

Methodology:

Results are based on an online study conducted from November 26 to November 29, 2018, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error—which measures sample variability—is +/- 3.1 percentage points, nineteen times out of twenty.

Compared to last year, would you say your energy and heating use at home has increased, stayed the same, or decreased over the past few weeks?

Increased – 41%
Stayed the same – 38%
Decreased – 15%
Not sure – 6%

To respondents who are "Married" or "Living with significant other" — Who is in charge of setting the temperature at home?

Me – 40%
My spouse / partner – 18%
Both equally – 30%
Not sure / Prefer not to say – 12%

Two-in-Five Canadians Say Their Home Heating Use Has Increased

Three-in-ten Canadians in a relationship say they change the temperature at home without telling their partner.

Vancouver, BC [December 6, 2018] – A sizeable proportion of Canadians are relying more heavily on home heating this year, a new Research Co. poll has found.

In the online survey of a representative national sample, two-in-five Canadians (41%) say their energy and heating use at home has increased over the past few weeks—a proportion that reaches 46% in Atlantic Canada, and 43% in both Ontario and British Columbia.

Across the country, 9% of Canadians say they typically set their home heating at 18C or lower. Most residents select 19C or 20C (38%) and 21C or 22C (40%), while 6% set the thermostat at 23C or higher.

Respondents to this survey who are married or living with a significant other were asked who is in charge of setting the temperature at home. Two-in-five (40%) say they are solely responsible, while 18% say their spouse or partner takes care of this task, and 30% affirm that the decision is taken by both equally.

Women are more likely to say that the home thermostat is a joint responsibility (34%, compared to 25% for men), while men are more likely to say they are solely responsible for home heating settings at home (43%, compared to 38% for women).

Three-in-ten Canadians in a relationship (30%) admit that they change the temperature at home without telling their spouse or significant other "all of the time" (8%) or "most of the time" (22%), while just 19% say they have "never" done this.

"Women (35%) are more likely to acknowledge that they adjust the thermostat without telling their spouse or partner than men (25%)," says Mario Canseco, President of Research Co. "On a regional basis, Quebecers are more likely to say they would never change the settings without consulting first (35%), while British Columbians (8%) are the least likely to do so."

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it



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polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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