

Yukon Energy Corporation

Public and Stakeholder Phone Survey Results  
**Public Awareness Campaign Phase 1:  
Research Report 1**

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## Introduction

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The research component of the public awareness campaign was developed to establish benchmark indicators among target audiences to assess and evaluate knowledge of Yukon Energy and awareness of energy related issues.

The research model was built in a knowledge, awareness, and behaviour (KAB) evaluation design. KAB essentially begins by testing current knowledge levels, assesses any change in awareness levels over time (ie: as a result of an educational or communications intervention) and finally whether any increase in knowledge and awareness or change in beliefs and expectations.

Two audience groups are targeted in this research:

1. **Allies:** Allies include businesses and associations, community organizations, First Nations, governments, and other groups who have a vested interest in supporting a long-term clean energy strategy for the territory. By understanding the vision and strategy of Yukon, this audience will be more inclined to envision a positive investment future in Yukon resulting in economically stronger communities.

This audience also includes potential allies-Yukon politicians, the Yukon Conservation Society, the Utilities Consumer Group, the Yukon Utilities Board, and others.

2. **Public Audience:** This audience is comprised of all Yukoners who use or have an interest in electrical energy. Typically, this audience is predisposed to renewable sources of energy versus fossil fuel sources of energy for both cost and environmental reasons.

A **Public telephone survey** was conducted with 184 randomly selected respondents in six Yukon communities between June 2 – 8, 2010 involving a 10-15 minute interview covering a range of questions on the Yukon Energy Corporation and energy related issues.

The six communities selected for the public phone survey included: Whitehorse; Marsh Lake; Teslin; Carmacks; Haines Junction; and Dawson City.

An **Allies telephone survey** involving 25 business and community leaders and interest groups was conducted between June 4 – 11, 2010. The survey recipients were selected to provide a cross sample of individual businesses, Yukon-wide associations and local community leaders. Communities included: Whitehorse; Mayo; Faro; Watson Lake; Haines Junction.

Both phone surveys were conducted prior to the launch of the public awareness campaign.

In addition to the telephone surveys an **online public survey** is also being conducted over a 4-6 week period (June 15 – June 30, 2010). The online survey is being conducted in conjunction with the campaign with participation promoted through the campaign as well as on the Yukon Energy Corporation's website.

## Research

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### Research Goals

- To provide the Yukon Energy Corporation with current Knowledge, Awareness and Behaviour (KAB) among Yukon residents and business and community leaders toward the corporation and current and future energy needs
- To build a renewed sense of trust and confidence among Yukon residents in the corporation supporting its vision of a clean energy future

### Research Objectives

- To establish baseline KAB data
- To acquire research support to effectively position the Yukon Energy Corporation and its vision for a clean energy future
- To inform public communications initiatives undertaken by the Yukon Energy Corporation
- To test effectiveness of communications, information and messaging

### Research Targets

To achieve a confidence level of 95% an overall target for all methodologies is 380 respondents. The combined participation from both telephone surveys is 209 (public phone survey: 184; stakeholders phone survey: 25). The online survey will deliver the remaining responses.

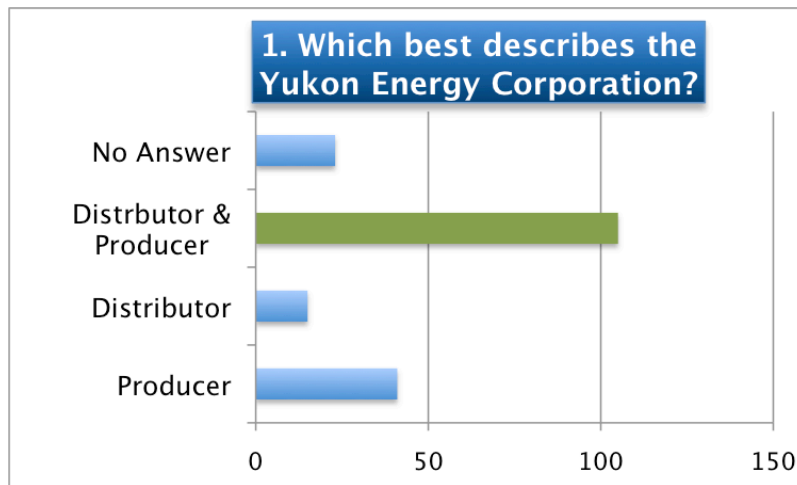
Following are the findings of the public and stakeholders phone surveys.

## Public Telephone Survey Findings

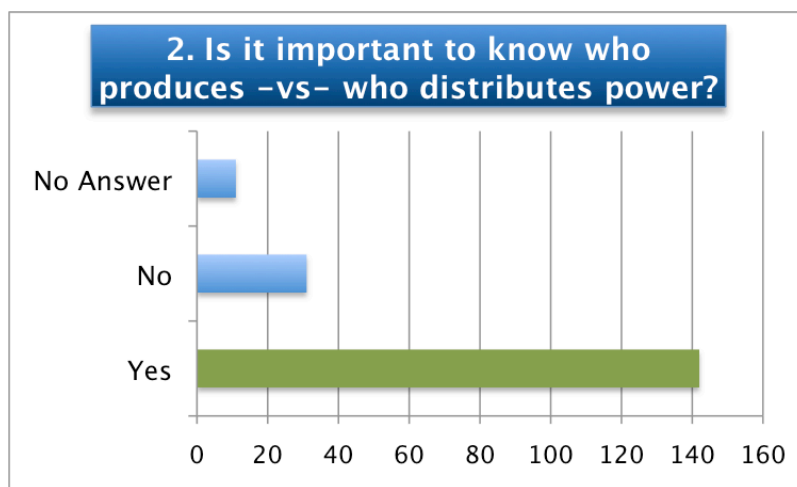
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The majority of Yukon residents are aware the Yukon Energy Corporation is both a producer and distributor of electrical power.

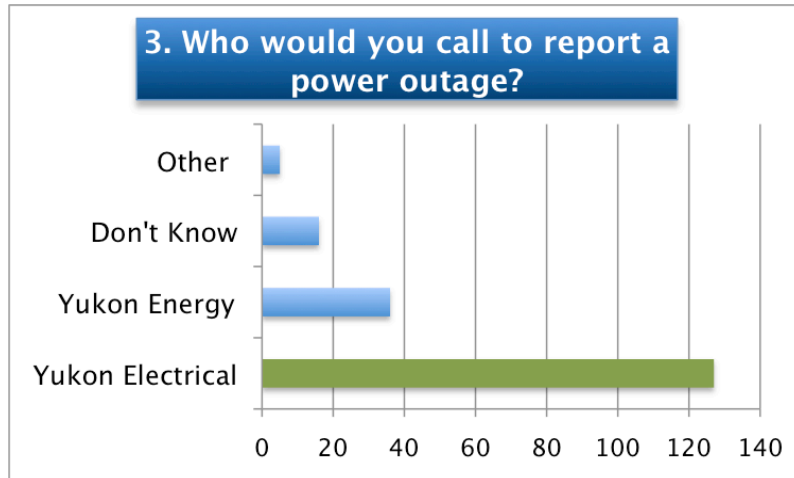
However a significant number are not aware of the dual responsibility of the corporation with regard to the production and distribution of electrical power as indicated by those who said the corporation was only a producer or only a distributor or did not know.



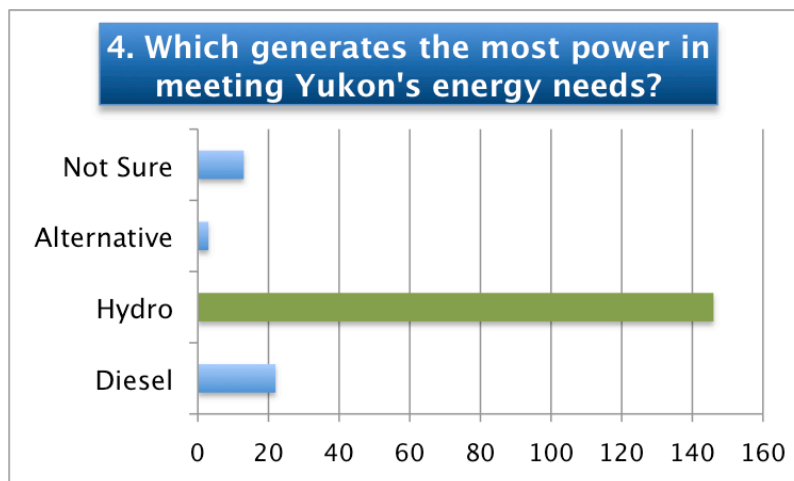
A strong majority of respondents said it is important for them to know who produces and who distributes power.



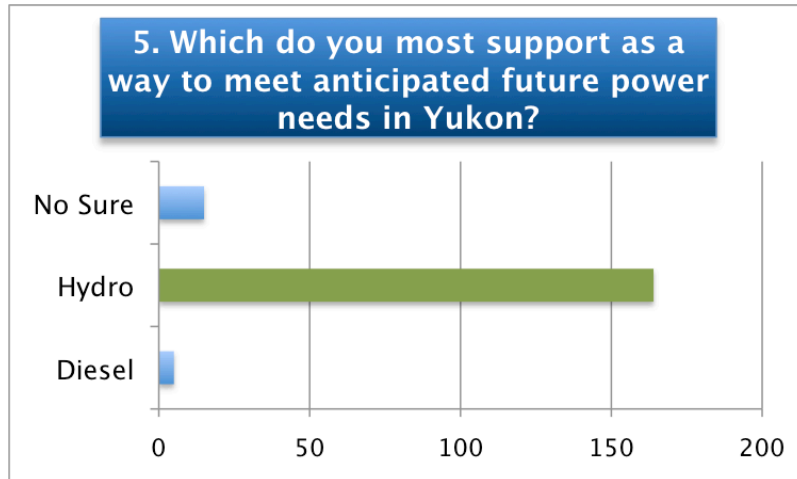
In terms of who residents would call if they experienced a power outage, a strong majority said they would call Yukon Electrical as the primary power provider. In looking at community variations on this question, responses ranged from a low of 25% (Dawson City) who said Yukon Electric would be their first point of contact to a high of 80% of residents (Carmacks and Haines Junction) who would call Yukon Electric first. Over three-quarters (76%) of Whitehorse residents identified Yukon Electric as a first contact point.



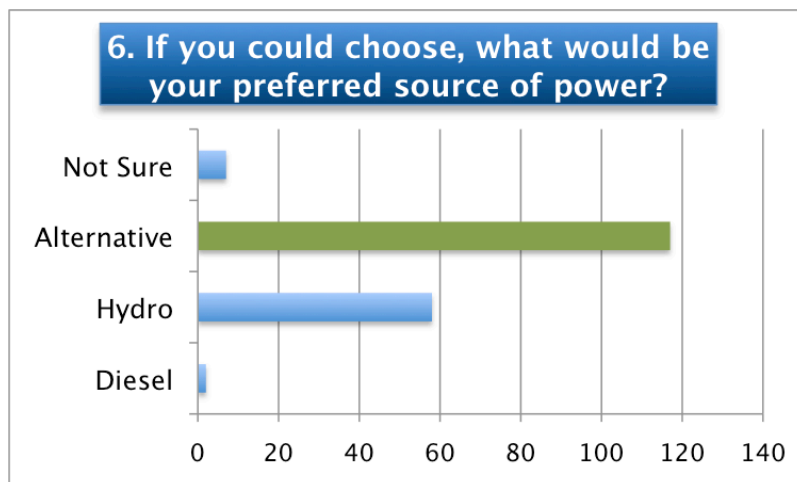
A strong majority of Yukon residents are aware that Yukon's power is primarily hydro generated. This is consistent across all communities surveyed.



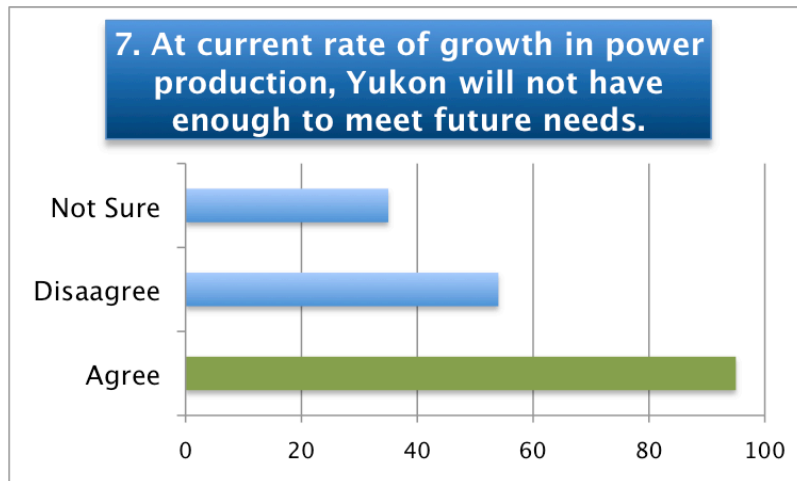
Hydro generated power is clearly a preferred alternative to diesel-generated power across all communities.



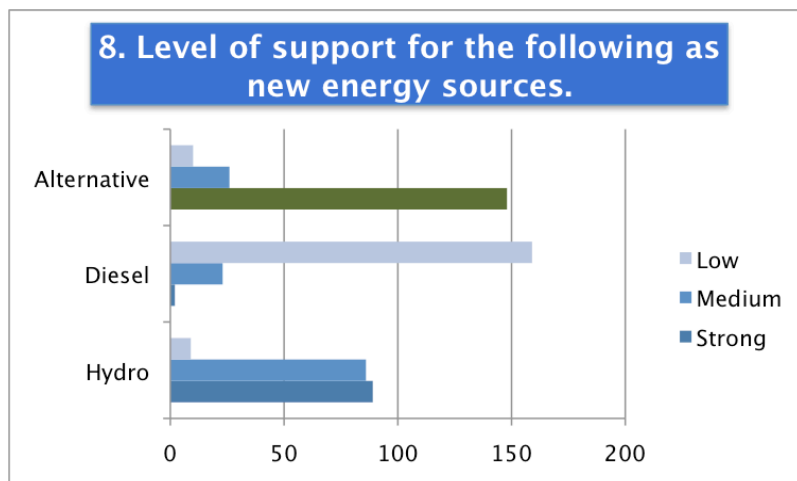
The phone survey identified a strong preference for the development of alternative energy sources. 'Alternative' was described as wind and geo-thermal. Carmacks showed the highest level of support for alternative sources at 70% and residents of Marsh Lake showed the lowest support at 56%. In Whitehorse 65% of respondents identified alternative as preferred source of power.



When asked to think about the energy production and future needs, only slightly more than half (52%) of residents agreed that Yukon will not have enough energy to meet future needs. This was relatively consistent across all communities with the exception of Carmacks where 80% of respondents agree with this projection.

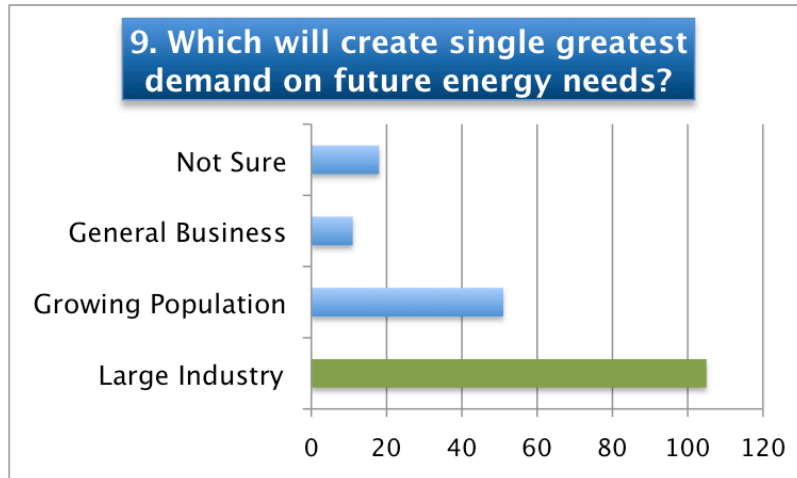


A clear majority of respondents do not support diesel-generated power as a future energy source. Consistent with question #6, the strongest support is indicated for the development of new alternative energy sources followed by hydro which received medium to strong support.

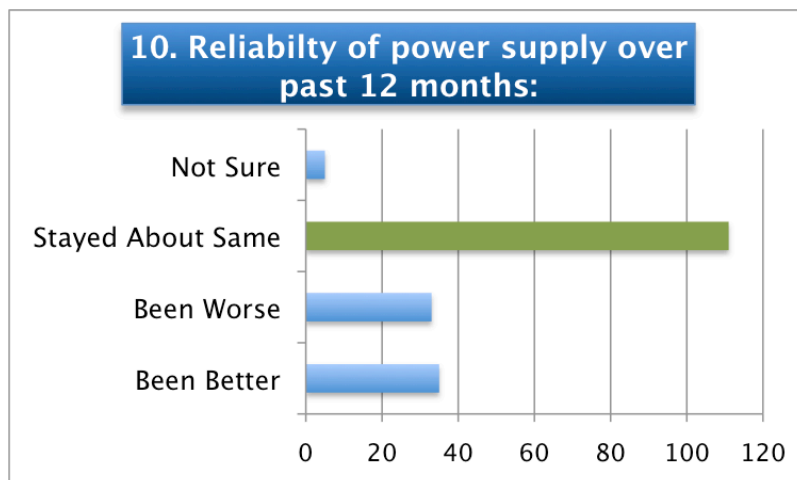




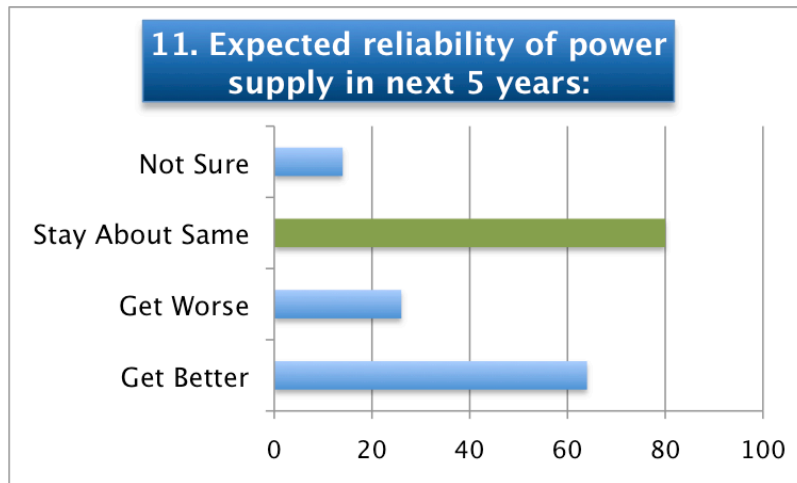
Yukon residents see large scale industry as the big driver in terms of creating the greatest demand for future energy needs followed by population growth (residential consumption). There was however a wide variance in response by different communities to this question ranging from a low of 50% (Dawson City) who see large industry as the biggest future power consumer, to 80% of respondents from Carmacks. In Whitehorse 52% of respondents said they saw large industry as creating the biggest energy demand.



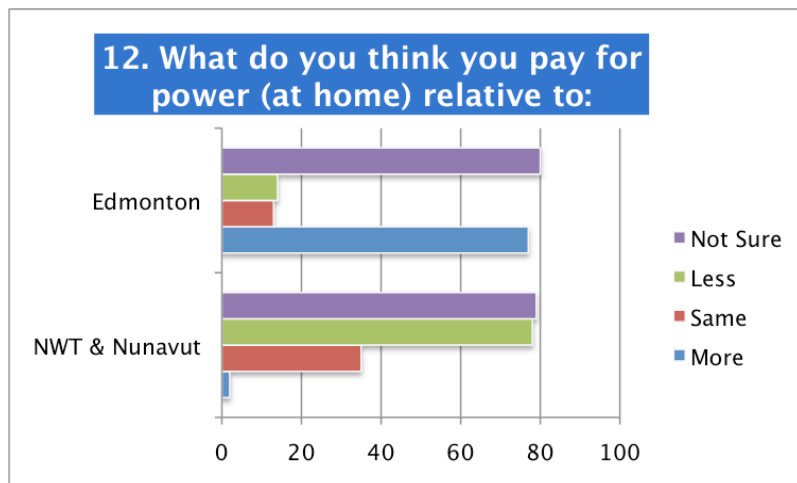
Questions #10 and #11 identified how reliable Yukon residents feel their energy supply has been over the past year and how reliable they think it will be over the next five years. The majority of respondents feel there has been little change in reliability over the past 12 months or that reliability has improved. Responses varied marginally by community with most in the 75%+ range in saying reliability has been better or the same.



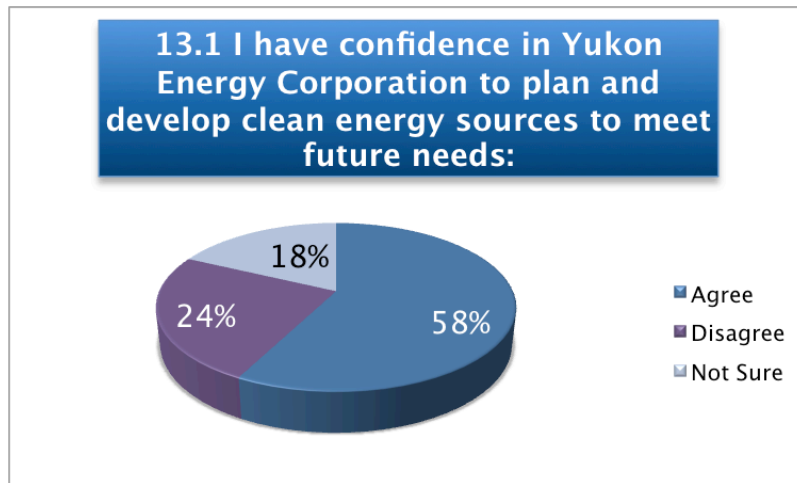
In the context of their recent experience (past 12 months) the majority of Yukon residents (78%) feel the reliability of power over the next five years is likely to remain unchanged or get better.



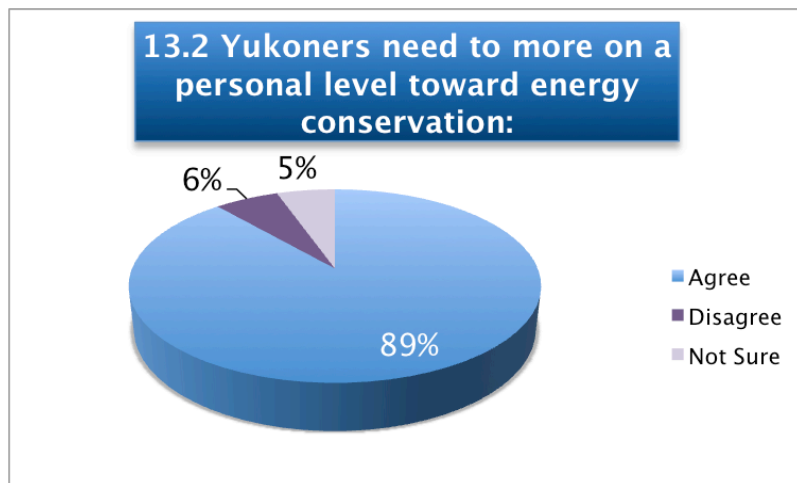
Using Nunavut/NWT and Edmonton for comparison, survey respondents were asked to indicate if they felt they paid more, less or the same for power. While Yukon residents feel they pay less or are not sure in relation to other northern residents they clearly feel they pay more than residents of Edmonton. Forty-four per cent (44%) of respondents said they were not sure.



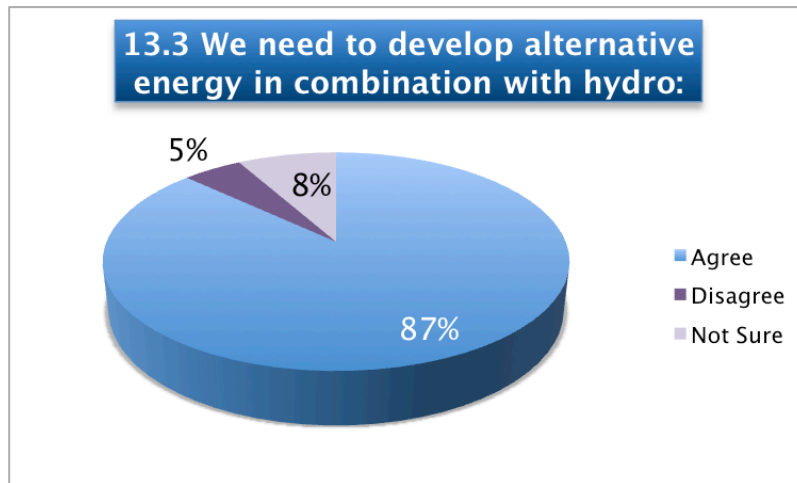
On the question of confidence in the Yukon Energy Corporation related to planning and developing clean energy sources to meet future needs, 58% said they had confidence in the corporation. The level of confidence ranged from a low of 30% in Haines Junction to a high of 80% in Carmacks. In Whitehorse 62% said they have confidence in the corporation.



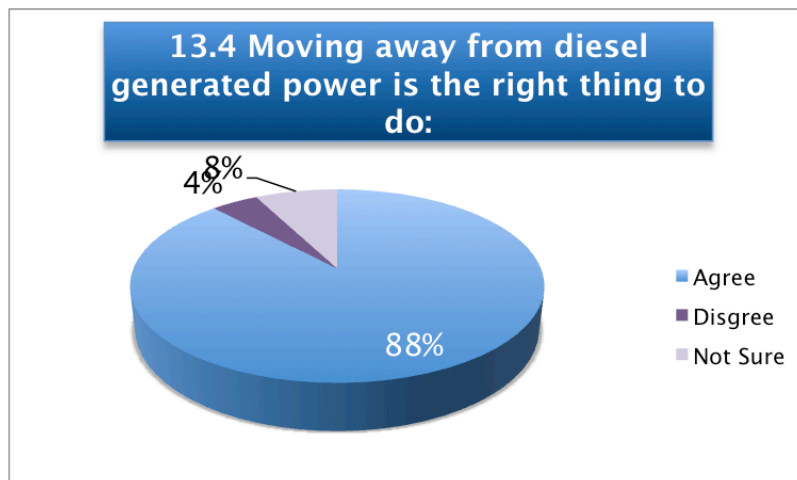
On the question of Yukoners assuming more personal responsibility toward energy conservation, 89% are in agreement.



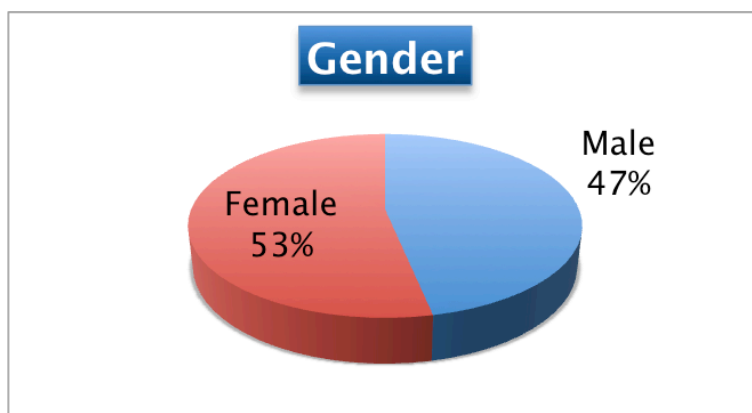
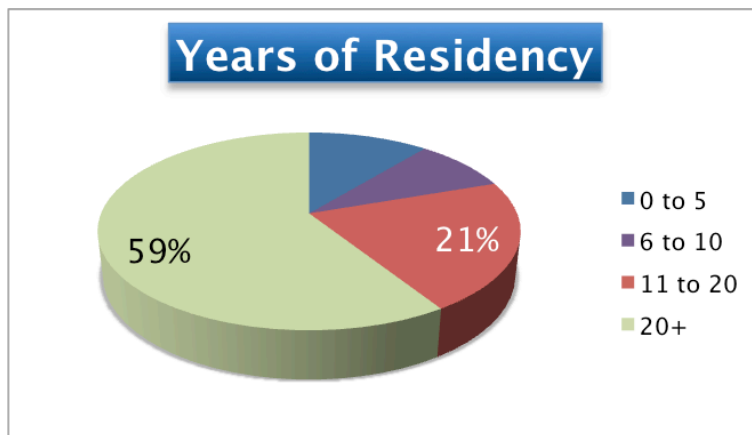
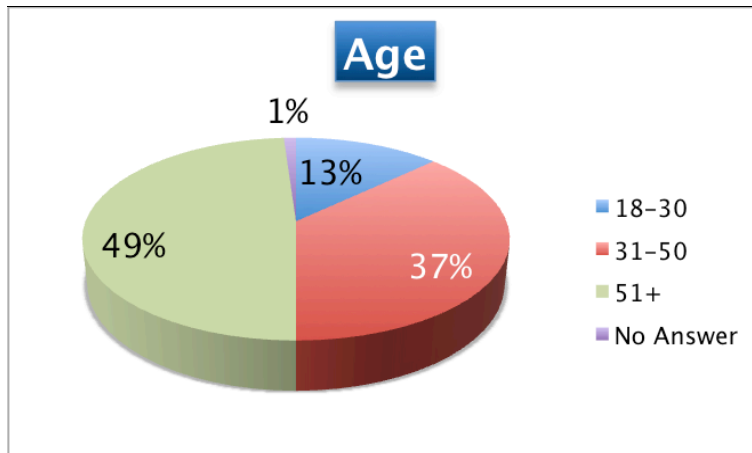
An equally high number (87%) of respondents agreed with a planning approach that would see new alternative energy sources developed in conjunction with hydro development to meet future needs.



A strong majority (88%) reinforced their support for alternative and hydro by saying the Yukon needs to move away from diesel-generated power. Support for moving away from diesel-generated power ranged from a low of 70% in Haines Junction to a high of 90% in Whitehorse and Dawson City.

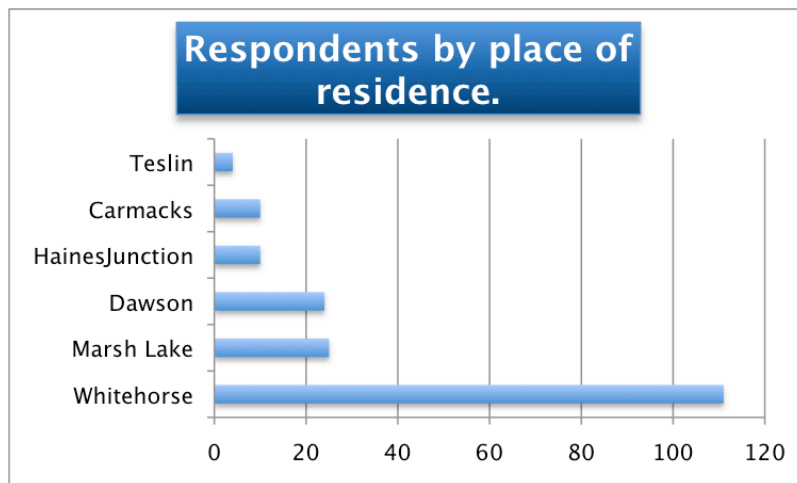


Almost half (49%) of respondents were 51 years or older with over a one-third (37%) in the 31 to 50 year age group. The majority of respondents were also longer-term residents with 59% indicating 20 or more years of residency. Gender of respondents was relatively evenly divided.



Sixty percent of respondents (111) were surveyed in Whitehorse with 25 residents in Marsh Lake and Dawson City participating in the survey. For the smaller communities of Haines Junction and Carmacks 10 phone surveys were done in each community. In Teslin four surveys were conducted.

Note: It is important to note that the sample size in communities outside Whitehorse is not significant enough from which any conclusions can be drawn with any degree of confidence at an individual community level. The data was provided on a community-basis for some questions as a point of interest only.



Findings from the stakeholder telephone survey can be found the following section.

## BUSINESS AND COMMUNITY LEADERS (ALLIES) PHONE SURVEY FINDINGS

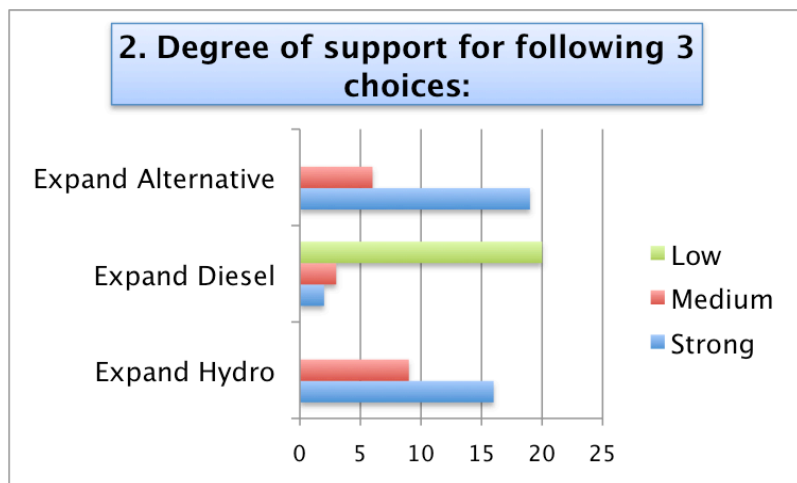
### Introduction

A telephone survey involved 25 business and community leaders representing a cross sample of businesses, Yukon-wide associations and local community leaders.

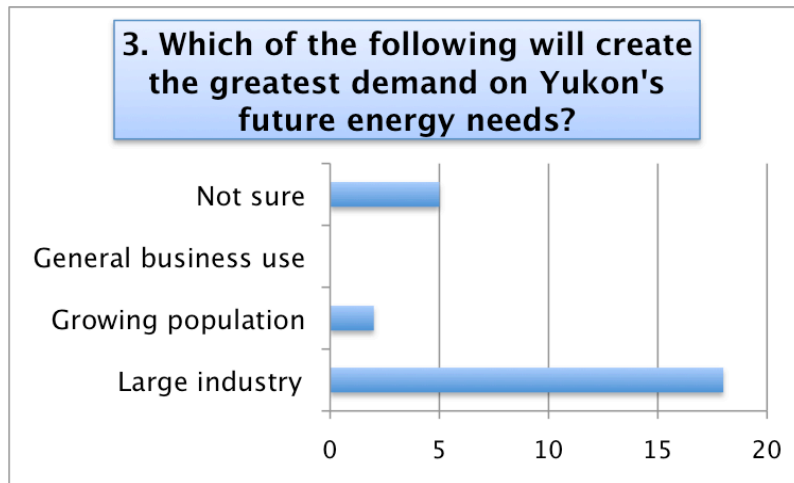
Yukon business and community leaders indicate a high degree of confidence (88%) in the Yukon Energy Corporations' assessment that new energy sources will be needed within the next five years in order to meet future demands.



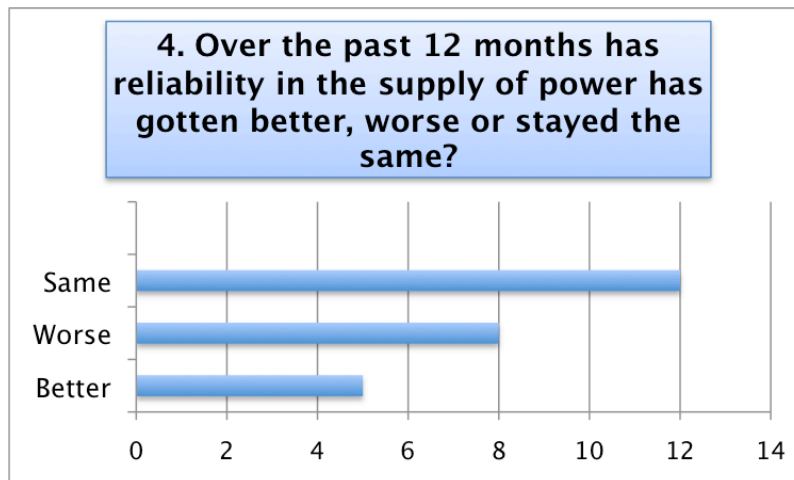
Business and community leaders indicate a strong preference for alternative energy followed by hydro development. Support for diesel-generated power is very low.



Consistent with the public phone survey, business and community leaders believe large industry will be a primary driver in future energy demands.

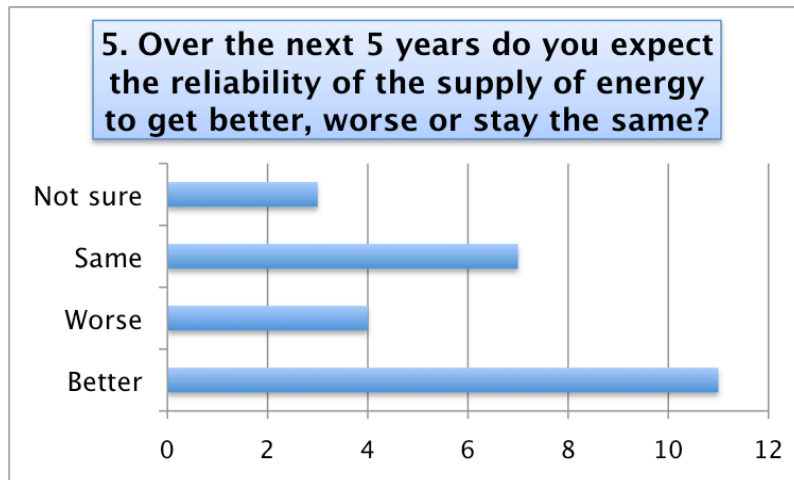


Approximately one-third of business and community leaders feel energy reliability worsened over the past 12 months as compared to about 18% of public survey respondents.

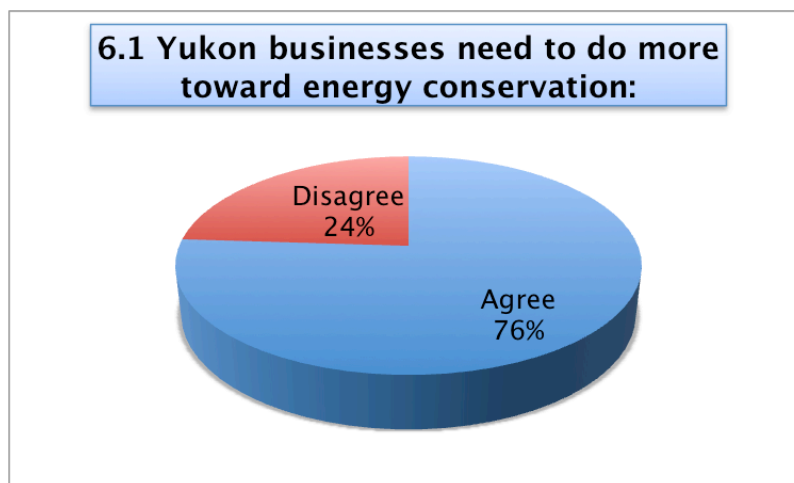




In terms of expected reliability over the next five years, business and community leaders feel more confident with almost half expecting reliability to improve and only 16% expecting reliability to get worse and over one-quarter (28%) expecting no change.

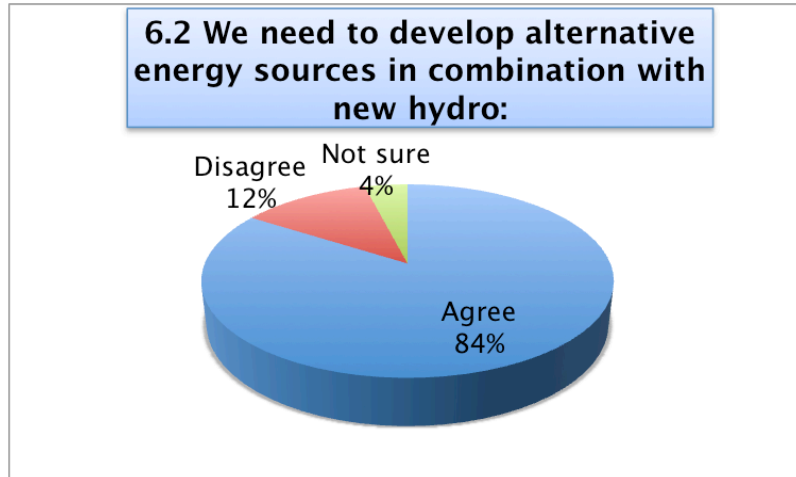


Over three-quarters (76%) of business and community leaders feel Yukon businesses need to do more toward energy conservation. While this is a strong indicator that businesses feel the need to assume greater responsibility for conservation, the public's sense of personal responsibility is much higher at 89%.

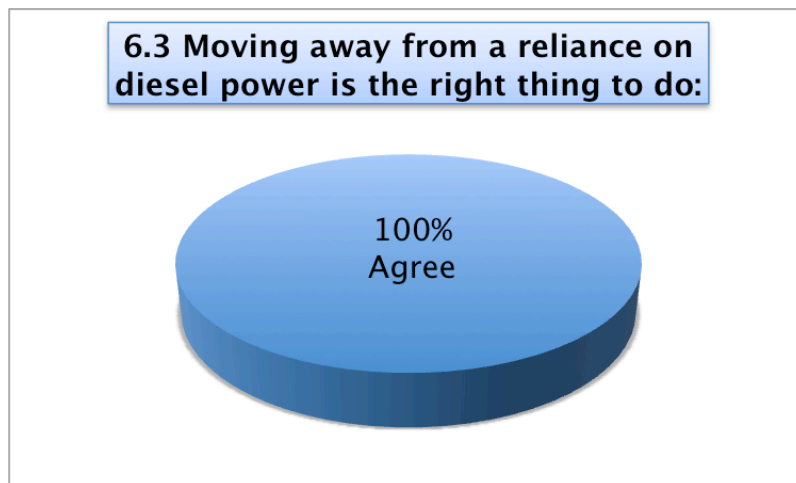


Comments related to this question indicate that conservation is a 'shared responsibility' across all sectors.

There is a high degree of support (84%) among business and community leaders for the development of alternative energy sources in combination with hydro. Alternative energy also received strong support from the general public.

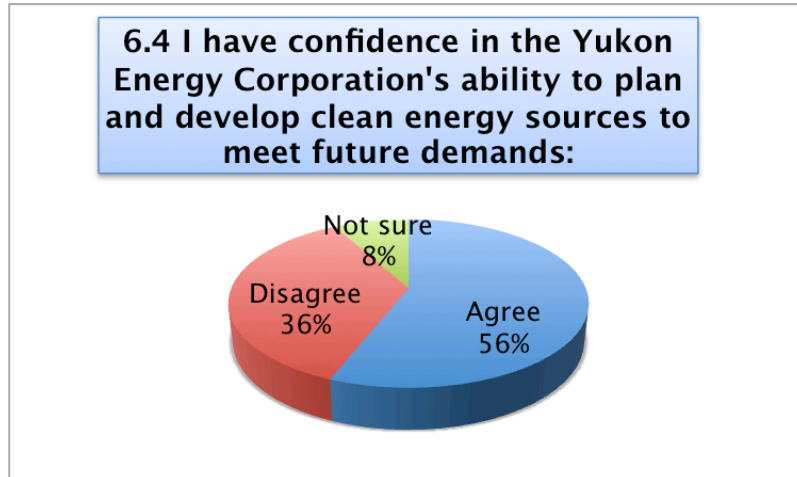


Also consistent with the public's view, business and community leaders strongly believe that moving away from a reliance on diesel-generated power is the right goal for the Yukon Energy Corporation to be pursuing.



Additional comments suggested that multiple alternative sources need to be further explored including things like bio-fuels and waste-energy in addition to hydro, wind and geo-thermal and natural gas should also be considered. Some suggest the corporation lacks creativity with respect to new clean energy sources and opportunities.

While a strong majority (84%) believe the Yukon Energy Corporation should be developing clean energy sources (see Q. 6.2), just over half (56%) of business and community leaders have confidence in the corporation's ability to effectively plan and develop clean energy.



**Additional comments included:**

- Political influence and interference with the Yukon energy sector affects productivity and the ability to plan effectively. (Several mentions)
- Responding to external opposition and special interest groups interferes with effective planning.
- Years of opportunity to develop new clean energy sources have yielded little results.
- Reliability and cost need to be considered when developing alternative energy sources.
- Investment needs to be made in Yukon's power distribution system.
- Open up power generation to enable third parties to become involved.
- The corporation needs to do more public consultation (this survey was a good start).
- Lack of a strategic plan and cost-benefit analysis.
- Lack of talk related to encouraging energy conservation.
- Important to plan and develop now to meet future needs and not get caught energy short. (Yukon Energy Corporation appears to be doing a good job projecting what future needs will be).
- More communication is needed on energy issues and options.