce the personally-felt threat of environmental disaster. Even resource recovery and energy conservation may not be as vital as this perspective.

Conservation seemed to be either an old or vague term to many of the present respondents. They associated it with forestry, a

government body and even preserving (conserves). The efficiency of use and preservation of resources seemed to have relevancy to respondents more in the ethical and moral sense of not wasting. Waste in the larger sense was seen to be fundamentally a moral issue. It seemed to become somewhat obscure, vague or at least overly complex when applied to either the general issue of the environment or even its particular components such as trees. Trees are not a wastable resource. They are simply (now seen as) necessary to the environment; to be protected.

2. **RESPONSIBILITY - POTENTIAL VERSUS ACTUAL**

When recruited by telephone to attend the focus groups, respondents were asked questions about who they thought had the greatest potential to reduce waste and the impact of pollution on the environment and who they felt was actually having the greatest effect. They were presented with the choices of Government, Industry and The Public. The results are summarized below.

WHICH BODY HAS THE GREATEST POTENTIAL AND IS HAVING THE GREATEST EFFECT ON CLEANING UP POLLUTION AND WASTE

HAVING THE GREATEST EFFECT:	HAS THE GREATEST POTENTIAL			THE TOTAL "EFFECT"
	GOV'T	INDUSTRY	THE PUBLIC	
Government	3	1	1	5
Industry	2	3	1	6
The Public	6	8	9	23
TOTAL "POTENTIAL"	11	12	11	34

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It should be noted that these are whole numbers and include answers from some respondents interviewed by telephone but who did not attend the group discussion sessions. It will be noted that, in terms of potential, these people appear to feel all three bodies carry equal weight. There is little doubt who they feel is actually getting the most results, however. It was further interesting to find that the Ottawa males felt a slightly greater confidence in the potential effectiveness of government, that the Thunder Bay females saw a higher potential for industry and that the Toronto females saw equal potential in industry and the public. Given a second chance to voice their opinions (by clerical error, not by design), the Toronto females switched some of their feelings of potential from the public to industry but did not change their minds about the public's greater actual effectiveness to date.

Further discussion about these various groups revealed a certain cynicism among respondents for the self-interests of government and industry. Governments, they felt, were run by politicians who place their personal goals higher than those of the public. Their principal objective is to stay in power and will only respond to public outcry and opinion about issues rather than risk unpopularity by anticipating it. After all, where would the heroism be without demons to conquer? The environment has become such a demon and so we have great political 'response'. Respondents felt such response will be slow, nevertheless and will be true to form. Industry was subject to similar criticism, being described as a bunch of fat cats who are out for personal gain at anyone's expense but their own. Government occasionally gives them a slap-on-the-wrist fine for pollution and other

environmental damage but by and large they don't really make the effort unless there is profit in it first, said respondents.

3. ENERGY AND CONSUMER SOLUTIONS

The respondents were also asked to indicate the extent to which they felt a range of actions would have a positive effect on the environment. The results are summarized below.

<u>Type Of Action:</u>	<u>How Much Good This Action Would Do</u>			
	<u>Total</u>	<u>A Lot</u>	<u>Some</u>	<u>The Most Good</u>
<u>Political Actions:</u>				
Voting for more environmentally friendly politicians	24	8	16	-
Changing the Federal Government	21	9	12	2
Changing the Provincial Government	23	4	19	1
<u>Product Actions:</u>				
Buying products with less packaging	30	25	5	12
Buying more environmentally friendly products	30	26	4	5
<u>Energy/Behavioural Actions:</u>				
Using less gas and electricity at home	33	20	13	1
Using our cars less	31	22	9	13

These questions, again asked prior to respondents' attendance at the group sessions, confirm their beliefs that it is more by their own actions that environmental benefit will occur. It will be noted that they see an effect of reduced in-home energy consumption as easily as that of automobile usage and rank these two areas the highest (i.e. using cars less and buying less packaging). Surprisingly, the intensity of feelings about products may be only slightly stronger.

Subsequent discussion revealed the feeling that while effecting environmental solutions requires direct and substantial action there may be an unpleasant price to pay. The recycling of paper, for example may put some loggers out of work; the elimination of packaging may also eliminate jobs among those who manufacture it; reducing automobile usage may cause a slowdown in production since the cars would last longer; less car usage would also have an impact on gasoline and tax revenues; stringent anti-pollution laws may cause plant closings, and so on. The seriousness of these consequences reflects the depth with which these respondents have thought and felt about the environmental problem. This is not unlike their perspective regarding the inter-connectedness of environmental systems as discussed earlier.

4. CURRENT ENVIRONMENTAL APPEALS

Respondents were asked to comment on a series of print advertisements for a variety of products, selected for discussion for their range of subject matter and approach (see Appendix

I-E). As might be expected, comments about each item ranged from the very positive to the cynical. There seemed to be two trends in these comments, however; one was that while an ad might 'say' many of the right things about the environment, it might overclaim or distort the appropriateness of the featured product, such as some of the impression created by the Biolage material (much ado about nothing?). This ad also appeared a bit 'syrupy' and evasive to some respondents. The CGI "Bincher's Pond" ad was nice to hear but may not attract readership to its lengthy editorial style. Its length also seemed to confuse some people with many facts and caused others to wonder just what its point was. Again, it too said many of the 'right' things about the environment. The other trend appeared to be a certain resentment of being possibly manipulated to do or buy things through one's concern about the environment. It is as if the concern has been stimulated by the very people (companies) who are now using it for their own ends. The irrationality or emotional nature of the basic environmental concern tends to explain this general sense of distrust. Appeals that overstimulate this emotionalism may suffer a correspondingly irrational response and even backlash to factual, environmentally-oriented (or portrayed) product information. The 'trick' is not to appear to 'toy' with this emotion. It may also be that some of the ads discussed were seen as trying to reinvent the environmental wheel (i.e. the wrong balance of sell and substance was being used).

It is noteworthy that respondents saw no peculiarity in environmentally-based appeals for manufactured nor energy products. The environmental 'link', while executed to varying

degrees of effectiveness, seemed no less natural for either kind of product.

There were two presentations having to do with electrical energy conservation and the use of specific products. Both materials contained economy or financial savings appeals. The light bulb material seemed to lack a particular focus even though it presented many relevant points. Respondents did not seem to be sure if the material was trying to promote energy conservation for energy conservation's sake, the financial benefits of an efficient light bulb or a means to have a significant positive impact on air pollution and the environment. There was also the suggestion that there might be a power shortage in the cities named. Sympathies for this latter situation had earlier been somewhat mixed; some feeling that such local problems require appropriate local sacrifice. The Ontario Hydro/Tide ad also received mixed reviews. While the potential for electrical cost savings through the use of a cold rinse seemed widely known, it was described as old news and, rather than an economic trick, was simply required by certain modern coloured fabrics. The comments about the use of Tide in the ad were seldom positive. While some respondents acknowledged the accuracy of the use of Tide with Bleach to get whiter whites and dazzling colours, others were unable to see it as unique to the brand. It was argued that any detergent would work as well and rather than being a significant plus, the bleach was at best an incremental advantage and, at worst, an increment to the probably damaging effect of the basic detergent on the environment. Generally speaking, this ad was felt to be legitimate insofar as the hot water and related cost savings went, but somewhat lacking in its news value. The presence of Tide with

Bleach seemed to be confusing. The ad with Ontario Hydro in it was seen variously as a legitimizing element or 'gimmick' for Tide, not the other way around. The ad evoked some of the basic distrust, noted earlier, albeit mostly toward Tide and, on the whole, did not seem to impress.

5. EXECUTING THE LINK

A range of print material, proposing a direct environmental consequence to electrical energy usage was presented to the respondents. One of these elements was a finished Ontario Hydro print ad containing a quote from Goethe (see Appendix). This ad had been prepared some time ago but never run in the media. The ad led variously to discussions of the need for Ontario Hydro to simply provide different amounts of power in different seasons of the year and of, as intended, the efforts of the Company to take account of the environment in their operations and developments. There were generally good feelings about this ad but evidence of both confusion and misinterpretation. It was suggested in the Ottawa male group that this was a statement about certain environmental trade-offs necessary to the adequate supply of electricity ("...by this state utility...") to the Province. It was suggested in the Thunder Bay female group that Hydro is simply acknowledging a reality and expressing their desire to minimize their effects on the environment. These are desirable interpretations. However, at the same time, it was suggested that this was a gentle admonishment of the public for their sometimes excessive ("...we're spoiled...") demands for power and Hydro's struggle to keep up. There was the suggestion in this that electricity is

viewed by some as a tangible commodity that can be literally saved if people cut back their demands at certain points. What is not needed now can be saved for later. It should again be noted in connection with this ad that there did not seem to be any difficulty in respondents accepting the notion of environmental consequence to the generation and use of electricity.

The words "respect" and "value" in connection with the environment as portrayed in two visuals presented to the groups seemed to create quite different perceptions for some people. Respect seemed to be something with which people could agree but seemed somewhat 'generic' or passive in meaning. Value, on the other hand, seemed to suggest something more tangible and active, also playing on implied economic advantage. To some respondents, value and respect, when both used as verbs, go hand in hand. A possible danger in using the word, value, however, is an implied exploitation of nature. It was also suggested that "we" (probably meaning 'other' people) in fact don't all respect the environment, and this word in this particular visual is a reminder of this 'fact'. The ads' (slightly different) listings of suggested actions with which to 'respect' or 'value' the environment seemed both familiar and acceptable to most respondents. They were described as simple and straightforward. These "tips" were also liked in another visual but there was some controversy about the appropriateness of the "electric(ity) generation". Some respondents liked the sound or idea of plugging or getting plugged into the environment while others thought it, along with "Let's give tomorrow a hand" was more something that would be used for or by school children. At the same time, it was felt that the basic idea behind this 'tag' line was sound and appealing; it just

struck some people as slightly juvenile to see it in print. Generally speaking, the play on words such as generation, plug, etc. resulted in various interpretations and reactions; some desirable, some not. Ambiguity may be a risk, however cute for some people. It runs the risk of total rejection; as one respondent said, "...it sucks..." in reference to the "tips" visual.

By and large, many of the attempts at analogy drew criticism, only some of which was a function of the group setting (group dynamic). It may be that the levity inherent in such ambiguities is fundamentally inappropriate to people's attitudes toward the basic subject matter (i.e. the environment). The simplicity and straightforwardness of the little tips or suggestions, perhaps implying honesty, seemed to draw the most consistent favourable comment. It may also be that these respondents did not want to see, be reminded of or simply acknowledge the more serious aspects of these presentations. There seems to be a certain sensitivity to the portrayal and balance of specific environmental references in presentations having to do with the environment.

Respondents did not seem to want to be reminded of the negative consequences or possibilities of not doing something about the environment. Some commented on the 'guilt trip' presented in some of the visuals (the ad-like materials used throughout the sessions as ways to focus discussion on common elements). It was suggested that perhaps it would take such 'hitting over the head' of some people to get them to do something to help the environment, but by and large people did not want to be intimidated and threatened by presentations of their own demise and extinction ("...of our

children...and grandchildren..."). There is also the risk of a sort of 'guilt by association' of the overlay or juxtaposition of environmental 'heroes' onto the spectre of environmental demise; as one respondent observed on one of the visuals, "...it looks like they are suggesting that that's what electricity does...", referring to the words, pollution, acid rain, smog, etc., "...and that electricity is bad for us...". The question of the extent to which such 'heroes' can make problems of this magnitude simply go away also occurred to some respondents.

It was of interest to note the comment of one respondent who observed that the connections being made in these portrayals of Hydro and electricity in connection with environmental problems seemed to be suggesting that there are problems that we weren't aware of before. Problems with the environment can even originate with something as fundamental as our electricity. This is reminiscent of the question, "does everything cause cancer?". Again, there is the indication of the need for great care in making a connection between the use and/or generation of electricity and environmental consequence, be it negative or positive.

6. SUMMARY OBSERVATIONS

Certain hypotheses present themselves from the findings of the focus group discussions reviewed here. Among others, they are:

1. The subject of the environment is first and foremost an emotional one and strongly so. People may therefore not

perceive, conclude nor behave in rational ways when presented with environmentally related subject matter.

2. The nature of the public's approach to the subject of the environment is based in their survival 'instincts'. These instincts are extremely sensitive, strong and subject to overstimulation. Such overstimulation can cause a certain level of anxiety ("survival anxiety") that can backlash on the source of the stimulation. People will tend to take a strong defensive posture, viewing all things as threats. It is unlikely that a presenter of such subject matter can be seen as simply an objective presenter and sole problem solver at the same time. It is unlikely that the extremely personal nature of underlying feelings will permit people to release all such responsibility to an external party. It is therefore important that such a party establish themselves as 'friend' rather than 'foe' early on in any exchange.
3. It is not unusual, nor any more 'dangerous' for Ontario Hydro to declare an environmental consequence to the generation and consumption of electricity than it is for any producer of goods and services. The receptivity to this notion among the public at present suggests that such a link may well be inevitable and it may be wise to anticipate and therefore manage the public's making such connection on its own.
4. Conservation, insofar as it is applied to electricity, is an incomplete sentence. Conservation is not a particularly

well understood concept in the first place and while it sounds good to people, it is rather vague and poorly defined. Applied to electricity, it sounds like a temporary shortage and one not taken too seriously. It is not easily related to an environmental concept in the modern sense.

5. The public will easily understand and relate to the notion that they are and have for a long time been doing environmentally enhancing things or at least minimizing environmental degradation by virtue of their usage of electricity. The public will easily recognize the value of turning lights off when not needed, of rinsing clothes in cold water, and of taking advantage of the open air drying of laundry, etc. The increased importance of these and other kinds of things will be evident and take on new perspective when related to increased environmental consequence. This will be particularly satisfying to people who may have been doing these things with purely selfish motives; i.e., to save money. To be encouraged to simply continue doing such things for purely environmental reasons will provide new incentive.

These hypotheses should be further studied for their wider validity. This should be completed with more comprehensive presentation materials such as might be used by Ontario Hydro in a standard public communications program and take place within a more numerically sound environment. Comprehensive experimental print advertising attempting to represent the above hypotheses has been developed and tested according to the established standards

of the Poole-Adamson Research Consultants' Creative Lab Test (CLT*) protocol. The results of this work are reported in a separate section of the present document.

III

**A CREATIVE LAB TEST (CLT*) STUDY
OF TWO ONTARIO HYDRO COMPREHENSIVE
EXPERIMENTAL PRINT MEDIA EXPRESSIONS
OF THE 'LINK' HYPOTHESIS**

- "REDUCE"
- "FOREST"

**A CREATIVE LAB TEST (CLT*) STUDY
OF TWO ONTARIO HYDRO COMPREHENSIVE
EXPERIMENTAL PRINT MEDIA EXPRESSIONS
OF THE 'LINK' HYPOTHESIS**

- PREFACE -

The purpose of the present study was to provide further consumer-based perspective for the continuing development of the Ontario Hydro 'Link' hypothesis. The study builds upon intelligence provided by focus group study sessions and other sources as described earlier in the larger current report. The role of the present study is to give a more definitive sense of number to the various perceptions, attitudes and behaviours as described by male and female homeowners in previous study as described and to further test the 'Link' hypothesis in a more tangible way. While there are other methods of obtaining quantified measures of public attitudes, the present Creative Lab Test (CLT*) technique is an extremely efficient one in the present case in that it is a proven standard and provides a normative base against which to assess new data. It has proven valuable in the consumer work completed to this point to include controlled experimental expressions of different aspects of the relationship of electrical energy and the environment. These expressions have been rough simulations of print advertising intended to focus attention and comment on common elements of interest to the investigators. It was considered appropriate to continue this model in attempting to further quantify such public

comment. The Creative Lab Test (CLT*) report summarized below is the result of this attempt.

It is important to note that the materials used in the CLT* study were intended to represent different portrayals of the 'Link' hypothesis as indicated by the findings of the focus group work. The "Reduce" expression was meant to be a simpler portrayal of the logical fit of energy consumption reduction within the larger pattern of consumer (or public) environmental behaviour options. The "Forest" portrayal was meant to encourage people that there is 'hope' and that what 'we' have been doing has been significant. Furthermore, it was meant to position Ontario Hydro as a partner in the natural extension of these efforts into electrical consumption reduction. In both expressions, appropriate visual cues were selected according to guidelines obtained from the focus groups. Black and white photostats of these test materials are included in the present report. Full-colour field materials are on file at Poole-Adamson Research Consultants offices.

INTRODUCTION

It should be noted that the objectives of the present CLT* study are necessarily those of the larger standardized system. While there is likely a larger range of interests in these materials, those provided by the current study are limited to those resident to the CLT*.

It was the objective of the present study to determine the consumer-perceived, consumer- language message or intent of the test materials. Because behaviour is in large part the result of the processing of external perceptions and stimuli, it is important to obtain some sense of the popular interpretations of controlled stimuli (the test materials in this case) insofar as the way in which they are intended to influence.

It was the further objective of the study to measure, analyze and evaluate responses to these interpretations insofar as such responses may occur at the point of presentation or 'exposure'. The more important and fundamental Creative Lab Test POE (point-of-exposure) measures are as follows:

Overall Involvement	This is a measure of the extent to which advertising (or ad-like) materials may stimulate and hold attention. Such attentiveness is variously referred to as impact, clutter break-through, liking and so on but more appropriately reflects a personal decision (conscious or not) to become involved in that which is perceived.
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There is a range of implications to such decision-making and the theory thereof but these will not be discussed here. Suffice to say that Overall Involvement is a broad measure of level of attention.

Character
Of Involvement

This is a series of seven semantic impression differentials (word scales) which help understand the dimensionality of involvement. They have been derived from extensive semantic experimentation and certain factorial and other data reduction experiments and techniques.

Conviction

It is important to obtain some measure of commitment and decision about the probable net effect of an experience on future behaviours or predispositions. Advertising, among a larger range of types of human communications may stimulate such decision-making. The conviction measure obtained in standard CLT* studies is a reflection of this. Such measures are also referred to as motivation and persuasion scores however it is felt that the softer concepts of encouragement and conviction are more appropriate to the simpler forms of communications.

Brand Presence

Most, if not all commercial and mass media communications includes the identification of at least one brand or sponsoring agent. The brand is normally the organization (individual, group, etc.) intended to benefit from any action or conviction generated by the communication. To the extent to which such 'brand' is perceived to be identified and the perceived intent is attributed to it, the communication is defined as having "Brand Presence". This measure has been derived over several years of extensive experimentation and is unique and proprietary to the Creative Lab Test (CLT*) communications measurement technique. It is an indirect measurement procedure whose mechanics are not available to those outside Poole-Adamson Research Consultants.

There are a number of other supplemental measures and a wide range of analytic techniques available and which may be used in Creative Lab Test (CLT*) studies. They are used as appropriate to understand the effects of test materials as needed.

The field methodology followed in the current study conforms to standard CLT* procedure. Qualifying respondents were selected on a quota basis (stratified random sampling) from among a larger group of individuals contacted at random among the general pedestrian traffic at selected Metropolitan Toronto shopping centres. Respondents were

qualified according to criteria based on occupation, age, gender, position in household, type of dwelling and tenure. Detailed interviews were completed with male and female heads of households residing in owner-occupied single-family dwellings. Each respondent was exposed in isolation to a single showing of one of the expressions for a minimum of 60 seconds. At the end of this period they were given the option of an additional 30 seconds of exposure. No other material was shown prior to nor during this exposure. Immediately following the exposure interval, the test material was removed from sight and a modified standard CLT* questionnaire was administered by a trained professional interviewer. Following this interview, the second test expression was similarly exposed to be followed by a second similar CLT* questionnaire. In each successive interview, the order of presenting the test materials was alternated.

In total, 150 detailed interviews were completed in the study, 75 having been exposed to the "Reduce/Forest" rotation and 75 to the "Forest/Reduce" rotation. In this way, the standard minimum CLT* sample (75) was completed for each test item without prior influence of other material. Field work for the study was completed during the period, September 11 through 22, 1990.

SUMMARY

1. **COMPREHENSION OF THE IDEAS WITHIN THE EXPRESSIONS**

It is, as noted, extremely important to determine what impression of intent people are likely to get from a given test item. This is the first question asked of respondents in a CLT* study in order to obtain as fresh and candid a response as possible immediately following exposure to the item and to focus respondent attention on their own interpretations. The following table therefore summarizes answers to the question, in your own words, what ideas do you feel the (advertisement) you have just seen is trying to express, convey or get across?

	<u>PCT OF RESPONDENTS</u>	
	<u>"REDUCE"</u>	<u>"FOREST"</u>
Conserving/Saving generally, resources	32	21
Conserving/Saving Energy	63	69
The Three Rs - Reduce, Reuse, Recycle	60	3
Environmental - saving, protecting, helping	23	60
Specific Energy-Saving Actions	20	17

Note: First position results only

Several trends are evident from this summary of comments:

1. Both expressions communicate ideas about the environment, conservation and energy extremely well.

2. "Reduce" is, as intended, more specific or 'hard hitting' and focussed on the environment, expressing the three Rs and resource conservation more than does "Forest".
3. "Forest", also as intended, seems simpler and to have an equal balance between energy and the environment. Its environmental message tends to be more general than specific.

Further analysis shows perceptions of the ideas in "Forest" to be independent to those of "Reduce" in that the pattern of playback remained the same, regardless of which expression was seen first. This trend did not quite hold for the perceptions of "Reduce". Here, perceptions of the three Rs was enhanced if respondents were first exposed to "Forest" and, as well, there were indications that their perceptions of specific energy-saving actions were reduced.

2. LEVEL OF INVOLVEMENT IN THE EXPRESSIONS

The broad CLT* indicator of the extent to which respondents chose to become involved in the expressions is summarized along with the normative average for similar types of conventional advertising expressions in the following table:

<u>INDICATOR:</u>	<u>CATE- GORY NORMS</u> ¹	<u>PCT OF RESPONDENTS</u>	
		<u>"REDUCE"</u>	<u>"FOREST"</u>
High - Intense	8	9	5
Moderate - Empathy	38	56	68
<hr/>			
Total - Overall Involvement	46	65	73
Coolness - Indifference	38	31	27
Negative - Rejection	16	4	-

¹. Note: English language newspaper advertising for utilities, services and institutional advertisers.

It will be noted that both test expressions generate a well above average level of overall involvement, originating in the moderate scale level which indicates high empathy. There is the suggestion that "Forest" may encourage slightly greater empathy than does "Reduce".

3. CHARACTER OF INVOLVEMENT IN THE EXPRESSIONS

The seven semantic differentials standard to the Creative Lab Test (CLT*) include positive, negative and neutral scale points, presented as options to respondents in that fashion and always in the same order. Current respondent ratings of the character of their involvement in the test expressions are compared with the previously noted category norms in the following summary:

	CATE- GORY NORMS	<u>PCT OF RESPONDENTS</u>	
		<u>"REDUCE"</u>	<u>"FOREST"</u>
<u>POSITIVES:</u>			
Enjoyable, entertaining	31	27	40
Amusing, humorous	14	3	4
Convincing, believable	66	84	80
Informative, educational	64	79	95
New Idea, different	36	27	32
Appealing	49	64	80
Wouldn't mind seeing again	48	68	75
<u>NEGATIVES:</u>			
Annoying, offensive	5	3	1
Ridiculous, laughable	5	3	1
Misleading, unbelievable	10	5	7
Confusing, pointless	14	9	4
Dull, tiresome, same old thing	35	27	23
Unappealing	32	9	4
Wouldn't Want To See Again	29	8	8

NOTE: Neutral scale points not shown

The exceptional informativeness and credibility of both these expressions are balanced with similarly strong personal appeal and, not surprisingly, high durability. It will also be noted that "Forest" is rated higher than "Reduce" in most of the positive dimensions. All negative ratings are at or significantly below

what is 'normally' expected. It was also significant to find that the profile of Involvement in both expressions was quite flat or uniform across several variables examined, although there seemed to be a general tendency for older respondents to rate them slightly higher than did younger ones. Furthermore, ratings of the distinctiveness ("new idea/different") of "Reduce" seemed to increase if respondents had first been exposed to "Forest".

4. BRAND PRESENCE ANALYSIS

Brand Presence is a unique Creative Lab Test (CLT*) concept referring to the extent and nature of the integration of the intended 'brand' or sponsoring agent in a given piece of communications. The brand or sponsor in the communications is simply the intended originating source of target group perceptions. While the majority of mass media communications have only one intended 'brand', there can be more. In the current materials, only Ontario Hydro/Hydro has been identified. There are two parameters of Brand Presence expression, Registration and Association. Registration refers to the level at which there is conscious motivated notation of the sponsor as an element of the (in this case) visual impression and after-image. The other parameter, Association, is an indicator of the extent to which the brand is perceived to be a natural part of interpretations of the message intent of the communications. The Registration and Association measures of the present study materials are compared with relevant normative averages in the following summary:

<u>Brand Presence*</u> <u>Analysis -</u> <u>Ontario Hydro</u>	<u>CATE-</u> <u>GORY</u> <u>NORMS</u>	<u>PCT OF RESPONDENTS</u>	
		<u>"REDUCE"</u>	<u>"FOREST"</u>
Registration*	25	21	27
Message Association*	31	4	23
Net Brand Presence*	42	23	41

* Copyright

It is evident that while the materials accomplished reasonable levels of perception in the simpler dimension of Registration, they did not strongly Associate Hydro with the ideas respondents perceived from them. More broadly speaking, the overall or net Brand Presence of Hydro in "Reduce" is below average while it is at a generally acceptable level in "Forest". The essential character of perceptions in these two expressions therefore is somewhat generic or non-source-associated. Hydro's 'Presence' within the expressions is probably quite low, soft or, at best, subdued.

5. PURCHASE/ACTION CONVICTION

Mass media, particularly commercial communications, usually has as one of its principal goals a desired, usually purchase action. It can also have a point of view objective as well as a non-purchase behaviour (e.g. simply a change in behaviour such as smoking or paying more attention to a particular action or set of actions). The extent to which the intended recipients of a communication decide on or feel a sense of personal commitment to these goals or objectives is said to reflect its base Conviction. Factored with the Net Brand Presence of the communication, such base Conviction

becomes Net Brand Effective Purchase/Action Conviction. The base and net brand effective levels of conviction engendered by the two current study expressions is summarized with normative reference points in the following table:

	CATE- GORY NORMS	PCT OF RESPONDENTS	
		"REDUCE"	"FOREST"
Base Conviction	37	76	73
Net Brand Effective	16	18	30

It is important to note that the base conviction level in the present study is the result of a direct question asking respondents if they feel encouraged by the material to reduce their home electricity usage by following one or more of the indicated actions as listed (i.e. lowering hot water temperatures, etc.). While saving and conserving energy was a strong perception of intent in the expressions as noted earlier, the specific actions were not. To some extent, then, respondents were asked about an action they may not have perceived to be the intent of the communication. In fact, while not perceived as the central point of the expressions these specific actions figured prominently in respondent playback of content. This suggests that post exposure memory may well link and position these actions as means to both energy saving and environmental ends. The actions themselves become memory 'triggers' that activate recall of environmental consequences.

It is evident from the results in the above table that the base levels of conviction are extremely strong. Brand effective conviction is only average for "Reduce" because Hydro was not made

to be prominent in this expression. It is quite strong in "Forest" due to the combination of its high base level and an acceptable level of Brand Presence. It is significant to note that base conviction was equally strong in both expressions despite differences in Brand Presence. A difference in Hydro's prominence in these communications did not result in a difference in resulting 'motivation'.

6. INTERACTIVE EFFECTS

It has been shown that while the message focus of the two study expressions is substantially different, responses to them in terms of Involvement and basic Conviction are highly similar. Furthermore, the level of identification of Ontario Hydro in the expressions is also quite different. While these two expressions present a choice of prominence and message focuses for Hydro, they seem to represent similar base effectiveness potentials. In fact, it is not evident from results presented so far that these two expressions appeal to the same or to different people and it is simply a difference in message focus and branding where differences in effect occur.

It will be recalled that the study sample was comprised of 75 respondents who were interviewed separately about each expression in the order "Reduce/Forest" and 75 respondents interviewed about the expressions in the "Forest/Reduce" order. This sample structure provides the opportunity to examine the possible effects of exposure to one of the expressions on perception of and response to the other. The integrity of the minimum 75 unaffected

respondents for each expression in isolation as required by the CLT* model is also uncompromised by this design.

The extent to which the present expressions were found to effect the same or different segments of the larger study population is summarized in the following table:

<u>Response/Perception</u> <u>Is To/Of:</u>	<u>PERCENT OF RESPONDENTS</u>		
	<u>INVOLVEMENT</u>	<u>CONVICTION</u>	<u>BRAND PRESENCE</u>
REDUCE only	15	9	11
FOREST only	21	10	17
Both expressions	50	64	13
Total - Either Ad	86	83	41
Neither expression	14	17	59

It will be noted that approximately 86% of respondents became 'involved' in either or both expressions, that about 83% expressed a base level of conviction about them and that collectively, the expressions created a 'brand' impression about Ontario Hydro among approximately 41% of people. It will also be noted that among these collective effects, about 42% of the Involvement, 23% of the Conviction and 68% of the brand presence was created by only one expression acting alone. In other words, these expressions have substantially different qualities of effects despite their apparent similarities. Their various effects can be at least as much among different people as among 'shared' respondents.

7. OTHER ISSUES

Following standard Creative Lab Test (CLT*) questioning, respondents were asked if they felt they would or would not be likely to follow each of the six named actions shared in common by the two test expressions. The results are summarized in the following table:

	PERCENT INDICATING THEY WOULD FOLLOW <u>THIS ACTION AT HOME</u>	PERCENT INDICATING THEY MIGHT FOLLOW <u>THIS ACTION AT HOME</u>
Lower hot water temperature	69	11
Rinse clothes in cold water	80	7
Turn out lights in unused rooms	98	2
Insulate hot water pipe near heater	60	24
Use energy efficient shower heads	71	21
Use compact florescent light bulbs	51	27

The greater majority of respondents indicated a willingness to follow all these actions as a way to save or reduce the consumption of electricity in their homes. In fact many respondents gave as their reason for their base conviction in the study materials the fact that they were already following these types of actions in their homes (their specific habit details were not pursued). It therefore seems that the proposals made by these expressions are

consistent with respondent perceptions of reasonable energy usage efficiency behaviour.

It was of interest in the larger consumer research program to determine the sensitivity of the introduction of the power plant construction issue, and particularly the nuclear one. The recent announcement of the newly elected NDP Party's position regarding the future of nuclear power in the Province as expressed by Mr. Rae provided a useful point of departure for questioning on this subject in the present study. Respondents were therefore presented with two questions: one, did they feel that, as Mr. Rae had stated, nuclear powered electrical generating stations are too dangerous to the environment and human populations, and two, did they feel that not only should new stations not be built but also the existing (nuclear) ones should be shut down. The results were as follows:

	<u>PERCENT OF ALL RESPONDENTS</u>
FEEL THAT NUCLEAR <u>GENERATING STATIONS ARE:</u>	
Too dangerous	37
Not too dangerous	43
Don't know	20
 EXISTING NUCLEAR <u>GENERATING STATIONS:</u>	
Should be shut down	23
Should not be shut down	53
Don't know	24

It is evident that both these propositions were held by the minority of these respondents. The largest groups in fact opposed them. It should be noted that a substantial proportion of respondents were unsure and that these questions were asked within the context of and following exposure to two experimental expressions of electrical energy conservation. This gives important perspective to notations about the importance of the need to convert, reduce or eliminate nuclear (and perhaps other) powered electrical generating stations in public communications material. If the purpose of "cutting back" one's consumption of electrical energy is proposed to be an impact on station construction, then a direct responsibility link will be created in one's mind. A conflict therefore arises because the 'fear' of stations is not strong enough to motivate conservation and conservation is more strongly tied to the concept of wastefulness to begin with. There is not the pervasive fear of nuclear stations that might be suggested by Mr. Rae's pronouncements and there is not yet the link of such stations to impacts on the environment. Promoting the elimination of nuclear stations based on their safety is not only unpopular but also a cart-before-the-horse proposition.

8. SUMMARY OBSERVATIONS

The present report summarizes the findings of a Creative Lab Test (CLT*) study of two experimental print media expressions of Ontario Hydro public appeals for consumers to reduce their residential consumption/demand for electrical energy. The development of these expressions has been guided by previous experience and study of public attitudes. It has been for the convenience and efficiency

of the Creative Lab Test (CLT*) that the expressions have taken the appearance of finished print advertising. They are not meant to be, nor are they either endorsed or recommended as usable campaign materials. The CLT* study has served to quantify possible consumer reactions to alternate positionings of Ontario Hydro with respect to electrical conservation against an environmental background. The expressions were used merely to help affect reasonable commonality of perception among present study respondents.

It has been found that, as intended, the experimental expressions of the study were seen to represent a substantially similar range of ideas but a substantially different emphasis and character in the portrayal of electrical energy conservation and Ontario Hydro in juxtaposition with the environmental issue. The study suggests that despite significant differences in emphasis and Ontario Hydro prominence in such communications, a highly positive public perception and response may ensue.

It is likely that substantial reasons for the positive responses noted for each of the experimental expressions of the present study include the consistency of the portrayal of the importance of the environment, the listed conservation activities with existing perceptions of appropriate in-home electrical 'behaviour' and currently held beliefs about the generation of electrical energy generally. The expressions seem merely to present these elements in appropriate, if differing perspectives. This is a substantial and significant finding with regard to the 'Link' hypothesis.

IV

**CONCLUSIONS
AND
RECOMMENDATIONS**

CONCLUSIONS AND RECOMMENDATIONS

1. *THE CONSUMER MOOD*

Findings from the present series of consumer research studies are consistent with general experience about public mood and attitudes regarding the environment. The frustration over the ignorance of detailed or even factual knowledge about environmental issues, while significant among the public, is not debilitating. It is natural for people to be anxious about or to fear the unknown but not to be paralysed by it. There is genuine fear about the environment and it is both global and pervasive. It may well be argued that it stimulates the basic human survival anxiety. The seriousness of this condition makes the argument about its degree moot.

While there is a certain despair, there is neither a paralysis nor an hysteria about the environment among the public. While there may be the feeling that nature is in danger of being overwhelmed, there is remaining faith that wounds need not be fatal. In this regard the public may equate potential in the efforts of government and industry with that of their own, but see little comparable evidence of actual effect. Faith is with their own actions at present. It is fundamental to maximizing longer term public cooperation for either Industry or Government to understand this perspective in introducing programs or otherwise attempting to modify behaviour predicated on environmental objectives. There is

the need if not demand for information about programs and their effectiveness and further encouragement that the 'battle' can be won. Lacking 'heroes' among Government and Industrial leaders in which to place their confidence and trust, the public is becoming more introspective and 'self' centered. While the environmental problem is seen as global, the threat is becoming more personal.

2. REACTIONS TO APPEALS

There appears to be much flexibility and 'forgiveness' or at least latitude in public approaches to environmental communiques. While there is growing dissatisfaction with material that is simply fundamental, no matter how sensational, the need for information tends to dictate a certain receptivity. It is likely that material seen as simply 'more of the same' is simply scanned for usefulness. There is no longer any need to preach to the converted. Mass media appeals need to have substance and to demonstrate an understanding of the appropriate perspective and relationship of those or that which is being represented to that of the public. While it is not necessary to convince people that the environment is "important" (as in the heading to the "Reduce" expression), it is nevertheless useful to flag a message of substance with this word as long as it is the message and not simply the subject of the environment that is being highlighted. The "Reduce" expression generates very positive response because it holds out the promise of and delivers valuable information. It delivers this information logically and within the larger environmental framework. The expression borders on the nature of advocacy communications partly because of the strength of the

larger issue (i.e. the environment) which tends to overwhelm, and partly because Ontario Hydro is positioned as merely the source of the information, not its focus. At best, this appeal is soft imagery for Hydro, no matter the hardness its content. At worst, Hydro is merely invisible. It is the larger environmental perspective, the logic of the positioning of electrical conservation within it and the existing acceptance of the environmental importance of this conservation that accounts for the effectiveness of this appeal.

The success of the "Forest" expression is evidence that the same environmentally related contents can be wrapped up in different packaging and achieve similar results. The psychology of this appeal is of course quite different to that of the "Reduce" appeal but it is no less effective. It is in its character of effectiveness that it differs. This appeal is particularly powerful because it identifies the hope of 'victory' that people still believe is there. It says what people want to hear. The fact that it employs the impersonal, "The" in its heading and implies the personal, "You" in its sub-heading, demonstrates an understanding of the public attitude already held that it is the public at large that is accomplishing things environmental, not Industry (Ontario Hydro). The invitation to join forces as an avenue of increased success is not only fundamentally appealing to people but also a better focus on Ontario Hydro than is "Reduce". The fact that such increased focus does not result in decreased positiveness nor the emergence of hostility is both encouraging to Ontario Hydro and evidence of the validity of the 'Link' hypothesis.

3. **DEVELOPMENT OPTIONS**

Development of further public expressions of the 'Link' hypothesis seems limited more by imagination than by any fundamental resistance to the notion. Results of the Creative Lab Test (CLT*) study suggest that a wide range of approaches and positionings of Ontario Hydro may be pursued not only without fear of latent hostility but also with rather significant positive potential. The key to success is in perspective, the substance of information utilized, and demonstrating an understanding of the appropriate relationship to the public's attitude to the subject. It is likely that connections between electrical conservation and environmental consequence can and should be included in Ontario Hydro future marketing programs. There are many ways such linking can be accomplished both directly and through the intermediary conservation/anti-wastefulness concept. Further experimentation and testing of expressions based on these ideas should be pursued.

T. Poole, President

APPENDIX ID
TOPIC DISCUSSION GUIDE

MARKETING THE LINK BETWEEN RESIDENTIAL ELECTRICITY
CONSERVATION AND ENVIRONMENTAL ENHANCEMENT

Focus Group Topic Discussion Guide
Draft no.1.

I General Environmental Issues

Attitudes toward the environment as an issue
how important is it?
points of reference
language/descriptives
forced comparison to:
taxation
cultural issues (language; native Canadian
rights, etc.)
housing
how urgent is it
why
how do you know

Perceived composition of the environmental issue
solicit identification of aspects:
atmospheric, water, land
pollution - incremental/catastrophic
ozone depletion
biodegradability
rain forests
flora/fauna
human health/quality of life
littering
protection/conservation/recovery of resources
landfill
packaging
etc.

II Environmental Responsibility

perceived sources, origins, causes of problems
e.g. government, industry, public
culpability
how long have they/we known
why only now
solutions
by whom
variation by aspect

III Industry, Services And The Environment

Environmental Impact of Industry
e.g. canned goods, cracker, kleenex mfrs.
newspaper publishers
canned/bottled beverage mfrs.
car mfrs.

Environmental Impact of Services
e.g. water and sewage processing
the gas company
the electric company/Hydro
the telephone company/Bell

Degree and nature of impact

Seriousness
now, trend past and future

IV Perception Of Personal Responsibility

Nature and level of impact (positive/negative)
In areas of: (see listing in I)
Reaction to proposition that environmental impact created by
purchase/use of products
Reaction to proposition that environmental impact created by
purchase/use of services

V Reactions To Selected Existing Advertising Propositions

Variety of selected non-Hydro propositions (ads)
Selected Hydro propositions
controlled sequence to examine cumulative/relational
effects
Perceived intent
Appeal
Probable response

FOCUS GROUP SCREENING

INTRODUCTION

- 1a) Have you ever attended a consumer group discussion, an interview or survey which was arranged in advance, and for which you received a sum of money?

Yes [] MAX. 1/2 OF GROUP	No [] SKIP TO Q.2
---------------------------	--------------------

- b) How long ago was it? _____

TERMINATE IF IN PAST YEAR

2. TYPE OF DWELLING: Single Detached []

Other [] DISCONTINUE

3. HEAD OF HOUSEHOLD Female [] Male []

WATCH QUOTAS

4. PRINCIPAL LANGUAGE: English []

Other [] DISCONTINUE

5. AGE:

Under 35	[]	QUOTA - THREE
35 to 44	[]	QUOTA - FOUR
45 to 59	[]	QUOTA - THREE

6. As you know, governments have the ability to pass laws, to set fines and penalties and to provide leadership and support in many ways. Industry has technology, creativity and the facilities to provide products and services that compete for a wide range of markets and businesses. And the public has the freedom to choose governments and to select and use the types of products and services they need or want the most.

- a) Which of these three types of organizations or groups do you feel has the greatest potential to reduce the amount of pollution and waste our society produces each year? Would it be... (NAME EACH GROUP AND CHECK ANSWER BELOW)
- b) And which of them would you say is making the greatest effort and actually producing the greatest positive results at present? (CHECK ANSWER BELOW)

	Q.6a) GREATEST <u>POTENTIAL</u>	Q.6b) GREATEST <u>RESULTS</u>
Government	[]	[]
Industry	[]	[]
The Public	[]	[]

- 7a) I would like you to tell me how much good each of the following things could do as far as helping the resources and environment of the Earth. For example, how much good would ... (READ FIRST ACTION) do, would it do a lot of good, some good, probably not much good, or very little if any good? (CIRCLE ANSWER BELOW). And how much good would (read each remaining action in turn) do? (CIRCLE ANSWERS BELOW)

	(a) HOW MUCH GOOD				(b) MOST
	<u>A LOT</u>	<u>SOME</u>	<u>NOT MUCH</u>	<u>LITTLE IF ANY</u>	
Voting for more environmentally friendly politicians	4	3	2	1	5
Changing our current federal government	4	3	2	1	5
Changing our current provincial government	4	3	2	1	5
Buying products with less packaging	4	3	2	1	5
Buying more products that are more environmentally friendly	4	3	2	1	5
Using less gas and electricity in our homes	4	3	2	1	5
Using our cars less	4	3	2	1	5

- b) Which of all these things would you say would produce the greatest result or do the most good? (CIRCLE ANSWER ABOVE)

INVITE RESPONDENT TO FOCUS GROUP AT TIME AND LOCATION SCHEDULED

APPENDIX IE

IN-GROUP PRESENTATION MATERIALS

**"When people buy anything from hot dogs to
kleenex, they are having an impact on the
environment..."**

**"Every time you turn on your lights, your TV
or use hot water, you're having an effect on
the quality of our environment..."**

B RESPONSIVE HAIR CARE
IN HARMONY WITH YOUR WORLD



SYSTÈME
BIOLAGE
SCIENCE IN SYNC
WITH NATURE™

Matrix
HAIR AND SKIN CARE

G IN HARMONY WITH OUR DELICATE WORLD

Because we are all concerned about the world we live in, Matrix has developed Système Biolage with special respect for our fragile environment. We strive to use ingredients derived from renewable sources such as plant oils. Système Biolage products are not tested on animals and contain no animal by-products. We use recycled paper wherever possible, and we recycle as often as we can.

All Système Biolage plastic containers are coded for easy recycling, and we ask you to share the responsibility by recycling at home. If you do not know the location of the plastic recycling center nearest to you, call us for the information. Our toll-free number is 1-800-282-2822; from Canada call 1-800-833-2861.

Matrix is taking responsibility for our delicate planet because the future depends on it.



EVERY TIME SOMEONE CHOOSES NATURAL GAS, THE GUYS DOWN AT BINCHER'S POND SEEM TO SING A LITTLE LOUDER.

THE GUYS AT Bincher's Pond are an easy bunch to please.

All they ask for is fresh air, clean rain and an abundant supply of six-legged suppers.

That simple request is getting harder to fulfill. Pollution is fouling the air and choking our rivers and lakes.

Our attitude about the environment must change.

We owe it not only to ourselves, but to our children and the songsters at the pond.

MAKE A CHANGE FOR THE BETTER.

Can one person really contribute to a cleaner environment? The answer is yes.

We can recycle more. We can use less paper and plastic disposables and grow more mindful of the energy we use to heat our homes and fuel our vehicles.

Part of the solution is a greater use of natural gas. It's abundant, efficient and the cleanest of fossil fuels.

FUEL FOR THOUGHT.

Natural gas can reduce air pollution, lessen the damage of acid rain and help moderate the greenhouse effect.

Look at the facts.

Industries that use natural gas in place of coal or oil can reduce the harmful emissions that contribute to our global warming.



Using natural gas, these same industries can eliminate their emissions of sulphur dioxide, the primary cause of acid rain.

Breathe deeply, there's more.

A vehicle fueled by natural gas produces fewer hydrocarbons - which means less smog - and 40% less carbon dioxide than a gasoline-powered vehicle.

Because North Americans buy over 725 million litres of gasoline a day, adapting our vehicles to natural gas could significantly clean up the air.

NOT PERFECT, BUT A GOOD PART

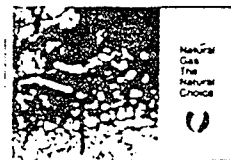
Natural gas is not the complete answer.

But when you compare it to coal, oil or gasoline, the advantages of natural gas outshine the alternatives.

So the next time you step outside, take a deep breath and remember the guys at the pond.

They'd appreciate your vocal support.

For a free booklet on how you can help the environment by the use of natural gas, call this toll-free number: 1-800-668-1503



Natural Gas
The Natural Choice

ICG UTILITIES

SOMETHING CAN BE DONE!!!™

President's Choice™

G · R · E · E · N™

ENVIRONMENT FRIENDLY™ PRODUCTS

THE ENVIRONMENTALLY RESPONSIBLE™

LIGHT BULB

15W ELECTRONIC LIGHT BULB
EQUIVALENT TO 60W INCANDESCENT

LASTS UP TO 10 TIMES LONGER AND USES 75% LESS ENERGY COMPARED TO A 60 W INCANDESCENT LIGHT BULB. IF EACH HOUSEHOLD IN CANADA INSTALLED JUST 3 BULBS, ENOUGH POWER WOULD BE SAVED TO LIGHT THE CITY OF VANCOUVER OR THE GREATER OTTAWA AREA FOR AN ENTIRE YEAR.*

*STATISTICS PROVIDED BY ONTARIO HYDRO

IDEAL FOR DIFFICULT TO ACCESS LOCATIONS AND/OR WHERE LENGTHY USE IS REQUIRED.



900 LUMEN
120 V · 60HZ
MEDIUM BASE

15W=60W

BY REPLACING ONLY ONE OF YOUR 60W INCANDESCENT LIGHT BULBS WITH A 15W PRESIDENT'S CHOICE™ G · R · E · E · N™ ENVIRONMENTALLY RESPONSIBLE™ ELECTRONIC LIGHT BULB, IN ADDITION TO SIGNIFICANT ENERGY COST SAVINGS, YOU COULD ELIMINATE THE NEED FOR THE COMBUSTION OF UP TO 90 POUNDS (40 KG) OF NON-RENEWABLE COAL PER YEAR, MORE IMPORTANTLY GREEN HOUSE GAS EMISSIONS, WHICH ARE BELIEVED TO CONTRIBUTE TO GLOBAL WARMING, COULD BE REDUCED BY UP TO 190 POUNDS (85 KG) PER YEAR. (STATISTICS PROVIDED BY ONTARIO HYDRO.)

THE WORLD'S LEAST EXPENSIVE LIGHT BULB COST & ENERGY SAVINGS CHART

WATTS	PC™ G · R · E · E · N™		DIFFERENCE
	ELECTRONIC	60 WATT INCANDESCENT	
LUMENS (BRIGHTNESS)	900	850	75% SAVINGS
LAMP LIFE	10,000 HRS	1,000 HRS	50 BRIGHTER
AMH PER YEAR @ 5 HRS · DAY · 365 DAYS/YR	30	120	9000 HRS LONGER
COST/YR TO OPERATE @ \$0.06 · AMH	\$1.80	\$7.20	90 AMH LESS
YEARS OF LIFE	5	0.5	\$5.40 LESS
ENERGY COST TO OPERATE OVER 5 YEARS	\$9.00	\$36.00	4.5 YEARS LONGER
REPLACEMENT LAMPS OVER 5 YEARS	NONE	9	\$27.00 LESS
			9 INCANDESCENT BULBS REQUIRED

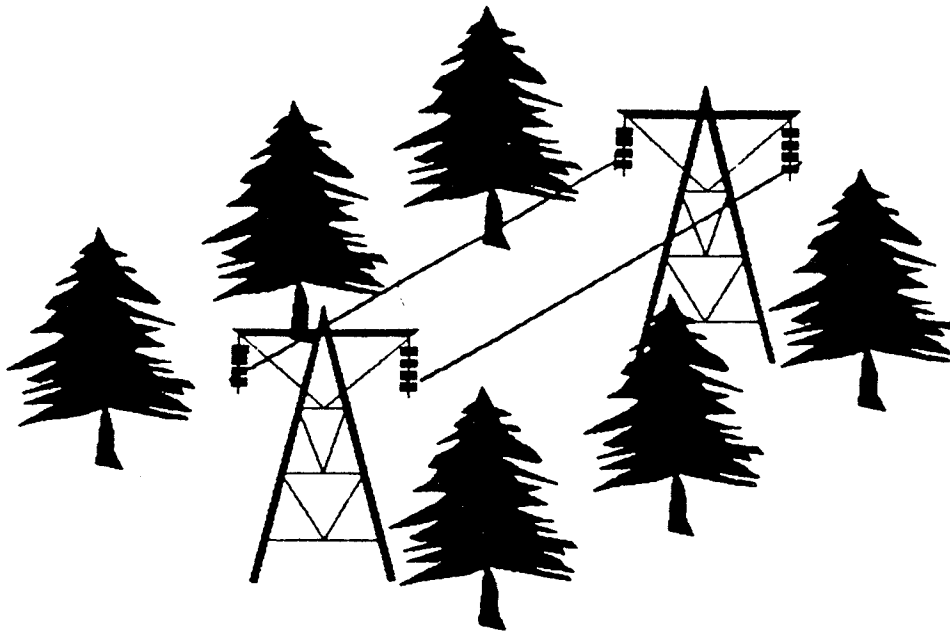
THIS PC™ G · R · E · E · N™ ENVIRONMENTALLY RESPONSIBLE™ LIGHT BULB WILL SAVE YOU \$27.00 IN ENERGY COSTS AS WELL AS THE COST OF NINE REPLACEMENT INCANDESCENT LIGHT BULBS OVER ITS OPERATIONAL LIFE. REPLACES MOST STANDARD INCANDESCENT BULBS.

CAUTION: DO NOT USE THIS BULB IN CIRCUITS WITH DIMMERS. IF USED OUTDOORS, USE IN ENCLOSED FIXTURES ONLY. BULB MAY NOT OPERATE UNDER 18°C (0°F).

**PRODUCT OF U.S.A.
PRODUIT DES E.-U.A.**

THIS IS A P.C.™ PRODUCT. PRODUCT PC™ IMPORTED FOR IMPORTER: P.O. JIR SUNFRESH LIMITED, LIMITED TORONTO, CANADA M4T 2S8. ©COPYRIGHT/DROIT D'AUTEUR, 1990

We all respect the Environment

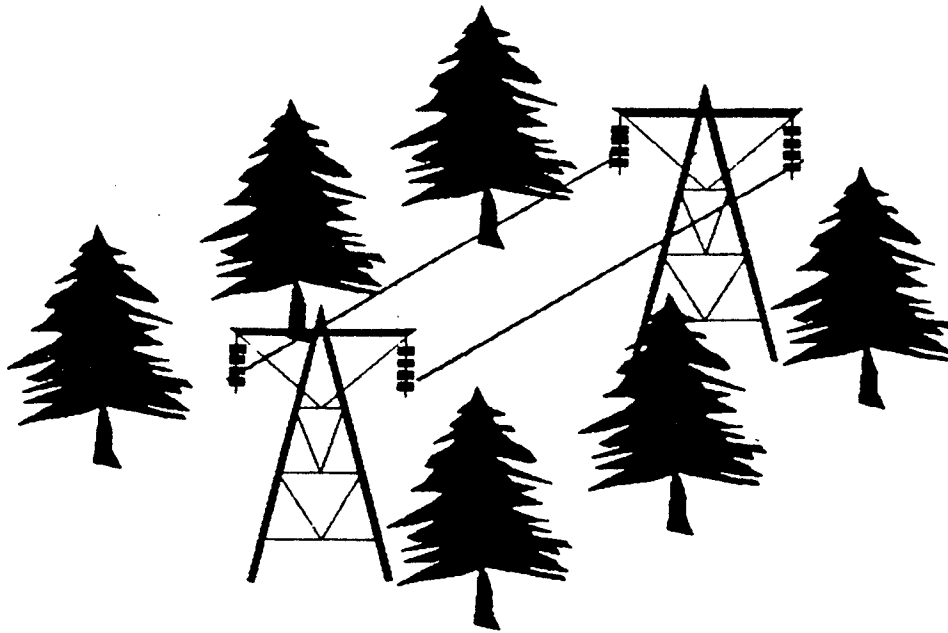


it is now time to respect
the way we use electricity

Here are some ways to respect
the environment electrically..

- turn out lights in unused rooms
- use energy efficient showerheads
- insulate hot water piping near heater
- lower hot water temperature

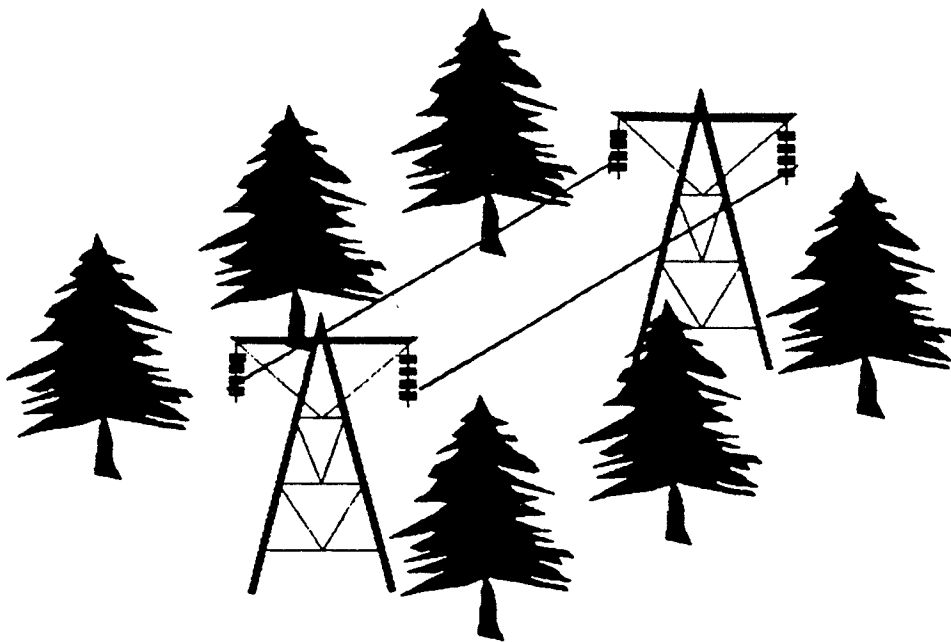
Everyone already values the Environment



Here are some valuable ways
to do it electrically..

- lower hot water temperature
- rinse clothes in cold water
- turn out lights in unused rooms
- use energy efficient showerheads
- use compact florescent light bulbs

ENVIRONMENT

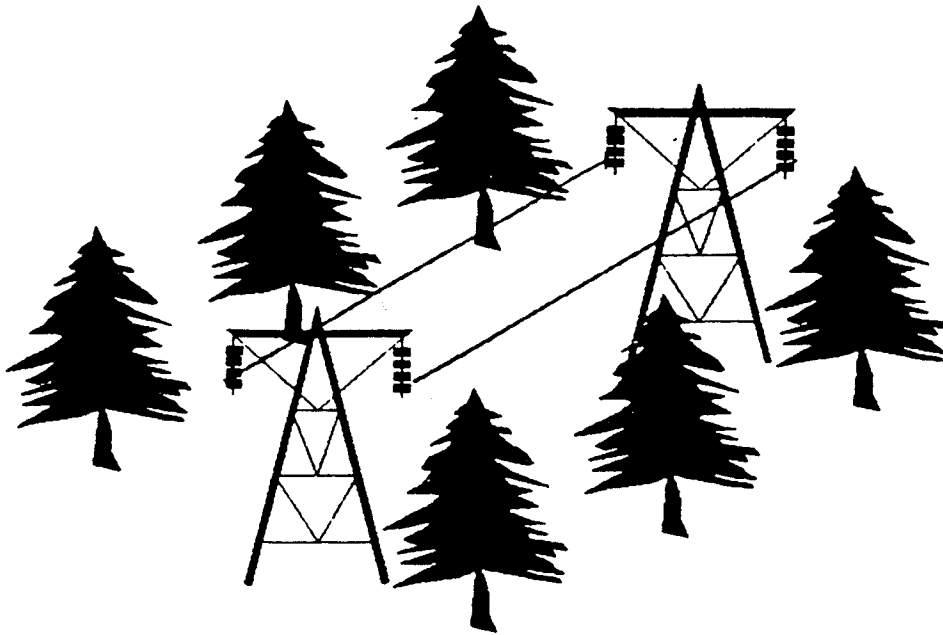


PLUG INTO THE ENVIRONMENT

HERE'S HOW TO MAKE THE CONNECTION:

- dry clothes in natural sunshine
- raise thermostat setting on air conditioner
- use energy efficient showerheads
- insulate hot water piping near heater
- lower hot water temperature

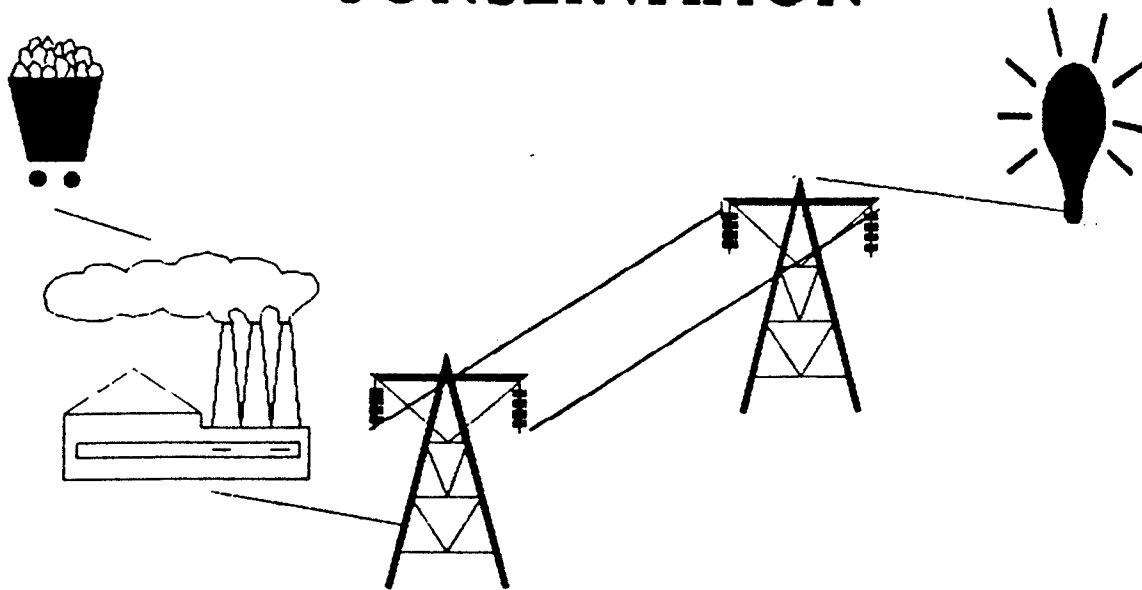
Some Environmental Tips for the Electric ~~Bill~~ Generation



- use energy efficient showerheads
- use compact florescent light bulbs
- insulate hot water piping near heater
- rinse clothes in cold water
- lower hot water temperature

Let's Give Tomorrow A Hand

PLUG INTO
ENERGY
CONSERVATION

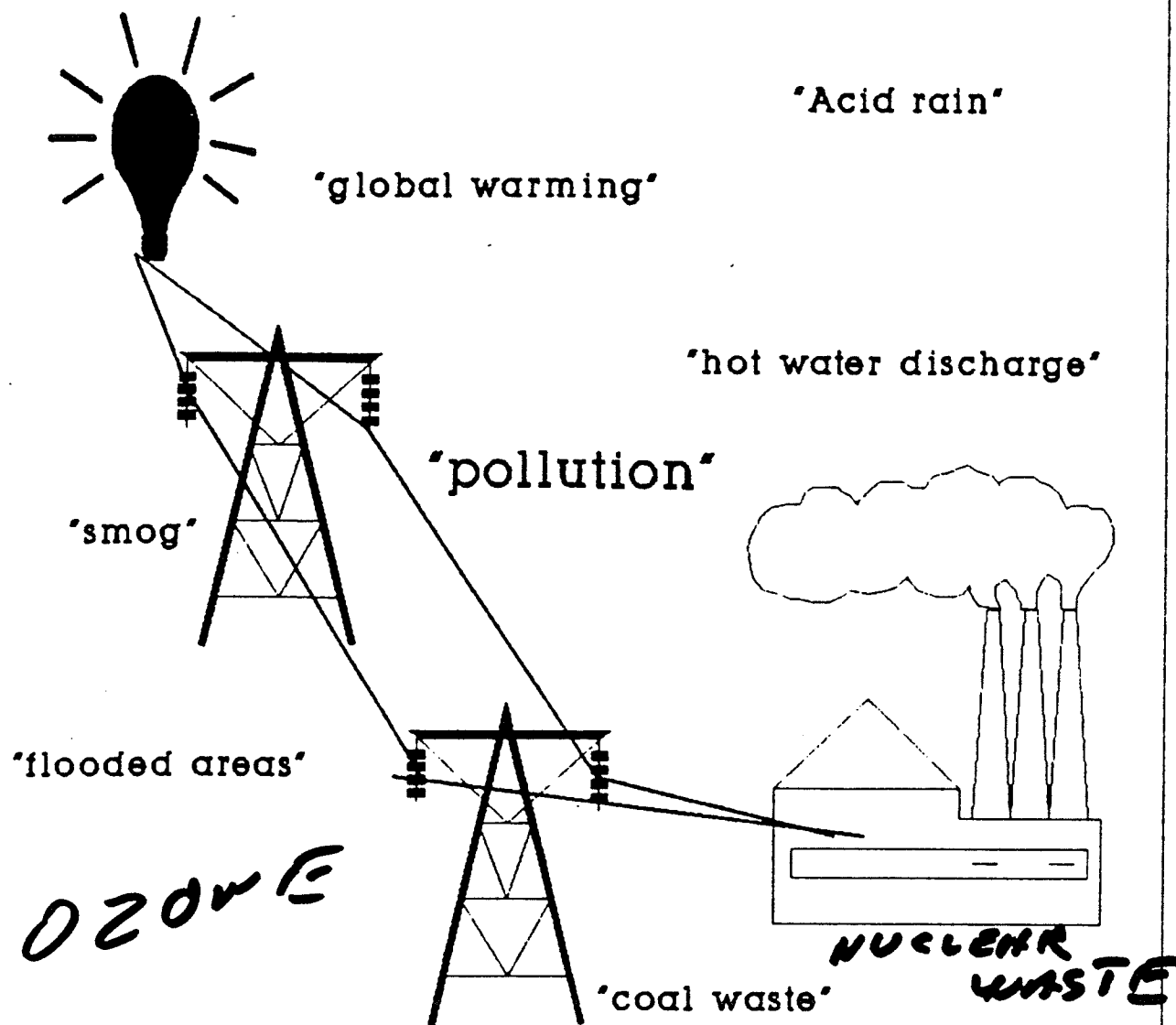


SEE THE CONNECTION

HERE'S HOW:

- dry clothes in natural sunshine
- raise thermostat setting on air conditioner
- use energy efficient showerheads
- insulate hot water piping near heater
- lower hot water temperature

The wasteful use of electricity



.. is environmentally devastating

Here's how to limit the damage..

- use compact florescent light bulbs
- turn out lights in unused rooms

The wasteful use of electricity



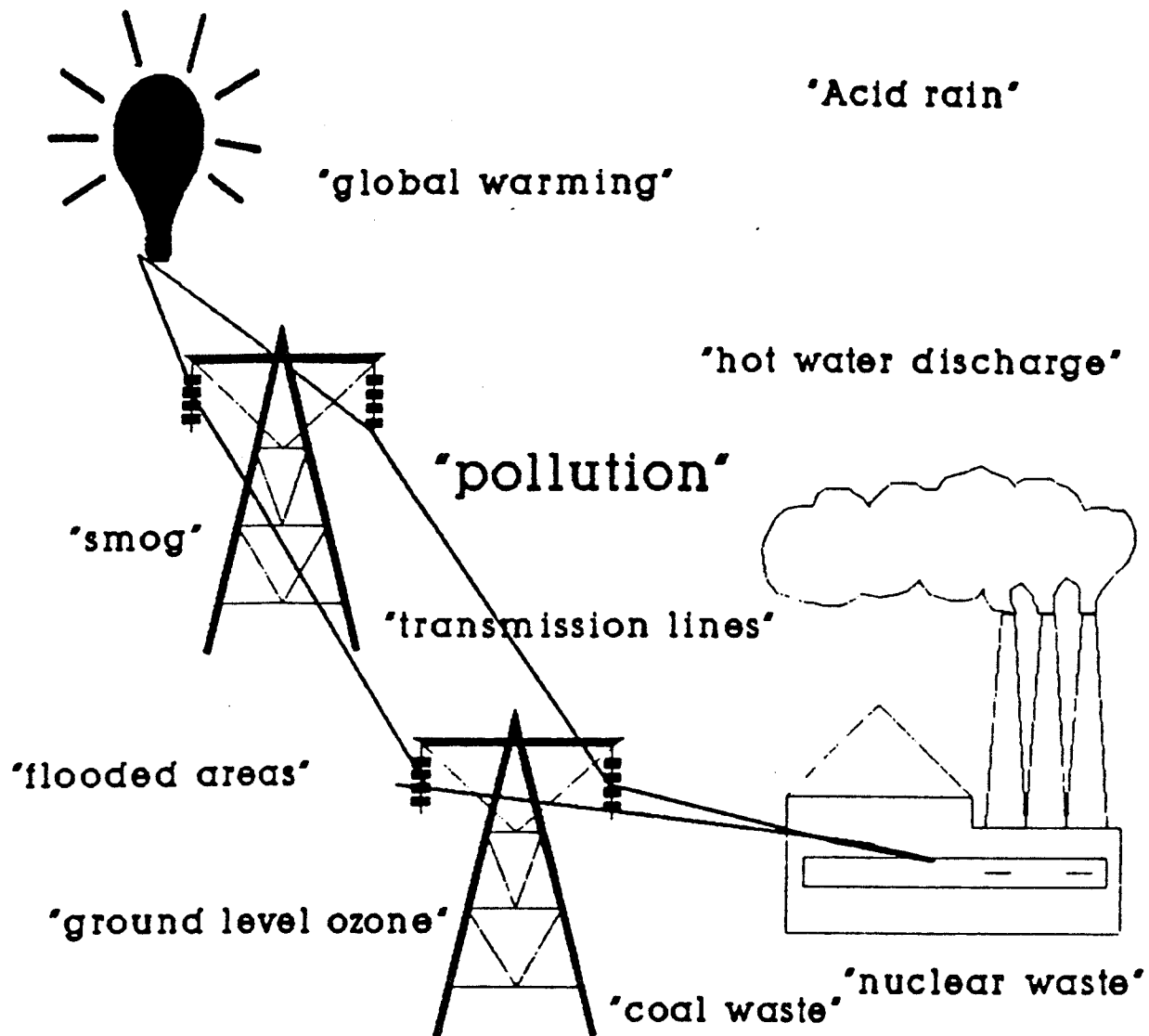
'Acid rain'
'hot water discharge'
'Nuclear waste'
'smog'
'flooded areas'
'coal waste'
'global warming'

.. is environmentally devastating

Here's how to limit the damage..

- use compact florescent light bulbs
- turn out lights in unused rooms

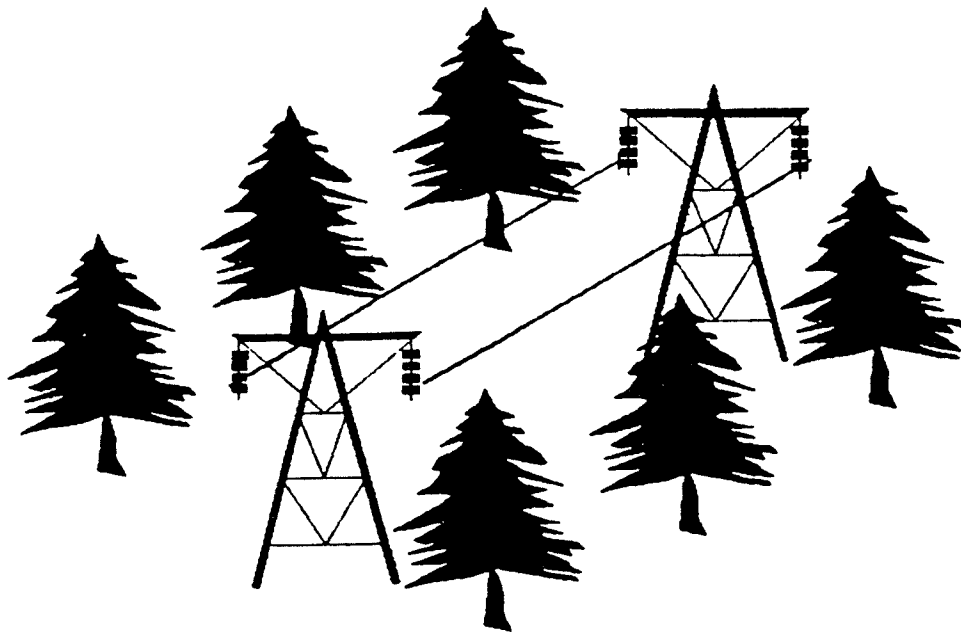
ELECTRICITY IS NOT SOMETHING TO TAKE FOR GRANTED..



Don't abuse it..

- use an energy efficient showerhead
- rinse clothes in cold water
- turn out lights in unused rooms

ENVIRONMENT — G — ELECTRICITY

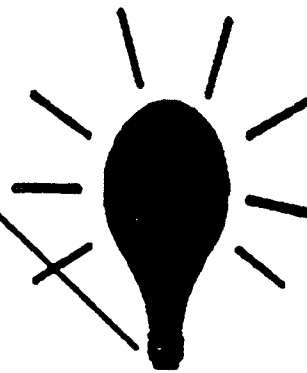
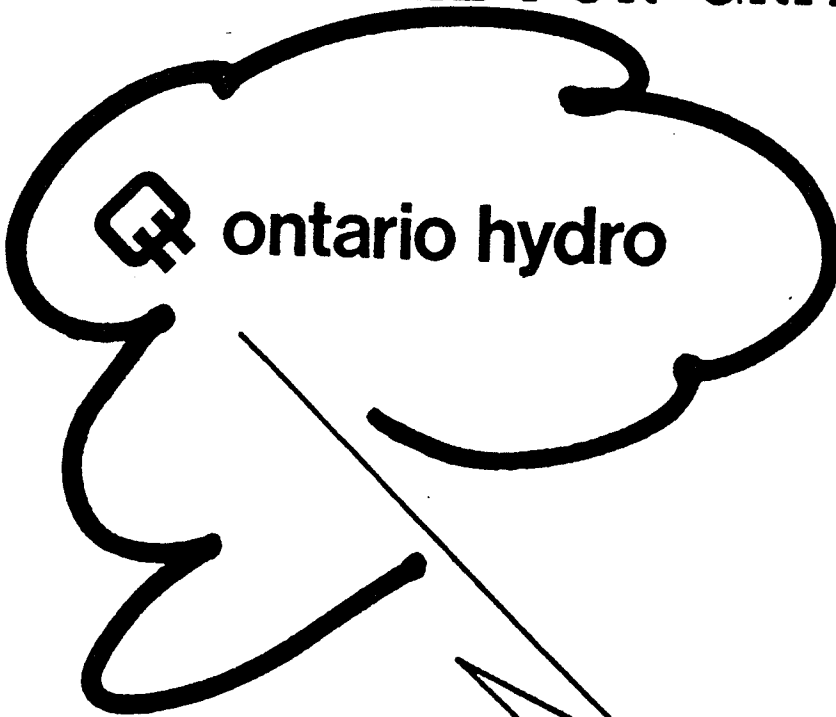


MAKE THE CONNECTION

HERE'S HOW:

- dry clothes in natural sunshine
- raise thermostat setting on air conditioner
- use energy efficient showerheads
- insulate hot water piping near heater
- lower hot water temperature

**ELECTRICITY IS NOT SOMETHING
TO TAKE FOR GRANTED..**

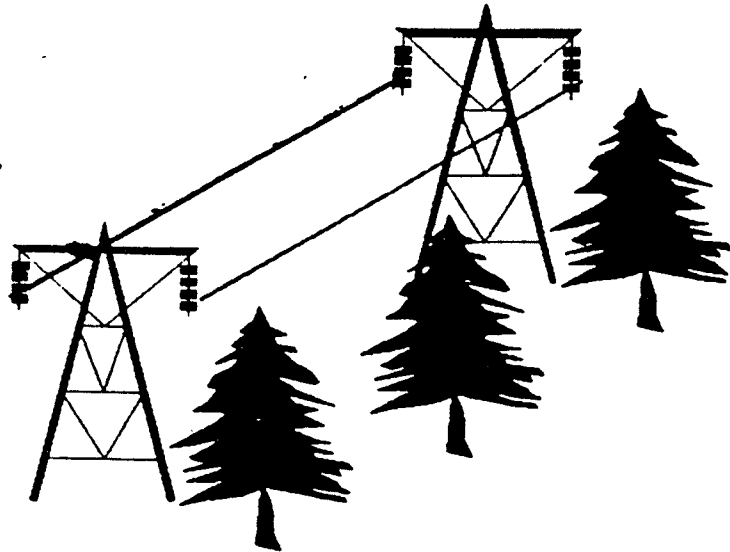


Don't abuse it..

- **use an energy efficient showerhead**
- **rinse clothes in cold water**
- **turn out lights in unused rooms**

ontario hydro says..

ENVIRONMENT



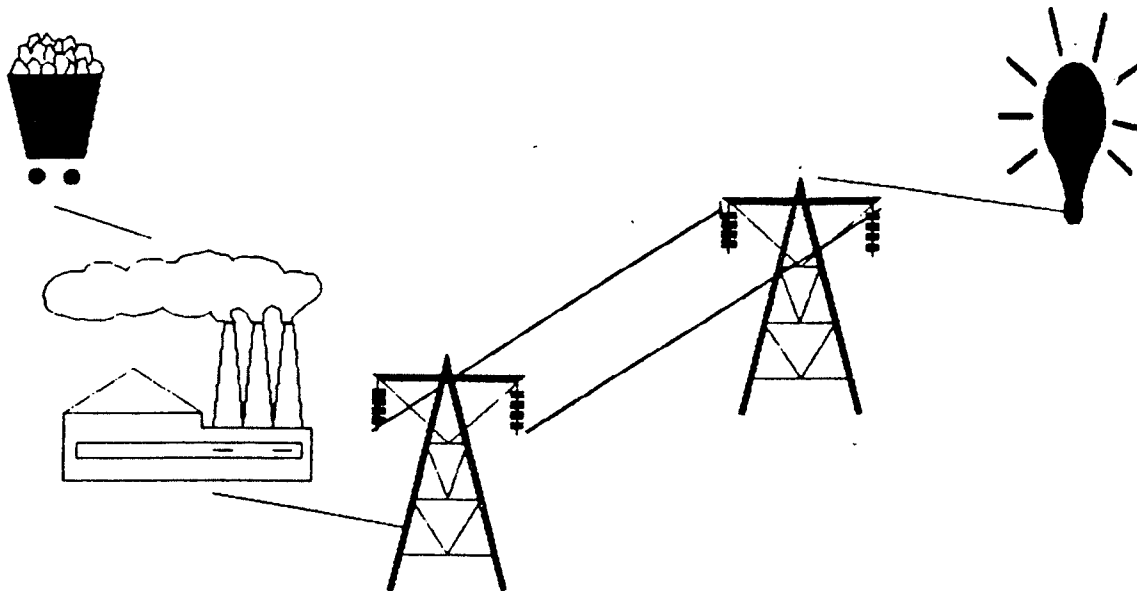
PLUG INTO THE ENVIRONMENT

HERE'S HOW TO MAKE THE CONNECTION:

- dry clothes outside in the fresh air
- raise thermostat setting on air conditioner
- use energy efficient showerheads
- insulate hot water piping near heater
- lower hot water temperature



ontario hydro says..



PLUG INTO THE ENVIRONMENT

HERE'S HOW TO MAKE THE CONNECTION:

- dry clothes outside in the fresh air
- raise thermostat setting on air conditioner
- use energy efficient showerheads
- insulate hot water piping near heater
- lower hot water temperature

1. WE ALL RESPECT THE ENVIRONMENT... IT'S NOW TIME TO RESPECT THE WAY WE USE ELECTRICITY
2. EVERYONE ALREADY VALUES THE ENVIRONMENT ... HERE ARE SOME VALUABLE WAYS TO DO IT ELECTRICALLY ...
3. SOME ENVIRONMENTAL TIPS FOR THE ELECTRICITY GENERATION ... LET'S GIVE TOMORROW A HAND
4. ELECTRICITY IS NOT SOMETHING TO TAKE FOR GRANTED ... DON'T ABUSE IT
5. THE WASTEFUL USE OF ELECTRICITY ... IS ENVIRONMENTALLY DEVASTATING
6. PLUG INTO THE ENVIRONMENT
7. ELECTRICITY ---> ENVIRONMENT ... MAKE THE CONNECTION
8. PLUG INTO ELECTRICITY CONSERVATION ... SEE THE CONNECTION
9. ONTARIO HYDRO SAYS ... PLUG INTO THE ENVIRONMENT ... HERE'S HOW TO MAKE THE CONNECTION



*So then the year is
repeating its old story
again. We are come once
more, thank God! to its
most charming chapter.
The violets and the May
flowers are as its
inscriptions or vignettes.
It always makes a pleasant
impression on us when we
open once again at these
pages of the book of life.*

Johann Wolfgang von Goethe

**IN SPRING, SUMMER, FALL AND WINTER, ONTARIO HYDRO IS WORKING
TO BALANCE THE ELECTRICAL ENERGY NEEDS OF THE PROVINCE WITH
THE NEED TO PRESERVE THE NATURAL ENVIRONMENT.**

For information on Hydro's environmental programs telephone 416-592-3345,
or contact your local Ontario Hydro office.

ELECTRICITY

Environmentally Speaking

Electricity produced for large scale consumption by Ontario's industry and thousands of homes is generated in a variety of ways. Some of these ways are practical and affordable at the present time and some are not. The ones that are include water-powered generators at dams, coal, oil and gas-fired generators and nuclear-powered generators. All these methods have an impact on the environment that can effect present and future generations.

People in Ontario have been increasing their use of electricity at a rate that is beyond the capacity of current generators to provide. Therefore new generators will have to be built if enough electricity is to be available to everyone. It is Ontario Hydro's responsibility to provide this electricity and to build whatever generators are necessary to meet the needs and demands of the people.

As more generating stations have to be built, so everyone's concern for their impact on safety, health and the environment increases. Despite the use of the best systems and technology to control this impact, it will never be enough if consumption of electricity is not controlled.

If Industry, business and all people used electricity more efficiently, frugally, and, in other words, less wastefully, the need to build new electrical generators of all types could be significantly reduced. Some of the simpler and most effective things people can do at home are:

Simply turn off lights and other devices in rooms or areas where they are not really needed.

Lower the temperature requirements just a few degrees on heating and cooling equipment such as your hot water heater, furnace and air conditioner. This can be permanent or temporary and still have a big effect.

Install or replace worn, broken or burned out electrically dependent things with more energy efficient things (like appliances, shower heads, light bulbs, etc.)

Use cool or cold water to rinse laundry, floors, etc.

Get in the habit of doing these things as much as you can at home and everywhere.

These and many other things will go a long way to reduce the wastage of electricity, reduce the need for more and more expensive generation plants, decrease the impact of electricity generation on our environment and reduce our hydro bills. For more information, call Ontario Hydro or Thunder Bay hydro.

MAKING THE WISEST USE OF YOUR ELECTRICITY.

HERE'S WHAT YOU CAN DO.

ENERMARK
CO-OP AD #
86WU01P

In order to qualify for cost sharing, the main headline and sub-headings must be used intact. Local copy and address space may be changed as you wish, although suggested copy style is shown here.

Advertisement must not exceed 450 modular agate lines.

To qualify for co-operative cost sharing you may use your own utility name or logo, or your hydro signature and/or the signature EnerMark. The Electricity People - as shown below.

Fix those dripping taps

A simple washer will eliminate an annoying drip - and save money. At only one drop a second, you can waste many gallons of hot water a month... right down the drain.

Save laundry for a full load

Don't use the washer and dryer for a few items - wait until you have a full load. Small items waste hot water and electricity on the dryer.

Use a "low flow" shower head

You can still enjoy a nice hot shower like always - but you save hot water. Most hardware stores stock them.

Insulate and weatherstrip

Keep the heat inside... where it belongs. Make sure your home is adequately insulated and that all windows and doors have good, efficient weatherstripping.

Set back your thermostat

Don't use more heat than you need. And at night, when you retire, or when you're away from home for a while, set back the thermostat a few degrees. You'll sleep just as well and you'll save money.



HERE'S WHAT WE CAN DO FOR YOU.

We can survey your home's energy efficiency

Call and ask one of our energy advisors to do a survey of your house.

It's a free service to our customers. They'll look at your insulation, appliances and heating system and give you a full report on how well your home is doing and what it needs to save you money. Simply give us a call and make an appointment at your convenience.

LOCAL UTILITY
Address - Telephone

 **EnerMark**
The Electricity People

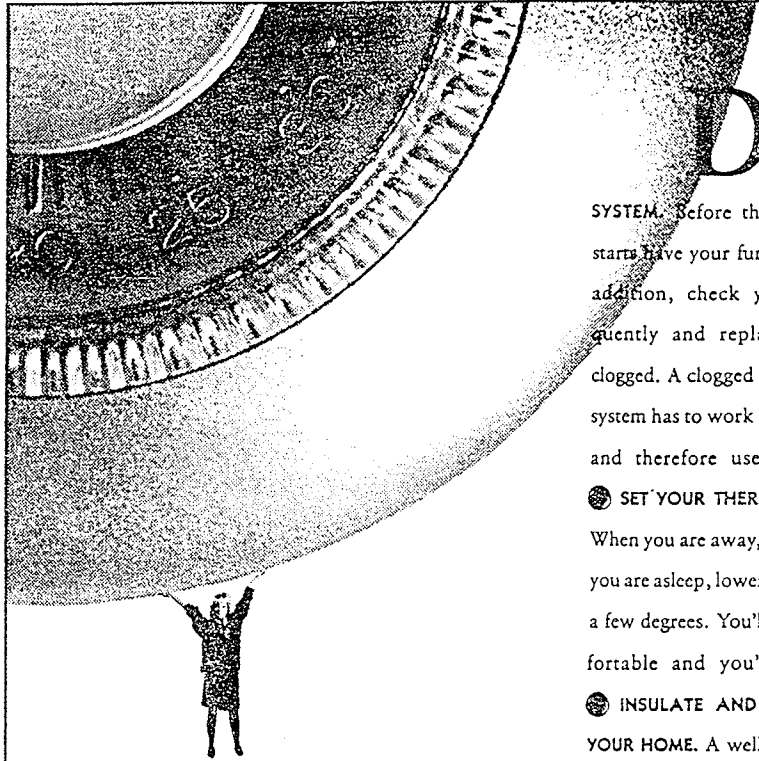
ENERMARK
CO-OP AD #
89 WUO 4P

in order to qualify for cost-sharing, the illustration, main headline and the Enermark tag must be used intact. It is recommended that the body copy be used unchanged.

Advertisement must be placed as a maximum 450 MAL insertion.

**FRENCH
LANGUAGE
AD PROOFS**

This advertisement is available in French for those wishing to use this message in local media serving the French speaking community. To obtain a special French ad proof, contact the Ontario Hydro Advertising Dept., 700 University Ave., Toronto, Ont. M5G 1X6



HOW TO **TAKE**
CONTROL
OF YOUR WINTER
HEATING BILLS

DON'T NEGLECT YOUR HEATING SYSTEM. Before the heating season starts have your furnace serviced. In addition, check your filters frequently and replace them when clogged. A clogged filter means your system has to work that much harder and therefore uses more energy.

● **SET YOUR THERMOSTAT LOWER.** When you are away, or at night when you are asleep, lower your thermostat a few degrees. You'll be just as comfortable and you'll save energy.

● **INSULATE AND WEATHERSTRIP YOUR HOME.** A well-insulated home helps keep the heat out in summer and in during winter. ● If you are thinking of changing your heating system, why not consider a heat pump? A heat pump is the most energy efficient home heating there is—reducing your heating costs considerably in the winter and giving you the added bonus of air conditioning in the summer! ● Give us a call, we would be pleased to provide you with any additional information or advice you may need to “take control of your winter heating bills”.

LOCAL UTILITY NAME,
ADDRESS AND
TELEPHONE NUMBER

a member of **EnerMark**
The Electricity People

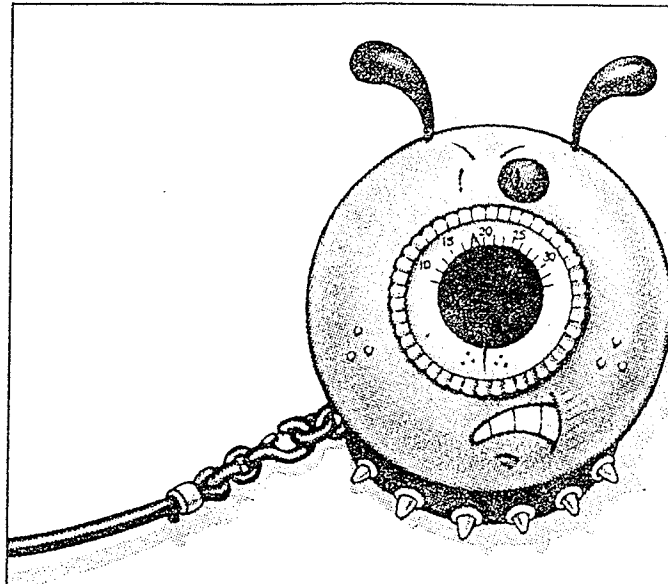
ENERMARK
CO-OP AD #
89 WUO 2P

in order to qualify for cost-sharing, the illustration, main headline and the Enermark tag must be used intact. It is recommended that the body copy be used unchanged.

Advertisement must be placed as a maximum 450 MAL insertion.

FRENCH
LANGUAGE
AD PROOFS

This advertisement is available in French for those wishing to use this message in local media serving the French speaking community. To obtain a special French ad proof, contact the Ontario Hydro Advertising Dept., 700 University Ave., Toronto, Ont. M5G 1X6



How To Take Control of Your Winter Heating Bills

Don't neglect your heating system. Before the heating season starts have your furnace serviced. In addition, check your filters frequently and replace them when clogged. A clogged filter means your system has to work that much harder and therefore uses more energy.

Set your thermostat lower. When you are away, or at night when you are asleep, lower your thermostat a few degrees. You'll be just as comfortable and you'll save energy.

Insulate and weatherstrip your home. A well-insulated home helps keep the heat out in summer and in during winter.

If you are thinking of changing your heating system, why not consider a heat pump? A heat pump is the most energy efficient home heating there is—reducing your heating costs considerably in the winter and giving you the added bonus of air conditioning in the summer!

Give us a call, we would be pleased to provide you with any additional information or advice you may need to "take control of your winter heating bills".

**LOCAL UTILITY NAME,
ADDRESS AND
TELEPHONE NUMBER**

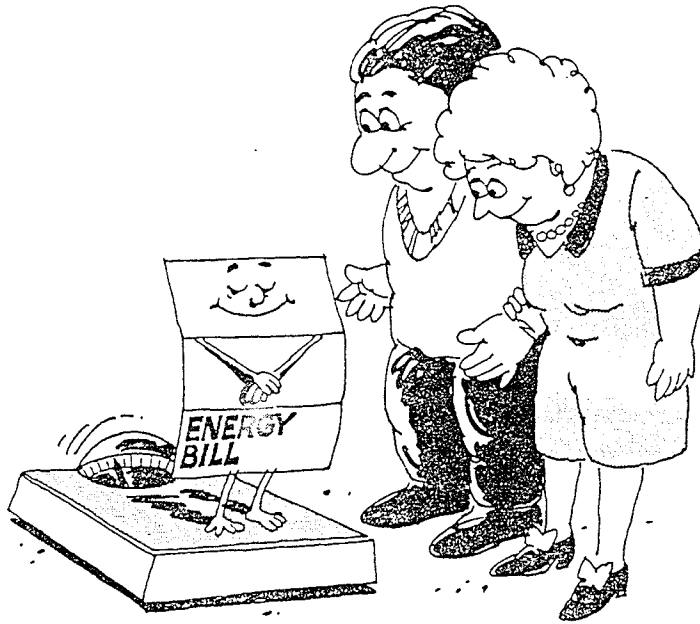
a member of **EnerMark**
The Electricity People

ENERMARK
CO-OP AD#
87WUO2P

In order to qualify for cost-sharing, illustration and the main headline must be used intact. It is recommended that the body copy be used unchanged.

Remember to modify the list of available services to match your area or utility's services, and add your name, address and Energy Hotline phone number in the indicated locations.

Advertisement must not exceed 450 MAL.



Keep your energy bill in shape. Call the Energy Hotline.

The Energy Hotline answers all your questions on home energy use.

- insulation levels
- weatherstripping
- caulking
- heating and air conditioning systems
- water heating
- financial assistance for new energy-efficient products
- energy efficiency in new homes
- electrical appliances
- wiring

And we can also help you with the following services:

- perform energy surveys on your home and recommend ways to improve your home's energy efficiency
- calculate the proper size of heating and cooling equipment for your home
- answer any specific energy-related problem you have and supply information on all applications of energy in the home
- offer a wide variety of energy publications by EnerMark and government agencies

For any energy-related information, call this telephone number and ask for

 **EnerMark**
The Electricity People

UTILITY NAME & ADDRESS

 **EnerMark**
The Electricity People

**The
Energy
Hotline**

000-0000



APPENDIX II A/B

SUMMARIES

APPENDIX II A / B

SUMMARIES

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(Detail results are ON-FILE as noted on page 10 of the report)

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 1

SUMMARY OF MESSAGE IMPRESSION

	"REDUCE"	"FOREST"
TOTAL NUMBER OF RESPONDENTS	150	150
CONSERVING/SAVING	42 28%	35 23%
CONSERVING/SAVING ENERGY	95 63%	103 69%
THE 3 Rs - REDUCE, REUSE, RECYCLE	105 70%	8 5%
ENVIRONMENTAL	33 22%	88 59%
SPECIFIC ACTIONS	21 14%	19 13%
MISCELLANEOUS	- 0%	3 2%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 2

DETAILS OF MESSAGE IMPRESSION (TOP 5 SPECIFIC REPLIES)

	"REDUCE"
TOTAL NUMBER OF RESPONDENTS	150
THE 3 Rs - REDUCE, REUSE, RECYCLE	105 70%
CONSERVING/SAVING ENERGY	95 63%
RECYCLING/RECYCLE/RECYCLE STUFF/ MATERIAL	71 47%
CONSERVE ENERGY/POWER/ELECTRICITY HYDRO	45 30%
CONSERVING/SAVING	42 28%

	"FOREST"
TOTAL NUMBER OF RESPONDENTS	150
CONSERVING/SAVING ENERGY	103 69%
ENVIRONMENTAL	88 59%
CONSERVE ENERGY/HYDRO/AS MUCH AS POSSIBLE	58 39%
SAVE/PROTECT/HELP THE ENVIRONMENT	43 29%
CONSERVING/SAVING	35 23%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 3

INVOLVEMENT

	"REDUCE"	"FOREST"
TOTAL NUMBER OF RESPONDENTS	150	150
VERY IMPRESSED	15 10%	16 11%
QUITE IMPRESSED	82 55%	91 61%
NOT TOO IMPRESSED	47 31%	42 28%
NOT IMPRESSED AT ALL	6 4%	1 1%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 4

REASONS FOR INVOLVEMENT

(TOP 5 SPECIFIC REPLIES)

	"REDUCE"
RESPONDENTS WHO WERE VERY/QUITE IMPRESSED	97
GOOD/REALISTIC/USEFUL IDEAS/ALL THE TIPS ON HOW TO SAVE ENERGY	25 26%
DIRECT/CLEAR/EASY TO UNDERSTAND/ GETS POINT, MESSAGE ACROSS/SIMPLE	15 15%
COLOURFUL/LIKE THE COLOURS/ COLOURS ARE DRAMATIC, EYECATCHING	13 13%
IT'S A REMINDER TO RECYCLE/POINTS OUT THE IMPORTANCE OF RECYCLING	12 12%
GOOD GRAPHICS, ILLUSTRATIONS/ PICTURES WERE PERFECT/TERRIFIC	11 11%
	"FOREST"
RESPONDENTS WHO WERE VERY/QUITE IMPRESSED	107
PICTURE/IMPRESSIVE PICTURE/GOT IDEA ACROSS/HITS HOME/PICTURE OF FAMILY IN WOODS	27 25%
GETS MESSAGE ACROSS/STRAIGHT TO THE POINT/EASY TO READ, UNDERSTAND	23 21%
GOOD IDEAS/SHOWING DIFFERENT WAYS TO CONSERVE/TO RECYCLE	16 15%
ATTRACTIVE/PLEASING AD/WELL PUT TOGETHER/NICE	14 13%
FRESHNESS AND GREENERY/HEALTHY ENVIRONMENT	13 12%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 5

REASONS FOR LACK OF INVOLVEMENT (TOP 5 SPECIFIC REPLIES)

	"REDUCE"
RESPONDENTS WHO WERE NOT TOO/ NOT AT ALL IMPRESSED	53
TOO CLUTTERED/TOO MUCH ON ONE SHEET/HAVE TO SEARCH FOR INFO	18 34%
NOT EYE CATCHING/DIDN'T JUMP OUT AT ME/NOTHING REALLY GRABBED ME	11 21%
DOESN'T TELL ME ANYTHING NEW/VERY REPETITIVE ON WHAT IS NOW A VERY OLD THEME	9 17%
IT'S AN AD - NO DIFFERENT FROM ANY OF THE REST/ORDINARY, RUN OF THE MILL	4 8%
WHAT DO BLUE BOXES AND DIAPERS HAVE TO DO WITH HYDRO	3 6%
I DON'T THINK THEY HIT THE REAL POINTS OF WHAT THEY SHOULD DO	3 6%
	"FOREST"
RESPONDENTS WHO WERE NOT TOO/ NOT AT ALL IMPRESSED	43
NOTHING NEW/NOTHING THAT HASN'T BEEN SAID BEFORE	9 21%
TOO ORDINARY, DOESN'T STAND OUT	5 12%
IT DIDN'T APPEAL TO ME PERSONALLY	5 12%
THE PICTURES DON'T RELATE TO HYDRO - WHAT DO TREES HAVE TO DO WITH ELECTRICITY?	4 9%
PEOPLE ARE TOO SATURATED WITH THIS TYPE OF THING	3 7%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 6
SEMANTIC DESCRIPTORS (INTERNAL)

	POSITIVE DESCRIPTORS		NEUTRAL: NEITHER DESCRIPTOR		NEGATIVE DESCRIPTORS			
	"REDUCE"	"FOREST"	"REDUCE"	"FOREST"	"REDUCE"	"FOREST"		
ALL RESPONDENTS AD SEEN FIRST OR SECOND	150	150	150	150	150	150	ALL RESPONDENTS AD SEEN FIRST OR SECOND	
	POSITIVE DESCRIPTORS				NEGATIVE DESCRIPTORS			
ENJOYABLE, ENTERTAINING	42 28%	61 41%	101 67%	88 59%	7 5%	1 1%	ANNOYING, OFFENSIVE	
AMUSING, HUMOROUS	5 3%	7 5%	139 93%	142 95%	6 4%	1 1%	RIDICULOUS, LAUGHABLE	
CONVINCING BELIEVABLE	122 81%	123 82%	21 14%	19 13%	7 5%	8 5%	MISLEADING, UNBELIEVABLE	
INFORMATIVE, EDUCATIONAL	122 81%	135 90%	15 10%	8 5%	13 9%	7 5%	CONFUSING, POINTLESS	
NEW IDEA, DIFFERENT	48 32%	44 29%	64 43%	67 45%	39 25%	39 26%	DULL, TIRESOME, SAME OLD THING	
APPEALING	93 62%	115 77%	37 25%	28 19%	20 13%	7 5%	UNAPPEALING	
WOULDN'T MIND SEEING AGAIN	96 64%	113 75%	33 22%	24 16%	21 14%	13 9%	WOULDN'T WANT TO SEE AGAIN	
TOTAL	528 =====	598 =====	410 =====	376 =====	112 =====	76 =====	TOTAL	

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 7

VISUAL IMPRESSION

(TOP 5 SPECIFIC REPLIES)

	"REDUCE"
ALL RESPONDENTS	150
A LIST OF WAYS TO CONSERVE ELECTRICITY/TO REDUCE CONSUMPTION	57 38%
BLUE/RECYCLING BOX GETS POINT, MESSAGE ACROSS/SIMPLE	49 33%
LIGHT BULB(S)/2 OR 3 LIGHT BULBS/ LIGHT BULBS WITH CITIES LIT UP IN THEM	48 32%
SWITCH LIGHTS OFF IN ROOMS NOT BEING USED	35 23%
THE 3 Rs - REDUCE, REUSE, RECYCLE	34 23%

	"FOREST"
ALL RESPONDENTS	150
FAMILY IN THE WOODS/MOTHER, FATHER AND TWO CHILDREN IN THE FOREST	73 49%
DIFFERENT WAYS TO CONSERVE ENERGY/ /WRITING ON HOW TO SAVE ENERGY	72 48%
SWITCH LIGHTS OFF IN DIFFERENT ROOMS WHEN YOU ARE FINISHED WITH THEM	60 40%
RINCE/WASH CLOTHES IN COLD WATER TOGETHER/NICE	44 29%
INSULATE WATER PIPES	42 28%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 8

CONVICTION

	"REDUCE"	"FOREST"
ALL RESPONDENTS	150	150
ENCOURAGED TO REDUCE ELECTRICITY CONSUMPTION	109 73%	111 74%
NOT SURE	6 4%	12 8%
NOT ENCOURAGED TO REDUCE ELECTRICITY CONSUMPTION	35 23%	27 18%

TABLE 9

RESPONSE COMPREHENSIVENESS

ALL RESPONDENTS	150	150
INVOLEMENT ONLY	16 11%	21 14%
CONVICTION ONLY	28 19%	25 17%
BOTH	81 54%	86 57%
NEITHER	25 17%	18 12%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 10

VISUAL IMPRESSION

(TOP 5 SPECIFIC REPLIES)

	"REDUCE"
RESPONDENTS WHO WERE ENCOURAGED REDUCE ELECTRICITY CONSUMPTION BY FOLLOWING SUGGESTIONS IN AD	109
I ALREADY FOLLOW SOME/MOST/ALL OF THESE SUGGESTIONS	25 23%
IT REMINDS YOU TO CONSERVE/TO DO THESE THINGS/REINFORCES WHAT YOU ALREADY KNOW	23 21%
TO SAVE MONEY/KEEPS COSTS DOWN/ IT'S NICE TO SEE A LOWER BILL	19 17%
WE HAVE TO DO SOMETHING/ANY PERSON WHO CARES WOULD TRY	17 16%
GIVES YOU STEPS TO FOLLOW/ INFORMATIVE/HAS INFORMATION IN IT THAT I DIDN'T KNOW	16 15%
	"FOREST"
RESPONDENTS WHO WERE ENCOURAGED REDUCE ELECTRICITY CONSUMPTION BY FOLLOWING SUGGESTIONS IN AD	111
TO BRING COSTS DOWN/I'M ALWAYS TRYING TO REDUCE MY ELECT. BILL	26 23%
INCREASED AWARENESS/MADE ME THINK MORE ABOUT SAVING ELECTRICITY	23 21%
I FOLLOW THESE SUGGESTIONS NOW	18 16%
WE SHOULD CONSERVE ENERGY/THE ONLY SENSIBLE THING TO DO	15 14%
GIVES YOU IDEAS ON HOW TO CONSERVE	12 11%
ALL OF THESE SUGGESTIONS ARE EASY TO DO/REALISTIC	12 11%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 11

REASONS FOR LACK OF CONVICTION (TOP 5 SPECIFIC REPLIES)

	"REDUCE"
RESPONDENTS WHO WERE NOT SURE/ NOT AT ALL ENCOURAGED TO REDUCE ELECTRICITY CONSUMPTIONS BY FOLLOWING SUGGESTIONS	41
I ALREADY DO WHAT I CAN/AM DOING MOST OF THESE THINGS NOW	21 51%
THE AD WAS TOO CONFUSING/NOT STRAIGHTFORWARD	5 12%
BORING/DULL/I WOULD FLIP RIGHT OVER IT IN A MAGAZINE, WOULDN'T READ IT	5 12%
IT'S OLD HAND, INFORMATION THAT WE ALL KNOW ABOUT	4 10%
I CAN'T REMEMBER WHAT THE SUGGESTIONS WERE	3 7%
	"FOREST"
RESPONDENTS WHO WERE NOT SURE/ NOT AT ALL ENCOURAGED TO REDUCE ELECTRICITY CONSUMPTIONS BY FOLLOWING SUGGESTIONS	39
I ALREADY DO THESE THINGS/DO AS MUCH AS I CAN	20 51%
THEY'RE NOT TELLING ME ANYTHING NEW/REPEATS WHAT WE SHOULD KNOW ALREADY	6 15%
TOO LOW-KEY/MESSAGE IS NOT STRONG ENOUGH/IS INEFFECTIVE	4 10%
AD DOESN'T STAND OUT	2 5%
I CAN'T RELATE SAVING FORESTS TO CONSERVING ENERGY	2 5%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 12

LIFE CYCLE

(TOP 5 SPECIFIC REPLIES)

	"REDUCE"	"FOREST"
ALL RESPONDENTS	150	150
RESPONDENTS WHO ARE NOT SURE OR DO NOT RECALL HAVING SEEN THIS ADVERTISEMENT BEFORE	145 97%	143 95%
DO NOT RECALL HAVING SEEN THIS ADVERTISEMENT BEFORE	141 94%	138 92%
DO NOT RECALL HAVING SEEN A SOMEWHAT SIMILAR ADVERTISEMENT	112 75%	111 74%
RECALL HAVING SEEN A SOMEWHAT SIMILAR ADVERTISEMENT	23 15%	24 16%
RESPONDENTS WHO RECALL HAVING SEEN A SIMILAR ADVERTISEMENT	23 15%	24 16%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 13

CLAIMED FREQUENCY

	"REDUCE"	"FOREST"
RESPONDENTS WHO HAVE SEEN THIS/ SIMILAR ADVERTISEMENT BEFORE	28	31
NO. OF TIMES SEEN		
1	1 4%	2 6%
2	2 7%	4 13%
3	2 7%	4 13%
4	2 7%	2 6%
6	3 11%	2 6%
10	2 7%	2 6%
50	2 7%	1 3%
DON'T KNOW	11 39%	12 39%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 14

ATTITUDES - CONTINUED AIRABILITY

	"REDUCE"	"FOREST"
RESPONDENTS WHO HAVE SEEN THIS/ SIMILAR ADVERTISEMENT BEFORE	28	31
JUST ABOUT ENOUGH (TIME SHOWN)	2 7%	2 6%
IT COULD BE SHOWN FOR SOME TIME YET	26 93%	26 84%
IT SHOULD DEFINITELY NOT BE SHOWN ANY MORE	-	2 6%
NO OPINION	-	1 3%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 15

BRAND PRESENCE

	"REDUCE"	"FOREST"
ALL RESPONDENTS	150	150
BRAND AS A VISUAL ELEMENT -----	31 21%	29 19%
ONTARIO HYDRO	9 6%	11 7%
HYDRO	22 15%	18 12%
BRAND - MESSAGE ASSOCIATION -----	13 9%	28 19%
ONTARIO HYDRO	3 2%	4 3%
HYDRO	10 7%	24 16%
NET BRAND PRESENCE -----	36 24%	46 31%
ONTARIO HYDRO ONLY	10 7%	12 8%
HYDRO ONLY	25 17%	32 21%
BOTH	1 1%	2 1%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 16

BRAND PRESENCE AND CONVICTION

	"REDUCE"	"FOREST"
ALL RESPONDENTS	150	150
BRAND AS A VISUAL ELEMENT AND CONVICTION	24 16%	18 12%
ASSOCIATION - MAIN MESSAGE AND CONVICTION	11 7%	16 11%
NET BRAND PRESENCE AND CONVICTION	29 19%	29 19%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 17

RESPONSE INTERACTION

	TOTAL	"REDUCE" FIRST	"FOREST" FIRST
ALL RESPONDENTS	150	75	75
INVOLVEMENT			

REDUCE ONLY	22 15%	11 15%	11 15%
FOREST ONLY	32 21%	14 19%	18 24%
BOTH	75 50%	38 51%	37 49%
NEITHER	33 22%	21 28%	12 16%
CONVICTION			

REDUCE ONLY	13 9%	8 11%	5 7%
FOREST ONLY	15 10%	7 9%	8 11%
BOTH	96 64%	49 65%	47 63%
NEITHER	26 17%	11 15%	15 20%
NET BRAND PRESENCE			

REDUCE ONLY	16 11%	11 15%	5 7%
FOREST ONLY	26 17%	9 12%	17 23%
BOTH	20 13%	6 8%	14 19%
NEITHER	88 59%	49 65%	39 52%

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 18

LIKELIHOOD OF PERSONALLY FOLLOWING SUGGESTIONS MADE IN ADS

	TOTAL	"REDUCE" FIRST	"FOREST" FIRST
ALL RESPONDENTS	150	75	75
LOWER WATER TEMPERATURE -----			
WOULD FOLLOW	103 69%	51 68%	52 69%
MIGHT FOLLOW	16 11%	8 11%	8 11%
WOULD NOT FOLLOW	31 21%	16 21%	15 20%
RINCE CLOTHES IN COLD WATER -----			
WOULD FOLLOW	120 80%	60 80%	60 80%
MIGHT FOLLOW	11 7%	6 8%	5 7%
WOULD NOT FOLLOW	19 13%	9 12%	10 13%
TURN OUT LIGHTS IN UNUSED ROOMS -----			
WOULD FOLLOW	147 98%	73 97%	74 99%
MIGHT FOLLOW	3 2%	2 3%	1 1%
WOULD NOT FOLLOW	-	-	-

CONT'D...

ONTARIO HYDRO PRINT AD CLT*

Appendix II A/B

TABLE 18 (CONT.)

LIKELIHOOD OF PERSONALLY FOLLOWING SUGGESTIONS MADE IN ADS

	TOTAL	"REDUCE" FIRST	"FOREST" FIRST
<u>INSULATE HOT WATER PIPING NEAR YOUR HEATER</u>			
WOULD FOLLOW	90 60%	46 61%	44 59%
MIGHT FOLLOW	36 24%	15 20%	21 28%
WOULD NOT FOLLOW	24 16%	14 19%	10 13%
<u>USE ENERGY EFFICIENT SHOWERHEADS</u>			
WOULD FOLLOW	107 71%	54 72%	53 71%
MIGHT FOLLOW	32 21%	16 21%	16 21%
WOULD NOT FOLLOW	11 7%	5 7%	6 8%
<u>USE COMPACT FLORESCENT LIGHT BULBS</u>			
WOULD FOLLOW	77 51%	41 55%	36 48%
MIGHT FOLLOW	40 27%	20 27%	20 27%
WOULD NOT FOLLOW	33 22%	14 19%	19 25%

APPENDIX IIC

**CONTACT EXPERIENCE
AND
CHARACTERISTICS OF THE SAMPLE**

TABLE 19

CONTACT EXPERIENCE

	TOTAL	INT COMP	INT NOT COMP
ALL QUALIFYING CONTACTS	252 100	150 100	102 100
SEX			

MALE	132 52	74 49	58 57
FEMALE	120 48	76 51	44 43
AGE			

UNDER 18	-	-	-
18 - 39	108 43	59 39	49 48
40 - 64	142 56	91 61	51 50
65 AND OVER	2 1	-	2 2
REFUSED	-	-	-
TYPE OF DWELLING			

SINGLE DETACHED HOUSE	172 68	150 100	22 22
SEMIDETACHED HOUSE	20 8	-	20 20
OTHER ATTACHED, ROW OR TOWNHOUSE	32 13	-	32 31

CONT'D...

TABLE 19

CONTACT EXPERIENCE

	TOTAL	INT COMP	INT NOT COMP
DUPLEX, TRI OR FOURPLEX	1	-	1
FLAT	2	-	2
APARTMENT, OTHER MULTIPLE FAMILY	22	-	22
OTHER	1	-	1

TABLE 20

CONTACT EXPERIENCE

	TOTAL	INT COMP	INT NOT COMP
	-----	-----	-----
ALL CONTACTS	265	150	115
	100	100	100
INTERVIEW COMPLETED	150	150	-
	57	100	

REASON FOR NONCOMPLETION

OCCUPATION	13	-	13
	5		11
UNDER 18/65 AND OVER/REFUSED	2	-	2
	1		2
DO NOT LIVE IN SINGLE, DETACHED HOUSE	78	-	78
	29		68
QUALIFIED BUT REFUSED	19	-	19
	7		17
AGE QUOTA FILLED	3	-	3
	1		3

TABLE 21

CHARACTERISTICS OF THE SAMPLE

	POSITION		SEX		AGE		
	A	B	1ST	2ND	18-39	40-64	
ALL RESPONDENTS	150	75	75	74	76	59	91
	100	100	100	100	100	100	100

NUCLEAR-POWERED ELECTRICAL GENERATING STATIONS ARE....							

TOO DANGEROUS	56	24	32	26	30	18	38
	37	32	43	35	39	31	42
NOT TOO DANGEROUS	65	33	32	41	24	31	34
	43	44	43	55	32	53	37
DON'T KNOW	27	18	9	7	20	9	18
	18	24	12	9	26	15	20
NO ANSWER	2	-	2	-	2	1	1
	1		3		3	2	1

EXISTING ONTARIO NUCLEAR-POWERED GENERATING STATIONS....							

SHOULD BE SHUT DOWN	35	16	19	11	24	11	24
	23	21	25	15	32	19	26
SHOULD NOT BE SHUT DOWN	79	38	41	53	26	33	46
	53	51	55	72	34	56	51
DON'T KNOW	31	19	12	7	24	13	18
	21	25	16	9	32	22	20
NO ANSWER	5	2	3	3	2	2	3
	3	3	4	4	3	3	3

CONT'D...

TABLE 21

CHARACTERISTICS OF THE SAMPLE

	POSITION			SEX		AGE	
	TOTAL	A 1ST	B 1ST	MALE	FEMALE	18-39	40-64
ALL RESPONDENTS	150	75	75	74	76	59	91
	100	100	100	100	100	100	100
SEX							

MALE	74	38	36	74	-	28	46
	49	51	48	100		47	51
FEMALE	76	37	39	-	76	31	45
	51	49	52		100	53	49
AGE							

18-39	59	29	30	28	31	59	-
	39	39	40	38	41	100	
40-64	91	46	45	46	45	-	91
	61	61	60	62	59		100
MARITAL STATUS							

MARRIED (COMMON-LAW)	119	58	61	54	65	39	80
	79	77	81	73	86	66	88
WIDOWED/DIVORCED/SEPARATED	9	5	4	5	4	2	7
	6	7	5	7	5	3	8
NEVER MARRIED (SINGLE)	22	12	10	15	7	18	4
	15	16	13	20	9	31	4
OTHER	-	-	-	-	-	-	-

CONT'D...

TABLE 21

CHARACTERISTICS OF THE SAMPLE

	POSITION		SEX		AGE		
	A	B	1ST	2ND	18-39	40-64	
ALL RESPONDENTS	150	75	75	74	76	59	91
	100	100	100	100	100	100	100
<u>TOTAL NUMBER IN HOUSEHOLD</u>							
ONE	9	7	2	8	1	2	7
	6	9	3	11	1	3	8
TWO	35	19	16	9	26	8	27
	23	25	21	12	34	14	30
THREE	31	14	17	12	19	13	18
	21	19	23	16	25	22	20
FOUR	48	23	25	31	17	23	25
	32	31	33	42	22	39	27
FIVE	16	7	9	6	10	6	10
	11	9	12	8	13	10	11
SIX	6	3	3	5	1	2	4
	4	4	4	7	1	3	4
SEVEN	3	1	2	1	2	3	-
	2	1	3	1	3	5	
EIGHT	2	1	1	2	-	2	-
	1	1	1	3		3	
<u>NUMBER UNDER 12 YEARS OF AGE</u>							
ONE	20	12	8	10	10	11	9
	13	16	11	14	13	19	10
TWO	23	12	11	12	11	17	6
	15	16	15	16	14	29	7
THREE	3	1	2	-	3	2	1
	2	1	3		4	3	1
FOUR	1	1	-	-	1	1	-
	1	1			1	2	

TABLE 21

CHARACTERISTICS OF THE SAMPLE

	POSITION		SEX		AGE	
	A 1ST	B 1ST	MALE	FEMALE	18-39	40-64
FIVE	1	-	1	1	-	1
	1		1	1		2

CONT'D...

TABLE 21

CHARACTERISTICS OF THE SAMPLE

	POSITION		SEX		AGE		TOTAL
	A	B	1ST	2ND	18-39	40-64	
ALL RESPONDENTS	150	75	75	74	76	59	91
	100	100	100	100	100	100	100
<u>NUMBER 12 TO 17 YEARS OF AGE</u>							
ONE	17	7	10	11	6	4	13
	11	9	13	15	8	7	14
TWO	18	10	8	12	6	5	13
	12	13	11	16	8	8	14
THREE	2	1	1	-	2	2	-
	1	1	1		3	3	
<u>NUMBER 18 YEARS AND OLDER</u>							
ONE	12	8	4	9	3	3	9
	8	11	5	12	4	5	10
TWO	83	46	37	33	50	35	48
	55	61	49	45	66	59	53
THREE	32	14	18	14	18	12	20
	21	19	24	19	24	20	22
FOUR	17	4	13	14	3	7	10
	11	5	17	19	4	12	11
FIVE	4	2	2	2	2	1	3
	3	3	3	3	3	2	3
SIX	2	1	1	2	-	1	1
	1	1	1	3		2	1

TABLE 22

CHARACTERISTICS OF THE SAMPLE

	POSITION		SEX		AGE		
	TOTAL	A 1ST	B 1ST	MALE	FEMALE	18-39	40-64
ALL RESPONDENTS	150	75	75	74	76	59	91
	100	100	100	100	100	100	100
LAST GRADE OF FORMAL EDUCATION							
PUBLIC SCHOOL	3	2	1	2	1	-	3
	2	3	1	3	1		3
HIGH SCHOOL	76	38	38	36	40	23	53
	51	51	51	49	53	39	58
VOCATIONAL, TRADE SCHOOL OR SPECIAL TRAINING SCHOOL	35	16	19	16	19	18	17
	23	21	25	22	25	31	19
UNIVERSITY (INCLUDING POST GRADUATE	36	19	17	20	16	18	18
	24	25	23	27	21	31	20
OCCUPATION OUTSIDE THE HOME IS							
FULL TIME	87	43	44	62	25	40	47
	58	57	59	84	33	68	52
PART TIME	18	10	8	2	16	7	11
	12	13	11	3	21	12	12
NOT AT ALL	45	22	23	10	35	12	33
	30	29	31	14	46	20	36

CONT'D...

TABLE 22

CHARACTERISTICS OF THE SAMPLE

	POSITION		SEX		AGE		
	A	B	MALE	FEMALE	18-39	40-64	
RESPONDENTS WHO WORK FULL/PART TIME	105	53	52	64	41	47	58
	100	100	100	100	100	100	100
OCCUPATION							
PROFESSIONAL	12	8	4	5	7	5	7
	11	15	8	8	17	11	12
BUSINESS EXECUTIVE/MANAGER/ OWNER	7	6	1	5	2	4	3
	7	11	2	8	5	9	5
SALES	10	7	3	7	3	5	5
	10	13	6	11	7	11	9
CLERICAL	37	14	23	17	20	15	22
	35	26	44	27	49	32	38
SKILLED LABOUR	16	5	11	14	2	9	7
	15	9	21	22	5	19	12
UNSKILLED LABOUR	15	9	6	10	5	4	11
	14	17	12	16	12	9	19
FARMER	1	1	-	-	1	1	-
	1	2			2	2	
POLICE/ARMED FORCES	7	3	4	6	1	4	3
	7	6	8	9	2	9	5

TABLE 23

CHARACTERISTICS OF THE SAMPLE

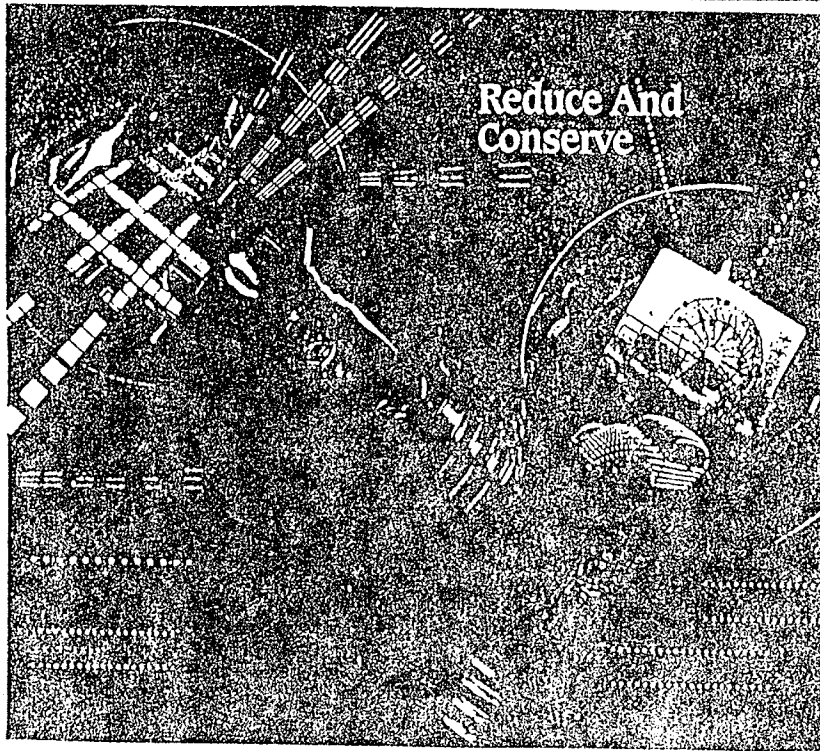
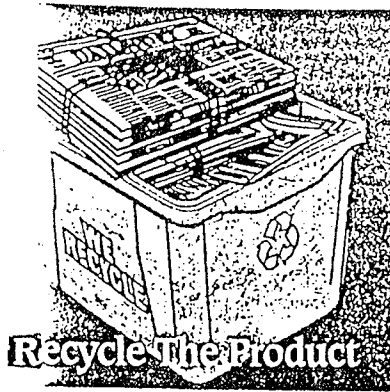
	POSITION		SEX		AGE		
	A	B	1ST MALE	1ST FEMALE	18-39	40-64	
ALL RESPONDENTS	150	75	75	74	76	59	91
	100	100	100	100	100	100	100
HOUSEHOLD INCOME:							
\$20,000 OR LESS	1	-	1	1	-	-	1
	1		1	1			1
\$20,100 - \$30,000	2	1	1	1	1	-	2
	1	1	1	1	1		2
\$30,100 - \$40,000	7	5	2	2	5	2	5
	5	7	3	3	7	3	5
\$40,100 - \$50,000	20	10	10	5	15	8	12
	13	13	13	7	20	14	13
\$50,100 - \$60,000	12	5	7	10	2	2	10
	8	7	9	14	3	3	11
\$60,100 - \$70,000	11	6	5	3	8	4	7
	7	8	7	4	11	7	8
\$70,100 OR OVER	36	21	15	23	13	19	17
	24	28	20	31	17	32	19
DON'T KNOW	21	11	10	7	14	9	12
	14	15	13	9	18	15	13
REFUSED	40	16	24	22	18	15	25
	27	21	32	30	24	25	27

APPENDIX IID

COPY OF FIELD MATERIALS

- "REDUCE" -

- "FOREST" -



An Important Environmental Message From Ontario Hydro.



Ontario Hydro Recommends 6 Valuable, Yet, Inexpensive Ways To Reduce Electrically:

- Ⓢ lower hot water temperature
- Ⓢ rinse clothes in cold water
- Ⓢ turn out lights in unused rooms
- Ⓢ insulate hot water piping near your heater
- Ⓢ use energy efficient showerheads
- Ⓢ use compact florescent light bulbs

For a free booklet on how you can help the environment by the use of electricity, call:

1-800-263-9000

Ontario Hydro

Let's give tomorrow a hand.





The Effort To Save
Our Environment
Is Starting To Make
A Difference

How To Work With Ontario Hydro To Make The Difference A Little Bigger.

Reduce Consumption Of Electricity
Around Your Home By:

- 🏠 lowering hot water temperature
- 🏠 rinsing clothes in cold water
- 🏠 turning out lights in unused rooms
- 🏠 insulating hot water piping near your heater
- 🏠 using energy efficient showerheads
- 🏠 using compact florescent light bulbs

For a free booklet on how you can help
the environment by the use of electricity, call:

🏠 1-800-263-9000

Ontario Hydro

Let's give tomorrow a hand.



APPENDIX IIE

COPY OF CLT* QUESTIONNAIRE

CLT* Screening Sheet

Hello, I'm _____ of Poole-Adamson Research. We are conducting a short survey and I would appreciate a few moments of your time.

SEX: 1 Male 2 Female

WATCH QUOTAS

- 1a) Do you or anyone else in your household work for any of the following types of companies? (READ LIST AND CHECK BELOW)

	<u>YES</u>	<u>NO</u>
A newspaper, magazine, radio or television station	[]	[]
A market research company	[]	[]
An advertising agency	[]	[]
Telephone company, gas company or the Hydro company	[]	[]

IF "YES" TO ANY OF THE ABOVE, TERMINATE

- b) In which of the following age groups do you belong? (READ ALL CATEGORIES BELOW EXCEPT THE "REFUSED")

1	Under 18	TERMINATE
2	18 - 39	CHECK QUOTAS
3	40 - 64	
4	65 and over	TERMINATE
0	Refused	

- c) In which of the following types of dwellings do you live? (READ LIST)

1	Single, detached house	GO TO MAIN QUESTIONNAIRE
2	Semidetached house	
3	Other attached, row or townhouse	
4	Duplex, tri- or four-plex	
5	Flat	TERMINATE
6	Apartment, other multiple family (low rise or high rise)	
7	Other	

INVITE RESPONDENT TO INTERVIEW STATION.
SHOW AD "A" AND ASK:

Would you please look at this advertisement for a moment?
(AFTER 60 SECONDS, ASK:)

Have you looked at it enough or would you like a little longer?
(CIRCLE RESPONSE)

- | | |
|---|--|
| 1 | Looked enough - TURN AD OVER OR REMOVE FROM SIGHT AND GO TO Q.2a) |
| 2 | Want more time - PERMIT NO MORE THAN AN ADDITIONAL 30 SECONDS, TURN AD OVER OR REMOVE FROM SIGHT AND GO TO Q.2a) |

2a) In your own words, what one main idea do you feel this advertisement is trying to express or convey? (REPEAT QUESTION IF NECESSARY. DO NOT PROBE. RECORD VERBATIM.)

b) What other ideas do you feel it is trying to get across? (REPEAT QUESTION IF NECESSARY. DO NOT PROBE. RECORD VERBATIM.)

c) Anything else? (DO NOT PROBE. RECORD VERBATIM.)

3a) Some people have been quite impressed by this advertisement, while others have not been impressed with it at all. How do you personally feel? Would you say you were VERY impressed, QUITE impressed, NOT TOO impressed, or NOT IMPRESSED AT ALL. (CIRCLE RESPONSE CODE BELOW)

- 4 Very Impressed
- 3 Quite Impressed
- 2 Not Too Impressed
- 1 Not Impressed At All

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b) Why do you say that? Any other reasons? (PROBE AND CLARIFY ALL RESPONSES.)

4. How would you rate this advertisement? Would you say (IT WAS/YOU) ... (READ ACROSS FOR EACH RATING)

- | | | | | | | | |
|---|-----------------------------------|----|---|-----------------------------------|----|---|---------|
| 3 | enjoyable, entertaining | OR | 1 | annoying, offensive | OR | 2 | neither |
| 3 | amusing, humorous | OR | 1 | ridiculous, laughable | OR | 2 | neither |
| 3 | convincing, believable | OR | 1 | misleading, unbelievable | OR | 2 | neither |
| 3 | informative, educational | OR | 1 | confusing, pointless | OR | 2 | neither |
| 3 | new idea, different | OR | 1 | dull, tiresome, same old | OR | 2 | neither |
| 3 | appealing | OR | 1 | unappealing | OR | 2 | neither |
| 3 | you wouldn't mind seeing it again | OR | 1 | you wouldn't want to see it again | OR | 2 | neither |

5a) Would you please tell me everything you can recall seeing, reading or what was shown in the advertisement you just saw? (REPEAT QUESTION IF NECESSARY. DO NOT PROBE. RECORD VERBATIM.)

What else do you remember seeing or reading? (REPEAT QUESTION IF NECESSARY. DO NOT PROBE. RECORD VERBATIM.)

6a) Do you feel this advertisement would encourage you to reduce or try reducing electricity consumption in your home by following one or more of the suggestions that the ad makes?

- | | | | | | |
|---|-----|---|----------|---|----|
| 3 | Yes | 2 | Not Sure | 1 | No |
|---|-----|---|----------|---|----|

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b) Why do you say that? Any other reasons? (PROBE AND CLARIFY ALL RESPONSES.)

7a) Do you recall having seen this particular advertisement before?

3	Yes	GO TO Q. 8a)
2	Not Sure	
1	No	

b) Do you recall having seen an advertisement somewhat similar to this one before?

3	Yes	
2	Not Sure	GO TO Q. 8a).
1	No	

c) Was the similar advertisement for the same brand or company as the one in this advertisement?

3	Yes
2	Not Sure
1	No

d) Was the similar advertisement for the same general type of product or service as the one in the advertisement just shown?

3	Yes
2	Not Sure
1	No

e) About how many times would you say you have seen this particular/the similar advertisement before?

No. of Times: _____ [] Not Sure

f) Do you personally feel the advertisement you just saw has been shown... (READ THREE STATEMENTS LISTED BELOW AND CIRCLE RESPONSE NUMBER)

... 2 Just about enough

... 3 It could be shown for some time yet

...OR ... 1 It should definitely not be shown any more

COPYRIGHT - POOLE-ADAMSON RESEARCH CONSULTANTS LTD.

SHOW AD " B " AND ASK:

Would you please look at this advertisement for a moment?
(AFTER 60 SECONDS, ASK:)

Have you looked at it enough or would you like a little longer?
(CIRCLE RESPONSE)

- | | |
|---|--|
| 1 | Looked enough - TURN AD OVER OR REMOVE FROM SIGHT AND GO TO Q.8a) |
| 2 | Want more time - PERMIT NO MORE THAN AN ADDITIONAL 30 SECONDS, TURN AD OVER OR REMOVE FROM SIGHT AND GO TO Q.8a) |

8a) In your own words, what one main idea do you feel this advertisement is trying to express or convey? (REPEAT QUESTION IF NECESSARY. DO NOT PROBE. RECORD VERBATIM.)

b) What other ideas do you feel it is trying to get across? (REPEAT QUESTION IF NECESSARY. DO NOT PROBE. RECORD VERBATIM.)

c) Anything else (DO NOT PROBE. RECORD VERBATIM.)

Some people have been quite impressed by this advertisement, while others have not been impressed with it at all. How do you personally feel? Would you say you were VERY impressed, QUITE impressed, NOT TOO impressed, or NOT IMPRESSED AT ALL. (CIRCLE RESPONSE CODE BELOW)

- 4 Very Impressed
- 3 Quite Impressed
- 2 Not Too Impressed
- 1 Not Impressed At All

COPYRIGHT - POOLE-ADAMSON RESEARCH CONSULTANTS LTD.

b) Why do you say that? Any other reasons? (PROBE AND CLARIFY ALL RESPONSES.)

10. How would you rate this advertisement? Would you say (IT WAS/YOU) ... (READ ACROSS FOR EACH RATING)

- | | | | | | | | |
|---|-----------------------------------|----|---|-----------------------------------|----|---|---------|
| 3 | enjoyable, entertaining | OR | 1 | annoying, offensive | OR | 2 | neither |
| 3 | amusing, humorous | OR | 1 | ridiculous, laughable | OR | 2 | neither |
| 3 | convincing, believable | OR | 1 | misleading, unbelievable | OR | 2 | neither |
| 3 | informative, educational | OR | 1 | confusing, pointless | OR | 2 | neither |
| 3 | new idea, different | OR | 1 | dull, unnew, same old thing | OR | 2 | neither |
| 3 | appealing | OR | 1 | unappealing | OR | 2 | neither |
| 3 | you wouldn't mind seeing it again | OR | 1 | you wouldn't want to see it again | OR | 2 | neither |

11a) Would you please tell me everything you can recall seeing, reading or what was shown in the advertisement you just saw? (REPEAT QUESTION IF NECESSARY. DO NOT PROBE. RECORD VERBATIM.)

What else do you remember seeing or reading? (REPEAT QUESTION IF NECESSARY. DO NOT PROBE. RECORD VERBATIM.)

12a) Do you feel this advertisement would encourage you to reduce or try reducing electricity consumption in your home by following one or more of the suggestions that the ad makes?

- | | | | | | |
|---|-----|---|----------|---|----|
| 3 | Yes | 2 | Not Sure | 1 | No |
|---|-----|---|----------|---|----|

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b) Why do you say that? Any other reasons? (PROBE AND CLARIFY ALL RESPONSES.)

13a) Do you recall having seen this particular advertisement before?

3	Yes	GO TO Q.14
2	Not Sure	
1	No	

b) Do you recall having seen a advertisement somewhat similar to this one before?

3	Yes	
2	Not Sure	GO TO Q.14
1	No	

c) Was the similar advertisement for the same brand or company as the one in this advertisement?

3	Yes
2	Not Sure
1	No

d) Was the similar advertisement for the same general type of product or service as the one in the advertisement just shown?

3	Yes
2	Not Sure
1	No

e) About how many times would you say you have seen this particular/the similar advertisement before?

No. of Times: _____ [] Not Sure

f) Do you personally feel the advertisement you just saw has been shown... (READ THREE STATEMENTS LISTED BELOW AND CIRCLE RESPONSE NUMBER)

- ... 2 Just about enough
- ... 3 It could be shown for some time yet
- ...OR ... 1 It should definitely not be shown any more

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14. Which, if any, of these suggestions made in the advertisements you have just seen do you feel you would personally follow in order to reduce electricity consumption in your home? Do you feel you would definitely lower water temperature, you might lower water temperature or you would probably not lower water temperature? (REPEAT FOR EACH REMAINING SUGGESTION ON LIST)

	<u>WOULD FOLLOW</u>	<u>MIGHT FOLLOW</u>	<u>WOULD NOT FOLLOW</u>
Lower water temperature	3	2	1
Rinse clothes in cold water	3	2	1
Turn out lights in unused rooms	3	2	1
Insulate hot water piping near your heater	3	2	1
Use energy efficient showerheads	3	2	1
Use compact florescent light bulbs	3	2	1

BASIC DATA

1. It has been decided by Bob Rae, the leader of the NDP party and newly-elected Premier of Ontario that no new nuclear-powered electricity generation plants will be built in Ontario. Also, Mr. Rae will require that all existing nuclear generating stations will be shut down and dismantled. His reasons for doing these things are that nuclear-powered electrical generating stations are too dangerous to people and to the environment as a whole.

- a) First of all, do you feel that nuclear-powered electrical generating stations are or are not too dangerous?

- 4 Too dangerous
- 3 Not too dangerous
- 2 Don't know
- 1 No answer

- b) Do you feel that the existing Ontario nuclear-powered generating stations should or should not be shut down?

- 4 Should be shut down
- 3 Should not be shut down
- 2 Don't know
- 1 No answer

2. MARITAL STATUS:

- 1 Married (Common-law)
- 2 Widowed/divorced/separated
- 3 Never married (single)
- 4 Other

3. HOUSEHOLD COMPOSITION:

TOTAL NO. OF PERSONS

Under 12 years _____
 12 to 17 years _____
 18 years and older _____
 TOTAL: _____

4. LAST GRADE OF FORMAL EDUCATION WAS IN:

- 1 Public School (up to Grade 8)
- 2 High School (Grade 9 through 13)
- 3 Vocational, trade school or special training school
- 4 University (including post graduate)

5a) OCCUPATION OUTSIDE THE HOME IS NORMALLY:

1	Full time	ASK Q.5b)
2	Part time	
3	Not at all	SKIP TO Q.6

b) OCCUPATION:

TYPE OF JOB: _____
 TYPE OF COMPANY: _____

6. APPROXIMATE ANNUAL TOTAL HOUSEHOLD INCOME: (SHOW CARD)

- 1 \$20,000 or under
- 2 \$20,100 to \$30,000
- 3 \$30,100 to \$40,000
- 4 \$40,100 to \$50,000
- 5 \$50,100 to \$60,000
- 6 \$60,100 to \$70,000
- 7 \$70,100 or over
- 8 Don't know
- 0 Refused

Name of Respondent: _____ Tel.No.: _____
Address: _____ City: _____
Province: _____ Date: _____

"I hereby certify that this interview was conducted according to the questionnaire and instructions for this study and that answers recorded are as given by this respondent."

I also understand that according to standard Poole-Adamson Research practice, a proportion of my work may be verified with this respondent."

Interviewer's Name - PLEASE PRINT

Interviewer's Signature

For Field Supervisor's Use Only

Edited By: _____

Validated/Monitored By: _____

Appendix E

CONSERVATION - ENVIRONMENT

MARKETING PLAN

CONSERVATION - ENVIRONMENT
MARKETING PLAN

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E1. Executive Summary

Through further research, including both pre- and in-market testing of finished advertising, the proposed campaign(s) would communicate the link between conservation of electricity and environmental benefits. The goal is to develop fully the marketing strategy and a series of advertisements which successfully promote and encourage residential electricity conservation initiatives among consumers in Ontario.

The approach summarized in this marketing plan has evolved from the following methodology:

1. A review of the relevant literature dealing with energy conservation behaviour, marketing, and previous studies prepared for Ontario Hydro.
2. A survey which reviewed the environmental appeal experiences of selected North American and European utilities and sought the opinions of utility and other organization personnel regarding the appropriateness of environmental appeals.

3. The findings of in-depth interviews (focus groups) with residential consumers of electricity.
4. A standardized advertising testing system, applied to two experimental advertising expressions, using two different approaches towards environmentally-based electrical energy conservation appeals.

The campaign would illustrate the link between electrical energy conservation and the environment, thus stimulating a greater participation in both established and future energy conservation initiatives. The plan provides a rationale for the campaign and a description of the campaign's goal, objectives and strategies. Finally, controls which will facilitate evaluation and further development are also outlined.

Two important sections of the plan remain to be developed by Ontario Hydro: the preparation of a budget, and a detailed schedule of activities that would translate the proposed strategies into action.

Recommendations relating to timing, monitoring, implementation and additional research for environmental appeals appear throughout the marketing plan. Specific recommendations are highlighted in italics.

E2. Current Marketing Environment

Targeted Population Profile.

Two target groups are appropriate for the campaigns:

1) Individuals and families who have not adopted a conscious approach to conservation - through inefficient usage or intentional/unintentional misuse of electricity services (i.e. lighting, cooling or heating areas which are not being used). These people need greater knowledge and skills to enable them to reduce their usage of energy services, and thereby reduce demand.

2) Individuals and families who are making efforts to use electricity efficiently and prudently but require further motivation or knowledge to enhance their present activities.

These target groups did not emerge directly from the focus groups or CLT* testing. The portrayals used in the CLT* testing were prepared for mass media presentation. The first target group, those that have not adopted a conscious approach to conservation, represent the greatest potential amount of power that could be saved but will require the greatest degree of Ontario Hydro effort. The environmental connection may be the required motivation to change the group's behaviour.

The second target group - those requiring further motivation and knowledge to increase DSM activities - warrants Ontario Hydro's attention because even a slight increase, such as 10%, in conservation behaviour will translate into large, system wide savings. Many people already perceive themselves as conscientious users of electricity; establishing the environmental link may provide the additional motivation required to increase these established DSM activities.

The two target groups identified above are very general. They should be used in conjunction with the "CLASSIFY™ energy needs segments" which have already been prepared for Ontario Hydro:

<u>Segment</u>	<u>Percent of Population</u>
Cautious Conservers	24.5%
Hi-tech Controllers	18.7%
Pleasure Seekers	17.1%
Unconcerned	17.1%
Lifestyle Simplifiers	12.2%
Hassle Avoiders	9.3%

(Ontario Hydro, 1990)

The Campaign's Product.

The campaign's social product comprises an idea and many practices. The idea is that general reduction of electricity use will result in less degradation of the environment. The new practices are many: various insulation techniques; more

efficient technology (heat pumps, compact fluorescent light bulbs, etc.); and reduction of electricity waste. These activities or responses can only follow increased awareness, knowledge, attitudes, intentions, motivation etc.

The Marketing Environment.

Many factors have contributed to an increased public awareness of the problems surrounding energy production, distribution and use. The current international oil crisis stemming from the Middle East; the Federal/Provincial energy discussions stressing conservation; James Bay and other energy-related and environment issues; the new NDP government in Ontario; and Hydro's 25 year Plan all have increased public knowledge of energy issues. This awareness can be considered a welcome opportunity for Ontario Hydro's demand-management planning and activities.

It is extremely important that the marketing plan be flexible enough to accommodate changing public attitudes and issues and be adaptable to external influences such as the current Gulf crisis.

The timing with regard to the public's attitudes and values is very appropriate for the implementation of

environmental themes. Focus group and CLT* results point to the receptiveness of respondents to Hydro's tying energy conservation to the environment in one marketing package.

The utility should conduct further research as recommended in the Plan's Strategy Section to implement environmental campaigns before the public becomes aware of the "Link" from other sources. These sources may present the environmental connection with Ontario Hydro in a negative manner. Consequently, lacking evidence to show that "jumping on the bandwagon" would have negative results, it would be prudent for the utility to move swiftly.

The marketing plan would extend Ontario Hydro's recent promotion of the environmental benefits of the co-sponsored President's Choice "environmentally friendly light bulb". The light bulb campaign has, in the first month, been successful, but the environmental appeal aspect of the campaign has not been tested.

The research report stresses the benefits of making the environmental appeal a standard part of the utility's marketing strategy. Within the marketing environment of Ontario Hydro, it is important to reinforce corporate policy. Tying "Let's give tomorrow a hand" into the testing is a good example of this reinforcement. These assertions should be

carefully considered prior to the development of a new program.

The results and conclusions of the research report have expressed caution surrounding the use of guilt and of overstimulating the emotionalism and anxiety surrounding "the environment". This prudence is necessary to protect the utility from credibility and backlash problems which could ensue from too strong an approach.

E3. Goals and Objectives

The main goal of the environmental campaign is to motivate people to learn a new set of electricity use habits. Changing habits is not easy and usually takes time. Furthermore, change needs to be accomplished in stages. The environmental appeal can be utilized as one of the preliminary stages by providing a new focus for altering attitudes and a new motivation for behaviour.

Marketing Plan Objectives:

1. to increase awareness of the "Link" between electricity conservation and the environment.
2. to increase the participation of consumers in Ontario Hydro's electricity conservation initiatives.
3. to reduce demand for electricity; thereby reducing the required supply, the financial impact (generation, plant investment and pollution abatement) and the environmental effects of the required supply.

E4. Marketing Strategies

This section of the plan is designed to provide methods, tools and information necessary for the campaign to reach its objectives.

The following list of components identified in the research study should be considered when developing a strategy for environmental appeals:

- a) Vivid information should be displayed: eye-catching, recognizable and concrete examples and demonstrations;
- b) Personalized information should be included - individually tailored information with which a consumer can identify;
- c) Environmental appeals should stress convenience - simple and easy behaviours to implement actions;
- d) Consumer decision-making flexibility should be available - there should be a choice of actions;
- e) Appeals should include clear, concise and simple language;
- f) Commitment to conservation as a viable alternative to supply-side solutions needs to be stressed by the utility;
- g) Conservation needs to be promoted as a common environmental activity;
- h) Avoid over-stimulation of the consumer's basic environmental emotionalism which could prompt irrational or backlash responses and credibility problems;

- i) Promotions should not include the use of guilt. The potential for individual consumers to retreat or psychologically block out attributed responsibility for our environmental woes is too great. People will accept responsibility for the environment more readily when the responsibility is presented in a positive and reassuring manner;
- j) Ensure the appropriateness and legitimacy of environmental claims to maintain source credibility;
- k) The word "conservation" should be used with caution as it is not a well understood concept;
- l) Combined promotions of both environment and money-saving appeals should be clear so as not to confuse the consumer regarding the message's intent;
- m) Present the source of the advertising as a friend, being careful not to appear as a foe or an organization shirking its responsibilities;
- n) Appeals should have positive rather than negative overtones;
- o) Consumers' present conservation activities should be reinforced through recognition and they should be encouraged to continue and to adopt further measures.

One of the most important strategies for Ontario Hydro to act upon is the further research of environmental appeals within current international, national, provincial and corporation contexts. This will be an ongoing process as these contexts are constantly changing. A separate section of the Plan, which follows, addresses the research component.

E5. Marketing Mix

The following marketing mix elements should be considered during the further development and implementation of the marketing plan.

Product Environmental appeals should be considered for any products which result in the reduction of electricity consumption (as compared with conventional, more energy-intensive or wasteful products). As long as the net energy consumption is reduced, it can be proven that less environmental degradation will result from the use of this product. Care should be taken to research adequately each product selection to determine net environmental impacts and the perceived value of the product to society.

Price Each of the following factors must be considered as part of the marketing plan:

Monetary Elements

list prices
discounts
credit and interest costs
payback period
rental or leasing options

Non-monetary Elements

time
effort
stress

The strength of the environmental appeal message will be dependent on the evaluation of these pricing components. Promotion of the "Link" may need to be strengthened when economic factors are less favourable to the customer.

Place Location and choice of retailers, distribution, inventory and geographic regions (urban/rural, north/south) must be considered as components of the marketing mix. It is extremely important that the public's perception of retailers as environmentally-friendly (eg. Loblaws) is considered in the decision-making process when an environmental appeal is being used.

Promotion This study has concentrated on the advertising and promotion of environmental appeals. Although only the visual medium was considered in this research, various combinations of the promotion mix (mass communication, selective communication, personal communication and promotion incentives) should be considered for the appeal. The environmental linkage with electricity is a theme which should be considered transferable to other forms of media (see the first recommendation in the following section - Further Research).

E6. Further Research

The effectiveness of environmental campaigns in other print media forms such as newspapers, billboards, bill inserts, flyers, posters, or presentation stands should be determined through further research. Non-print media, ie. television and radio, should be investigated to determine if the message can be diversified to lower-income consumers who might be more easily reached through these media.

Research is required to determine the effectiveness of collaboration with private retailers and manufacturers when promoting the environmental benefits of products with Hydro's endorsement.

Market testing of this study's finished portrayals should be undertaken in two distinct and physically separate communities in order to determine actual market effect. Subtle variations such as financial incentives versus financial feedback information, in conjunction with environmental appeals, could be considered.

Two current, or recently developed, finished advertising lay-outs, which promote conservation activities without an environmental appeal, should be tested using the same CLT* technique that was used in the preceding study. Results should be compared to determine the relative strength of environmental appeals as a promotional tool.

Further testing of appeals which provide more detail on environmental effects of electricity generation should be carried out, preferably using the same technique as that in this study. These results should be compared to determine the extent of environmental information which can be included in order to prompt the desired behavioural change.

E7. Monitoring and Evaluation

The environmental campaign and the research leading up to the campaign will require ongoing evaluation. Both qualitative and quantitative research will contribute to a more thorough understanding of the consumers and how they react and relate to varying forms of promotion. Evaluation is also required to measure the degree to which the plan's goals and objectives have been accomplished.

The utility should determine whether existing standards for implementing and evaluating marketing campaigns are appropriate for environmental campaigns.

Studies should be developed to follow up on those people who request environment-conservation information booklets. These studies would attempt to determine the extent of the behaviour change which can be attributed to the environmental appeal.

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